

IGORA VIBRANCE®

CONVERSION FROM
REDKEN SHADES EQ,
GOLDWELL COLORANCE &
WELLA COLOR TOUCH




Schwarzkopf®
PROFESSIONAL

Together. A passion for hair.®

NEW

IGORA VIBRANCE®

OUR STATE OF THE ART MOISTURIZING DEMI-PERMANENT HAIRCOLOR, WITH A LIQUID FORMULA THAT CAN TURN INTO A GEL OR CREAM FOR MORE SERVICE OPTIONS. DISCOVER HOW IGORA VIBRANCE CAN DO MORE FOR YOUR CREATIVITY, CLIENTS AND YOUR COLOR BUSINESS!

This guide serves as a means of orientation to easily convert from your previous color product to IGORA ROYAL®.

NOTE:

The result of a coloration is always influenced by the natural base, the existing base, the hair quality and structure, the percentage of white hair as well as the chosen shade and the desired levels of lift. Therefore, please refer to this Conversion Guide only as orientation. As every coloration has its unique character, minor deviations may occur.

THE IGORA® COLOR NUMBERING SYSTEM

Color Depth	Tone Direction
	-0 natural (neutral)
1 – black	-1 cendré (blue/violet)
	-2 ash (blue)
3 – dark brown	-3 matte (green)
4 – medium brown	-4 beige (muted gold)
5 – light brown	-5 gold (gold)
6 – dark blonde	-6 chocolate (warm brown)
7 – medium blonde	-7 copper (orange)
8 – light blonde	-8 red (red)
9 – extra light blonde	-9 violet (violet)

The system is based on a combination of numbers.

The number in front of the dash (7-57):
Indicates the ideal depth and base for the shade.

The number(s) after the dash (7-57):
The first number after the dash indicates the primary tone direction. The second number after the dash shows the secondary tone (minor tone) or the number zero indicates a neutral tone to achieve additional white blending.



REDKEN SHADES EQ ➔ IGORA VIBRANCE®

REDKEN SHADES EQ	IGORA VIBRANCE®
NATURAL / NATURAL BROWN BLONDE	
09N	9-0 + 9-1 (3:1)
08N	8-0 + 8-46 (1:2)
07N	8-0 + 7-1 (2:1)
06N	6-0 + 6-12 + 0-00 (2:1:0.5)
05N	6-63 + 6-12 (3:1)
04N	4-0
03N	4-0 + 3-0 (3:1)
09NB	9,5-4
07NB	7-0 + 7-65 (3:1)
04NB	4-64
03NB	3-0 + 4-46 (2:1)
09NW	9-00 + 9-0 (1:2)
07NW	7-0
05NW	6-63
03NW	4-0 + 3-65 (2:1)

GUIDELINES FOR MIXING IGORA VIBRANCE® BOOSTERS

	Tonal Depth	1, 3, 4, 5	6 & 7	8 & 9
Neutralizing Boosters: 0-11, 0-22, 0-33 Neutralizing additive to provide cool tonal directions To be added to IGORA VIBRANCE® shades	Soft Results	Add up to 15% of the Booster 10g per 60g of IGORA VIBRANCE®	Add up to 5% of the Booster 3g per 60g of IGORA VIBRANCE®	Add up to 2% of the Booster 1.5g per 60g of IGORA VIBRANCE®
	Intense Results	Add up to 25% of the Booster 15g per 60g of IGORA VIBRANCE®	Add up to 10% of the Booster 6g per 60g of IGORA VIBRANCE®	Add up to 5% of the Booster 3g per 60g of IGORA VIBRANCE®
Fashion Boosters: 0-55, 0-77, 0-88, 0-89, 0-99 Additive to boost fashion tone directions on all bases. To be added to IGORA VIBRANCE® shades	Soft Results	Add up to 25% of the Booster 15g per 60g of IGORA VIBRANCE®	Add up to 10% of the Booster 6g per 60g of IGORA VIBRANCE®	Add up to 5% of the Booster 3g per 60g of IGORA VIBRANCE®
	Intense Results	Add up to 30% of the Booster 20g per 60g of IGORA VIBRANCE®	Add up to 20% of the Booster 12g per 60g of IGORA VIBRANCE®	Add up to 10% of the Booster 6g per 60g of IGORA VIBRANCE®

HINT:

When adding a Booster to a selected IGORA VIBRANCE® shade, the amount of Activator must be increased proportionally. When adding a Booster into the color formula, keep in mind that the amount of the Booster will influence the color depth.

REDKEN SHADES EQ

IGORA VIBRANCE®

GOLD BEIGE / GOLD / WARM GOLD

09GB	9-55
07GB	8-0 + 0-55 (19:1)
06GB	6-46
09G	9,5-5
07G	8-0 + 0-55 (4:1)
06G	6-63 + 0-55 (4:1)
05G	5-5
03G	3-65
08GG	9-4 + 7-55 (2:1)
06GG	7-55 + 8-0 (2:1)
09GI	9,5-4
08GI	9-65 + 9-57 (1:1)
08WG	9-57 + 0-77 (19:1)
06WG	8-0 + 7-65 + 7-57 (1:1:0.5)
04WG	4-46 + 4-6 (4:1)

COPPER / AUBURN & AUBURN ACCENT / COPPER BROWN / RED BROWN / MAHOGANY VIOLET / RED / RED VIOLET

08C	5-7 + 6-78 (4:1)
07C	7-77 + 6-78 + 6-68 (1:1:1)
05C	5-88 + 5-65 (1:2)
07CC	7-77 + 6-78 (2:1)
05CC	4-68 + 0-88 (4:1)
08CR	6-78 + 0-77 (9:1)
06CR	4-68 + 6-78 (1:3)
09AA	,9-7 + 0-00 + 0-88 (26:13:1)
06AA	6-78 + 6-68 (2:1)
03A	4-63 + 0-88 (3:1)
07CB	7-65 + 7-57 (3:1)
06CB	7-57 + 6-68 + 6-6 (2:1:1)
05CB	5-65 + 5-4 (4:1)
09RB	9,5-49
03RB	5-67 + 0-89 (9:1)
06R	5-88
03R	4-68 + 0-99 (19:1)
05RV	5-88 + 4-99 (6:1)
03RV	3-0 + 3-19 + 5-88 (1:1:2)



REDKEN SHADES EQ

IGORA VIBRANCE®

VIOLET / TITANIUM / GREEN NATURAL / BLUE

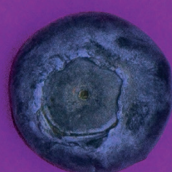
09T	9-1 + 8-11 (1:1)
08T	8-11+ 0-22 (15:1)
07T	8-11+ 0-22 (9:1)
06T	8-11 + 0-22 (4:1)
09P	9-1 + 8-11 (2:1)
07P	8-19 + 0-22 (19:1)
06GN	6-12
09B	8-11 + 0-22 (19:1)
01B	1-0
09V	9.5-19
08V	8-19
07V	8-19 + 0-22 (40:1)
03V	3-0 + 3-19 + 5-88 (2:1:1)

KICKER

Orange Kicker	0-55 + 0-88 (3:1)
Red Kicker	5-88 + 0-77 (9:1)
Violet Kicker	0-89

PASTEL

Pastel Peach	9-7
Pastel Pink	9,5-98 + 9-7 (2:1)
Pastel Aqua Blue	8-11 + 0-22 (2:1)
Pastel Silver Green	8-11 + 0-33 (40:1)



GOLDWELL COLORANCE ➔ IGORA VIBRANCE®

GOLDWELL COLORANCE	IGORA VIBRANCE®
THE NATURALS	
10 N	9-0+0-55+0-00 (10:1:16)
9 N	9-55
8 N	9-00+9-0 (1:2)
7 N	8-11+8-46 (1:4)
6 N	7-48
5 N	4-13+4-68 (2:1)
4 N	4-0
3 N	3-0
2 N	1-0+0-22 (4:1)
9 NA	9-00+9-0+9-1+0-00 (1:1:2:3)
7 NA	7-00+6-12+0-00 (1:1:2)
7 N@BP	7-0+7-1+7-57 (3:1:2)
6 N@BP	7-00+7-1+0-55 (20:5:3)
5 N@BP	4-13+0-99 (20:1)

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HINT:

When adding a Booster to a selected IGORA VIBRANCE® shade, the amount of Activator must be increased proportionally. When adding a Booster into the color formula, keep in mind that the amount of the Booster will influence the color depth.

GOLDWELL COLORANCE

IGORA VIBRANCE®

WARM BROWN, BLONDES AND REDS

10 G	9,5-1+0-55+0-00 (2:0,5:40)
8 G	9-65+9-0 (5:1)
7 G	7-65+7-57 (6:1)
4 G	4-68+5-67 (3:2)
9 GB	9-0+0-55+0-00 (6:1:5)
8 GB	9-57+9,5-49+0-00 (2:1:1)
7 B	6-6+6-68+0-00 (4:2:1)
6 B	6-68
5 B	4-6
10 BG	9-55 +0-00 (2:1)
7 BG	7-0+7-55 (1:2)
5 BG	5-67
7 RB	7-57+6-68+6-6 (1:1:1)
6 RB	5-65+5-88+5-67 (3:1:1)
5 RB	5-65+5-88+0-00 (5:1:1)
8 K	7-65+0-77 (2:1)
6 K	6-6+5-67 (1:1)
5 K	5-57+6-68+0-88 (2:4:1)
9 KG	9-57+0-77 (4:1)
7 KG	5-57+6-68+0-77 (1:1:1)
6 KG	4-68+5-67+0-88 (1:1:1)
8 OR	7-77
6 KR	6-68+5-88+0-00 (1:2:2)
7 RO max	0-88+0-55 (3:1)



GOLDWELL COLORANCE

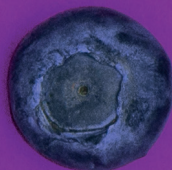
IGORA VIBRANCE®

COOL BROWNS, BLONDES AND REDS

6 BP	7-0+7-1+8-19 (1:1:4)
5BP	5-1+0-99+0-22+0-00 (20:1:1:5)
4 BP	3-0+0-99 (6:1)
10 BA	9-00+9-0+9-1+0-00 (2:1:1:4)
9 BA	9-00+9-0+0-00 (2:1:4)
8 BA	9-00
6 A	6-12+7-4+0-00 (1:1:2)
2 A	1-0+0-22 (2:1)
7 MB	6-12+0-22+0-55+0-00 (1:2:2:2)
5 MB	6-12+0-22+0-55 (4:2:3)
10 BS	9,5-21
10 P	9,5-1+9,5-19+0-11+0-00 (2:1:1:5)
8 SB	6-12+0-00 (1:2)
6 SB	6-12
10 V	9,5-1
7 RR max	0-88+0-89 (6:1)
6 R	6-68+5-88+6-0+0-00 (4:4:1:2)
6 VV	6-99+0-88+0-89+0-00 (3:1:6:2)
5 R	4-68+5-67+0-88 (2:3:2)
5 VV max	6-99
4 V	3-19+0-99+0-22 (10:1:1)
4 R	5-65+5-88+0-00 (2:1:1)
3 VV max	3-19+0-89+0-22 (2:1:6)

MIX SHADES

RR mix	0-88+0-89 (16:1)
KK mix	0-88+0-55 (2:1)
GG mix	9,5-5+9-7+0-55 (4:16:1)
VV mix	3-19+4-99+0-99 (1:2:1)
P mix	8-11+0-22+8-19+0-00 (16:2:1:40)



WELLA COLOR TOUCH IGORA VIBRANCE®

WELLA COLOR TOUCH		IGORA VIBRANCE®	
PURE NATURALS			
10/0		0-00	
9/03		9,5-46+9,5-49+9-4 (3:1:1)	
9/01		9-00 + 9-0+ 0-00 (1:2:1)	
9/0		9-0	
8/03		7-0+0-00+0-55 (1:1:0.5)	
8/0		9-0	
7/03		7-0+5-5+0-55 (2:1:0.1)	
7/0		7-0+7-1 (1:1)	
6/0		7-4	
5/03		5-0+5-5+0-55 (1:1:0.1)	
5/0		5-0+ 6-68 (6:1)	
4/0		4-0	
3/0		4-0	
2/0		1-0+0-22 (3:1)	

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WELLA COLOR TOUCH

IGORA VIBRANCE®

RICH NATURALS

10/81	9,5-21+9,5-49+0-00 (2:1:2)
9/36	9-7+0-00+9,5-5+0-55 (20:20:4:0.5)
9/3	9-0+0-55+0-00 (1:1:5)
9/16	9,5-46+9,5-19+8-11 (3:1:1)
8/81	9-1+ 8-11+ 0-00 (2:1:2)
8/38	9-57+9,5-49+0-00 (3:4:4)
8/3	8-0+0-55+0-00 (4:1:4)
7/89	8-11+ 0-33+ 0-00 (20:0.5:10)
7/3	7-55
7/1	7-00+8-11+0-00 (2:1:2)
6/37	6-6
6/35	7-48+7-1+7-55 (3:3:2)
6/3	6-63 + 0-55 (4:1)
5/37	5-4+4-68+5-67 (1:2:2)
5/3	5-4
5/1	5-1

DEEP BROWNS

9/97	9,5-46+9,5-19+9-1 (3:1:2)
9/73	9-57+9,5-49+0-00 (1:1:1)
8/73	9-57+ 0-55 (19:1)
8/71	8-11+ 6-6 (2:1)
7/97	8-19+7-48+9-4+0-00 (2:1:2:2)
7/75	9-4+8-19+0-88 (4:5:1)
7/73	7-65 (1:1)
7/71	7-1+7-48 (1:1)
7/7	6-0+7-55 (1:1)
6/77	5-65+6-46+6-6 (2:1:1)
6/75	6-68
6/73	6-0+7-65+7-57 (3:2:3)
6/71	6-0+ 6-12+ 0-00 (2:1:0.5)
6/7	7-57+6-46+7-4 (2:1:1)
5/97	4-0+ 3-65 (2:1)
5/75	5-5
5/71	4-68
4/77	5-65
4/71	4-63+4-6 (1:2)



WELLA COLOR TOUCH | IGORA VIBRANCE®

VIBRANT RED

8/43	7-77+0-55+0-00 (4:2:1)
7/47	7-0+7-65+0-77 (1:5:2)
7/43	7-0
7/4	-0+7-88+0-77 (1:0.5:2)
6/47	6-78
6/45	6-78+5-88 (1:2)
6/4	5-7
5/66	4-99
5/5	5-65+ 5-88+ 6-78 (1:1:1)
5/4	5-7+5-4 (1:1)
4/6	3-19+5-88+4-46 (2:2:1)
4/57	4-68+3-65 (2:1)
4/5	5-65 + 5-88 (2:1)
3/68	3-19 + 0-99 (4:1)
3/66	3-19
3/5	4-68+ 3-0+ 5-88 (2:1:1)
2/8	1-0+0-22 (2:1)

VIBRANT REDS INTENSIVE

77/45	7-88
66/45	7-88
66/44	7-88+0-88+0-55 (5:1:1)
55/65	6-99+0-89 (1:1)
55/54	5-65+5-88+5-7 (1:3:1)
44/65	4-0+3-19+5-88 (2:1:5)

SPECIAL MIX

0/88	0-22
0/68	0-89+0-22+0-00 (1:4:5)
0/56	0-89 + 0-88 (1:3)
0/45	0-88
0/34	0-55+ 0-88 (3:1)
0/00	0-00



	Naturals: -0, -1, -4	Naturals Extra: -00	Fashion Shades: -5, -6, -7, -8, -9	Pastels: 9.5-	Boosters and Neutralizers: 0-	Clear: 0-00
What it is	Neutral to cool tones with up to 50% white hair blending	Intensely pigmented natural shades for up to 70% white hair blending	Rich and intense colors with vibrant tonal directions	Pastel tones to create vivid pastels or pastel toning on level 9 & lighter	Neutralizers: Provide cool tonal directions Boosters: Boost fashion tone directions on all bases	Pure Gloss: Intensify natural color and condition Dilute: Reduces pigment concentration in highly pigmented shades
Service Opportunities	Dual System Application, Tone on Tone, Neutralization	For virgin and re-growth application	Dual System Application, Tone on Tone, Fashion Toning	Pastel Toning, Neutralization / Correcting	Fashion Toning, Pastel Toning, Pre-Pigmentation	Clear Glossing and Diluting
White Blending	Up to 50%	Up to 70%	Up to 50%	/	/	/
Longevity	Up to 25 shampoos	Up to 25 shampoos	Up to 25 shampoos	Up to 12 shampoos	Up to 12 shampoos	/

Naturals			Golds			Chocolates			Reds			Pastels	Boosters		
9-0	9-00	9-1	9-4			9-55	9-57	9-65	9-7			9,5-1	0-11	0-00	
8-0			8-11	8-19								9,5-19	0-22		
7-0	7-00	7-1	7-4			7-48	7-55	7-57	7-65	7-77	7-88	9,5-21	0-33		
6-0			6-12			6-46			6-6	6-63		6-68	6-78	6-99	
5-0	5-00	5-1				5-4			5-5	5-57		5-65	5-67	5-7	5-88
4-0			4-13			4-46			4-6	4-63		4-68		4-99	
3-0									3-65						
1-0			3-19												

• IGORA ROYAL[®] • IGORA COLOR10[®]