

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"> 100% white hair coverage up to level 9 Natural color tone directions True-to-swatch 	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"> 100% white hair coverage on thick and resistant hair Increased amount of color pigments compared to corresponding IGORA ROYAL Natural Shades Natural color tone direction True-to-swatch 	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"> Up to 70% white hair coverage Up to 100% white hair coverage for -11, -12, -13, -63 Vibrant color directions True-to-swatch 	1:1	3% 10 Vol. 6% 20 Vol. 9% 30 Vol.	30-45 min	<ul style="list-style-type: none"> To achieve coverage on up to 50% white hair, use Fashion Shade on its own To achieve coverage on 50-100% white hair mix 2:1 with IGORA ROYAL Natural Shade (2 parts Fashion Shade: 1 part Natural Shade) Mix 1:1 with thick and resistant hair 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
IGORA ROYAL Highlift Shades Ultra Blonde 10- series	<ul style="list-style-type: none"> 3-4 levels of lift To be used on natural level 7 and lighter 	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"> A Highlift color does not provide white hair coverage Swatches do not show end result as this is a highlift process
IGORA ROYAL Highlift Shades Special Blonde 12- series	<ul style="list-style-type: none"> 4-5 levels of lift To be used on natural level 6 and lighter 	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"> Translucent pigment concentration Personalization or white refining Subtle pastel tone directions Neutralization after lightening services To be used on level 9 and pre-lightened hair (pale yellow) 	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"> Neutralizing additives provide cool tonal directions To be added to IGORA ROYAL Shades 	<ul style="list-style-type: none"> Neutralizing on levels 8 and 9: add up to 5% of the Color Cream Neutralizing on levels 6 and 7: add up to 15% of the Color Cream Neutralizing on levels 1 to 5: add up to 25% of the Color Cream <p>Example: 60g 6-0 + 9g 0-22 + 69g Developer</p>			
Boosters 0-55, 0-77, 0-88, 0-89, 0-99	<ul style="list-style-type: none"> Boost fashion tone directions on all levels To be added to IGORA ROYAL Shades 	<p>Add up to 50% of the Color Cream used, when adding a Booster or Neutralizer into the color formula.</p> <p>Example: 60g 7-77 + 15g 0-77 + 75g Developer</p>			Keep in mind that type and amount of the Mixtone will influence the target depth.

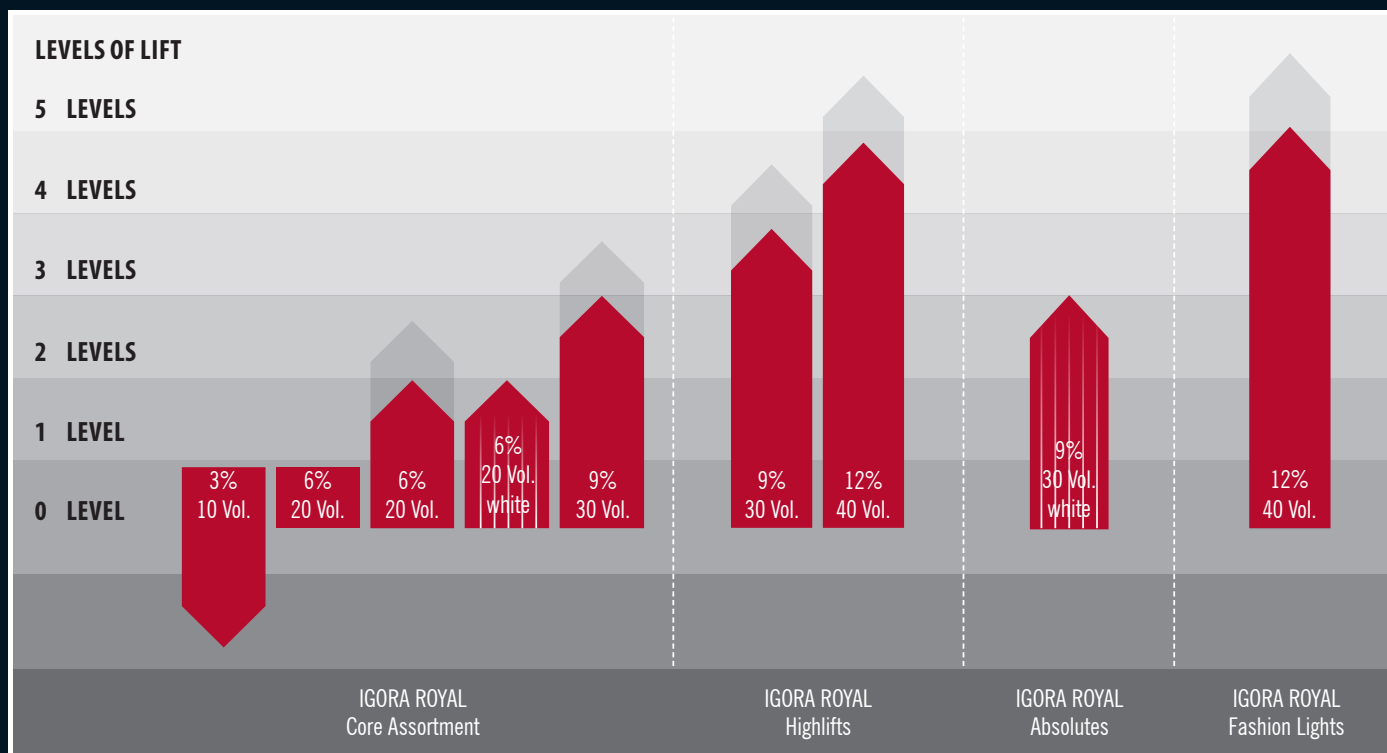
IGORA ROYAL EXTRACTS

	Features	Mixing ratio	IGORA ROYAL Oil Developer	Development time	Tip
Diluter D-0	<ul style="list-style-type: none"> Reduces pigment concentration in highly pigmented shades Creates soft pastel tones 	<p>Add up to 50% of the used Color Cream, when adding Diluter into the color formula. Increase the amount of Developer proportionally.</p> <p>Example: 60g 9.5-18 + 15g D-0 + 75g Developer</p>	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"> To be mixed with IGORA ROYAL target shade To achieve one level of lift 	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"> Used purely by itself Provides up to 4 levels of lift 	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"> For an extra cool tone direction To be mixed with IGORA ROYAL target shade 	<ul style="list-style-type: none"> Base 8-7: mix 2:1 (2 parts IGORA ROYAL Shade: 1 part E-1) Base 6-5: mix 1:1 (1 part IGORA ROYAL Shade: 1 part E-1) Base 4 and darker: mix 1:2 (1 part IGORA ROYAL Shade: 2 parts E-1) 		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"> Intense Fashion Shades 100% white hair coverage Increased amount of pigment compared to corresponding IGORA ROYAL Shades Extra care for mature hair due to Biotin-S Anti Age Complex 	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"> Lift & color in one step Outstanding brightness and luminosity Up to 5 levels of lift Intense contrast even on dark or colored bases Irresistible shine For off-scalp application only To be used on base 6 and darker 	1:1	12% 40 Vol.	30-45 min	

DEVELOPER USAGE



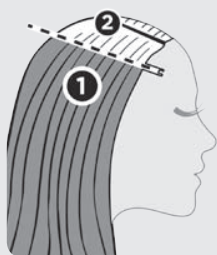
3% 10 Vol.	<ul style="list-style-type: none"> Coloring darker Covering 100% white hair depending on texture (pure white hair) Color deposit on pre-lightened hair Coloring with IGORA ROYAL Pastel Shades
6% 20 Vol.	<ul style="list-style-type: none"> Tone-on-tone coloration White hair coverage Lifting 1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

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

APPLICATION METHODS

Apply on dry, unwashed hair.

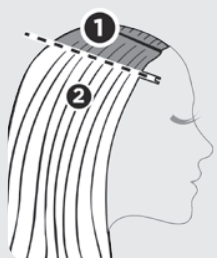
APPLICATION ON VIRGIN HAIR



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

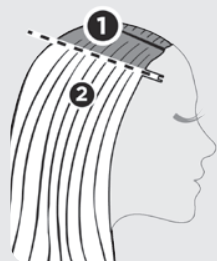


APPLICATION

- 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



60g IGORA ROYAL Color Cream

1:1



60g IGORA ROYAL Oil Developer

IGORA ROYAL
Special Blonde
Shades
12-series



60g IGORA ROYAL Color Cream

1:2



120g IGORA ROYAL Oil Developer

DEVELOPMENT TIME

DEVELOPMENT TIME:

30-45 minutes.

EXCEPTION:

IGORA ROYAL Pastel Shades:
5-30 minutes.



30 - 45 min

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.