

IGORA




Schwarzkopf
PROFESSIONAL

Together. A passion for hair.

IGORA CONCEPT

IGORA TAKES COLOUR INSPIRATION, CONSULTATION AND EDUCATION TO THE NEXT LEVEL TO EMPOWER ANY COLORIST TO ACHIEVE THEIR DESIRED LEVEL OF COLOUR MASTERY.

- *Easy, clear and reliable solutions for all colour challenges from classic to latest fashion trends*
- *Trend expertise and inspiration*
- *Technical excellence and providing unmatched education*
- *Empowering all HDs, fueling creativity and confidence*
- *Maximizing colour service potential & business success*

**BE THE COLORIST YOU WANT TO BE.
BECAUSE EVERYTHING YOU NEED IS
ALREADY INSIDE.**

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IGORA TRUSTED PERFORMANCE

- True-to-tuft colour results
- Reliable, even and luminous colour result
- Innovative fashion shades with up to 70% coverage
- Natural shades with 100% coverage
- Utmost reliability of colour performance
- Ultimate colour retention
- Holistic portfolio to perform every colour service



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LEADER IN SUSTAINABILITY

– **350 TONNES**
Virgin aluminium *SAVED*
per year

– **80 TONNES**
Virgin plastic *SAVED* per
year



– **340 TONNES**
Virgin paper *SAVED* per
year

IGORA PORTFOLIO

PERMANENT COLOR



IGORA ROYAL

60 ml

Colourists' choice for permanent colour

96 shades

Up to 100% coverage

Amazing true-to-tuft results with High-Definition-Technology

Reliable, even and luminous colour results



IGORA ROYAL Highlifts

60 ml

Designed for the coolest blonde results

12 shades

Up to 4 levels of lift for 10-series, and 5 for the 12-series

Integrated Fibre Bond Technology

TrueLift Complex for more powerful lift and stronger neutralization



IGORA ROYAL Fashion Lights

60 ml

Lift & tone in one step

5 shades

Up to 5 levels of lift for maximum contrast

Integrated Fibre Bond Technology

Perfect luminosity, intensity and contrast



IGORA ROYAL Absolutes

60 ml

Specially formulated for mature hair

30 shades

Up to 100% white hair coverage

Pro-Age-Complex with Collagen & Siliamine

Low Odour Technology



IGORA ROYAL Silver Whites

60 ml

Neutralise natural white and salt & pepper hair

4 Tonal Refiners

Extra care for all mature hair

Pro-Age-Complex with Collagen & Siliamine



IGORA COLOR 10

60 ml

Fast, convenient colour

30 shades

10 minutes processing time

Perfect white hair coverage

Long-lasting vibrancy and even colour results

LIGHTENING



IGORA VARIO BLOND

250 g & 450 g & 60 ml

IGORA Vario Blond Plus: Up to 7 levels of lift with maximum neutralisation

IGORA Vario Blond Super Plus: Up to 8 levels of lift with high neutralisation performance

IGORA VARIO Blond Cool Lift: Lightener additive for cool blonde highlights

Integrated Fibre Bond Technology

FIBRE CLINIX



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FIBRE CLINIX



CRAFTED FOR YOU.

Schwarzkopf Professional's most advanced and powerful repair technology in a customised holistic treatment.

The new salon exclusive, fully modular hair care regime harnessing leading-edge science with customisation, from salon to home care.

#MATCHMIXBOOST

- Up to 10x stronger hair*
- Complete sealing of hair porosity**
- Restores inner & outer structure for up to 60 days***

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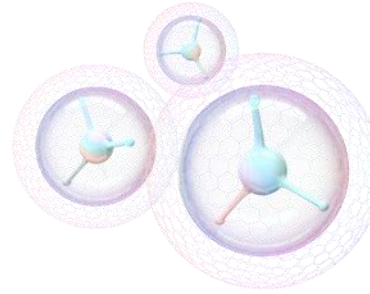
HIGH-PERFORMANCE TECHNOLOGY

THE MOST ADVANCED AND POWERFUL REPAIR
TECHNOLOGY FOR TRANSFORMATIVE RESULTS, FROM
SALON TO HOME CARE

- **TRIPLE BONDING**

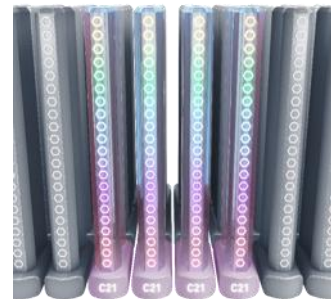
TECHNOLOGY

The advanced bonding technology features a tri-valent ion which builds new bonds through creation of a 3-dimensional network inside the hair fibre



- **C21 TECHNOLOGY**

A highly effective, conditioning agent that works on the hair's surface and restores all C21-lipid chains present in the cuticle



FIBRE CLINIX REGIME

IN-SALON



Tribond Shampoo

Gently cleanses all hair types

Prepares hair for the Fibre Clinix in-salon treatment

Restores hair strength & delivers essential moisture

1000ml



Tribond Treatments

Fine / Coarse Hair

Replenishes damaged hair structures

Builds three-dimensional bonds within the hair structure

Hair is up to 10x stronger when used in combination with the Tribond Shampoo*

500ml



Boosters

Vibrancy: Up to 90% colour retention & up to 3x more vibrance**

Hydrate: Up to 24h moisturised hair feel & softer hair feeling**

Fortify: Up to 90% less breakage & up to 90% hair revitalisation***

Volumize: Up to 48h volumised hair feel & non-overburdening***

Tame: Up to 48h anti-frizz effect & smoother hair feeling****

45ml

HOME MAINTENANCE



Vibrancy

For colour treated hair

Long-lasting colour results

Skincare-inspired ingredient: AHA

- Shampoo 50/300/1000ml
- Conditioner 250/1000ml
- Spray Conditioner 200ml
- Treatment 30/250ml
- Booster 30ml

Hydrate

For dry & brittle hair types

Balances the moisture level

Helps to increase elasticity

Skincare-inspired ingredient: Squalane Complex

- Shampoo 50/300/1000ml
- Conditioner 250/1000ml
- Spray Conditioner 200ml
- Treatment 30/250ml
- Booster 30ml

Fortify

For damaged & over-processed hair

Strengthens & nourishes the hair fibre

Skincare-inspired ingredient: Niacinamide

- Shampoo 50/300/1000ml
- Conditioner 250ml
- Multi-Repair Lotion 200ml
- Treatment 30/250ml
- Booster 30ml

Volumize

For fine & weak hair

Provides a lightweight hair feeling & fullness

Skincare-inspired ingredient: Phytokine

- Shampoo 50/300ml
- Conditioner 250ml
- Bodifying Spray 200ml
- Treatment 250ml
- Booster 30ml

Tame

For coarse, frizzy & unmanageable hair

Visibly tames the hair structure

Smooths the surface for an anti-frizz effect

Skincare-inspired ingredient: Ceramide

- Shampoo 50/300ml
- Conditioner 250ml
- Tame Taming Spray 200ml
- Treatment 30/250ml
- Booster 30ml

IN-SALON SERVICE: TRIBOND SERVICE

Target client that show compromised mid-lengths & ends

IN-SALON

AT HOME

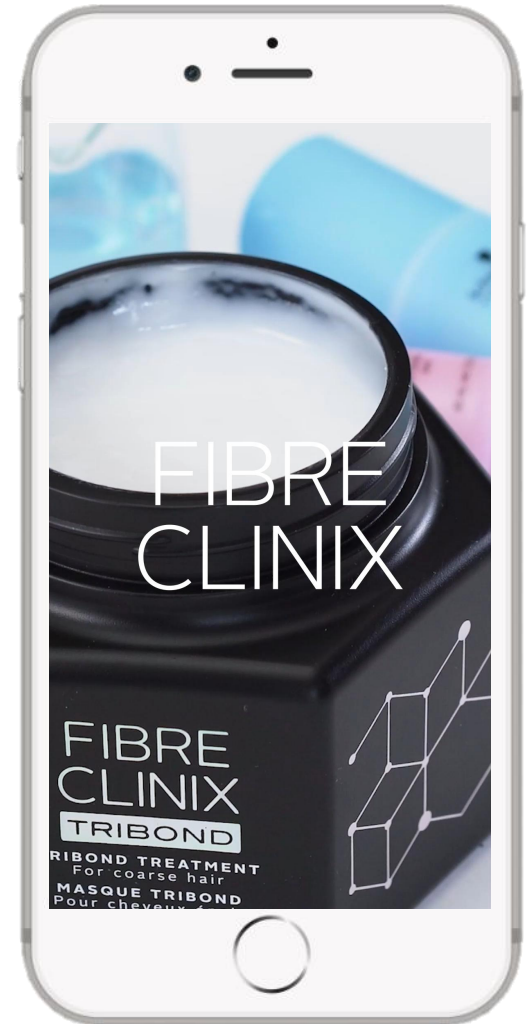
1 CLEANSE

2 TREAT & CUSTOMISE

3 PRESCRIBE & MAINTAIN



Mix with multiple booster to target more than one hair need



SCALP CLINIX




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INNOVATE / CARE

SCALP CLINIX


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MATCH. MIX. BALANCE.

Merging customization with finest cosmetic textures to purify & balance all scalp types in-salon & at home.

Embedded in the Fibre Clinix regime and enriched with Biotic Technology, Scalp Clinix balances the scalp's microbiome and counteracts scalp disbalances in salon and at home.

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BIOTIC TECHNOLOGY

SCHWARZKOPF PROFESSIONAL'S MOST ADVANCED AND CUSTOMISABLE SKINCARE FOR SCALP & HAIR, FROM SALON TO HOME. FORMULATED WITH MICROBIOME ACTIVE ACROSS ALL FORMULAS TO RE-BALANCE THE SCALP.

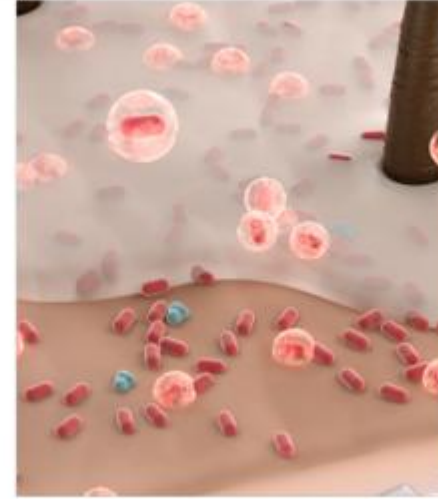
- Helps to support the scalp's microbiome for improved scalp condition
- Soothes & calms the scalp
- Leaved the scalp with a moisturised & balanced feeling
- Contains fermented ingredients & Edelweiss extract

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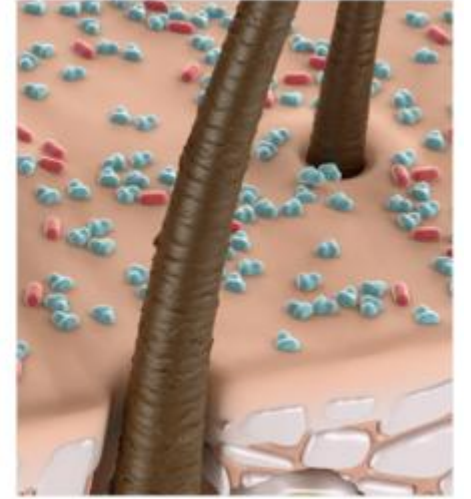
STAGE 1

The scalp's microbiome is unbalanced when the bad microbes predominate the good microbes.



STAGE 2

Biotic Technology with microbiome active helps to re-balance the scalp's microbiome for improved scalp condition.



STAGE 3

Once the ratio of good and bad microbes is adjusted to its natural state, the scalp's microbiome is balanced leading to improved scalp condition.

SCALP CLINIX REGIME

IN-SALON

Also for at home usage



Pre-Shampoo Scrub

For all scalp types*
Gently exfoliates dead skin cells
Prepare the scalp for cleansing
Helps to remove residues & unclogs pores

200ml



Biotic Base

Helps to re-balance the scalp's microbiome, for improved scalp condition
Customise with dedicated boosters to address client's scalp need
Provides a soothing & moisturised scalp feeling

1000ml



Boosters

Flake Control: For all dandruff types
Oil Control: For oily scalps
Soothing: For dry & delicate scalps

45ml

HOME MAINTENANCE



Flake Control

For all dandruff types
92% of consumers say that it visibly reduces flakes after the 1st application**
Skincare-inspired hero ingredient: Octopirox

- Shampoo 300ml
- Treatment 200ml



Oil Control

For oily scalps
98% of consumers say that their scalp feels less oily after the 1st application***
Skincare-inspired hero ingredient: Eucalyptus Leaf Extract

- Shampoo 300ml
- Treatment 200ml



Soothing

For dry & delicate scalps
More than 93% of consumers say that their scalp feels soothed and less tight after 4 weeks of regular usage****
Skincare-inspired hero ingredient: Allantoin

- Shampoo 300ml
- Treatment 200ml



Anti-Hair Loss

For thinning hair
Reduces non-pathological hair loss after just 6 weeks*****
Skincare-inspired hero ingredient: Carnitine Tartrate

- Shampoo 300ml
- Serum 7x10ml

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*do not use on irritated scalps
** Based on a home use test carried out by How-To NPD Consulting LTD in China with 63 participants in April 2021 when Scalp Clinix Flake Control Shampoo and Flake Control Treatment are used together.
*** Based on a home use test carried out by How-To NPD Consulting LTD in China with 62 participants in April 2021 when Scalp Clinix Oil Control Shampoo and Oil Control Treatment are used together.
**** Based on a home use test carried out by SGCI Co., Ltd in China with 32 participants from December 2020 to January 2021 on the Scalp Clinix Soothing Shampoo or Soothing Treatment.
*****When Scalp Clinix Anti-Hair Loss Shampoo and Anti-Hair Loss Serum used together regularly

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#TOGETHERAPASSIONFORHAIR
#PARTNERSINCRAFT
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