

# IGORA

## ashy CEDAR & earthy CLAY

Schwarzkopf  
PROFESSIONAL

### THE CONCEPT

Discover our first dual application trend collection featuring a palette of cool brown tones underlined with a subtle and minimalistic glow.



Cool and strongly neutralizing shades with hues of petrol, for a neutral and matte brown result especially when lifting or highlighting darker bases.



- COLOR 1**  
IGORA ROYAL 9-1 +  
IGORA ROYAL Oil Developer 9%/30 Vol. (1:1)
- COLOR 2**  
IGORA VIBRANCE Ashy Cedar 5-21 +  
IGORA VIBRANCE Activator Gel 1.9%/6 Vol. (1:1)
- COLOR 3**  
IGORA ROYAL Ashy Cedar 7-21 +  
IGORA ROYAL Oil Developer 6%/20 Vol. (1:1)
- COLOR 4**  
IGORA ROYAL Ashy Cedar 7-21 +  
IGORA ROYAL Oil Developer 9%/30 Vol. (1:1)

### ashy CEDAR



1 Section the hair as shown. Apply COLOR 1 to the lower right back section, using foils.



2 Apply COLOR 2 to the lower left back section.



3 Continue with the upper back sections, applying COLOR 3 to the regrowth and COLOR 4 to mid-lengths and ends.



4 Separate a thin section from the left front section. Apply COLOR 2 to the separated section to create a vertical band.



5 Apply COLOR 1 to the mid-lengths and ends of the remaining front sections.



6 Apply COLOR 4 to the regrowth of the front sections. Develop for 30 minutes. Rinse, shampoo, condition & style as desired.

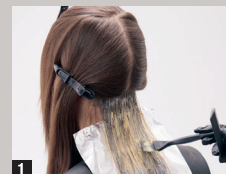


Muted, earthy dusted brown shades for a sophisticated and iridescent look.



- COLOR 1**  
IGORA ROYAL 5-65 +  
IGORA ROYAL Oil Developer 3%/10 Vol. (1:1)
- COLOR 2**  
IGORA ROYAL 8-65 +  
IGORA ROYAL Oil Developer 9%/30 Vol. (1:1)
- COLOR 3**  
IGORA ROYAL Earthy Clay 6-16 +  
IGORA ROYAL Oil Developer 6%/20 Vol. (1:1)
- COLOR 4**  
IGORA ROYAL 7-55 + 7-4 (1:1) +  
IGORA ROYAL Oil Developer 6%/20 Vol. (1:1)
- COLOR 5**  
IGORA ROYAL Earthy Clay 5-16 +  
IGORA ROYAL Oil Developer 3%/10 Vol. (1:1)

### earthy CLAY



1 Section the hair as shown. Start with the lower back sections and apply COLOR 1 to the regrowth, COLOR 2, 3 and 4 to mid-lengths and COLOR 5 to the ends.



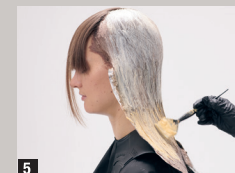
2 Continue with the technique on the lower back sections, creating three horizontal bands.



3 On the upper sections, apply COLOR 1 to the regrowth, COLOR 3 and 4 to mid-lengths and COLOR 5 to the ends to create four horizontal bands.



4 Add one additional band for the top sections by applying COLOR 1 to the regrowth, COLOR 2, 3 and 4 to mid-lengths and COLOR 5 to the ends.



5 Continue with this technique on the remaining sections.



6 Apply COLOR 1 to the fringe. Develop for 30 minutes. Rinse, shampoo, condition & style as desired.

### TIPS & TRICKS

- For 50% – 70% white hair percentage, leave out 2 cm at hairline. First apply front to back and then to hairline to prevent overpigmentation

- Use IGORA VIBRANCE shades 7-21, 6-16, 7-1 or 0-00 for neutralizing service after a balayage technique on darker bases

Together. A passion for hair.

Technical Support Line: 1-800-463-3081  
schwarzkopf-professional.ca

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