

IGORA COOLS

Be the Colorist you want to be. Because everything you need is already inside.



NEUTRALIZE LIKE A PRO

Powerful IGORA portfolio of cool tones, now with new shades ranging from beautiful cendré, ash and matte tones.

Achieve strong neutralization to counteract yellow, orange or red undertones - even on darker bases!

IGORA COOL PORTFOLIO

IGORA ROYAL				
-1	-11/-12/-13	-16/-19	-21/-31	-24
9-1	9-11	9-19		9-24
8-1	8-11		8-21	
7-1	7-13		7-21	7-24
6-1	6-12	6-16	6-31	
5-1		5-16	5-21	
	4-13			
1-1				



New IGORA ROYAL Shades



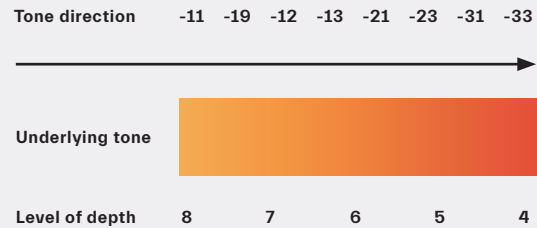
IGORA VIBRANCE			
-1/-11/-12	-12/-13/-16/-19	-21/-23	-24/-33
9-1	9-12		9-24
8-11	8-19		
7-1		7-21	7-24
6-12	6-16	6-23	
5-1	5-16	5-21	
	4-13		4-33

New IGORA VIBRANCE Shades

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HOW IT WORKS

- All IGORA cool shades are especially designed to provide **strong neutralization when lifting, highlighting or toning, even on darker bases.**
- The unique combination of pigments in the formula is tailored to the different bases, to **counteract unwanted warmth, from red to yellow, offering beautiful cool color results.**




Discover how to best use our **IGORA ROYAL** and **IGORA VIBRANCE** cool portfolio. The chart below provides you with the best tone direction to use on each level of depth, to have a beautiful, cool result. Another thing to keep in mind is that cool blondes appear darker, because the eye absorbs darker tones while warm tones reflect light and appear lighter! Be inspired and try for yourself.

Level of depth	Underlying tones	-1	-11	-12	-13	-19	-21	-23	-31	-33
8	Yellow orange	X	X	X		X				
7	Orange yellow	X	X	X	X	X	X			
6	Orange			X	X		X	X	X	
5	Red orange						X	X	X	X
4	Red							X	X	X

Mixing & Timing



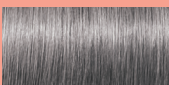
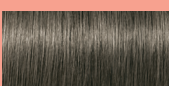


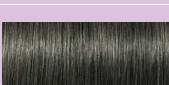

Use	Ratio	Development time
 <p>IGORA ROYAL Permanent Color Creme</p> <p>Mix with IGORA ROYAL Oil Developer</p>	1:1	30 - 45 minutes

Use	Ratio	Development time
 <p>IGORA VIBRANCE Tone on Tone Coloration</p> <p>Mix with IGORA VIBRANCE Activator Gel/Lotion</p>	1:1	Up to 20 minutes

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


Working with the new shades

Product	Expert tip	Creative mixing suggestions	Maintenance, to be refreshed with
IR 9-19 	to be used on levels of depth 8 & 9 to counteract unwanted yellow	9-19 + 9-11 (2:1), 9-19 + 9-24 (2:1)	Chroma ID 9,5-19 or 8-19
IR 9-11 	to be used on levels of depth 7 - 9 to counteract unwanted yellow-orange	9-11 + 9-19 (1:1), 9-11 + 9-42 (2:1)	Chroma ID 9,5-1
IR 8-21 	to be used on levels of depth 6-8 to counteract yellow-orange	8-21 + 8-11 (1:2) 8-21 + 7-42 + 9-42 (2:1:1)	Chroma ID 8-19
IR 7-13 	to be used on levels of depth 5 - 7 to counteract orange	7-13 + 7-21 (2:1), 7-13 + 7-24 (1:1)	Chroma ID 8-19
IR 6-31 	to be used on levels of depth 4 - 6 to counteract red-orange	6-31 + 5-21 (2:1)	
IV 9-12 	to be used on levels of depth 8 & 9 to counteract unwanted yellow	9-12 + 9-1 (1:1), 9-12 + 9-42 (2:1)	Chroma ID 9,5-1 or 9,5-19
IV 6-23 	to be used on levels of depth 5 & 6 to counteract orange-red	6-23 + 7-24 (2:1), 6-23 + 5-16 (1:1)	
IV 4-33 	to be used on levels of depth 3 - 5 to counteract red	4-33 + 3-19 (3:1), 4-33 + 5-21 (1:1)	

Together. A passion for hair. ^{®/MD}

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