

THE IGORA NUMBERING SYSTEM

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.

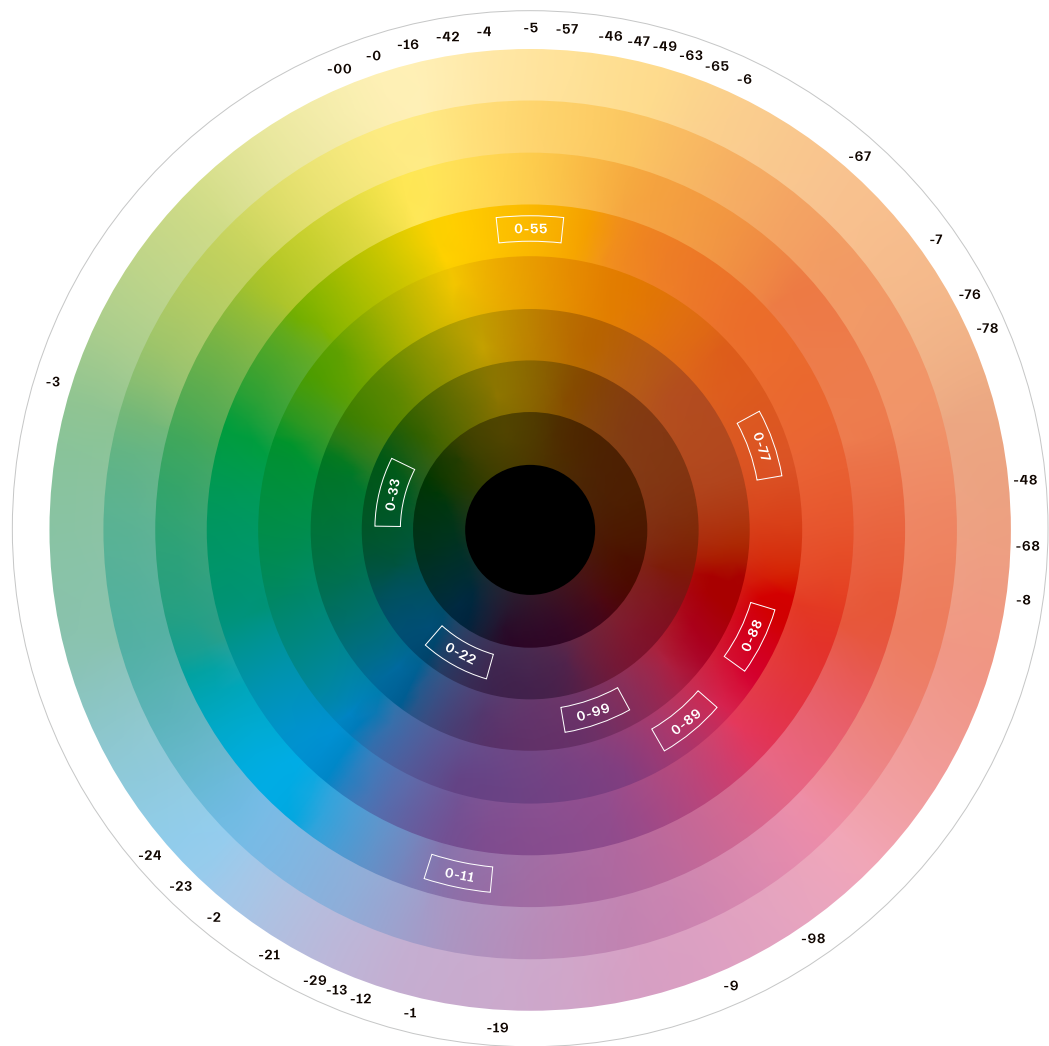
7 - 57

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

Tone direction:

- 0 natural (neutral)
- 1 cendré (blue/violet)
- 2 ash (blue)
- 3 matte (green)
- 4 beige (muted gold)
- 5 gold (gold)
- 6 chocolate (warm brown)
- 7 copper (orange)
- 8 red (red)
- 9 violet (violet)



The **IGORA VIBRANCE** colour wheel provides a clear overview of where each **IGORA VIBRANCE** shade falls within the spectrum and helps you choose the correct formula for every client.

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 colour, colour 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 colour on the mid-lengths and ends (depth and tone direction) to choose the desired tone


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

CHOOSING THE RIGHT CONSISTENCY

The **IGORA VIBRANCE Activator System** allows you to choose between a gel or lotion consistency.



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



The **IGORA VIBRANCE Activator Lotions 1.9% I 6 Vol. and 4% I 13 Vol.** contain a special thickening agent, which transforms the liquid colour into a cream consistency enabling precise, easy and fast application.

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

ACTIVATOR STRENGTH & MIXING

Mixing Ratio	Activator strength	Level of lifts	Usage	Development Time
	1.9% I 6 Vol.	None	- Color Melt / Dual Application: Refreshing mid-lengths and ends - Pastel Toning & Neutralization - Glossing - Colouring darker - White hair blending up to 30%	
	4% I 13 Vol.	Soft lightening (up to 1 level on light bases)	- Color Melt / Dual Application: Refreshing mid-lengths and ends - Optimal vibrancy with fashion shades - White hair blending up to 50% with Natural & Fashion Shades and up to 70% with Natural Extra Shades	

PORTFOLIO OVERVIEW



● IGORA ROYAL ● IGORA COLOR10 ● IGORA ZERO AMM

	Naturals, Cendrés and Beiges: -0, -1, -4	Naturals Extra: -00	Fashion Shades: -2, -3, -5, -6, -7, -8, -9	Pastels: 9.5-, 10-	Boosters: 0-	Clear with activator: 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 colours with vibrant tonal directions	Pastel tones to create vivid pastels or pastel toning on level 9 & lighter	Neutralizers: Provide cool tonal directions Fashion: Boost fashion tone directions on all bases	Pure Gloss: Intensify natural colour and condition Diluter: Reduces pigment concentration in highly pigmented shades
Service	Dual Application, Glossing, Neutralization	For virgin and re-growth application	Dual Application, Glossing, Fashion Toning	Pastel Toning, Neutralization/Correcting	Fashion Toning, Pastel Toning, Pre-Pigmentation	Clear Glossing and 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 for 9.5- and up to 6 shampoos for 10-	Up to 12 shampoos	Up to 4 washes