

*absolutely
you*

IGORA ROYAL
ABSOLUTES
TECHNICAL MANUAL




Schwarzkopf
PROFESSIONAL

Together. A passion for hair.

What we think!



VALERIE JEROME (45):

“With increasing age, interests & responsibilities also grow. You are less focused on looking perfect. All you want is to feel comfortable and yourself. And I feel that the most with my brunette hair.”



LESLEY JENNISON (50):

“To me personally, covering my grey has not so much to do with hiding my age but rather with supporting who I feel I am as a person. My natural brunette tone makes me feel most myself – it is who I have always been and grew up to be.”

ILKA ZUZAK (50):

“What I think makes people beautiful is their unique features and quirks. They are the things that people build a connection to. To me, ageing works in a similar way. With growing life experiences, our physical facets also change and develop, along with our personality.”



LEVERAGE YOUR FULL COVERAGE & FASHION TONE POTENTIAL WITH IGORA ROYAL ABSOLUTES

The refined IGORA ROYAL ABSOLUTES range offers you a comprehensive and versatile portfolio serving all your clients' needs, no matter the tonal request, while delivering 100% coverage. On top, the line comes with six new, on trend, cool beige, chocolate and copper shades.

- **100% coverage with full fashion vibrancy**
- **Equal coverage also on thick and resistant hair**
- **Complete colour portfolio answering all coverage needs**
- **Extra care for mature hair via integrated Pro-Age-Complex with siliamine and collagen**
- **Superior shine and long-lasting results**
- **Strong reduction of ammonia smell due to Low Odour Technology**

SIX NEW FASHION SHADES

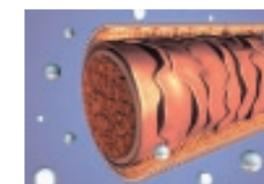
The six new shades are targeted to lighter bases between levels 9 and 7. The line comes with two cool beige tones (-140), two beige tones with a soft chocolate undertone (-460) and two beige tones with a slight copper undertone (-470).



REFINED IGORA ROYAL ABSOLUTES PORTFOLIO

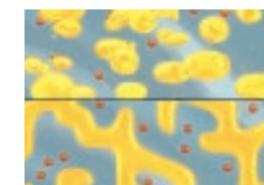
	-01	-10	-140	-40	-450	-460	-470	-50	-560	-60	-70	-710	-80
9													
8													
7													
6													
5													
4													

The previous Age Blend shades (9-560, 8-01, 8-140, 7-450, 7-560, 7-710, 6-460) have become part of the IGORA ROYAL ABSOLUTES assortment.



PRO-AGE-COMPLEX TECHNOLOGY

The Pro-Age-Complex with siliamine and collagen contains a long-chain care polymer with a Velcro-like backbone that adheres to the surface of the cuticle. The smooth top of the polymer creates a sleek, even surface for a perfect hair look and feel with maximum tone and shine.



LOW ODOUR TECHNOLOGY

For a more pleasant colouration experience. The characteristic smell is caused by ammonia evaporating from water into air. The labyrinth-like oil structure cream base blocks the way for the ammonia to reach the surface, forcing it to navigate around the oil. This delays evaporation and significantly reduces smell.

HOW TO BEST MAKE USE OF IGORA ROYAL ABSOLUTES

DEVELOPER USAGE

9% 30 VOL.

IGORA ROYAL OIL DEVELOPER:

- For white hair coverage & equalisation of up to 90% white hair
- Up to 3 levels of lift

6% 20 VOL.

IGORA ROYAL OIL DEVELOPER:

- For pure colour deposit on more than 90% white hair

MIXING

60ml IGORA ROYAL ABSOLUTES Colour Creme **1:1** 60ml IGORA ROYAL Oil Developer

PROCESSING TIME



30–45 min.

APPLICATION

To protect the hairline use IGORA Skin Protection Cream. Apply to dry, unwashed hair.



RE-GROWTH APPLICATION

- Apply IGORA ROYAL Absolutes only to the re-growth area, taking fine sections.
- Leave to develop for 30–45 minutes.

DUAL APPLICATION

The dual application is a professional application method that combines permanent hair colour for the re-growth area with demi- or semi-permanent hair colour for mid-lengths and ends. This system keeps hair lengths and ends in perfect condition for intense shine and gentle touch.

- Apply IGORA ROYAL Absolutes only to the re-growth area, taking fine sections. Leave to develop for 30–45 minutes.
- After 15–20 minutes (depends on development time of product used), apply the corresponding IGORA VIBRANCE or Chroma ID shade to the mid-lengths & ends.

IGORA VIBRANCE VS. CHROMA ID SELECTION



IGORA VIBRANCE

For even colour results, due to 50% coverage performance, and for a longevity of up to 25 washes. **Development time:** 15–20 minutes.



CHROMA ID

For quick and gentle colour refreshes, refinements, additional care and smoothness while keeping the hair's existing highs and lows. **Development time:** Up to 10 minutes. Always apply on towel-dried hair.



3 Women,
3 colour
needs



The refined portfolio allows you to perform a wide array of colour services, adapted to the versatile and unique needs of your coverage seeking clients. Each client has different colour needs based on natural base colour, skin tone and amount of white re-growth. Thus, we have created three individualised service opportunities, targeting three different base needs, ranging from levels 6 to 9.



Valerie's Look

"I like this look on me a lot. I think the light brown combined with the highlights flatters my skin tone & face the best. My natural colour is very dark & it made my cheeks look very thin."



"For Valerie, I used a combination of techniques to create a finish that is both chic and elegant with a truly modern twist. Our model has a natural base 5 with 60% grey. I used a face-framing technique to create a soft transition between the colours and our model's face and toned the pre-existing ends with two toners to create a flying highlight look." – Lesley Jennison

COLOURS

COLOUR 1

IGORA ROYAL ABSOLUTES 7-460 +
IGORA ROYAL Oil Developer 9%/30 Vol. (1:1)

COLOUR 2

IGORA VIBRANCE 9-1 + 9-4 (1:1) +
IGORA VIBRANCE Activator Lotion 1.9%/6 Vol. (1:1)

COLOUR 3

IGORA VIBRANCE 6-46 + 8-46 (1:1) +
IGORA VIBRANCE Activator Lotion 1.9%/6 Vol. (1:1)

BEFORE COLOUR



Re-growth is a natural base 5 with 60% white. Lengths & ends have highlights with yellow undertones.

STEP-BY-STEP

1



Take a cross parting.

2



Apply **COLOUR 1** to the roots along the parting.

3



Continue applying **COLOUR 1** to all roots, starting from the crown working towards the front hairline. After 15-20 minutes continue with step 4.

4



Refresh the lengths & ends by visually alternating **COLOUR 2 & 3** and use foils to avoid colour transfer. Apply **COLOUR 2** to lighter & **COLOUR 3** to darker lengths & ends. Leave to develop for another 15-20 minutes. Total development time for **COLOUR 1** is 30-45 minutes. Rinse, shampoo & condition.



Lesley's Look

"I like to play with depth a little from time to time. For example, I like to add some more lights in the summer as I love the sun-kissed look during those summer days. So covering my grey gives me more flexibility."



COLOURS

COLOUR 1

IGORA ROYAL ABSOLUTES 6-60 +
IGORA ROYAL Oil Developer 9%/30 Vol. (1:1)

COLOUR 2

IGORA VIBRANCE 8-46 +
IGORA VIBRANCE Activator Lotion 1.9%/6 Vol. (1:1)

COLOUR 3

IGORA VIBRANCE 6-46 +
IGORA VIBRANCE Activator Lotion 1.9%/6 Vol. (1:1)

One of Lesley's favourite shades is the IGORA ROYAL ABSOLUTES 6-60. We applied it onto her roots with a classic root application. Then, we used a toner to refresh and add shine to her lengths. From summer to winter, Lesley changes the depth of her roots but always uses her beloved ABSOLUTES shades.

STEP-BY-STEP

1



Apply **COLOUR 1** to the roots. After 15-20 minutes continue with step 2.

2



Refresh the lengths & ends by visually alternating **COLOUR 2 & 3** and use foils to avoid colour transfer. Apply **COLOUR 2** to lighter & **COLOUR 3** to darker lengths & ends. Leave to develop for another 15-20 minutes. Total development time for **COLOUR 1** is 30-45 minutes. Rinse, shampoo & condition.



Ilka's Look

"To me, my hair colour is an expression of my deep inner self, my personality and identity. I feel as a blonde through and through. It is who I have always been. Just as I have started to bleach my hair over the years as it has become darker with time, I cover my grey as becoming silver would make me feel like a completely different person."



COLOURS

COLOUR 1

IGORA ROYAL ABSOLUTES 7-140 +
IGORA ROYAL Oil Developer 9%/30 Vol. (1:1)

COLOUR 2

IGORA VIBRANCE 9,5-4 +
IGORA VIBRANCE Activator Lotion 1.9%/6 Vol. (1:1)

To refine Ilka's beautiful blonde look, we retouched her re-growth with the brand-new IGORA ROYAL ABSOLUTES 7-140, a beautiful cool beige tone. To refresh the lighter mid-lengths and ends and add extra shine, we used IGORA VIBRANCE 9,5-4.

STEP-BY-STEP

1



Apply **COLOUR 1** to the roots. After 15-20 minutes continue with step 2.

2



Apply **COLOUR 2** to the mid-lengths & ends. Leave to develop for another 15-20 minutes. Total development time for **COLOUR 1** is 30-45 minutes. Rinse, shampoo & condition.

The right
colour for
every client!

You can easily determine the best fitting shades for your client's needs by using our consultation tips below.



CLASSIC FACE-FRAMING

With increasing age the skin tends to naturally become lighter. Face-framing highlights are a great solution for a softer and more skin tone flattering transition towards the face. You can easily create this beautiful look with IGORA ROYAL ABSOLUTES & VARIO BLOND by following the steps below.

COLOUR

1: Desired IGORA ROYAL ABSOLUTES shade + IGORA ROYAL Oil Developer (1:1)

2: IGORA VARIO BLOND Plus / Super Plus + IGORA ROYAL Oil Developer (1:2)

3: Desired IGORA VIBRANCE shade + IGORA VIBRANCE Activator Gel or Lotion 1.9%/6 Vol. (1:1)

STEPS

1: Leave out 2 cm of the hairline & apply **COLOUR 1** to the re-growth area evenly below the hairline.

2: Around the hairline, take fine slices and apply **COLOUR 2** in foils. For softer colour results use the diagonal weave technique, taking fine sections. Then apply **COLOUR 1** at the root area. Leave to develop for 30–45 min.

3: Take out the foils at the backwash. Rinse well until water runs clear. Shampoo & treat the hair with BC pH 4.5 Color Freeze Sulfate-Free Micellar Shampoo, BC pH 4.5 Color Freeze Conditioner & BC UV Filter Color Freeze Spray Conditioner.

4: Apply **COLOUR 3** directly at the backwash and leave to develop for 5–10 min. for a beautiful final glossing & toning service.

Home Maintenance: For perfect colour and care maintenance at home, until your client's next salon visit, recommend the matching Chroma ID shade.



THE DIAGONAL WEAVE TECHNIQUE

- Taking fine diagonal sections with the foils will prevent an unnatural stripe effect when the client wears her hair up or ties it back.
- A fine subtle weave will give a soft natural effect.

TONE-SOFTENING

With increasing age, many clients tend to move to slightly lighter and more subtle nuances for a softer transition towards their lighter skin tone and to soften the harsh contrast between re-growth and colour. In order to offer an ideal solution for each of these clients, we have prepared a table that gives you an idea of how you can soften or refine your clients' existing fashion tone to create a more subtle look.

EXISTING TONE	NEW TONE	BASE	COLOUR EFFECT & BENEFIT
4-60	4-60 + 6-460 (1:2)	5	The lighter soft beige tone dilutes the rich chocolate shade, leaving a sand tone for a softer transition towards the face.
4-60	4-60 + 6-70 (1:2)	5	The previous rich chocolate tone turns into a more subtle chestnut.
5-80	5-80 + 7-60 (1:2)	6	The rich red turns into a beautifully muted berry red.
5-50	5-50 + 7-70 (1:2)	6	The 5-50 becomes a light skin tone flattering ginger.
7-460	7-460 + 9-140 (1:2)	8	The beige chocolate tone direction is muted by adding the light cendré beige tone, creating a more subtle colour result.
7-50	7-50 + 9-470 (1:2)	8	The lighter beige copper tone direction will give the rich gold tone a slightly lighter and more fashionable touch.



SHADE SELECTION & CONSULTATION TIPS

Find the right shades for your clients' individual colour needs by following our consultation tips below.

TONE TYPES	WARM	COOL
Tone Directions	-450, -460, -470, -50, -560, -60, -70, -710, -80	-01, -10, -140, -40
Colour & Service Recommendations per Tone Type	<p>Warm Beige: A great tone direction for natural brunettes, adding warmth & softness to facial features. Recommend Shades: -450, -460, -50, -560, -60</p>	<p>Cool Beige: This lighter, subtle tone creates soft transitions with lighter skin tone reflections while adding freshness & fullness to the face. Recommended Shades: -140, -40, -450, -50</p>
	<p>Golden Chocolate: Coating a chocolate brown base with a golden balayage will create a look that catches the sunlight like a blonde without straying away from the brunette roots. Recommended Technique: Balayage Recommended Shades: -450, -50, -560 & IGORA VARIO BLOND for highlights</p>	
	<p>Beige Chocolate: The dark, chocolate base is combined with beige highlights perfectly tying the line between blonde & brunette, leaving a youthful blonde glow without moving too far away from the natural base. Plus, framing the face with lighter, beige strands draws the focus away from any hollow areas, especially the cheeks. Recommended Technique: Face-Framing Recommended Shades: -140, -40, -460, -60 & IGORA VARIO BLOND for highlights</p>	<p>Beige Chocolate: The dark, chocolate base is combined with beige highlights perfectly tying the line between blonde & brunette, leaving a youthful blonde glow without moving too far away from the natural base. Plus, framing the face with lighter, beige strands draws the focus away from any hollow areas, especially the cheeks. Recommended Technique: Face-Framing Recommended Shades: -140, -40, -460, -60 & IGORA VARIO BLOND for highlights</p>
	<p>Copper: A subtle copper enhances natural warm blondes & redheads alike & gives the appearance of a fresher & healthier look for lighter skin tones. It will let the eyes sparkle. Recommended Shades: -470, -70, -710</p>	



The answer to
all mature hair
needs!

Do you know that one out of two clients who wants a colour service has mature or maturing hair?

Mature clients are not only the highest revenue source for salons, but they also represent an untapped golden opportunity when it comes to colour services.

Offer your mature clients 100% white hair coverage for both dark and light tones without blending effects, while delivering superior shine, long-lasting results and tailored care for the unique texture of mature hair.

UPGRADING & UPCHARGING A RETOUCH SERVICE

A retouch service shouldn't be boring. By upgrading your client's service, you create loyalty with beautiful results only a professional can provide.

DUAL APPLICATION

A colour refresh service brings back lustrous shine to the lengths and ends. Use IGORA ROYAL ABSOLUTES for a root touch-up, and refresh the lengths and ends with IGORA VIBRANCE or Chroma ID. Don't forget to charge extra for this service.

For a highlighted effect, considering refreshing using two or more colour formulas and alternating them throughout the lengths and ends.

FACE-FRAMING

Combine a classic face-framing technique with the dual application for a sophisticated service. During the consultation, ensure you explain to your client there will be an increased ticket price for this service and explain to her that this service will provide a softer and more flattering result.

TONE-SOFTENING

Refine your clients' existing fashion tone to create a more subtle look. Taking your client slightly lighter softens the harsh contrast between re-growth and colour, keeping her hair looking more beautiful between visits. Explain to her why you are recommending to go lighter and use this colour change as an opportunity to upcharge. She'll love her new look and will be happy to pay a little more.

TIPS & TRICKS

Discover the **new** upgraded colour chart – an indispensable part of your targeted colour consultation!



REACH YOUR FULL BUSINESS POTENTIAL

1. ADVERTISE THE ABSOLUTE SERVICES

Attract new and existing clients into your salon and inspire them to get the on-trend looks with the help of the new beautiful, IGORA ROYAL ABSOLUTES imagery.



POSTER

WINDOW BANNER

2. PLAN YOUR CLIENTS' NEXT APPOINTMENT

Recommend every client to pre-book their appointments every 4–6 weeks. This will help you manage your customer traffic and will guarantee the perfect maintenance of your client's colour.



3. INCREASE THE TICKET PRICE

Introduce new retail opportunities. Allow your clients to refresh their colour at home with Chroma ID.

The maintenance of a beautiful colour starts at home. Ensure your clients purchase home care to protect their colour from fading and generate extra turnover.





100%
brunette!

www.schwarzkopfpro.com

Together. A passion for hair.