

# IGORA ROYAL

## QUICK STARTER GUIDE

Everything you need to know to start working with the NEW IGORA ROYAL

# WELCOME TO THE NEW IGORA ROYAL – TRUE COLOR IN HIGH DEFINITION

We are committed to true performance, true inspiration and true partnership.

In this guide you will find everything you need to know to start working with the NEW IGORA ROYAL. It features the new performance benefits, Color World explanations, comparisons to previous IGORA ROYAL and technical instructions for use as well as new seminar options.

**IGORA ROYAL: TRUE PERFORMANCE, TRUE INSPIRATION, TRUE PARTNERSHIP**

## WHAT'S NEW?

THE BEST IGORA ROYAL EVER –  
TRUE COLOR IN HIGH DEFINITION



**IGORA ROYAL CORE LINE**  
FOR ALL NATURAL & FASHION  
COLOR WORLDS



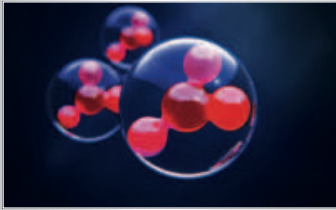
**IGORA ROYAL ABSOLUTES**  
FOR OUTSTANDING COVERAGE &  
VIBRANCY ON MATURE HAIR



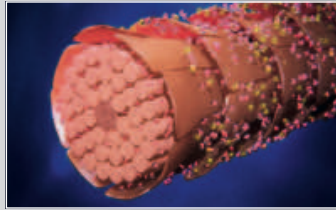
**IGORA ROYAL FASHION LIGHTS**  
FOR INTENSE FASHION HIGHLIGHTS  
(LIFT & TONE)

# HOW DOES IT WORK?

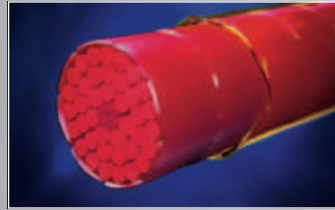
## NEW HIGH DEFINITION TECHNOLOGY



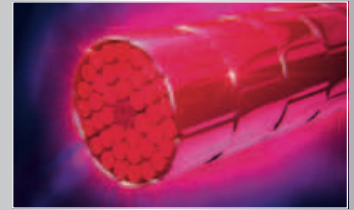
Re-engineered color pigment matrices



Lipid carriers for amplified penetration



Perfect sealing for long retention



The result: True Color in High Definition

The IGORA ROYAL High-Definition Technology features high definition pigment matrices for clearest tone direction, enhanced true-to-swatch results, amplified intensity and maximum coverage.

**IGORA ROYAL: TRUE COLOR IN HIGH DEFINITION**

# WHAT ARE THE BENEFITS?

## STUNNING, PRECISE AND INTENSE COLOR RESULTS

- Absolute true-to-swatch results
- Up to 50% longer color retention\*
- Up to 25% brighter color vibrancy\*
- Fashion colors with up to 70% white hair coverage and with the highest vibrancy on coppers, reds and violets
- Perfect color equalization, even on porous hair
- The clearest lifting shades and advanced care, for maximum contrast & shine\*\*

\* vs previous IGORA ROYAL color cream.

\*\* advanced care achieved with 12% 40 Vol. IGORA ROYAL Oil Developer.

**IGORA ROYAL: 100% RELIABILITY – EVEN UNDER CHALLENGING CONDITIONS**

# THE NEW IGORA ROYAL ASSORTMENT:

CURRENT SHADE ► NEW SHADE

## NATURAL BASE TONES

Nature	
9-0	9-0
8-0	8-0
7-0	7-0
6-0	6-0
5-0	5-0
4-0	4-0
3-0	3-0
1-0	1-0

Perfect white hair coverage up to 100%

Nature Extra	
9-00	9-00
8-00	8-00
7-00	7-00
6-00	6-00
5-00	5-00

Stunning 100% white hair coverage for thick, resistant hair

Cendré	
9-1	9-1
8-1	8-1
7-1	7-1
6-1	6-1
5-1	5-1
1-1	1-1

Up to 100% improved white hair coverage\*  
Even stronger cendré tone direction\*\*

Cendré Plus	
NEW	8-11
NEW	6-12
NEW	4-13

Up to 70% white hair coverage.  
Strongly visible cool & ash directions

Beige	
9-4	9-4
8-4	8-4
7-4	7-4
6-4	6-4
5-4	5-4

Up to 100% white hair coverage improved white hair coverage and less rosé tone direction\*

## GOLD TONES

Gold/Gold Extra	
9-5	9-55
8-5	8-55
7-5	7-55
6-5	6-5
5-5	5-5
4-5	4-5

Up to 70% improved white hair coverage  
Stronger gold tone direction, less rosé

Gold Copper	
7-57	7-57
NEW	5-57

Up to 70 % improved white hair coverage, slightly less cool, more gold copper tone direction

CURRENT SHADE ► NEW SHADE

## CHOCOLATES

Chocolate	
NEW	6-6
NEW	5-6
NEW	4-6

Up to 70 % improved white hair coverage

Chocolate Matt	
NEW	6-63
NEW	5-63
NEW	4-63

Perfect white hair coverage up to 100%

Chocolate Gold	
NEW	9-65
8-65	8-65
7-65	7-65
6-65	6-65
5-65	5-65
4-65	4-65
3-65	3-65

Up to 70 % improved white hair coverage\*  
Slight reduction of violet color

Chocolate Red	
6-68	6-68
5-68	5-68
4-68	4-68
3-68	3-68

Up to 70 % improved white hair coverage\*  
Slightly richer tone direction

## REDS, COPPERS & VIOLETS

Copper/Copper Extra	
9-7	9-7
8-7	8-77
NEW	7-77
6-7	6-77
5-7	5-7

Up to 70 % improved white hair coverage\*\*  
Tone direction more orange, less red-orange

Red Extra	
6-888	6-88
5-88	5-88
NEW	4-88

Up to 70 % improved white hair coverage\*\*  
Clear, very sharp red tone direction, less warm

Violet Red/Violet Extra	
NEW	9-98
NEW	6-99
NEW	4-99
NEW	5-99

Up to 70 % improved white hair coverage\*\*  
True violet

<b>CURRENT SHADE</b>	▶	<b>NEW SHADE</b>
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### HIGHLIFTS

12-series		
12-0	12-0	<ul style="list-style-type: none"> <li>▶ Improved lifting **</li> <li>▶ Very clear blonde results</li> <li>▶ Up to 5 levels</li> </ul>
12-1	12-1	
<b>NEW</b>	12-11	
<b>NEW</b>	12-19	
12-2	12-2	
12-4	12-4	
10-series		
10-0	10-0	<ul style="list-style-type: none"> <li>▶ Improved lifting **</li> <li>▶ Very clear blonde results</li> <li>▶ Up to 4 levels</li> </ul>
10-1	10-1	
10-4	10-4	

### SPECIALTIES

Creative Boosters		
0-55	0-55	▶ Intense gold color direction
0-77	0-77	▶ Strong orange color direction
0-88	0-88	▶ Strong red color direction
0-89	0-89	▶ New, strong magenta color direction
0-99	0-99	▶ Strong violet color direction
Extracts		
E-00	E-0	▶ Additive for lifting power
<b>NEW</b>	E-1	▶ Additive for cool color direction
9.5-0	D-0	<ul style="list-style-type: none"> <li>Dilutes pigmentation of other shades</li> <li>Creates shine on light bases (use purely)</li> </ul>
Neutralizers		
0-11	0-11	▶ Neutralizes yellow
0-22	0-22	▶ Neutralizes orange
0-33	0-33	▶ Neutralizes red
Pastels		
9.5-1	Pearl/ 9.5-1	▶ Pastel cendré tone direction
<b>NEW</b>	Pale Blue/ 9.5-22	▶ New pastel anti-orange direction
9.5-4	Beige/ 9.5-4	▶ Light warm pastel character
<b>NEW</b>	Nude/ 9.5-49	▶ Soft beige rosé pastel tone direction
<b>NEW</b>	Rosé/ 9.5-18	▶ New pastel rosé tone direction
<b>NEW</b>	Peach/ 9.5-17	▶ New iridescent cool/warm pastel tone direction

<b>CURRENT SHADE</b>	▶	<b>NEW SHADE</b>
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### ABSOLUTES

Anti-Age Color		
Beige Natural		
9-40	9-40	<ul style="list-style-type: none"> <li>Up to 100% white hair coverage &amp; fashion tone direction</li> </ul>
Gold Natural		
<b>NEW</b>	9-50	<ul style="list-style-type: none"> <li>Up to 100% white hair coverage &amp; fashion tone direction</li> </ul>
<b>NEW</b>	8-50	
<b>NEW</b>	7-50	
<b>NEW</b>	5-50	
Chocolate Natural		
9-60	9-60	<ul style="list-style-type: none"> <li>Up to 100% white hair coverage &amp; fashion tone direction</li> </ul>
7-60	7-60	
6-60	6-60	
5-60	5-60	
4-60	4-60	
Copper Natural		
7-70	7-70	<ul style="list-style-type: none"> <li>Up to 100% white hair coverage &amp; fashion tone direction</li> <li>Tone direction slightly more orange, less rosé</li> </ul>
6-70	6-70	
Red/Violet Natural		
6-80	6-80	<ul style="list-style-type: none"> <li>Up to 100% white hair coverage &amp; fashion tone direction</li> <li>Tone direction slightly more red</li> </ul>
5-80	5-80	
4-90	4-90	

### FASHION LIGHTS

Highlight Color		
100-0	L-00	<ul style="list-style-type: none"> <li>One step lift &amp; color</li> <li>Outstanding brightness &amp; luminosity</li> <li>Intense contrast even on dark or colored bases</li> </ul>
100-4	L-44	
<b>NEW</b>	L-57	
<b>NEW</b>	L-77	
<b>NEW</b>	L-88	
<b>NEW</b>	L-89	

\* improved white hair coverage for 5-1, 6-1, 7-1, 4-65, 3-65, 4-68, 3-68, 7-4, 8-4 & 9-4 vs. previous IGORA ROYAL  
 \*\* vs previous IGORA ROYAL

# MIXING RECOMMENDATIONS *CHEAT SHEET*

PREVIOUS SHADE	RECREATION OF FORMULA WITH NEW SHADES	FORMULA EXAMPLE
3-1	4-13 + 1-1	(2:1) 20g 4-13 + 10g 1-1 + 30g IGORA ROYAL Oil Developer
3-99	4-99 + 4-0	(2:1) 20g 4-99 + 10g 4-0 + 30g IGORA ROYAL Oil Developer
4-07	4-0 + 5-7	(3:1) 30g 4-0 + 10g 5-7 + 40g IGORA ROYAL Oil Developer
4-1	5-0 + 4-13	(1:2) 10g 5-0 + 20g 4-13 + 30g IGORA ROYAL Oil Developer
4-57	5-57 + 4-68	(1:1) 15g 5-57 + 15g 4-68 + 30g IGORA ROYAL Oil Developer
4-89	4-0 + 0-88 + 0-99	(3:2:1) 30g 4-0 + 20g 0-88 + 10g 0-99 + 60g IGORA ROYAL Oil Developer
5-3	5-0 + 0-33	(10:0.5) 30g 5-0 + 2g 0-33 + 32g IGORA ROYAL Oil Developer
5-889	6-88 + 6-99	(3:1) 30g 6-88 + 10g 6-99 + 40g IGORA ROYAL Oil Developer
5-89	5-88 + 5-99	(3:2) 30g 5-88 + 20g 5-99 + 50g IGORA ROYAL Oil Developer
6-05	6-00 + 6-5	(3:4) 15g 6-00 + 20g 6-5 + 35g IGORA ROYAL Oil Developer
6-07	no mixing possible	
6-2	no mixing possible	
6-57	5-68 + 7-57	(1:1) 15g 5-68 + 15g 7-57 + 30g IGORA ROYAL Oil Developer
6-7	6-77	
6-87	6-0 + 6-88 + 6-77	(1:1:1) 10g 6-0 + 10g 6-88 + 10g 6-77 + 30g IGORA ROYAL Oil Developer
6-888	6-88	
6-89	5-88 + 6-99	(1:2) 10g 5-88 + 20g 6-99 + 30g IGORA ROYAL Oil Developer
7-05	7-00 + 7-5	(2:1) 20g 7-00 + 10g 7-5 + 30g IGORA ROYAL Oil Developer
7-12	6-12 + 8-11	(1:1) 15g 6-12 + 15g 8-11 + 30g IGORA ROYAL Oil Developer
7-2	no mixing possible	
7-3	7-0 + 0-33	(10:0.4) 30g 7-0 + 1g 0-33 + 31g IGORA ROYAL Oil Developer
7-5	7-55	
7-7	7-57 + 7-77	(1:3) 10g 7-57 + 30g 7-77 + 40g IGORA ROYAL Oil Developer
7-87	7-77 + 6-88	(2:1) 20g 7-77 + 10g 6-88 + 30g IGORA ROYAL Oil Developer
7-887	6-88 + 8-77	(2:1) 20g 6-88 + 10g 8-77 + 30g IGORA ROYAL Oil Developer
8-2	8-0 + 8-11	(1:1) 15g 8-0 + 15g 8-11 + 30g IGORA ROYAL Oil Developer
8-3	8-0 + 0-33	(10:0.5) 30g 8-0 + 2g 0-33 + 32g IGORA ROYAL Oil Developer
8-5	8-65 + 8-55	(1:1) 15g 8-65 + 15g 8-55 + 30g IGORA ROYAL Oil Developer
8-7	9-0 + 8-77	(1:6) 5g 9-0 + 30g 8-77 + 35g IGORA ROYAL Oil Developer
9-01	9-00 + 0-11	(3:1) 30g 9-00 + 10g 0-11 + 40g IGORA ROYAL Oil Developer
9-05	9-0 + 8-55	(1:1) 15g 9-0 + 15g 8-55 + 30g IGORA ROYAL Oil Developer
9-2	no mixing possible	
9-5	9-55	
9.5-0	D-0	D-0
9.5-5	no mixing possible	
10-2	10-0 + 9.5-22	(2:1) 20g 10-0 + 10g 9.5-22 + 30g IGORA ROYAL Oil Developer
10-5	10-4 + 0-55	(14:1) 28g 10-4 + 2g 0-55 + 30g IGORA ROYAL Oil Developer
100-4	L-44 (more intense)	L-44
100-5	no mixing possible	
E-00	E-0	E-0

# INSTRUCTION FOR USE

## IGORA ROYAL COLOR NUMBERING SYSTEM

COLOR LEVEL:	COLOR TONE DIRECTION:
	-0 natural (neutral)
1- black	-1 cendré (blue/violet)
	-2 ash (blue)
3- dark brown	-3 matt (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 up to 3 numbers.

### The number in front of the dash (5-88):

Indicates the color level of the shade.

Indicates the ideal base to use the shade on in order to achieve true-to-swatch results.

### The number(s) after the dash (5-88):

The first number after the dash shows the primary color tone direction (dominant color tone).

The second number after the dash shows the secondary color tone direction (minor color tone). Two identical numbers after the dash indicate an intense color.

### IMPORTANT: Change in naming of color tone direction:

1. Previously named "ash", now called "cendré".

2. Previously named "smokey", now called "ash".

Name change only. Color tone directions remain the same.

NOTE: The IGORA ROYAL Highlift Shade swatches ( 10- and 12-Series) do not show an end result.

## 360° IGORA ROYAL COLOR ASSORTMENT

IGORA ROYAL COLOR BRANDS					
	Features	Mixing ratio	IGORA ROYAL Oil Developer	Development time	Tip
IGORA ROYAL Natural Shades -0, -1, -4	<ul style="list-style-type: none"> <li>100% white hair coverage up to level 9</li> <li>Natural color tone directions</li> <li>True-to-swatch</li> </ul>	1:1	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	30-45 min	
IGORA ROYAL Natural Extra Shades -00	<ul style="list-style-type: none"> <li>100% white hair coverage on thick and resistant hair</li> <li>Increased amount of color pigments compared to corresponding IGORA ROYAL Natural Shades</li> <li>Natural color tone direction</li> <li>True-to-swatch</li> </ul>	1:1	9% 30 Vol.	30-45 min	For pure color deposit on more than 90% white hair use 6% 20 Vol. IGORA ROYAL Oil Developer.
IGORA ROYAL Fashion Shades -11, -12, -13, -5, -55, -57, -6, -63 -65, -68, -7, -77, -88, -98, -99	<ul style="list-style-type: none"> <li>Up to 70% white hair coverage</li> <li>Up to 100% white hair coverage for -11, -12, -13,-63</li> <li>Vibrant color directions</li> <li>True-to-swatch</li> </ul>	1:1	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	30-45 min	<ul style="list-style-type: none"> <li>To achieve coverage on up to 50% white hair, use Fashion Shade on its own</li> <li>To achieve coverage on 50-100% white hair mix 2:1 with IGORA ROYAL Natural Shade (2 parts Fashion Shade: 1 part Natural Shade)</li> <li>Mix 1:1 with thick and resistant hair</li> <li>To add depth to a Fashion Shade by adding a Natural Shade is also recommended when coloring more than 2 levels darker on light bases</li> </ul>
IGORA ROYAL Highlift Shades Ultra Blonde 10- series	<ul style="list-style-type: none"> <li>3-4 levels of lift</li> <li>To be used on natural level 7 and lighter</li> </ul>	1:1	9% 30 Vol. (up to 3 levels) 12% 40 Vol. (up to 4 levels)	30-45 min	<ul style="list-style-type: none"> <li>A Highlift color does not provide white hair coverage</li> <li>Swatches do not show end result as this is a highlift process</li> </ul>
IGORA ROYAL Highlift Shades Special Blonde 12- series	<ul style="list-style-type: none"> <li>4-5 levels of lift</li> <li>To be used on natural level 6 and lighter</li> </ul>	1:2 (1 part Color Cream : 2 parts Developer)	9% 30 Vol. (up to 4 levels) 12% 40 Vol. (up to 5 levels)	30-45 min	
IGORA ROYAL Pastel Shades 9.5- series	<ul style="list-style-type: none"> <li>Translucent pigment concentration</li> <li>Personalization or white refining</li> <li>Subtle pastel tone directions</li> <li>Neutralization after lightening services</li> <li>To be used on level 9 and pre-lightened hair (pale yellow)</li> </ul>	1:1	3% 10 Vol.	5-30 min (Process visually)	Timing depends on desired results and porosity.

## IGORA ROYAL CREATIVE MIXTONES: 0-SERIES

Color additives to neutralize or boost IGORA ROYAL Shades

	Features	Mixing ratio	IGORA ROYAL Oil Developer	Development time	Tip
Neutralizers 0-11, 0-22, 0-33	<ul style="list-style-type: none"> <li>Neutralizing additives provide cool tonal directions</li> <li>To be added to IGORA ROYAL Shades</li> </ul>	<ul style="list-style-type: none"> <li>Neutralizing on levels 8 and 9: add up to 5% of the Color Cream</li> <li>Neutralizing on levels 6 and 7: add up to 15% of the Color Cream</li> <li>Neutralizing on levels 1 to 5: add up to 25% of the Color Cream</li> </ul> Example: 60g 6-0 + 9g 0-22 + 69g Developer			
Boosters 0-55, 0-77, 0-88, 0-89, 0-99	<ul style="list-style-type: none"> <li>Boost fashion tone directions on all levels</li> <li>To be added to IGORA ROYAL Shades</li> </ul>	Add up to 50% of the Color Cream used, when adding a Booster or Neutralizer into the color formula. Example: 60g 7-77 + 15g 0-77 + 75g Developer			Keep in mind that type and amount of the Mixtone will influence the target depth.

## IGORA ROYAL EXTRACTS

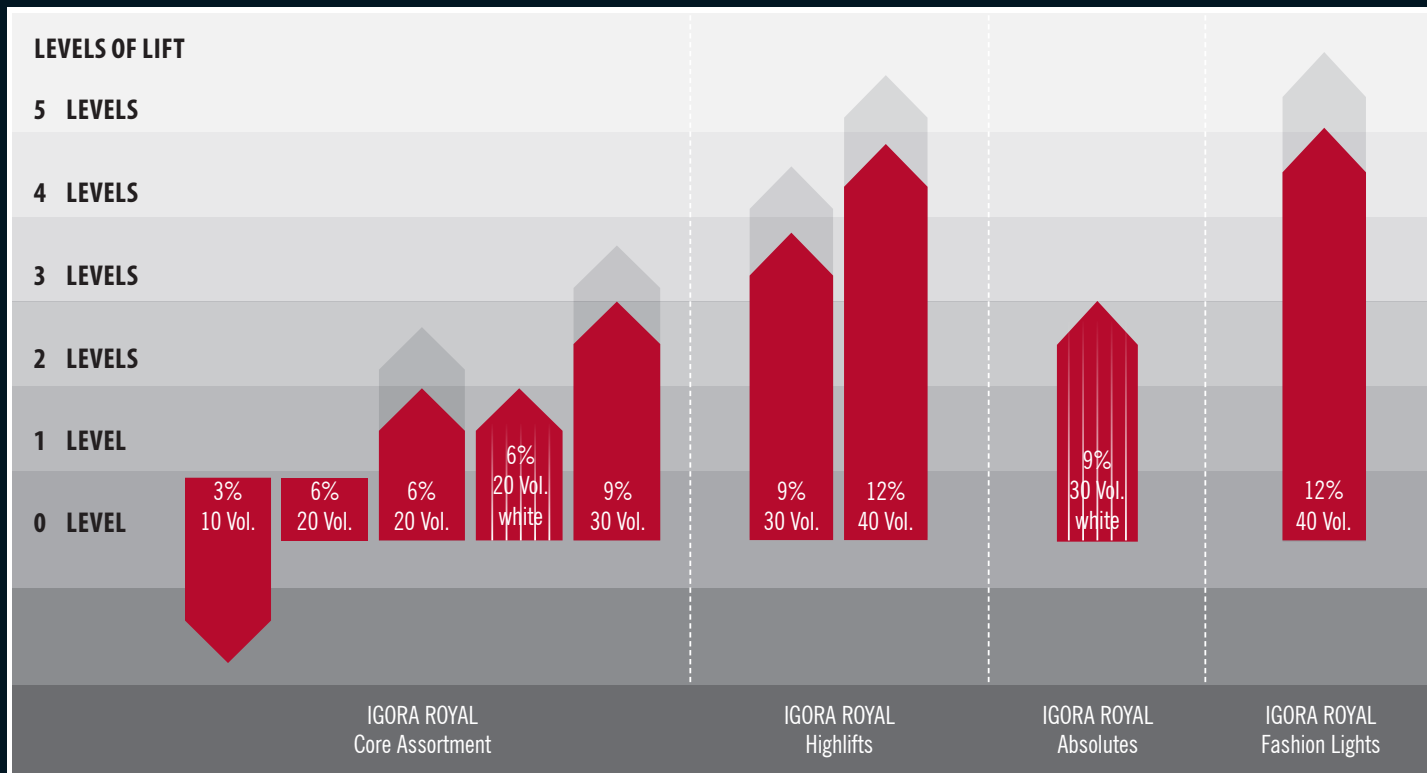
	Features	Mixing ratio	IGORA ROYAL Oil Developer	Development time	Tip
Diluter D-0	<ul style="list-style-type: none"> <li>Reduces pigment concentration in highly pigmented shades</li> <li>Creates soft pastel tones</li> </ul>	Add up to 50% of the used Color Cream, when adding Diluter into the color formula. Increase the amount of Developer proportionally. Example: 60g 9.5-18 + 15g D-0 + 75g Developer	3% 10 Vol.	5-30 min	D-0 can be mixed with IGORA ROYAL Oil Developer 3% 10 Vol. to create shine on light bases. Mixing: 1:1
Lightening Extract E-0	1. Usage: Lightening Additive <ul style="list-style-type: none"> <li>To be mixed with IGORA ROYAL target shade</li> <li>To achieve one level of lift</li> </ul>	Mixing ratio 2:1 with IGORA ROYAL Shade (2 parts IGORA ROYAL Shade : 1 part E-0)	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	30-45 min	To be used on virgin hair
	2. Usage: Lightening Extract <ul style="list-style-type: none"> <li>Used purely by itself</li> <li>Provides up to 4 levels of lift</li> </ul>	1:1	12% 40 Vol.	30-45 min	To be used on virgin hair
Extra Cendré Extract E-1	1. Usage: Cendré Additive <ul style="list-style-type: none"> <li>For an extra cool tone direction</li> <li>To be mixed with IGORA ROYAL target shade</li> </ul>	<ul style="list-style-type: none"> <li>Base 8-7: mix 2:1 (2 parts IGORA ROYAL Shade: 1 part E-1)</li> <li>Base 6-5: mix 1:1 (1 part IGORA ROYAL Shade: 1 part E-1)</li> <li>Base 4 and darker: mix 1:2 (1 part IGORA ROYAL Shade: 2 parts E-1)</li> </ul>		30-45 min	
	2. Usage: Used purely by itself for extra deposit of cool pigments	1:1	3% 10 Vol.	30-45 min	

## IGORA ROYAL SUBLINES

	Features	Mixing ratio	IGORA ROYAL Oil Developer	Development time	Tip
IGORA ROYAL Absolutes Intense Fashion Shades and superior white hair coverage for mature hair -40, -50, -60, -70, -80, -90	<ul style="list-style-type: none"> <li>Intense Fashion Shades</li> <li>100% white hair coverage</li> <li>Increased amount of pigment compared to corresponding IGORA ROYAL Shades</li> <li>Extra care for mature hair due to Biotin-S Anti Age Complex</li> </ul>	1:1	9% 30 Vol.	30-45 min	For pure color deposit on more than 90% white hair use 6% 20 Vol.
IGORA ROYAL Fashion Lights Intense Highlight color L-00, L-44, L-57, L-77, L-88, L-89	<ul style="list-style-type: none"> <li>Lift &amp; color in one step</li> <li>Outstanding brightness and luminosity</li> <li>Up to 5 levels of lift</li> <li>Intense contrast even on dark or colored bases</li> <li>Irresistible shine</li> <li>For off-scalp application only</li> <li>To be used on base 6 and darker</li> </ul>	1:1	12% 40 Vol.	30-45 min	



# DEVELOPER USAGE



3% 10 Vol.	<ul style="list-style-type: none"> <li>Coloring darker</li> <li>Covering 100% white hair depending on texture (pure white hair)</li> <li>Color deposit on pre-lightened hair</li> <li>Coloring with IGORA ROYAL Pastel Shades</li> </ul>
6% 20 Vol.	<ul style="list-style-type: none"> <li>Tone-on-tone coloration</li> <li>White hair coverage</li> <li>Lifting 1 - 2 levels</li> </ul> <p><b>EXTRA NOTE:</b> Can achieve 2 levels of lift on fine hair.</p> <p><b>EXTRA NOTE:</b> White hair coverage with IGORA ROYAL Absolutes on more than 90% white hair</p>
9% 30 Vol.	<ul style="list-style-type: none"> <li>Lifting 2-3 levels</li> <li>Coloring with -00 series</li> <li>White hair coverage with IGORA ROYAL Absolutes</li> <li>Lifting up to 3 levels with the IGORA ROYAL Ultra Blonde series (10-)</li> </ul> <p><b>EXTRA NOTE:</b> Can achieve 3 levels of lift on fine hair.</p> <p><b>EXTRA NOTE:</b> Lifting 3-4 levels with the IGORA ROYAL Special Blonde series (12-)</p>
12% 40 Vol.	<ul style="list-style-type: none"> <li>Coloring with IGORA ROYAL Fashion Lights</li> <li>Lifting 3-4 levels with IGORA ROYAL Ultra Blonde series (10-)</li> <li>Lifting 4-5 levels with IGORA ROYAL Special Blonde series (12-)*</li> </ul>

\*4-5 levels of lift are achievable on natural levels 6 and lighter.

# APPLICATION METHODS

Apply on dry, unwashed hair.

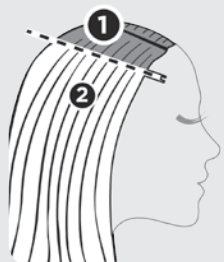
## APPLICATION ON VIRGIN HAIR



### APPLICATION

- Apply the color first on mid-lengths and ends taking fine sections
- Leave about 1/2 inch of the re-growth out
- Leave to develop for 10 minutes (15 minutes for Fashion Shades)
- Apply the color now to the re-growth
- Leave to develop for 30-45 minutes

## RE-GROWTH APPLICATION

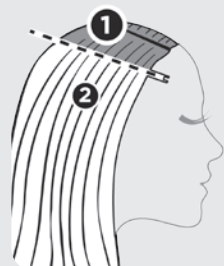


### APPLICATION

- Apply the color only to the re-growth area first taking fine sections
- Leave to develop for 15-20 minutes
- Apply IGORA ROYAL or IGORA VIVIANCE demi-permanent color evenly to mid-lengths and ends
- Leave to develop for 10-15 minutes

## DUAL APPLICATION

The dual application is a professional application method that combines IGORA ROYAL permanent hair color for re-growth with IGORA VIVIANCE NON-AMMONIA demi-permanent hair color for mid-lengths and ends. It maintains a healthy hair structure, intensive shine and a gentle touch.



### APPLICATION

- Apply the permanent IGORA ROYAL color to the re-growth area first taking fine sections
- Leave to develop for 15-20 minutes (Development time depends on the product to be used for mid-lengths and ends)
- Apply IGORA VIVIANCE NON-AMMONIA demi-permanent color shade to mid-lengths and ends
- Development time depends on the desired intensity and the instruction for use

## MIXING

IGORA ROYAL



## DEVELOPMENT TIME

### DEVELOPMENT TIME:

30-45 minutes.

### EXCEPTION:

IGORA ROYAL Pastel Shades:  
5-30 minutes.



30 - 45 min

IGORA ROYAL  
Special Blonde  
Shades  
12-series



## RINSING

- Emulsify and rinse out thoroughly until water runs clear.
- Shampoo with BC Hairtherapy Color Save Sulfate-free Shampoo.
- Condition with BC Hairtherapy Color Save Conditioner or Treatment.

# EDUCATION SUPPORT IN HIGH DEFINITION

Education, tailor-made for you: from essential to creative and expert trainings.

## ROYAL DAYS/NIGHTS

### VIP Event to explore Schwarzkopf Professional's IGORA ROYAL

In this insightful seminar you will discover new creative color possibilities and gain the knowledge you need to experience all aspects of our premium range IGORA ROYAL. Includes live models show casing TRUE COLOR IN HIGH DEFINITION.

## TRUE COLOR IN HIGH DEFINITION

### IGORA ROYAL Look & Learn\*

Learn the latest trends and techniques fresh off the catwalks from Schwarzkopf Professional's ESSENTIAL LOOKS trend release while experiencing new IGORA ROYAL TRUE COLOR IN HIGH DEFINITION.

\*Also available as a hands-on workshop.

## COLOR COACH

### IGORA ROYAL: Practical hands-on experience.

With a focus on consultation this seminar takes a coaching approach to empower colorists when selecting the most suitable color path to follow, utilizing the best products with Schwarzkopf Professional's IGORA COLOR Brands.

## LAW OF COLOR

### Practical hands-on experience

Strengthen and refresh your skills with this interactive workshop, which focuses on the fundamental principles of color formulations, eliminating guesswork and simplifying the color process.

## CREATIVE COLOR

### Unleash your creativity

Explore the new IGORA ROYAL Fashion Lights range of unique and exciting highlighting colors. A new formula guaranteed to inspire with ultimate intensity and maximum contrast. Explore versatile coloring techniques that meet the ever-changing needs of your clients.

## ROYAL MASTER ACADEMY TORONTO

### Get your color master degree!

Be the best... know it all! A gold standard in color education. Acquire a 360° view on color and study how it becomes an intrinsic part of our individual expression. Our experts will take you on a color journey to inspire you, challenge you, and ultimately expand your color business.

## COLOR UNPLUGGED SHOW

### Get Creative!

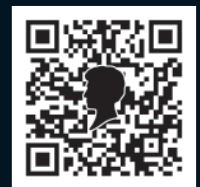
Take a close look at what makes a haircut and color look great together. See how a color technique can 'finish' a haircut, add focus and complete a client's overall look. This insightful and creative session includes ideas, inspirations, demonstration and application of design principles while keeping in line with mainstream trends.

Book now and discover more: [usa.ask-schwarzkopf.com](http://usa.ask-schwarzkopf.com)



## 10 REASONS FOR THE NEW IGORA ROYAL

1. TRUE COLOR: true-to-swatch color regime for highest reliability
2. HIGH DEFINITION TECHNOLOGY – for the best IGORA ROYAL performance ever
3. Up to 25% more VIBRANCY and perfect EQUALIZATION even on porous hair
4. FASHION COLORS with up to 70% white hair coverage and up to 50% longer retention
5. Clearest lifting and advanced care for MAXIMUM CONTRAST & SHINE
6. DEVELOPED WITH COLORISTS, for colorists – to exceed your expectations every day
7. EDUCATION, tailor made for you: from ESSENTIALS to CREATIVE and EXPERT trainings
8. New color service opportunities with IGORA ROYAL HIGH DEFINITION COLOR SERVICES
9. ESSENTIAL LOOKS bi-annual trend collection – bringing the latest fashion trends from the catwalks into your salon
10. FULL BUSINESS AND EDUCATION SUPPORT FOR YOU. Please check for regular updates on [www.schwarzkopf-professionalUSA.com](http://www.schwarzkopf-professionalUSA.com)



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