

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.



Schwarzkopf
PROFESSIONAL

BREAK THE BRASS



BEFORE

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 & IGORA ROYAL Oil Developer 3% (10 Vol.) on the re-growth. The looks BREAK THE BRASS, PAINT ME PASTEL and RUNWAY REBEL were done on 1 model.

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 application bottle

STEP 3

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

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

MORE PERFORMANCE

PAINT ME PASTEL



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 the mid-length & ends

STEP 3

- Continue the technique on the remaining 2 sections

STEP 4

- Leave to develop for 20 minutes & rinse thoroughly

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)

MORE CONVENIENCE

RUNWAY REBEL



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

COLOR FORMULAS:
COLOR 1: IGORA VIBRANCE 9-7 + 7-77 (1:1) mixed with equal parts IGORA VIBRANCE Activator Lotion 4% (13 Vol.)
COLOR 2: IGORA VIBRANCE 0-89 + 0-00 (1:2) with IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)
COLOR 3: IGORA VIBRANCE 9-7 with Activator Gel 1.9% (6 Vol.) 1:1

MORE VERSATILITY

MORE CHOICE

GLOSS BOSS



BEFORE

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

STEP 1

- Shampoo & towel dry the hair
- Apply IGORA VIBRANCE CLEAR 0-00 pure, no Activator Gel or Lotion needed as no pigments are involved, only gloss is added

STEP 2

Comb through for even distribution & saturation of product

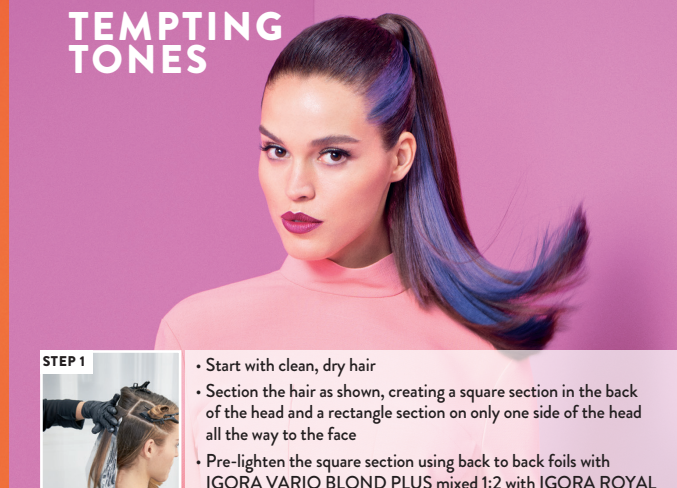
STEP 3

Develop for 5-20 minutes & rinse thoroughly

COLOR FORMULA:
IGORA VIBRANCE CLEAR 0-00

COMPARED TO PREVIOUS IGORA VIBRANCE FORMULATION

TEMPTING TONES



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 & dry the hair

STEP 4

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

COLOR FORMULAS:
COLOR 1: IGORA VIBRANCE 6-68 mixed 1:1 with Activator Lotion 4% (13 Vol.)
COLOR 2: IGORA VIBRANCE 0-22 with 1:1 Activator Gel 1.9% (6 Vol.)
COLOR 3: Lavender mix IGORA VIBRANCE 9.5-19 + 0-22 + 0-99 (6:1:1) (i.e. IGORA VIBRANCE 9.5-19 (60g) + 0-22 (10g) + 0-99 (10g) with 80g of IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)

ONE TWO GORGEOUS



STEP 1

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

STEP 2

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

STEP 3

Comb through for even distribution & saturation of product

STEP 4

- Develop for 20 minutes & rinse thoroughly

COLOR FORMULAS:
Pre-pigmentation using 0-77 mixed 1:1 with IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)
COLOR FORMULA: IGORA VIBRANCE 4-6 + 4-0 (3:1) mixed with equal parts IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)

#MOREVIBRANCE

Together. A passion for hair.®

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IGORA VIBRANCE® PORTFOLIO OVERVIEW

NATURALS	GOLDS	CHOCOLATES	REDS	PASTELS	BOOSTERS
9-0, 9-00, 9-1	9-4	9-55, 9-57	9-65	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®

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 shows 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.

	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 & 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 colors & 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 AND CHOOSING 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 gelifying agent which creates a unique Gel consistency ideal for bottle applications like quick services at the back wash.
 - 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.
- New 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 	

APPLICATION METHODS

<p>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 hair lengths and ends in optimal condition for more vibrant shine and a gentle touch.</p> <p>Start application on dry hair:</p> <ol style="list-style-type: none"> Apply IGORA ROYAL to re-growth taking fine sections (leave to develop 10-20 min) Apply IGORA VIBRANCE evenly to mid-lengths and ends (leave to develop for another 10-20 min) 	<p>FULL HEAD APPLICATION:</p> <ul style="list-style-type: none"> Start application on dry hair or damp hair Part the hair into 4 quadrants Apply evenly from re-growth to mid-lengths & ends Development time: 10-20 min 	<p>GLOSSING, CLEAR GLOSS, PASTEL TONING AND NEUTRALIZATION:</p> <p>New IGORA VIBRANCE comes with 8 NEW Toners and a NEW CLEAR 0-00</p> <p>Use to neutralize after lightening services or to create beautiful pastel tones.</p>	<p>NEUTRALIZATION AFTER LIGHTENING SERVICES:</p> <ul style="list-style-type: none"> Apply IGORA VIBRANCE Toner evenly to towel-dried hair Development time: develop visually for 5-20 min 	<p>PASTEL TONING:</p> <ul style="list-style-type: none"> 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 	<p>PLACEMENT OR FREEHAND APPLICATION:</p> <ul style="list-style-type: none"> 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 	<p>RINSING:</p> <p>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. Then follow Post Coloration Treatment.</p>
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WHITE HAIR BLENDING, GLOSSING AND DILUTION, MIXING BOOSTERS AND PRE-PIGMENTATION

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

CLEAR GLOSSING & 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 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 minutes depending on hair condition & rinse off thoroughly

Diluter

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

MIXING BOOSTERS

	Tonal Depth	1, 3, 4, 5	6 & 7	8 & 9
Soft Results	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	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

Additive to boost fashion tone directions on all bases. To be added to IGORA VIBRANCE shades

PRE-PIGMENTATION

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. Then follow Post Coloration Treatment.

EXPERT TIP

Use BOOSTERS to customize or adjust the desired tone. Follow instructions in the GUIDELINES FOR MIXING BOOSTERS.

POST COLORATION TREATMENT



Shampoo with BC BONACURE® COLOR FREEZE Shampoo. After shampooing, 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.