



Schwarzkopf[®]
PROFESSIONAL

#MOREVIBRANCE
TECHNICAL MANUAL



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 AND DELIVERS UP TO 2X MORE SHINE INSTANTLY FOR MORE SERVICE OPTIONS.

MORE PERFORMANCE

Up to 100% more Insta Shine* PLUS hair protection with a new Moisture Protecting complex

MORE CONVENIENCE

The new LIQUID formula with 1:1 mixing ratio allows for an easier formulation, faster mixing and more efficient application**

MORE VERSATILITY

The liquid demi that allows you to choose either a Gel or a Cream consistency. Experience the ease of use of a Gel, or the preciseness which only a Cream can offer

MORE CHOICE

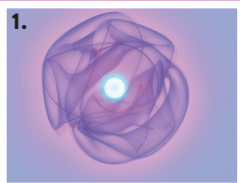
Offer your clients the full range of demi services (Tone on Tone, Pastel Toning, Fashion Toning, Neutralization/Color Correction, Color Refreshing, Clear Glossing) with over 65 shades that harmoniously match IGORA ROYAL®

DISCOVER HOW IGORA VIBRANCE CAN DO MORE FOR YOUR BUSINESS.

*vs. uncolored hair
**vs. old formula

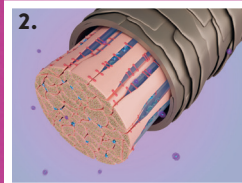


NEW MOISTURE PROTECTING COMPLEX WITH **AQUAXYL™**



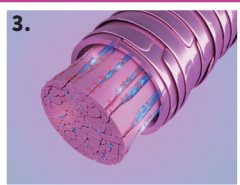
1.

The formula with **AQUAXYL™** stabilizes the inner moisture level of the hair through a combination of sugar molecules and vitamins.



2.

It controls the moisture level within the hair during the development process and stabilizes the inner structure of the hair.



3.

This “Anti-dehydration shield” together with using up to 40% less alkalizing agents (MEA)*** creates a clean canvas for an even color result and protects against hair breakage.



4.

The alcohol-free formula enriched with Vitamin B3 and B5 shields and evens the hair surface for vibrant shine.

***MEA= Monoethanolamine

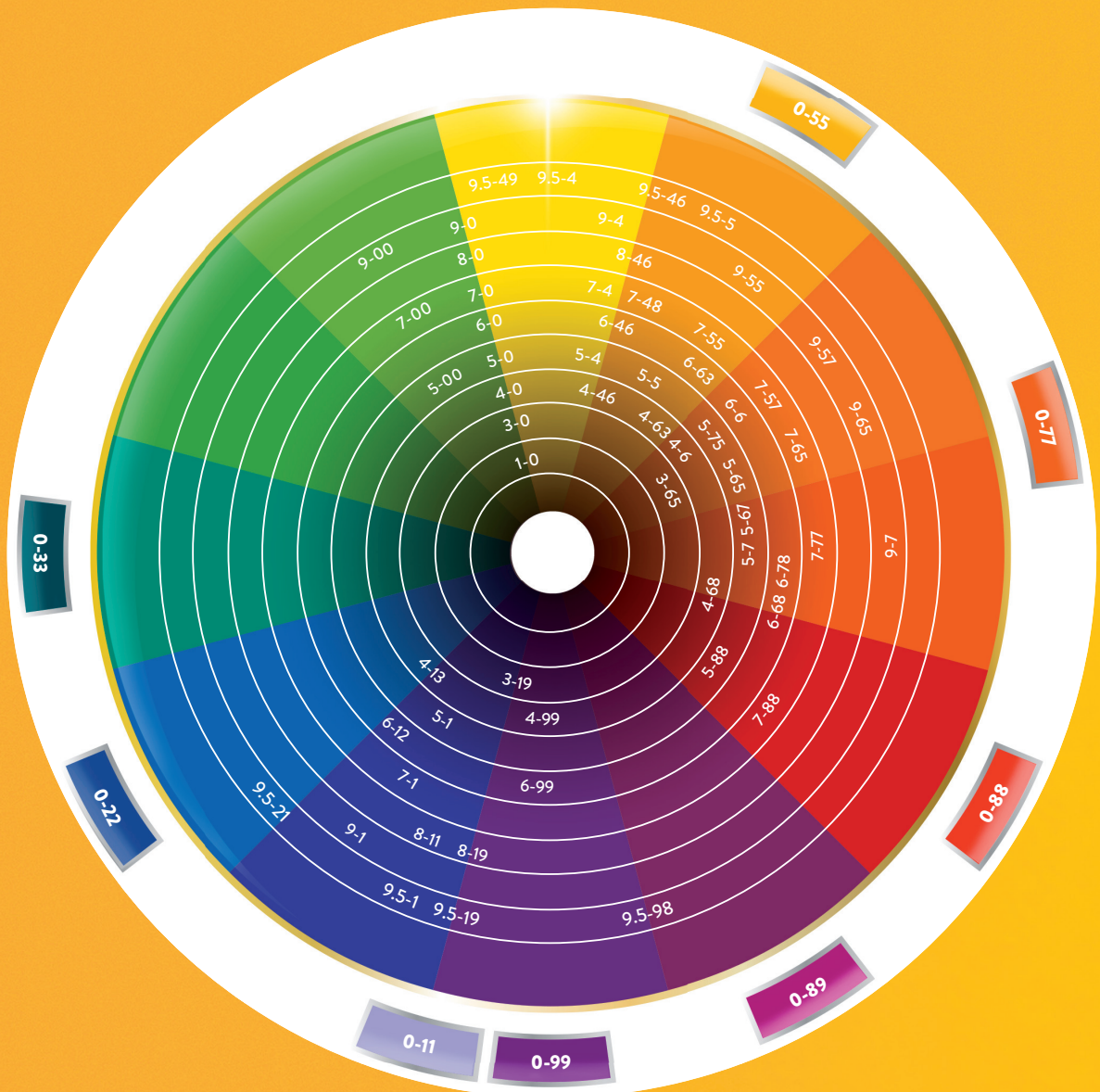
THE IGORA® COLOR NUMBERING SYSTEM

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):
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.



PORTFOLIO OVERVIEW

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		8-46													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	9.5-4	0-55	
5-0	5-00	5-1				5-4				5-5	5-57				5-65	5-67			5-7	5-88	9.5-46	0-77	
4-0			4-13			4-46				4-6	4-63				4-68				4-99		9.5-49	0-88	
3-0				3-19											3-65						9.5-5	0-89	
1-0																					9.5-98	0-99	

• IGORA ROYAL® • IGORA® COLOR10®

	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 & re-growth application	Dual System Application, Tone on Tone, Fashion Toning	Pastel Toning, Neutralization/ Correcting	Fashion Toning, Pastel Toning, Pre-Pigmentation	Clear Glossing & 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	/



DETERMINING THE RIGHT SHADE

All shades are shown on the **ideal base for the shade**, indicated by the number in front of the dash, to deliver a true to swatch result:

- Identify natural base hair color, color depth, and texture to choose the right **IGORA VIBRANCE® Activator**
- Identify the white hair percentage on the re-growth to choose the right mixing ratio between **Natural** and **Fashion** shade
- Identify the color on the mid-lengths & ends (depth and tone direction) to choose the desired tone)

IGORA VIBRANCE shades may appear darker during the development time. The shades depth is in line with the indicated number on the shade.

EXPERT TIP

CHOOSING THE RIGHT CONSISTENCY

The **NEW IGORA VIBRANCE Activator System** allows you to choose between a Gel or soft Cream consistency.

- The **IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)** contains a gel-ifying agent which creates a unique Gel consistency ideal for bottle applications like quick services at the backwash.



- The **IGORA VIBRANCE Activator Lotion 4% (13 Vol.)** contains a special thickening agent, which transforms the liquid color into a cream consistency enabling precise, easy and fast application.



IGORA VIBRANCE is now formulated with an easy 1:1 mixing ratio on all shades.

ACTIVATOR STRENGTH AND MIXING

Mixing Ratio	Activator Strength	Levels of Lift	Usage	Development Time
Mix 1:1	1.9% (6 Vol.)	None	<ul style="list-style-type: none"> • Dual System Application: Refreshing mid-lengths & ends* • Pastel toning & Neutralization • Tone-on-tone services • Coloring darker • White hair blending up to 30% 	5-20 min
	4% (13 Vol.)	Soft brightening (up to 1 level on light bases)	<ul style="list-style-type: none"> • Dual System Application: Refreshing mid-lengths & ends • Maximum vibrancy with fashion shades • White blending up to 70% with Natural Extra Shades 	

*Explanation of DUAL SYSTEM APPLICATION on next page

GUIDELINES WHITE HAIR BLENDING

% of white hair	Shade Selection	Activator Strength	Development Time
0-30%	Natural and Fashion Shades (both can be used alone)	1.9% (6 Vol.)	20 min
30-50%	Natural and Fashion Shades (both can be used alone)	4% (13 Vol.)	
50-70%	Mix Natural Extra Shade with Fashion Shade (re-growth application only)	4% (13 Vol.)	
70-100%	Use IGORA ROYAL (permanent hair color from Schwarzkopf Professional®)		30-45 min

GUIDELINES FOR CLEAR GLOSSING AND DILUTION

IGORA VIBRANCE CLEAR 0-00 is a non-pigmented formulation and can be used as a stand-alone gloss service, after a color service or to dilute IGORA VIBRANCE shades to reduce depth, intensity and to create pastel tones.

USAGE INSTRUCTIONS:

Gloss Service/After Color Service:

- To give the hair an extra boost of shine, apply product generously from re-growth to ends (without Activator)
- Leave for 5-20 min. depending on hair condition and rinse off thoroughly

Diluter:

- Add the desired amount of CLEAR 0-00 to the chosen IGORA VIBRANCE shade
- Increase the amount of Activator accordingly, always maintaining a 1:1 mixing ratio with the shade and Activator
- View mixing table below for more details

Dilution / Color depth	1, 3, 4, 5	6, 7, 8, 9	Recommended mixing ratio (always respect the 1:1 mixing ratio with IGORA VIBRANCE Activator)
Full intensity			• 60g of IGORA VIBRANCE shade
Moderate dilution			• 45g of IGORA VIBRANCE shade • 15g of IGORA VIBRANCE CLEAR 0-00
Soft dilution			• 30g of IGORA VIBRANCE shade • 30g of IGORA VIBRANCE CLEAR 0-00

Ideal for warm Fashion Shades.
DILUTING A SHADE will reduce its white blending.

EXPERT TIP

GUIDELINES MIXING 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

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 may influence the color depth.

EXPERT TIP

GUIDELINES FOR PRE-PIGMENTATION USING IGORA VIBRANCE

Pre-pigmentation is recommended when coloring 2 or more levels darker and/or to ensure the desired tone direction on porous (pre-lightened) hair. The pre-pigmentation shade depends on the desired level of the IGORA ROYAL® or IGORA VIBRANCE target shade.

Level of Target Shade	Recommended IGORA VIBRANCE Shade	Activator	Mixing Ratio
8- Light Blonde 7- Medium Blonde	0-55 Booster	1.9% (6 Vol.)	1:1
6- Dark Blonde 5- Light Brown	0-77 Booster		
4- Medium Brown 3- Dark Brown 1- Black	0-88 Booster		

RINSING:

At the end of the development time, add a small amount of warm water, gently massage to emulsify and rinse out thoroughly until water runs clear and blow-dry the hair.

APPLICATION METHODS



DUAL SYSTEM APPLICATION

is a professional application method that combines permanent hair color for the re-growth area with demi-permanent hair color for the mid-lengths and ends. This system keeps mid-lengths and ends in optimal condition for more vibrant shine and a gentle touch.

Start application on dry hair

1. Apply IGORA ROYAL to re-growth taking fine sections (leave to develop 10-20 min)
2. Apply IGORA VIBRANCE evenly to mid-lengths and ends (leave to develop for another 10-20 min.)



FULL HEAD APPLICATION:

- Start application on dry or towel-dried hair
- Part the hair into 4 quadrants
- Apply evenly from re-growth to mid-lengths & ends
- **Development time:** 10-20 min



GLOSSING, CLEAR GLOSS, PASTEL TONING AND NEUTRALIZATION:

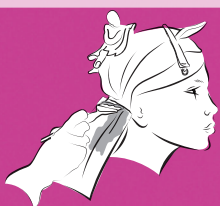
New IGORA VIBRANCE comes with 8 **NEW** Toners and a **NEW** CLEAR 0-00. Use to neutralize after lightening services or to create beautiful pastel tones.

NEUTRALIZATION AFTER LIGHTENING SERVICES:

- Apply IGORA VIBRANCE Toner evenly to towel-dried hair
- **Development time:** develop visually for 5-20 min

PASTEL TONING:

- Pre-lighten hair to level 9 or lighter
- Apply IGORA VIBRANCE Toner evenly to towel-dried hair
- **Development time:** develop visually for 5-20 min



PLACEMENT OR FREEHAND APPLICATION:

- Start application on dry hair
- Isolate selected strands in foils or work with a freehand technique to create multi-dimensional results
- **Development time:** 10-20 min

RINSING:

At the end of the development time, add a small amount of warm water, gently massage to emulsify and rinse out thoroughly until water runs clear. Then follow Post Coloration Treatment below.

POST COLORATION TREATMENT

Shampoo with **BC BONACURE® COLOR FREEZE Shampoo**. For long-lasting, intense color results use **BC BONACURE COLOR FREEZE Conditioner or Treatment**.

EXPERT TIP

To maintain color longer, make sure clients take home **BC BONACURE COLOR FREEZE** range.



EXPERT TIP

Use Boosters to customize or adjust the desired tone. Follow instructions in the guidelines for mixing Boosters.

SERVICE OPPORTUNITIES

Services	ACTIVATOR GEL 1.9% (6 Vol.)	ACTIVATOR LOTION 4% (13 Vol.)
Dual System Application/ Refresh	<ul style="list-style-type: none"> Refresh faded mid-lengths & ends, while developing permanent color at the re-growth 	<ul style="list-style-type: none"> Refresh and re-new faded mid-lengths and ends, while developing permanent color at the re-growth Harmonize tone from re-growth to ends
Tone on Tone	<ul style="list-style-type: none"> Enhance, enrich, change, match, tone down, or intensify natural or color-treated hair Create depth on re-growth area on lighter natural bases 	<ul style="list-style-type: none"> Enhance, enrich, change, match, tone down, or intensify natural or colortreated hair
White Hair Blending	<ul style="list-style-type: none"> Blend up to 30% white hair 	<ul style="list-style-type: none"> Natural & Fashion shades blend up to 50%, Natural Extra shades (-00) shades, blend up to 70% white hair*
Pastel Toning	<ul style="list-style-type: none"> Add a pastel tone on natural light bases, pre-lightened or highlighted hair 	
Neutralization	<ul style="list-style-type: none"> Neutralize unwanted tone direction 	
Coloring Darker	<ul style="list-style-type: none"> To add depth on porous, pre-lightened bases (up to 2 levels) 	
Clear Glossing	<ul style="list-style-type: none"> Deposit shine only (can be used without IGORA VIBRANCE Activator) 	

*Only apply Natural Extra shades (-00) on the re-growth or virgin hair







BREAK THE BRASS

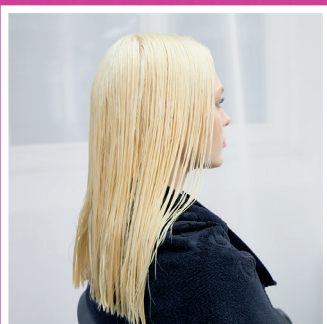
The looks BREAK THE BRASS, PAINT ME PASTEL and RUNWAY REBEL were done on 1 model

Hair is pre-lightened with IGORA® VARIO BLOND SUPER PLUS, mixed 1:2 with IGORA ROYAL® Oil Developer 6% (20 Vol.) or 9% (30 Vol.) on mid-lengths & ends, depending on base color, and IGORA ROYAL Oil Developer 3% (10 Vol.) on the re-growth

COLOR FORMULA:

IGORA VIBRANCE® 9.5-1 & CLEAR 0-00 (1:1) mixed with equal parts IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)





STEP 1

After pre-lightening use shampoo & conditioner to create an even hair structure before applying the IGORA VIBRANCE Toner



STEP 2

- Mix IGORA VIBRANCE 9.5-1 and CLEAR 0-00 (1:1) mixed with equal parts IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)
- Apply on damp hair using applicator bottle



STEP 3

- Develop visually for 5-20 minutes until the desired neutral effect is achieved
- Rinse thoroughly

TIPS & TRICKS

When neutralizing brassy/yellow tones on the mid-lengths and ends:

- Apply the neutralizing shade to the mid-lengths and ends, develop visually 5-10 minutes.
- Apply the neutralizing shade to the re-growth area, develop visually up to 5 minutes.



PAIN'T ME PASTEL

COLOR FORMULAS:

Use following shade-combinations all mixed 1:1 with IGORA VIBRANCE® Activator Gel 1.9% (6 Vol.)

COLOR 1: IGORA VIBRANCE 9.5-1 + 0-00 (1:1)

COLOR 2: IGORA VIBRANCE 9-7 + 0-00 (1:1)

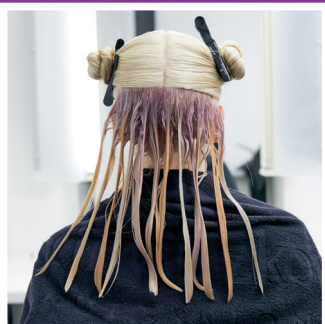
COLOR 3: IGORA VIBRANCE 9.5-49 + 0-00 (1:1)





STEP 1

- Start with clean damp hair



STEP 2

- Start in the nape area and apply COLOR 1 on re-growth about ~2 in. down
- Alternate COLOR 1, COLOR 2 and COLOR 3 section by section on mid-lengths & ends



STEP 3

- Continue the technique on the remaining 2 sections



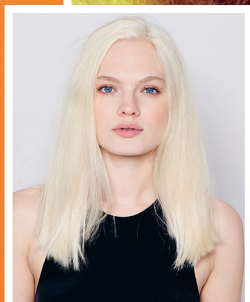
STEP 4

- Leave to develop for 20 minutes & rinse thoroughly

TIPS & TRICKS

Take VERTICAL SECTIONS instead of horizontal. This provides a seamless fusion of colors used when hair is styled. Horizontal sections may result in the color being too dominant on the top section.





RUNWAY REBEL

COLOR FORMULAS:

COLOR 1: IGORA VIBRANCE® 9-7 + 7-77 (1:1)
mixed equal parts with IGORA VIBRANCE
Activator Lotion 4% (13 Vol.)

COLOR 2: IGORA VIBRANCE 0-89 + 0-00 (1:2)
mixed equal parts with IGORA VIBRANCE
Activator Gel 1.9% (6 Vol.)

COLOR 3: IGORA VIBRANCE 9-7 with IGORA VIBRANCE
Activator Gel 1.9% (6 Vol.) 1:1





STEP 1

- Start with clean dry hair
- Starting at the crown, section the hair from ear to ear
- Clip the front section of the hair forward
- Clip the back section of the hair



STEP 2

Using foils, alternate the effect colors, COLOR 2 and COLOR 3, in thin slices throughout the front section



STEP 3

- Apply COLOR 1 from re-growth to ends on the rest of the hair (do not forget to also apply color at the base of each foil to create a shadow effect)
- Rinse thoroughly

TIPS & TRICKS

To CUSTOMIZE THE COLOR RESULT choose complementary shades to be used in thin slices as follows:

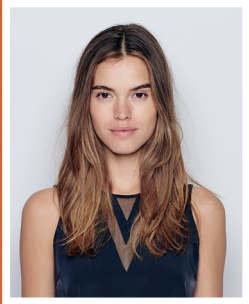
- Same as target shade but lighter
- Strong fashion mix tone to break color and create fusion effect



GLOSS BOSS

The looks GLOSS BOSS, TEMPTING TONES and ONE TWO GORGEOUS were done on 1 model

COLOR FORMULA:
IGORA VIBRANCE® CLEAR 0-00





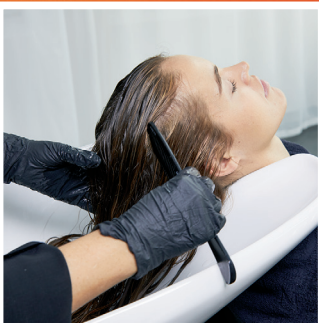
STEP 1

Shampoo and towel dry the hair



STEP 2

Apply IGORA VIBRANCE CLEAR 0-00 pure, no Activator Gel or Lotion needed, as no pigments are involved, only gloss



STEP 3

Comb through for even distribution and saturation of product



STEP 4

Develop for 5-20 minutes and rinse thoroughly

TIPS & TRICKS

The 0-00 CLEAR can also be used to **REDUCE PIGMENT CONCENTRATION** in highly pigmented shades





TEMPTING TONES

COLOR FORMULAS:

COLOR 1: IGORA VIBRANCE® 6-68 mixed 1:1 with IGORA VIBRANCE Activator Lotion 4% (13 Vol.)

COLOR 2: IGORA VIBRANCE 0-22 mixed 1:1 with IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)

COLOR 3: Lavender mix IGORA VIBRANCE 9.5-19 + 0-22 + 0-99 (6:1:1) mixed with equal parts IGORA VIBRANCE Activator Gel 1.9% (6 Vol.) (i.e. IGORA VIBRANCE 9.5-19 (60g) + 0-22 (10g) + 0-99 (10g) and 80g of IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)





STEP 1

- Start with clean, dry hair
- Section the hair as shown, creating a square section in the back of the head and a rectangle section on only one side of the head all the way to the face
- Pre-lighten the square section using back to back foils with IGORA VARIO BLOND PLUS mixed 1:2 with IGORA ROYAL® Oil Developer 6% (20 Vol.) or 9% (30 Vol.), depending on base color, leaving 0.5 in. at the re-growth



STEP 2

- Pre-lighten the rectangular side section with IGORA VARIO BLOND PLUS using IGORA ROYAL Oil Developer 6% (20 Vol.) or 9% (30 Vol.), depending on base color, leaving 0.5 in. at the re-growth
- After foils have reached a level 9, apply IGORA VARIO BLOND PLUS mixed 1:2 with IGORA ROYAL Oil Developer 3% (10 Vol.) at re-growth area in-between foils



STEP 3

- Apply COLOR 1 to all remaining sections
- Leave to develop for 20 minutes
- Rinse and dry the hair



STEP 4

- Dry pre-lightened sections for precise application
- Apply COLOR 3 to the top and bottom sections and COLOR 2 to the middle section
- Leave to develop for 20 minutes and rinse thoroughly



TIPS & TRICKS

To prevent intermixing of the individual tones, we suggest rinsing the colors separately.



ONE TWO GORGEOUS

COLOR FORMULAS:

Pre-pigmentation using 0-77 mixed with IGORA VIBRANCE® Activator Gel 1.9% (6 Vol.) 1:1

COLOR FORMULA: IGORA VIBRANCE 4-6 + 4-0 (3:1) mixed with equal parts IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)





STEP 1

- Pre-pigment the pre-lightened sections using IGORA VIBRANCE 0-77 mixed with IGORA VIBRANCE Activator Gel 1.9% (6 Vol.) 1:1
- Develop for 20 minutes
- Rinse and blow dry



STEP 2

- Use IGORA VIBRANCE 4-6 + 4-0 (3:1) mixed equal parts with IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)
- Apply from re-growth to ends starting in the nape area



STEP 3

- Comb through for even distribution and saturation of product



STEP 4

- Develop for 20 minutes and then rinse thoroughly





DETERMINING THE IDEAL FORMULA

Technique	Customer Wish	Natural Base	Percentage of White	Current Hair Color in Mid - lengths and Ends	Hair Texture	Color Formulation
Full Head Application	Medium blonde gold -copper	7	0%	Depth: 7- / 8- Tone direction: -5	Previous colored, Normal to dry	IGORA VIBRANCE • 7-57+ 4% (13 Vol.) 1:1 10-20 min
Dual System Application	Medium blonde gold -copper	7	80%-100%	Depth: 7- / 8- Tone direction: -5	Previous colored, Normal to dry	Re-growth: IGORA ROYAL • 7-57 + 7-0 (2:1) + 6 % (20 Vol.) 1:1 10-20 min Mid - lengths and ends: IGORA VIBRANCE • 7-57 + 4 % (13 Vol.) 1:1 10-20 min
Glossing	Soft tonal cendre/violet reflects and shine effect	8	0%-30%	Depth: 8- / 9- / 10- Tone direction: soft -5	Pre-lightened, Normal to dry	IGORA VIBRANCE • 0-00 + 8-19 (1:1) + 1.9% (6 Vol.) 1:1 5-20 min
Freehand/ Placement	Color placements	Pre-lightened	0%	Depth: 10- Tone direction: soft -5	Pre-lightened, Normal to dry	IGORA VIBRANCE • 0-89 + 0-00 (1:2) + 1.9% (6 Vol.) 1:1 • 0-88 + 0-00 (1:1) + 1.9% (6 Vol.) 1:1 • 0-77 + 0-00 (1:1) + 1.9% (6 Vol.) 1:1 • 0-33 + 0-00 (1:3) + 1.9% (6 Vol.) 1:1 10-20 min

ALLERGY ALERT TEST

After your Professional Consultation you may need to carry out an Allergy Alert Test 48 hours prior to proceeding with a color service

- Perform the Allergy Alert Test on an area of skin sized approximately 0.5 in. x 0.5 in. on the inside of the elbow.
- Apply a small amount of the Color Crème in a thin layer on the inside of the elbow with a cotton bud and leave uncovered for 45 minutes.
- Avoid contact with clothes.
- After 45 minutes, wash off the Color Crème/Gel carefully with lukewarm water.
- If any reaction occurs during the development time or during the following 48 hours, rinse immediately and do not use the product.
- This test represents an important precaution. However, be aware that even if an Allergy Alert Test has been carried out, the client may still experience an allergic reaction.
- The Allergy Alert Test is not a guarantee of avoiding future allergic reactions.

PLEASE REFER TO THE INSTRUCTIONS FOR USE LEAFLET

IGORA VIBRANCE® FAQ'S

Question	Answer
What is the main benefit of the new 1:1 mixing ratio?	The new formula with 1:1 mixing ratio allows faster Mixing and more efficient application.
Please define the key benefits of "moisture protecting complex."	<ol style="list-style-type: none"> 1) The formula with AQUAXYL™ stabilizes the hairs inner moisture level during the development time. 2) Together with using up to 40% less alkalizing agents (MEA)* it creates a clean canvas for an even color result and protects against hair breakage. 3) The alcohol-free formula enriched with Vitamin B3 and B5 shields and evens the hair surface for vibrant shine.
Why is the new formula more efficient?	The new liquid formula allows for faster mixing and the NEW Gel and Cream consistencies saturate the hair quicker, therefore less product is needed compared to the previous formula.
What are the 4 main advantages of IGORA VIBRANCE for your business and clients?	<ol style="list-style-type: none"> 1) Grow sales through capitalizing on all demi services opportunities (Dual System Application, Toning (Tone on Tone), White Hair Blending, Pastel Toning, Neutralization, Coloring Darker, Clear Glossing). 2) Increase Ticket Price through Add-On services: (Clear Glossing, Pastel Toning, Color Refreshment). 3) Increases client loyalty through harmonious Dual System Application with IGORA ROYAL® and an overall optimal color result. 4) Bring new clients to the salon (Young Target Group) – low commitment color opportunities for clients who seek a moderate change in color.
How many shades are in the new portfolio? Please explain shade assortment benefits.	The new assortment of IGORA VIBRANCE includes 68 Shades. By adding new Boosters, Pastels and the CLEAR 0-00, services options with the range can be expanded for creativity. One key benefit is the new formula harmoniously matches IGORA ROYAL for the Dual System Application.
What is the development time of the new IGORA VIBRANCE?	The development time of the new IGORA VIBRANCE is up to 20 minutes. We recommend 10-20 minutes. For global full head & re-growth application and 5-20 minutes for a Gloss Service.
What is the longevity of the new IGORA VIBRANCE?	The longevity depends on the chosen shade. For the Natural, Natural Extra and Fashion shades it is up to 25 shampoos. Pastel Shades and Boosters up to 12 shampoos.
Is the new IGORA VIBRANCE suitable for free-hand techniques?	Yes, you can create multi dimensional color results in combination with a freehand technique.
What is the percentage of white hair blending?	The white hair blending of the IGORA VIBRANCE Naturals and Fashion shades is up to 50% and the Naturals Extra is up to 70%.
What are the key services of the new IGORA VIBRANCE?	Key services include Dual System Application, Tone on Tone, White Hair Blending, Pastel Toning, Neutralization, Coloring Darker and Clear Glossing.

*vs. old formula



MAY CAUSE
VIBRANT SHINE!



Schwarzkopf®
PROFESSIONAL

WELCOME TO THE NEW IGORA VIBRANCE

Dear Hairdresser,

You don't spend hours on your feet every day for a living; rather, you live to carefully craft the hair of every client that's lucky enough to sit in your chair.

You're not just another hairstylist, you are a life-changer. People come to you in dilemma and leave with a crown of confidence. You color their world anew, and with the new IGORA VIBRANCE, that world can be more glossy, bright, and beautiful.

This is more than color, this is a refresh, a life change, a whole new opportunity to give clients more options.

#MOREVIBRANCE



It's more than just color, it's IGORA VIBRANCE.

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