

tbh

true
beautiful
honest

Schwarzkopf
PROFESSIONAL



Our 1st multi-dimensional, permanent hair color that creates authentic results for a new generation of salon customer.

It's tbh – true beautiful honest

true illuminating the hair's natural highs & lows
beautiful shimmering powdery tones
honest the approach to our formulation

key benefits

- Up to 100% multi-dimensional coverage
- Formulated with HEP* to help reduce the risk of developing allergies
- Up to 50% less ammonia vs. traditional permanent hair color

distinct color worlds to ignite your color creativity

natural

Neutral hues with a soft touch of chocolate



cool

Modern smokey hues that help control the underlying warmth



warm

Luxury tonal reflections, muted by rose undertones



concise 31 shade portfolio

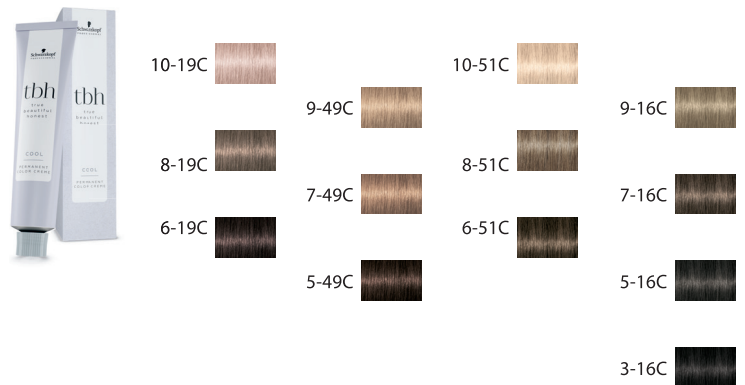
natural

Natural Beige -04N
Natural Chocolate -06N



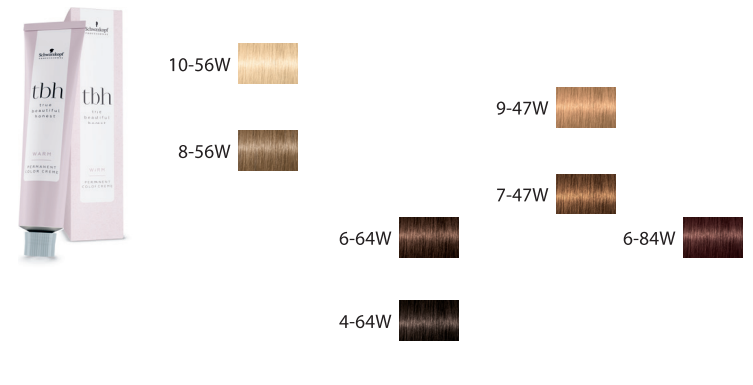
cool

Cendré Violet -19C
Beige Violet -49C
Gold Cendré -51C
Cendré Chocolate -16C



warm

Gold Chocolate -56W
Chocolate Beige -64W
Beige Copper -47W
Red Beige -84W

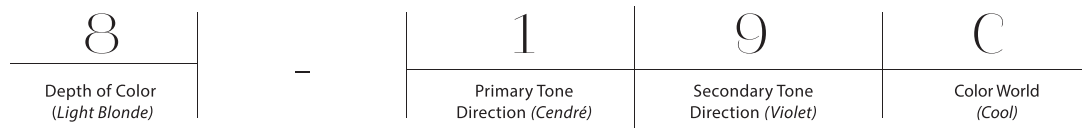


*Hydroxyethyl-p-Phenylenediamine Sulfate - Resorcinol, 2,7-Naphthalenediol, 2,4-Diaminophenoxyethanol HCl, 2-Methylresorcinol, 1,3-Bis-(2,4-Diaminophenoxy) Propane HCl, 5-Amino-6-Chloro-o-Cresol, 2-Amino-3-Hydroxypyridine, 1-Hydroxyethyl-4, 5-diamino-pyrazole sulfate, 2-Amino-6-chloro-4-nitrophenol
**Although the risk of developing a new allergy is reduced, there remains a risk of allergic reaction that can be severe. Always perform an Allergy Alert Test 48h before each coloration. If you have ever experienced a reaction after coloring the hair, you must not color.
Strictly follow the safety instructions noted on the Instructions for Use located inside the product box and consult www.schwarzkopf-professional.com or our Technical Support for further questions. USA 1-800-707-9997/ CAN 1-800-463-3081.

Together. A passion for hair.

shade and tone numbering system

The numbering system is based on the Schwarzkopf Professional system to make it easy for you to understand the shade number. The letter at the end indicates the color world each shade belongs to: N for Natural, C for Cool and W for Warm tones.



COLOR DEPTH	COLOR TONE DIRECTION
	-0 natural
1 – black	-1 cendré (violet/blue)
	-2 ash (blue/green)
3 – dark brown	-3 matt (green)
4 – medium brown	-4 beige (orange/violet)
5 – light brown	-5 gold (yellow)
6 – dark blonde	-6 chocolate (red/brown)
7 – medium blonde	-7 copper (orange)
8 – light blonde	-8 red
9 – extra light blonde	-9 violet (purple)
10 – ultra blonde	

application guidelines

multi-dimensional white hair coverage

For up to 100% multi-dimensional coverage	Up to 50% white hair	Use the desired shade
	More than 50% white hair	Mix 2:1 desired shade with a natural shade (i.e 40 mL 8-19C + 20 mL 8-06N)

classic service



Mix 1:1 Process 30-45 min.	Developer	Level of lift	Usage
	IGORA ROYAL Oil Developer 3%/10 Vol.	None	For coloring darker, color depositing on pre-lightened or light hair base
	IGORA ROYAL Oil Developer 6%/20 Vol.	Up to 1 level	For tone-on-tone coloration
	IGORA ROYAL Oil Developer 9%/30 Vol.	Up to 2 levels	For high lifting shades (10-) on base 7 or lighter
	IGORA ROYAL Oil Developer 12%/40 Vol.	Up to 3 levels	Only for high lifting shades (10-) on base 7 or lighter

pastel service



Mix 1:2 Process Up to 15 min.	Usage	Achieve pastel nuances, ideal for level 9 or higher
	Shade	tbh – true beautiful honest shades level 8- or 9-
	Product	IGORA VIBRANCE Activator Lotion 1.9%/6 Vol.
	Application	Apply on damp hair where required

refreshing & gloss service



Mix 1:1:1 Process 5-10 min.	Usage	To refresh mid-lengths and ends
	Shade	Any tbh – true beautiful honest shade
	Product	IGORA VIBRANCE Activator Lotion 1.9%/6 Vol. and tbh – true beautiful honest Tone Softener
	Application	Apply from regrowth to ends

tone softener

Mix with any tbh - true beautiful honest shade and IGORA VIBRANCE Activator Lotion 1.9%/6 Vol. (1:1:1) to perform Color Refreshing and Gloss Services.

- Use to softly dilute & personalize shades
- Enriched with care properties



ARGAN OIL



MACADAMIA OIL



SHEA BUTTER



#BETbh




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