

C H R O M A
D

Schwarzkopf
PROFESSIONAL



TECHNICAL
MANUAL

Together. A passion for hair.



EXPRESS BONDING COLOUR MASKS

Discover **CHROMA ID**, Schwarzkopf Professionals first low commitment mix & tone colour system for maximum colour intensity and zero damage.

1 EXPRESS COLOUR & CARE

The treatment based colour allows for simple, quick and perfectly even colour distribution while the integrated Fibrebond Technology deeply conditions the hair from within. Achieve a full colour service in just 10 minutes, with deep care for all hair textures.

2 100% CUSTOMISABLE

The assortment has been designed to answer 3 key commercial services: Express Color Refresh, Express Color Neutralisation and Express Color Play. As all Chroma ID bonding masks are intermixable, they offer infinite mixing opportunities and full versatility in the salon.

3 LOW COMMITMENT

The semi-permanent shades last 10 to 15 washes and can be applied directly: No pre-mixing necessary! – For minimum time investment and maximum efficiency.

4 VEGAN FORMULA

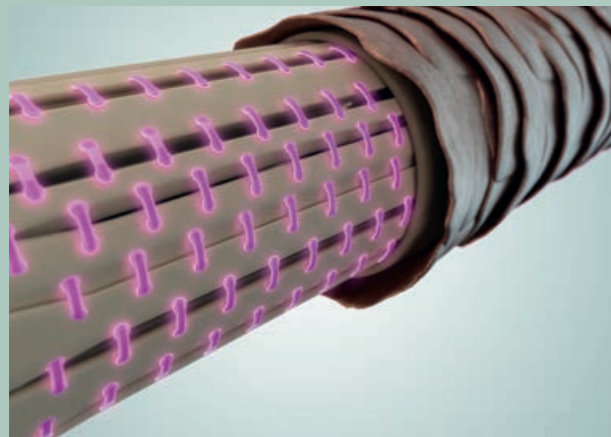
A vegan and silicon-free formula, no compromise on the colour result.



*Free from animal derived ingredient

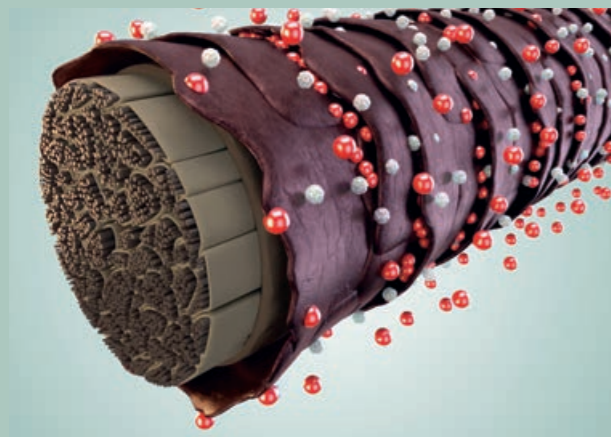
THE TECHNOLOGY

CHROMA ID semi-permanent masks offers endless colour opportunities without damaging the hair. The highly pigmented, soft and creamy formula is easy to use, to mix and to apply, providing an extra vibrancy boost and deep nourishment.



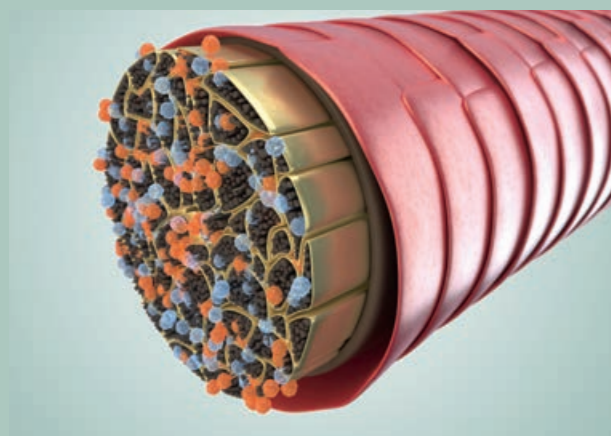
FIBREBOND TECHNOLOGY

The integrated Fibrebond Technology provides intense care by enforcing structural bonds and repairing damaged hair, leaving the hair smooth and conditioned.



LOW SALT TECHNOLOGY

The low salt technology maximises the pigment available to the hair, to improve penetration and coverage and enhance colour result.



CONDITIONING FORMULA

An intensively caring bonding mask enriched with panthenol to provide in depth care and seal the outer cuticle, for healthy-looking hair with incredible shine.

THE ASSORTMENT

COLOUR REFRESH



6-46
RAW CACAO



6-88
RUBY RED



7-77
BRIGHT COPPER



8-46
GLAZED CARAMEL

COLOUR NEUTRALISATION



8-19
FROSTED LAVENDER



9-12
PLATINUM GREY



9.5-1
PEARL SILVER



9.5-19
DUSTY PINK



9.5-4
BEIGE SAND

COLOUR PLAY



RED



PINK



PURPLE



BLUE



CLEAR

100% CUSTOMISABLE

All **CHROMA ID** shades are intermixable, offering very broad tonal directions, from pastel to intense, from commercial to bold. Use your creativity and colour expertise to create tailor-made colours for each client in your salon.

MIXES INSPIRATION

			
9-5 GOLD BOURBON 9.5-4 + 7-77 + CLEAR (3:1:3)	7-6 TOASTED MAROONS 6-46 + 6-88 + CLEAR (5:1:5)	ROSÉ PINK + 8-19 + CLEAR (1:3:10)	7-46 OAK CARAMEL 8-46 + 6-46 (1:1)
			
POWDER BLUE BLUE + CLEAR (1:30)	SOFT PEACH CLEAR + PINK + RED (20:1:1)	DUSK SUN 6-88 + CLEAR (1:2)	9.5-49 SANDY ROSÉ 9.5-19 + 9.5-4 (3:1)
			
DUSTY MAUVE PURPLE + 6-88 + CLEAR (1:1:10)	9-42 MAUVE TAUPE 9.5-19 + 8-46 (2:1)	8-77 VIVID GINGER 7-77 + CLEAR (2:1)	9.5-98 VIBRANT BERRY 9.5-1 + 6-88 + 8-19 (5:1:5)

LOW COMMITMENT COLOUR

Discover how to best use **CHROMA ID Colour Masks** depending on your client base.

BONDING COLOUR MASKS

	9.5-1	9.5-19	9.5-4	9-12	8-19	8-46	7-77	6-46	6-88
ABOVE	•••	•••	•••						
	•••	•••	•••	•••					
9	•	•	•	•••	•••	•••			
8				•	•••	•••	•••		
7					•	•	•••	•••	•••
6							•	•••	•••
5								•	•
4									
3									
1									

Colour Results: • Subtle •• Ideal ••• Intense

INTENSE BONDING COLOUR MASKS

	RED	PINK	PURPLE	BLUE
ABOVE	•••	•••	•••	•••
	•••	•••	•••	•••
9	•	•	•	•
8	•••	•••	•••	•••
7	•••	•••	•••	•••
6	•••	•••	•••	•••
5				
4				
3				
1				

HOW TO USE

Use individually or intermix the selected Bonding Colour Masks. Apply colour evenly on pre-washed and towel-dried hair. Leave to develop for 10 minutes (5 minutes for a more subtle result, up to 20 minutes for a more intense colour result).

LONGEVITY

Depending on shade selection, development time and hair structure, colour lasts 10–15 washes.



EXPRESS COLOUR SERVICES

Use **CHROMA ID** Bonding Colour Masks for low commitment colour services, whether it is to refresh dull mid-lengths and ends, to neutralise brassy tones or to create an expressive colour look. Discover the Clear shade to give an extra boost of shine and keep optimal hair condition between colour services.



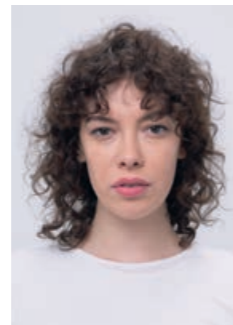
Gigi Strydom
@gigihairdid

"With CHROMA ID, the possibilities are endless! You can create fun colours, but it is also great for the condition your hair, and to add shine! All of this without a developer!"

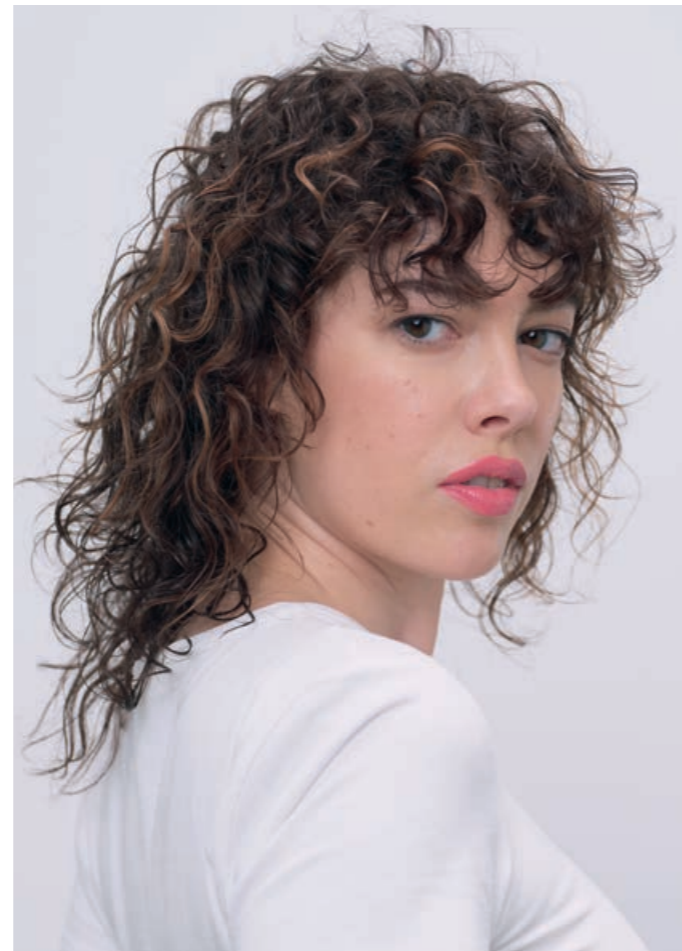


EXPRESS COLOUR REFRESH

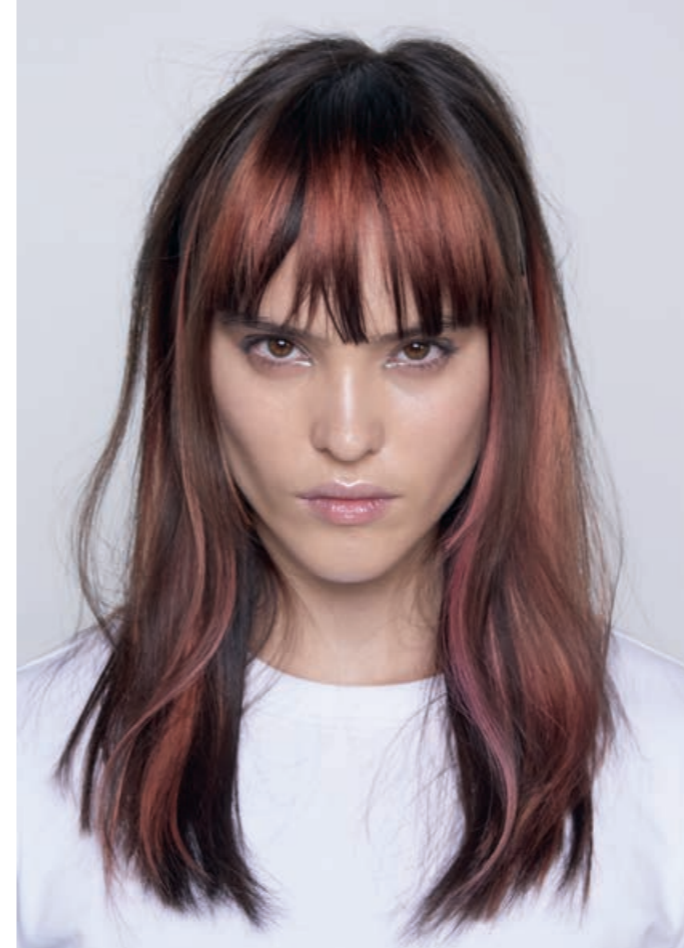
Refresh and refine mid-lengths and ends to recover vibrancy and maintain optimal hair condition of coloured or virgin hair. Perfect when the colour has faded 1 or 2 levels.



Before



After



After



Before

EXPRESS COLOUR PLAY

Create your express colour play look, be it a full-head application or free-hand placement. Play with our bold shades and create your favourite mix.



EXPRESS COLOUR NEUTRALISATION

Express neutralisation of these brassy tones, be it for blondes & brunettes with a lighter base, to keep the colour fresh and cool.



Before

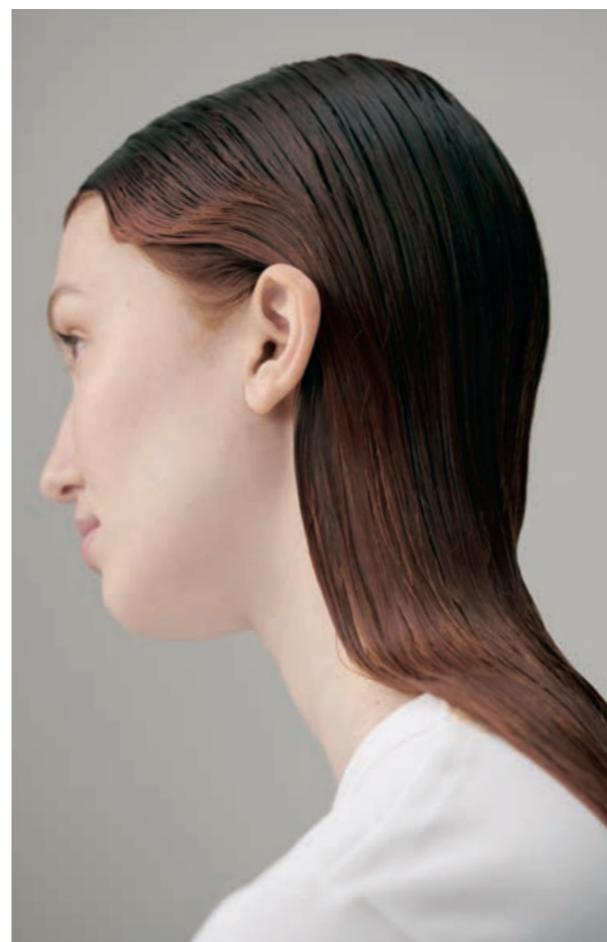
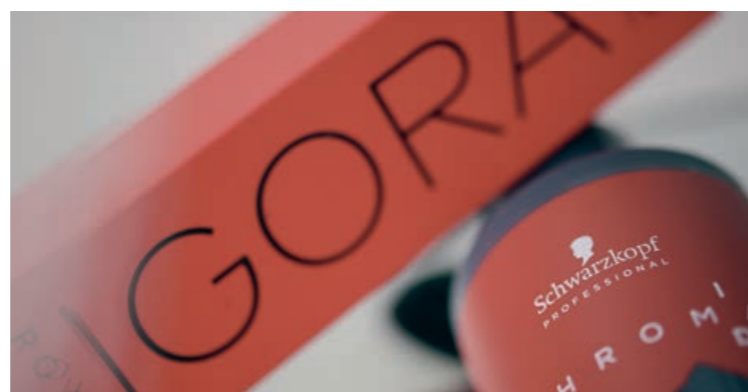
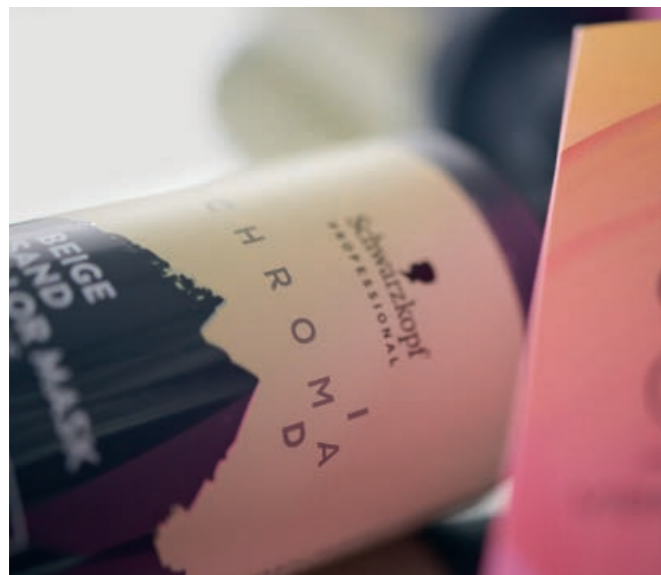


After

AT-HOME MAINTENANCE

CHROMA ID is the ideal solution to intensify and refresh hair colour in-between salon visits, refreshing dull mid-lengths and ends and increasing longevity of any colour.

With the numbering system aligned with IGORA ROYAL and VIBRANCE, it is ideal to match the tone direction for colour refreshment services in between demi- and permanent colourations.



TAILOR MADE COLOUR MASKS

Increase your client's loyalty by offering exclusively customised shades for at-home colour refresh services. Create up to 30 pre-defined mixes with your existing CHROMA ID in-salon products.

Fill your empty jar with the desired mix and stick the ready-to-use ingredients list label onto the lid. The quick and easy application will allow your client to maintain a fresh and vibrant hair colour in the comfort of their home in 10 minutes.



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