

shade portfolio

tbh
true
beautiful
honest

multi-dimensional,
permanent hair color


Schwarzkopf[®]
PROFESSIONAL

natural

04 Natural Beige

06 Natural Chocolate

cool

16 Cendré Chocolate

19 Cendré Violet

49 Beige Violet

51 Gold Cendré

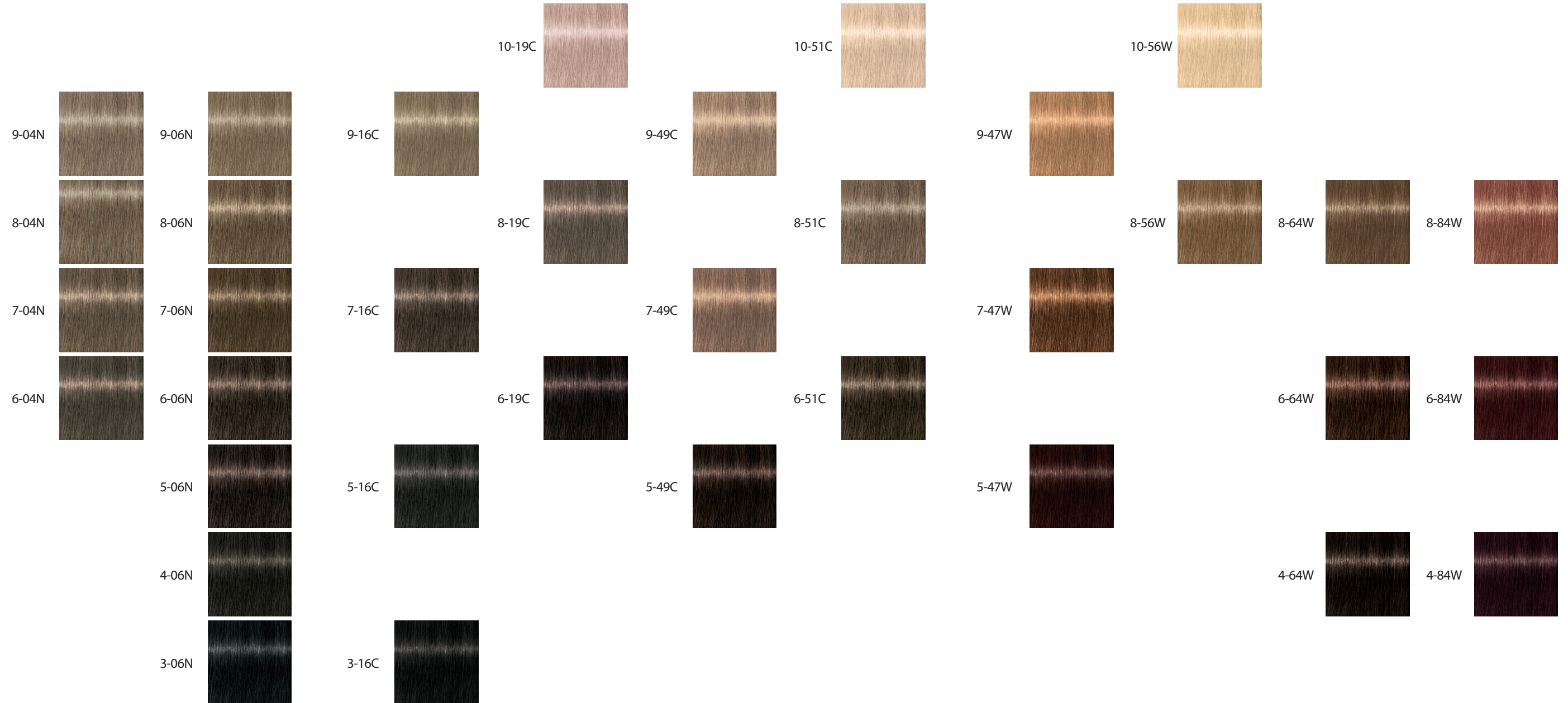
warm

47 Beige Copper

56 Gold Chocolate

64 Chocolate Beige

84 Red Beige



Together. A passion for hair.®

the color

The tbh – true beautiful honest numbering system consists of a combination of number and alphabetic designation to describe each shade.

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 shades belong to: N for naturals, C for cool and W for warm tones.

8	/	1	9	C
Depth of color <i>Light Blonde</i>		Primary Tone Direction (<i>Cendré</i>)	Secondary Tone Direction (<i>Violet</i>)	Color world the shade belongs to (<i>Cool</i>)

tone directions guide

-0 = Natural, -00 = Natural Extra, -1 = Cendré, -2 = Ash, -3 = Matte, -4 = Beige, -5 = Gold, -6 = Chocolate, -7 = Copper, -8 = Red, -9 = Violet

special services

pastel toning service

- Ideal for level 9 or lighter
 - To achieve beautifully authentic pastel nuances, use shades level 8- or 9-
 - Always keep mixing ratio 1:2 with IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.)
 - Apply on damp hair
- Development Time: process visually up to 15 min.

refreshing, gloss service

- To refresh or gloss up dull mid-lengths and ends
 - Mix tbh - true beautiful honest shade + IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.) + Tone Softener 1:1:1
 - Apply from re-growth to ends
- Development Time: process visually up to 5-10 min.

#BEtbh



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USAGE	Multi-dimensional white hair coverage	Up to 100%	Less than 50% white hair: use the desired shade For more than 50% of white hair: mix 2:1 with a natural shade (2 parts 8-19C + 1 part 8-06N)
	MIXING RATIO	1:1 with IGORA ROYAL Oil Developer (3% (10 Vol.), 6% (20 Vol.), 9% (30 Vol.), 12% (40 Vol.)) or IGORA VIBRANCE Activator Lotion 1.9% (6 Vol.)	
MIXING	IGORA VIBRANCE ACTIVATOR LOTION 1.9% (6 Vol.)	No visible or perceivable lift Mix with shades level 8- or 9- for pastel results (1:2) Mix shade + Tone Softener (1:1:1) for Gloss Service	
	IGORA ROYAL DEVELOPER 3% (10 Vol.)	No visible or perceivable lift For coloring darker, color depositing on pre-lightened or lightening hair base	
	IGORA ROYAL DEVELOPER 6% (20 Vol.)	Up to 1 level of lift For tone on tone coloration	
	IGORA ROYAL DEVELOPER 9% (30 Vol.)	Up to 2 levels of lift For high lifting shades (10-) on base 7 or lighter	
	IGORA ROYAL DEVELOPER 12% (40 Vol.)	Up to 3 levels of lift Only for high lifting shades (10-) on base 7 or lighter	

tone softener

Broaden your in-salon service opportunities with the Tone Softener!

Enriched with care properties, it acts as a demi for this range for **Color Refreshing, Gloss Service** to help ensure a natural-looking end result.

