

#MOREVERSATILITY

INFLUENCER TIPS, TRICKS & FORMULAS

+ CONVERSIONS FROM REDKEN SHADES EQ!

FIRST THINGS FIRST



I use the Gel consistency when toning and the Cream consistency for reverse balayage and color correction.

— @LIZHAVEN



IGORA VIBRANCE IS OUR STATE OF THE ART MOISTURIZING **DEMI-PERMANENT HAIRCOLOR**. IT'S A LIQUID FORMULA THAT CAN TRANSFORM INTO A GEL OR CREAM CONSISTENCY.

LASTS UP TO
25
SHAMPOOS

IGORA
VIBRANCE
IS TRUE TO
SWATCH

1:1
MIXING
RATIO

UP TO
2X
MORE SHINE
INSTANTLY*

UP TO
70%
WHITE
BLENDING



*vs. uncolored hair

THE IGORA NUMBERING SYSTEM

COLOR DEPTH	tone direction
	-0 natural (neutral)
1 – black	-1 cendré (blue/violet)
	-2 ash (blue)
3 – dark brown	-3 matte (green)
4 – medium brown	-4 beige (muted gold)
5 – light brown	-5 gold (gold)
6 – dark blonde	-6 chocolate (warm brown)
7 – medium blonde	-7 copper (orange)
8 – light blonde	-8 red (red)
9 – extra light blonde	-9 violet (violet)

The system is based on a combination of numbers.

The number in front of the dash (7-57):

Ideal depth and base for shade.

The number(s) after the dash (7-57):

First number indicates the primary tone direction.

The second number indicates the secondary tone (minor tone).

-0 indicates a neutral tone to achieve additional white blending.

CHOOSING THE RIGHT CONSISTENCY

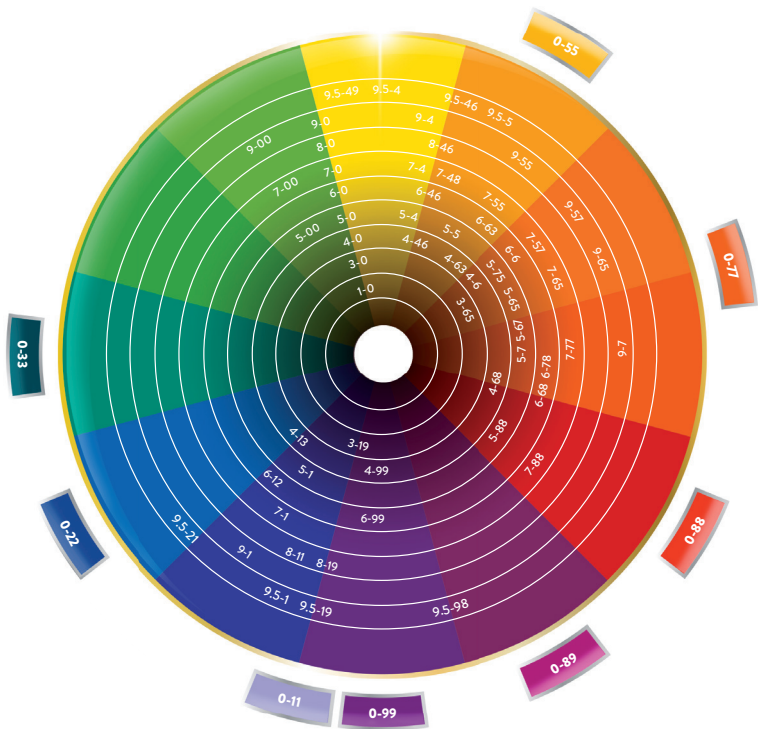
The IGORA VIBRANCE Activators allow you to transform the liquid color into a Gel or Cream consistency.

GEL CONSISTENCY: Ideal for bottle application
IGORA VIBRANCE Activator Gel 1.9% (6 Vol.)



CREAM CONSISTENCY: Ideal for bowl & brush application
IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.)
IGORA VIBRANCE Activator Lotion 4% (13 Vol.)





PORTFOLIO

NATURALS

9-0	9-00	9-1		
8-0			8-11	8-19
7-0	7-00	7-1	7-21	
6-0			6-12	
5-0	5-00	5-1	5-21	
4-0			4-13	
3-0				
1-0				3-19

GOLDS

9-24	9-4	9-42						9-55	9-57	
							8-46			
7-24	7-4	7-42						7-48	7-55	7-57
							6-46			
									5-5	5-57
							4-46			

• ALSO AVAILABLE IN OUR PERMANENT RANGE, IGORA ROYAL

• ALSO AVAILABLE IN OUR 10 MIN. PERMANENT RANGE, IGORA COLOR10



The most important thing, while helping to create this line, was making sure it matched IGORA ROYAL for a seamless color from root to ends.

— @LESLEYJENNISON

CHOCOLATES

9-65

7-65

6-6

6-63

6-16

6-68

5-65

5-16

5-67

5-7

4-6

4-63

4-68

3-65

REDS

9-7

7-77

6-78

5-88

6-99

4-99

PASTELS

9.5-1

9.5-19

9.5-21

9.5-4

9.5-46

9.5-49

9.5-5

9.5-98

BOOSTERS

0-11

0-22

0-33

0-55

0-77

0-88

0-89

0-99

OVERVIEW

OVERVIEW

“ LINH PHAN



LOCATION:

Scottsdale, AZ & Rockville, MD

SPECIALTY:

Creative Color - Asian Hair

WHICH IGORA VIBRANCE ACTIVATOR DO YOU PREFER — GEL OR LOTION?

Lotion — because it transforms into the same creamy consistency as IGORA ROYAL. It gives me the control I need for my metallic color placement.

WHAT'S YOUR FAVORITE IGORA VIBRANCE SHADE?

9.5-1. It's a universal ash blonde shade that can be intermixed with other shades to create blonde concoctions.

MOST-FREQUENT COMMENT YOU RECEIVE FROM YOUR IGORA VIBRANCE CLIENTS?

They always say how healthy, shiny and smooth their hair is.

FAVORITE WAY TO UNWIND?

Since moving to Scottsdale, AZ with my fiancé, we have made it a tradition to cook as a family more. I enjoy going to the gym and taking my girl on dates!

@BESCENE”

PREP

Client was previously pre-lightened and was pink from her previous color service. I lightened her to remove the pinkish tone and lift her roots.

ROOTS

15g IGORA VIBRANCE 6-12 + 15g 8-11 + 2g 0-22 + 32g IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.).

MID-LENGTHS TO ENDS

40g IGORA VIBRANCE 8-11 + 10g 0-11 + 5g 6-12 + 1g 0-22 + 56g IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.).

FACE FRAMING

LAVENDER FORMULA

20g IGORA VIBRANCE 9.5-19 + 10g 9.5-1 + 5g 0-99 + 35g IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.).

PRO TIP TONING

Toners look darker while developing, but trust the development time. If you rinse off too soon, you won't get the end result you desire.



RECREATE MY LOOK

MODEL: @shandathapanda

BASE: Level 8

JOSIE VILAY

LOCATION:
Winnipeg, Manitoba,
CANADA
SPECIALTY:
Color Correction



WHY DID YOU SWITCH TO IGORA VIBRANCE?

It's true to tone. My previous demi color dried out blondes and the underlying pigment picked up too much. I would have to tell my clients to wash their hair a few times. IGORA VIBRANCE gives me reliable results every time.

IF YOU WERE STRANDED ON AN ISLAND WHAT WOULD BE THE ONE IGORA VIBRANCE SHADE YOU WOULD TAKE?

0-00, so I could Gloss everyone's hair. I would take berries and make a custom color for everyone!

WHAT'S THE BEST PART ABOUT BEING A SALON OWNER?

Watching everyone's growth behind the chair and in their personal life. I like being able to mentor people.

HOW DO YOU STAY INSPIRED?

I watch makeup and hair competitions on TV. This keeps me amped up and motivated because I'm a competitive person.

@JOSIEVILAY

PREP

This client loves to change her hair. For Spring/Summer we did an ombré so her ends were lifted to a level 10. But the blonde washed her out and my vision for Fall/Winter was to make her color pop and complement her skin.

This formula uses **IGORA ROYAL** and **IGORA VIBRANCE**

ROOTS TO MID-LENGTHS

30g IGORA ROYAL 6-77 + 15g 7-77 +
6g 5-57 + 5g 0-77 + 28g IGORA ROYAL
Oil Developer 6% (20 Vol.) + 28g IGORA
ROYAL Oil Developer 9% (30 Vol.).

ENDS

50g IGORA VIBRANCE 7-77 + 15g 6-77 +
10g 0-77 + 75g IGORA VIBRANCE
Activator Gel 1.9% (6 Vol.).

PRO TIP MOTIVATING YOUR STAFF

Every time a stylist retails a product, a percentage goes into their education fund. They can use this fund for education classes, traveling or hotel expenses.

RECREATE MY LOOK

MODEL: @perreaults8585

BASE: Level 5



LIZ HAVEN O'NEILL



LOCATION:

Houston, TX

SPECIALTY:

Sun-kissed Blondes

WHY DID YOU SWITCH TO IGORA VIBRANCE?

It's true to tone, which is a big deal to me. I can count on the consistent results, each and every time.

WHAT'S YOUR FAVORITE IGORA VIBRANCE SHADE?

9.5-19. It's the ideal tone to complement my signature level 9 & 10 sun-kissed looks.

WHAT PERCENTAGE OF YOUR CLIENTELE DO YOU USE IGORA VIBRANCE ON?

100% of my clients. As a specialist in creating sun-kissed looks, I sometimes leave my client's freshly lifted blonde hair raw and use 0-00 as a Clear Gloss.

WHAT INSPIRES YOU?

Nature. I love looking at my daughter's hair and how the sun has kissed and lightened it. Nature's placement and tones always keep me in awe.

@LIZHAVEN

PREP

I wanted to transition Emily from a traditional highlight and root smudge to a seamless sun kissed color story. First, I blurred out the horizontal line of demarcation with my reverse balayage technique using IGORA VIBRANCE 8-0 + IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) 1:1. Next, I lightened and redefined her dimension with my signature #Strandlights technique, paired with my #HandPaintBalayage application.

ROOTS TO ENDS

IGORA VIBRANCE 9.5-1 + IGORA VIBRANCE Activator Gel 1.9% (6 Vol.) 1:1.

FOLLOW UP APPOINTMENT

My client will return in 3-5 months. I love seeing the re-growth grow in naturally and I will use that depth in our follow up session. I will use #Strandlights to mimic how the sun would naturally lighten her hairline. I will most likely tone with my favorite IGORA VIBRANCE shade 9.5-19.

RECREATE MY LOOK

MODEL: @hairbyemilykh

BASE: Level 6

PRO TIP MANAGING A TEAM

As a Salon owner of 2 locations and a staff of 24, communication is key. We communicate constantly and it keeps us close.



IAN MAYER- MARSZALEK



LOCATION:

Chicago, IL

TITLE:

Schwarzkopf Professional Senior
National Corporate Trainer

I'VE BEEN A
SCHWARZKOPF
PROFESSIONAL
EDUCATOR FOR
16 YEARS

WHAT WAS IT LIKE TO HELP CREATE IGORA VIBRANCE?

Since bottle application is not as popular in Europe, I spent 4 days in our German Headquarters to showcase how and why the USA uses a bottle to apply toners. I wanted to ensure the consistency of the Activator Gel was optimal for fast bottle applications.

WHEN DO YOU USE THE DIFFERENT IGORA VIBRANCE ACTIVATOR LOTIONS?

For shadow roots I use the 1.9% (6 Vol.). When refreshing mid-lengths and ends of my gray hair clients, I use the 4% (13 Vol.).

WHAT WERE YOU MOST SURPRISED BY WITH IGORA VIBRANCE?

The richness of the cool tones! The depth of these shades is great for a shadow root.

WHERE CAN STYLISTS GET 24/7 EDUCATION?

Visit www.ask-elearning.com for basic product knowledge. For education near you, visit the Events tab on our Facebook page. For inspiration and formulas visit our Instagram page [@SchwarzkopfUSA](https://www.instagram.com/SchwarzkopfUSA).

@IANHAIRSPRAY

PREP

I lightened his hair by doing babylights around the hairline and hand painted highlights in the interior.

ADDING DEPTH

In-between the hand painted sections, I used 10g IGORA VIBRANCE 8-46 + 10g 6-46 + 20g IGORA VIBRANCE Activator Lotion 1.9% (6Vol.) in a random pattern to add depth. After my lightener developed, I shampooed, rinsed and towel dried his hair.

TONING

I toned his entire head with IGORA VIBRANCE 9.5-46 + IGORA VIBRANCE Activator Gel 1.9% (6 Vol.) 1:1.

PRO TIP NUMBERING SYSTEM

There are just 10 numbers you need to remember to speak the Schwarzkopf Professional language. It's as easy as learning a phone number.



RECREATE MY LOOK

MODEL: @docnickphd

BASE: Level 5

LESLEY JENNISON



LOCATION:
Hertfordshire, London,
United Kingdom

TITLE:
Schwarzkopf Professional
Global Color Ambassador

I'VE BEEN
THE SCHWARZKOPF
PROFESSIONAL
GLOBAL COLOR
AMBASSADOR FOR
12 YEARS

WHAT SURPRISED YOU THE MOST ABOUT IGORA VIBRANCE?

The shine! For the launch of IGORA VIBRANCE, I created 6 looks between 2 models. Even after pre-lightening, toning and coloring the hair 3 times, it was still shiny and felt amazing — even the blonde look had a luminous glow.

HOW HAS EUROPE ADAPTED TO THE BOTTLE APPLICATION?

Before IGORA VIBRANCE, I didn't use a bottle to tone as this wasn't popular in London. Now salons have adapted very well to this new service and toning is fast thanks to the Gel consistency.

HOW DO YOU STAY INSPIRED?

Inspiration is about keeping your eyes wide open and thinking outside the box. I travel 3 weeks out of every month and there are 2 places I always go — an Art Gallery and a local Art Shop. I collect coffee table books and pull inspiration from paintings, hand crafted items and textiles.

@LESLEYJENNISON

PREP

I pre-lightened my model with back to back foils – never changing my developer strength to make sure the porosity of the hair was even all the way through.

ROOTS

4 parts IGORA VIBRANCE 7-4 + 1 part
8-19 + 5 parts IGORA VIBRANCE Activator
Lotion 1.9% (6Vol.).

MID-LENGTHS TO ENDS

1 part IGORA VIBRANCE 9.5-1 + 1 part
9.5-4 + 2 parts IGORA VIBRANCE Activator
Lotion 1.9% (6Vol.).

PRO TIP

PAINTING SHAPES

Use the IGORA VIBRANCE
Activator Lotion for painting
and creating shapes in the hair.
The Cream consistency keeps
the color in place.



RECREATE MY LOOK

MODEL: @m_wieczorek

BASE: Level 7



ARE YOU READY TO CONVERT?

These conversion formulas serve as a guide to easily convert from REDKEN Shades EQ to **IGORA VIBRANCE**. In the following pages, you can find a shade-to-shade conversion for the **IGORA VIBRANCE** portfolio.

NATURAL / NATURAL BROWN BLONDE

REDKEN SHADES EQ	IGORA VIBRANCE
09N	9-0 + 9-1 (3:1)
08N	8-0 + 8-46 (1:2)
07N	8-0 + 7-1 (2:1)
06N	6-0 + 6-12 + 0-00 (2:1:0.5)
05N	6-63 + 6-12 (3:1)
04N	4-0
03N	4-0 + 3-0 (3:1)
09NB	9.5-4
07NB	7-0 + 7-65 (3:1)
04NB	4-64
03NB	3-0 + 4-46 (2:1)
09NW	9-00 + 9-0 (1:2)
07NW	7-0
05NW	6-63
03NW	4-0 + 3-65 (2:1)

NOTE: The result of a coloration is always influenced by the natural base, the existing base, the hair quality and structure, the percentage of white hair as well as the chosen shade and the desired levels of lift. Therefore, please refer to this Conversion Guide only as orientation. As every coloration has its unique character, minor deviations may occur.

GOLD BEIGE / GOLD / WARM GOLD

REDKEN SHADES EQ	IGORA VIBRANCE
09GB	9-55
07GB	8-0 + 0-55 (19:1)
06GB	6-46
09G	9.5-5
07G	8-0 + 0-55 (4:1)
06G	6-63 + 0-55 (4:1)
05G	5-5
03G	3-65
08GG	9-4 + 7-55 (2:1)
06GG	7-55 + 8-0 (2:1)
09GI	9.5-4
08GI	9-65 + 9-57 (1:1)
08WG	9-57 + 0-77 (19:1)
06WG	8-0 + 7-65 + 7-57 (1:1:0.5)
04WG	4-46 + 4-6 (4:1)

COPPER / AUBURN & AUBURN ACCENT / COPPER BROWN / RED BROWN / MAHOGANY VIOLET / RED / RED VIOLET

REDKEN SHADES EQ	IGORA VIBRANCE
08C	5-7 + 6-78 (4:1)
07C	7-77 + 6-78 + 6-68 (1:1:1)
05C	5-88 + 5-65 (1:2)
07CC	7-77 + 6-78 (2:1)
05CC	4-68 + 0-88 (4:1)
08CR	6-78 + 0-77 (9:1)
06CR	4-68 + 6-78 (1:3)
09AA	9-7 + 0-00 + 0-88 (26:13:1)
06AA	6-78 + 6-68 (2:1)
03A	4-63 + 0-88 (3:1)
07CB	7-65 + 7-57 (3:1)
06CB	7-57 + 6-68 + 6-6 (2:1:1)
05CB	5-65 + 5-4 (4:1)
09RB	9.5-49
03RB	5-67 + 0-89 (9:1)
06R	5-88
03R	4-68 + 0-99 (19:1)
05RV	5-88 + 4-99 (6:1)
03RV	3-0 + 3-19 + 5-88 (1:1:2)

VIOLET / TITANIUM / GREEN NATURAL / BLUE

REDKEN SHADES EQ	IGORA VIBRANCE
09T	9-1 + 8-11 (1:1)
08T	8-11 + 0-22 (15:1)
07T	8-11 + 0-22 (9:1)
06T	8-11 + 0-22 (4:1)
09P	9-1 + 8-11 (2:1)
07P	8-19 + 0-22 (19:1)
06GN	6-12
09B	8-11 + 0-22 (19:1)
01B	1-0
09V	9.5-19
08V	8-19
07V	8-19 + 0-22 (40:1)
03V	3-0 + 3-19 + 5-88 (2:1:1)

KICKER

REDKEN SHADES EQ	IGORA VIBRANCE
Orange Kicker	0-55 + 0-88 (3:1)
Red Kicker	5-88 + 0-77 (9:1)
Violet Kicker	0-89

PASTEL

REDKEN SHADES EQ	IGORA VIBRANCE
Pastel Peach	9-7
Pastel Pink	9.5-98 + 9-7 (2:1)
Pastel Aqua Blue	8-11 + 0-22 (2:1)
Pastel Silver Green	8-11 + 0-33 (40:1)

Don't be afraid of the boosters. Use IGORA VIBRANCE 0-22 and 0-33 to cancel out the warmth of the red and orange tones.

— @BESCENE



IF YOU ARE READING THIS

YOU ARE READY TO CONVERT



**SCAN FOR MORE
INFORMATION!**

FOR MORE INFORMATION ABOUT **IGORA VIBRANCE** FOLLOW US



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COPPER / AUBURN & AUBURN ACCENT / COPPER BROWN / RED BROWN / MAHOGANY VIOLET / RED / RED VIOLET

REDKEN SHADES EQ	IGORA VIBRANCE
08C	5-7 + 6-78 (4:1)
07C	7-77 + 6-78 + 6-68 (1:1:1)
05C	5-88 + 5-65 (1:2)
07CC	7-77 + 6-78 (2:1)
05CC	4-68 + 0-88 (4:1)
08CR	6-78 + 0-77 (9:1)
06CR	4-68 + 6-78 (1:3)
09AA	9-7 + 0-00 + 0-88 (26:13:1)
06AA	6-78 + 6-68 (2:1)
03A	4-63 + 0-88 (3:1)
07CB	7-65 + 7-57 (3:1)
06CB	7-57 + 6-68 + 6-6 (2:1:1)
05CB	5-65 + 5-4 (4:1)
09RB	9.5-49
03RB	5-67 + 0-89 (9:1)
06R	5-88
03R	4-68 + 0-99 (19:1)
05RV	5-88 + 4-99 (6:1)
03RV	3-0 + 3-19 + 5-88 (1:1:2)