

		NATURAL		CENDRÉ		ASH				BEIGE		GOLD		CHOCOLATE				COPPER	RED	VIOLET	ABSOLUTES										SILVER WHITES	FASHION LIGHTS			
		-00 NN	-0 N	-1 Ce	-11/-12/-13 CeCe/CeA/CeM	-16/-19 CeCh/CeV	-21 Ae	-2 A	-22 AA	-24/-29/-31 AB/AV/MCe	-4 B	-42 BA	-48/-46/-49 BR/BrCh/BV	-5/-55 GG	-57 GC	-6 Ch	-63 ChM	-65 ChG	-68 ChR	-7/-77 OCC	-84/-88 RR/RR	-89 RV	-91/-98/-99 VCe/Vr/WV	-01/-10 NCe/CeN	-140 CeBN	-40 BN	-450 BGN	-460 BChN	-50 GN	-560 GChN	-60 ChN	-70 CN	-80 RN		
HIGHLIGHTS	12-SPECIAL BLONDE		12-0 12N	12-1 12Ce		12-19 12CeV	12-21 12ACe	12-2 12A	12-22 12AA			12-49 12BV											12-91 12VCe											Silver	L-00
	10-ULTRA BLONDE		10-0 10N	10-1 10Ce			10-21 10ACe					10-4 10B																						Dove Grey	L-24
	9.5-PASTELS			9.5-1 9.5Ce					9.5-22 9.5AA		9.5-4 9.5B	9.5-49 9.5BV																					Grey Lilac	L-44	
	9-EXTRA LIGHT BLONDE	9-00 9NN	9-0 9N	9-1 9Ce	9-11 9CeCe	9-19 9CeV				9-24 9AB	9-4 9B	9-42 9BA	9-55 9GG			9-65 9ChG		9-7 9C				9-98 9VR		9-140 9CeBN	9-40 9-BN		9-460 9BChN	9-50 9GN	9-560 9GChN	9-60 9ChN			Slate Grey	L-77	
	8-LIGHT BLONDE	8-00 8NN	8-0 8N	8-1 8Ce	8-11 8CeCe		8-21 8ACe				8-4 8B	8-46 8BCh	8-55 8GG			8-65 8ChG		8-77 8CC						8-01 8NCe	8-140 8CeBN			8-50 8GN		8-60 8ChN				L-88	
	7-MEDIUM BLONDE	7-00 7NN	7-0 7N	7-1 7Ce	7-13 7CeM		7-21 7ACe			7-24 7AB	7-4 7B	7-42 7BA	7-55 7GG	7-57 7GC		7-65 7ChG		7-77 7CC						7-10 7CeN	7-140 7CeBN		7-450 7BGN	7-460 7BChN	7-50 7GN	7-560 7GChN	7-60 7ChN	7-70 7CN			L-89
	6-DARK BLONDE	6-00 6NN	6-0 6N	6-1 6Ce	6-12 6CeA	6-16 6CeCh			6-31 6MCe	6-4 6B		6-46 6BCh	6-5 6G		6-6 6Ch	6-63 6ChM	6-65 6ChG	6-68 6ChR	6-77 6CC	6-88 6RR		6-99 6VV						6-50 6GN		6-60 6ChN	6-70 6CN	6-80 6RN			
	5-LIGHT BROWN	5-00 5NN	5-0 5N	5-1 5Ce		5-16 5CeCh	5-21 5ACe				5-4 5B		5-5 5G	5-57 5GC	5-6 5Ch	5-63 5ChM	5-65 5ChG	5-68 5ChR	5-7 5C	5-88 5RR		5-99 5VV						5-50 5GN		5-60 5ChN		5-80 5RN			
	4-MEDIUM BROWN		4-0 4N		4-13 4CeM							4-46 4BCh			4-6 4Ch	4-63 4ChM		4-68 4ChR		4-88 4RR		4-99 4VV							4-60 4ChN						
	3-DARK BROWN		3-0 3N													3-65 3ChG																			
	1-BLACK		1-0 1N	1-1 1Ce																															
BOOSTERS		0-00 0NN			0-11 0CeCe				0-22 0AA	0-33 0MM			0-55 0GG						0-77 0CC	0-88 0RR	0-89 0RV	0-99 0VV													Pastelfier

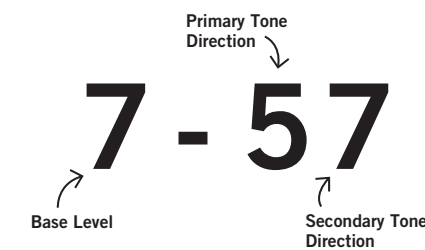
● IGORA VIBRANCE™ ● IGORA COLOR10™ ● IGORA ZERO AMM ● CHROMA ID™ \*IGORA ROYAL boosters, Highlights, Fashion Lights, and Silver Whites have no grey coverage.

### GREY COVERAGE TIPS

- All IGORA ROYAL Absolutes shades provide up to 100% grey coverage on more than 50% grey hair without having to mix with a natural tone.
- When shades with up to 70% coverage are used on more than 50% grey hair, add 1 part of a 100% grey coverage shade in a 2:1 ratio to achieve 100% coverage. Mix 1:1 for thick and resistant hair.  
Example: 40g 6-65 (6ChG) + 20g 6-4 (6B) + 60g IGORA ROYAL Oil Developer
- IGORA ROYAL 100% coverage shades: -00 (NN) -0 (N) -1 (Ce) -4 (B) -63 (ChM)
- Do not use heat
- Natural Extra Shades -00 (NN):  
- If the client has 90- 100% grey hair, use 6% (20 Vol) developer.  
- If they have less than 90% grey, use 9% (30 Vol) developer.

## COLOR SYSTEM

Our numbering system is based on a combination of numbers. The number(s) after the dash also have a corresponding letter that indicates the tone direction.



We've also added **NEW alphanumeric shade names** for easier, more intuitive shade selection to help you spot the right tone *instantly*.

#### Level of Depth

- 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

#### Number Alphabet Tone Direction

Number	Alphabet	Tone Direction
-0	N	Natural (neutral)
-00	NN	Natural extra
-1	Ce	Cendré (blue/violet)
-2	A	Ash (blue)
-3	M	Matte (green)
-4	B	Beige (muted gold)
-5	G	Gold (gold)
-6	Ch	Chocolate (warm brown)
-7	C	Copper (orange)
-8	R	Red (red)
-9	V	Violet (violet)



# IGORA ROYAL®

## CHALLENGES & SOLUTIONS

### Client wants full grey coverage

- Go with -00 (NN), -0 (N), -1 (Ce), -4 (B), or -63 (ChM)



### Client has a fashion color like red or chocolate but needs full grey coverage?

- Add 1 grey coverage shade (see above), Mix 2:1 Example: 40g 6-65 (6ChG) + 20g 6-4 (6B)



### What about really stubborn greys?

- Try IGORA ROYAL Absolutes for extra grey coverage!



### Want beautiful fashion color but no time to mix?

- Choose IGORA ROYAL Absolutes (Pre-mixed color with 100% grey coverage, plus Pro-Age Complex)



### Dark-haired client wants some pretty highlights?

- Reach for IGORA ROYAL Fashion Lights for hair level 5 or darker. You can use it on previously colored hair, too!



### Want to just lift + tone in one step without having to reach for a lightener?

- Use IGORA ROYAL Highlifts (10- & 12-series) for up to 4-5 levels of lift on on virgin hair level 6 or lighter. No lighteners needed!



### Client loves their grey hair but wants to beautify it?

- Try IGORA ROYAL Silver Whites to refine grey hair. It's got extra care for mature hair, too!



### Did you know you could tone with a permanent color?

- Use IGORA ROYAL Pastel Toners (9.5 series)



### Seeing too much warmth?

- Add a neutralizer: 0-11 (cendré), 0-22 (ash), 0-33 (matte)



### Color needs more punch?

- Boost it with: 0-55 (gold), 0-77 (copper), 0-88 (red), 0-99 (violet)



### How to Use the Color Wheel:

- + Each ring on the color wheel represents a different base level, with level 1 at the center and higher levels moving outward.
- + The tonal directions are displayed along the outer white ring that surrounds the color wheel. A tonal direction refers to the reflective tone of the color—such as cendré, gold, violet, etc. These tones are used to either neutralize underlying pigments or to enhance a desired tone.
- + To find a shade like 6-0 (6N), start by locating the level 6 ring on the wheel, then follow outward to -0 on the white ring. The spot on the level 6 wheel that is directly across from -0 is the tonal direction of the color.

## IGORA ROYAL OIL DEVELOPER USAGE GUIDE

3% 10 Vol.	6% 20 Vol.	9% 30 Vol.	12% 40 Vol.
<ul style="list-style-type: none"> <li>Coloring darker</li> <li>Up to 100% grey coverage on fine hair</li> <li>Color deposit on pre-lightened hair</li> <li>Toning using IGORA ROYAL Pastel shades</li> <li>Up to 1 level of lift</li> </ul>	<ul style="list-style-type: none"> <li>Tone-on-tone coloration</li> <li>Up to 100% grey coverage</li> <li>Lifting 1–2 levels</li> <li>Grey coverage with IGORA ROYAL Absolutes or Natural Extra on more than 90% grey hair</li> </ul>	<ul style="list-style-type: none"> <li>Lifting 2–3 levels</li> <li>Grey coverage with IGORA ROYAL Absolutes or Natural Extra on less than 90% grey hair</li> <li>Lifting up to 3 levels with IGORA ROYAL Ultra Blonde series (10-)</li> <li>Lifting up to 3–4 levels with IGORA ROYAL Special Blonde series (12-)</li> </ul>	<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 base 6 and lighter.

## MIXING RATIO & DEVELOPMENT TIME

<b>IGORA ROYAL® Permanent</b> <b>1 : 1</b> Development time 30-45 minutes		<b>IGORA ROYAL® FASHION LIGHTS® Permanent</b> <b>1 : 1</b> Development time 30-45 minutes	
<b>IGORA ROYAL® ABSOLUTES Permanent</b> <b>1 : 1</b> Development time 30-45 minutes Recommended 9% (30 Vol.); On more than 90% grey hair use 6% (20 Vol.)		<b>IGORA ROYAL® HIGHLIFTS Permanent</b> Ultra Blonde (10- Series) – <b>1 : 1</b> Development time 30-45 minutes Recommend 9% (30 Vol.) for up to 3 levels of lift; 12% (40 Vol.) for 3-4 levels of lift	
<b>IGORA ROYAL® SILVER WHITES Permanent</b> <b>1 : 1</b> Development time Up to 20 minutes Recommended 3% (10 Vol.)		<b>IGORA ROYAL® HIGHLIFTS Permanent</b> Special Blonde (12- Series) – <b>1 : 2</b> Development time 30-45 minutes Recommend 9% (30 Vol.) for up to 4 levels of lift; 12% (40 Vol.) for up to 5 levels of lift	

## IGORA ROYAL OIL DEVELOPER USAGE TABLE

LEVELS OF LIFT	3% 10 Vol.	6% 20 Vol.	6% 20 Vol.	9% 30 Vol.	9% 30 Vol.	12% 40 Vol.
5 Levels						
4 Levels						
3 Levels						
2 Levels						
1 Level						
0 Levels						
Coloring darker						
					High Lifting Color	

## SCAN FOR CONVERSION GUIDES, TECH MANUALS, AND MORE!

- SchwarzkopfUSA
- SchwarzkopfUSA
- SchwarzkopfProfessionalUSA
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