

HOUSE OF COLOUR



BRAND	TARGET GROUP	KEY BENEFITS	&	KEY SERVICES	APPLICATION	COLOUR DEPTH	
PERMANENT	IGORA ROYAL - THE REFERENCE BRAND FOR TRUE COLOUR PERFECTION					COLOUR DEPTH	
	FOR CLIENTS SEEKING: - Perfect white hair coverage - Reliable colour result & long-lastingness - Even, vibrant and deeply luminous colour	THE REFERENCE COLOUR FOR ALL COLOURISTS PROVIDING FULL CONFIDENCE TO MASTER EVERY PERMANENT COLOUR SERVICE - FROM CLASSIC TO LATEST TRENDS AND INNOVATIVE TECHNIQUES: - True-to-taft colour results - Reliable, even and luminous colour result - Innovative fashion shades with up to 70% coverage - Natural shades with 100% coverage - Utmost reliability of colour performance - Ultimate colour retention - Holistic portfolio to perform every colour service		EVERY PERMANENT COLOUR SERVICES POSSIBLE: - Main coloration services from natural to fashion shades - Lifting with up to 5 levels of lift with HIGHLIFTS - Colour & lift services with up to 5 levels of lift with FASHION LIGHTS - Fashion tone services with 100% coverage for mature hair with ABSOLUTES - Dual application with IGORA VIBRANCE - Strong performance on all hair types	1:1 IGORA ROYAL CREME: IGORA ROYAL Oil Developer 1:2 IGORA ROYAL HIGHLIFTS 12-SERIES CREME: IGORA ROYAL Oil Developer DEVELOPER: 3%/10 Vol., 6%/20 Vol., 9%/30 Vol., 12%/40 Vol.	 30-45 min	1- Black 3- Dark Brown 4- Medium Brown 5- Light Brown 6- Dark Blonde 7- Medium Blonde 8- Light Blonde 9- Extra Light Blonde 10- Ultra Blonde 12- Special Blonde
PERMANENT	IGORA COLOR10 - THE PERMANENT COLOUR FOR QUICK RE-TOUCH & COLORATION SERVICES					TONE DIRECTION	
	FOR CLIENTS SEEKING: - Fast color or re-touch services - Perfect white hair coverage - Reliable colour result & long-lastingness - Even, vibrant and deeply luminous colour	THE PERMANENT COLOUR FOR QUICK RE-TOUCH AND FAST COLOR SERVICES WITH FULL COLOUR PERFORMANCE IN ONLY 10 MINUTE DEVELOPMENT TIME: - Processing time complete in only 10 minutes - Innovative fashion shades with up to 50% white coverage - Natural shades with perfect coverage - Reliable, even and luminous colour result - Ultimate colour retention		QUICK PERMANENT COLOR SERVICES FOR INBETWEEN COLOR SERVICES OR QUICK RE-TOUCHES: - Quick root re-touch - T-section service/parting coloration - Small colour placements	1:1 IGORA COLOR10 CREME: IGORA ROYAL Oil Developer DEVELOPER: 3%/10 Vol., 6%/20 Vol., 9%/30 Vol., 12%/40 Vol. (only with Speedlift+ shades)	 10 min	-0 Natural -1 Cendré -2 Ash -3 Matt -4 Beige -5 Gold -6 Chocolate -7 Copper -8 Red -9 Violet
DEMI-PERMANENT	IGORA VIBRANCE - THE DEMI-PERMANENT COLOUR FOR LESS COMMITMENT AND MORE FLEXIBILITY						
	FOR CLIENTS SEEKING: - Care & shine - Gentleness & low damage - Low commitment - Quick service	STATE-OF THE ART DEMI-PERMANENT COLOUR OFFERING ABSOLUT VERSATILITY AS THE LIQUID FORMULA THAT CAN TURN INTO A GEL OR CREAM: - Up to 100% more Insta Shine* - Up to 50% white hair blending for natural and fashion shades - Up to 70% white hair blending for natural extra shades - Liquid formula that allows to choose between gel or creme consistency - Faster mixing and more efficient application** - Moisture Protecting Complex with AQUAXYL™ - Comprehensive portfolio with on-trend fashion colours - Dual application opportunities with complete portfolio matching IGORA ROYAL <small>*vs. uncoloured hair **vs. old formula</small>		VERSATILE RANGE OF DEMI-PERMANENT SERVICES: - Dual application service with IGORA ROYAL - Color refreshing of mid-lengths & ends - Pastel toning, fashion toning & glossing - Neutralisation and colour correction - Quick backwash services (with bottle application) - Pre-pigmentation	1:1 IGORA VIBRANCE COLOURATION: Activator Lotion or Activator Gel ACTIVATOR LOTION: 1,9%/6 Vol., 4%/13 Vol. ACTIVATOR GEL: 1,9%/6 Vol.	 5-20 min	IGORA ROYAL Oil Developer 3%/10 Vol. - Colouring darker - Covering up to 100% white hair - Colour deposit on pre-lightened hair - Colouring with pastel shades 6%/20 Vol. - Tone on tone colouring - Covering up to 100% white hair - Lifting 1-2 levels 9%/30 Vol. - Lifting 2-3 levels - Colouring with -00 series - Lifting up to 3 levels with 10-series - White hair coverage with ABSOLUTES 12%/40 Vol. - Colouring with FASHION LIGHTS - Lifting 3-4 levels with 10-series - Lifting 4-5 levels with 12-series
SEMI-PERMANENT	IGORA EXPERT MOUSSE - THE SEMI-PERMANENT COLOUR MOUSE FOR QUICK COLOR REFRESHMENTS						
	FOR CLIENTS SEEKING: - Quick color refreshments - Shine and natural colour enhancement - No commitment colour	THE SEMI-PERMANENT COLOUR MOUSSE FOR QUICK COLOR REFRESHMENT WITHOUT COMMITMENT: - Conditioning Colour Mousse - Up to 20% white blending - Adds brilliant shine - Glossing for intensified natural colours - Tone neutralisation for blonde and white hair - Lasts up to 8 washes		QUICK COLOR REFRESHMENT OR TONING SERVICES: - Gentle refreshment of colour brilliance - Quick neutralisation service after lightening - Pre-pigmentation - Enhancing the natural hair colour - No commitment colour services		 3-5 min Colour Refreshment 15-20 min Intense Colour Treatment	
LIGHTENING	IGORA VARIO BLOND - THE FULL-PERFORMANCE LIGHTENING RANGE WITH NO COMPROMISE ON HAIR QUALITY						
	FOR CLIENTS SEEKING: - Coolest blonde result - No compromise on hair quality - Reliable result	THE FULL-PERFORMANCE LIGHTENING RANGE WITH A POWERFUL LIFTING PERFORMANCE AND INTEGRATED BONDING TECHNOLOGY FOR MINIMIZED HAIR BREAKAGE: - Up to 8 levels of lift with integrated Fibre Bond Technology for minimised hair breakage - Dust free lightening powder - Clearest blonde results thanks to Anti-Yellow Effect		ALL LIGHTENING SERVICES: - All highlighting techniques, lifting up natural and artificial pigments - Full head lightening service - Global application - COOL LIFT additive for extra cool blondes	1:2 IGORA VARIO BLOND LIGHTENING POWDER OR CREME: IGORA ROYAL Oil Developer DEVELOPER: 3%/10 Vol., 6%/20 Vol., 9%/30 Vol., 12%/40 Vol. FOR ON SCALP APPLICATION: max. 6%/20 Vol.	 20-45 min Lightening 20-60 min Lightening & Cool Lift	
					NOTE: IGORA VARIO BLOND COOL LIFT has a variable mixing ratio. Application of heat is not recommended.		
LIGHTENING, PERMANENT & SEMI-PERMANENT	BLONDME - FULL SERVICE BRAND FOR BESPOKE, ICONIC BLONDE LOOKS						
	FOR CLIENTS SEEKING: - Blonde perfection delivered by blonde experts - No compromise on hair quality - Cleanest blonde & on-trend tones - Customized care products	THE BESPOKE BLONDE COLOUR & CARE BRAND WITH INTEGRATED ADVANCED BONDING TECHNOLOGY TO ENSURE BLONDE PERFECTION: - Colour & care system designed to work together - Bond Enforcing Premium Lightener 9+: the best lighter in the market for up to 9 levels of lift - Bond Enforcing Premium Clay Lightener: the soft-to-solid formula with up to 7 levels of lift - White Blending: up to 4 levels of lift and coverage for mature clients - Blonde Toning & Lifting: for ultimate creativity - Bleach & Tone: to neutralize and tone in one step - Targeted and fully customizable range to all blonde needs for in salon and home care		ALL BLONDE SERVICES POSSIBLE: - Lightening with up to 9 levels of lift or freehand with up to 7 levels - Lifting service with up to 5 levels of lift - Pastel & Deep Toning services, both at the backwash or with brush & bowl for precise application - White Blending service - Dedicated post coloration services to create new bonds (Intense/Lightweight nourishing treatment) and/or neutralize yellow undertones (Cool Toning service) - Care exclusive service to prepare for next color application (Detoxifying, Intense Refreshing service)	VARIABLE MIXING PREMIUM DEVELOPER: 2%/7 Vol., 6%/20 Vol., 9%/30 Vol., 12%/40 Vol.	 up to 20 min Toning 30-45 min Lifting, Hi-Lightening & White Blending 20-60 min Lightening & Tone 20-45 min Lightening	IGORA VIBRANCE Activator Lotion & Gel 1,9%/6 Vol. - Dual system application - Pastel toning & Neutralisation - Tone-in-tone services - Colouring darker - Up to 30% white hair blending
					NOTE: Application of heat is not recommended. Visually monitor development of all Toners for desired colour result.		
PERMANENT	TBH TRUE BEAUTIFUL HONEST - AUTHENTIC NATURAL COLOUR RESULTS FOR A NEW CONSCIOUS GENERATION						
	FOR CLIENTS SEEKING: - Enhancing individuality instead of uniform beauty - Lived in natural look - No continuous severe regrowth line of demarcation	THE PERMANENT COLORATION THAT RESPECTS AND ENHANCES THE HAIR'S NATURAL HIGHS AND LOWS FOR NATURAL LOOKING RESULTS: - Up to 100% multi-dimensional coverage; - Natural looking shine with a healthy glow - Formulated with HEP to help reduce the risk of developing allergies*; no PPD/PTD - Up to 50% less ammonia vs. traditional permanent coloration <small>*Although the risk of developing a new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an Allergy Alert Test 48h before each coloration.</small>		PERMANENT COLOUR SERVICES TO ACHIEVE MOST NATURAL RESULTS ENHANCING THE HAIRS NATURAL HIGHS AND LOWS: - Main coloration services, from natural to selected fashion shades - Pastel Services - Refreshing & Gloss Services (with tbh Tone Softener)	1:1 TBH - TRUE BEAUTIFUL HONEST CLASSIC COLOR SERVICE TBH CREME: IGORA ROYAL Oil Developer: 3%/10 Vol., 6%/20 Vol., 9%/30 Vol., 12%/40 Vol. 1:2 TBH - TRUE BEAUTIFUL HONEST PASTEL SERVICE TBH CREME: base 8- or 9- IGORA VIBRANCE ACTIVATOR Lotion 1,9%/6 Vol. 1:1:1 TBH - TRUE BEAUTIFUL HONEST GLOSSING SERVICE TBH CREME: IGORA VIBRANCE ACTIVATOR Lotion 1,9%/6 Vol.: tbh - true beautiful honest Tone Softener	 30-45 min up to 15 min 5-10 min	BLONDME Premium Developer 2%/7 Vol. - Toning pre-lightened hair - Bleach & Tone on base 6-7 6%/20 Vol. - Toning natural base 8 - Conventional lightening - Bleach & Tone on base 6-7 9%/30 Vol. - Lifting natural base 8 - Maximum lightening (not for root application) - Bleach & Tone on base 4-5 12%/40 Vol. - Lifting natural base 6-7 - White Blending natural base 6-7 - Bleach & Tone on base 3 (only off-scalp application)
PERMANENT	ESSENSITY - AMMONIA-FREE COLOUR WITHOUT COMPROMISE ON PERFORMANCE						
	FOR CLIENTS SEEKING: - Perfect white hair coverage - Pleasant and more natural experience - No unnecessary chemicals	THE PERMANENT AMMONIA-FREE COLOUR & LIGHTENER WITH UP TO 100% WHITE HAIR COVERAGE AND UP TO 4 LEVELS OF LIFT: - Ammonia-free colour without compromise in performance - Free from odour - Up to 100% for natural and fashion & cover shades - 50% for fashion shades - Up to 4 levels of lift - Healthy looking colour		AMMONIA-FREE COLOUR SERVICES WITH UP TO 100% COVERAGE: - Main coloration services, from natural to selected fashion shades - Lightening service for up to 7 levels of lift - Color & lift services	1:1 ESSENSITY CREME: ESSENSITY Oil Developer 1:2 FOR LIGHTENING SHADES (10-SERIES) CREME: ESSENSITY Oil Developer 1:2 ESSENSITY AMMONIA-FREE LIGHTENER: ESSENSITY Oil Developer DEVELOPER: 2,5%/8 Vol., 5,5%/18 Vol., 8,5%/28 Vol., 11,5%/38 Vol., 2,5%/8 Vol., 5,5%/18 Vol.	 30-45 min 20-45 min Lightening	ESSENSITY Oil Developer 2,5%/8 Vol. - Colouring darker - Up to 30% white hair coverage
SEMI-PERMANENT	CHROMA ID - THE LOW COMMITMENT MIX & TONE COLOUR MASK FOR INFINITE COLOUR FLEXIBILITY						
	FOR CLIENTS SEEKING: - To explore new hair colours and trends - Flexible colour change - Quick colour refresh with extra care	THE SEMI-PERMANENT MIX & TONE COLOUR MASK FOR 100% COLOUR FLEXIBILITY WITHOUT DAMAGE: - Fully intermixable colour system with intense care, enabling infinite customisation & home maintenance - Treatment based coloration with integrated bonding technology without damage - Low Salt Technology for more intense colour results - Low-commitment semi-permanent colour - Colour refresh opportunities - Dual system application with IGORA VIBRANCE & IGORA ROYAL		VERSATILE RANGE OF SEMI-PERMANENT SERVICES WITHOUT COMMITMENT: - Neutralisation - Pastels - Colour Refreshments - Bold Colours - Pre-Pigmentations - Instant Colour Corrections		 up to 10 minutes Colour Refreshments up to 20 minutes Bold Colours	5,5%/18 Vol. - Up to 2 levels of lift - Up to 100% white hair 8,5%/28 Vol. - Up to 100% white - Hair coverage with Nature+ series 11,5%/38 Vol. - Up to 4 levels of lift with 10-series

Together. A passion for hair.