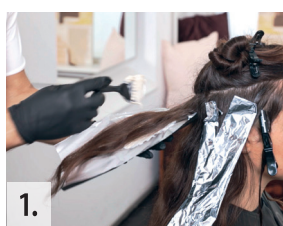
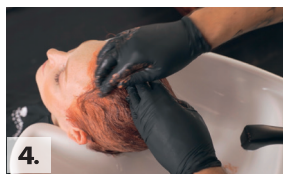
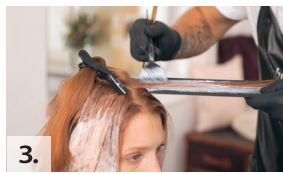




natural enhancement & gloss service

- Step 1:** Starting at the back and nape area, use foils to alternate between the following formulas:
 Formula 1 - BLONDME® Bond Enforcing Premium Lightener 9+ + 6% (20 Vol.) BLONDME® Premium Developer 1:2
 Formula 2 - tbh - true beautiful honest 7-04N + 6% (20 Vol.) IGORA ROYAL Developer 1:1, applied to the mid-lengths & ends only.
- Step 2:** At the top panel, alternate between the following formulas:
 Formula 1 - BLONDME® Bond Enforcing Premium Lightener 9+ + 6% (20 Vol.) BLONDME® Premium Developer 1:2
 Formula 2 - tbh - true beautiful honest 8-04N + 9% (30 Vol.) IGORA ROYAL Developer 1:1, applied to the mid-lengths & ends only.
 Development time: 45 minutes
 Remove using BC BONACURE® pH 4.5 Color Freeze Shampoo and Conditioner. Towel-dry.
- Step 3:** Apply tbh - true beautiful honest Gloss Service evenly on to towel-dried hair, from roots to ends.
 Mix tbh - true beautiful honest 8-04N + tbh - true beautiful honest Tone Softener + 1.9% (6 Vol.) IGORA VIBRANCE® Activator Lotion 1:1:1
 Development time: 15 minutes. Rinse.



ginger berry dimensional color service

- Step 1:** Below the star section, take triangular sections and apply Color 1 by taking full slices:
 Formula 1 - tbh-true beautiful honest 6-84W + tbh-true beautiful honest 4-84W (5:1) + 6% (20 Vol.) IGORA ROYAL® Developer 1:1
- Step 2:** Highlight the contours of the star section by taking full slices:
 Formula 2 - BLONDME® Bond Enforcing Premium Lightener 9+ + 2% (7 Vol.) BLONDME Premium Developer 1:2
- Step 3:** Continue the application above the star section and alternate between Formula 2, 3 & 4:
 Formula 3 - tbh-true beautiful honest 8-84W + 9% (30 Vol.) IGORA ROYAL Developer 1:1
 Formula 4 - tbh-true beautiful honest 8-64W + 6% (20 Vol.) IGORA ROYAL Developer 1:1
- Step 4:** After development time and before rinsing out, emulsify all colors and let them develop for another 3 up to 5 min. Rinse out until water runs clear. Shampoo and treat the hair with BC BONACURE® pH 4.5 Color Freeze Shampoo and Conditioner



natural			cool			warm			
04 Natural Beige	06 Natural Chocolate	16 Cendré Chocolate	19 Cendré Violet	49 Beige Violet	51 Gold Cendré	47 Beige Copper	56 Gold Chocolate	64 Chocolate Beige	84 Red Beige
			10-19C		10-51C		10-56W		
9-04N	9-06N	9-16C		9-49C		9-47W			
8-04N	8-06N		8-19C		8-51C		8-56W	8-64W	8-84W
7-04N	7-06N	7-16C		7-49C		7-47W			
6-04N	6-06N		6-19C		6-51C		6-64W	6-84W	
	5-06N	5-16C		5-49C		5-47W			
	4-06N								
	3-06N	3-16C							



the color

The tbh – true beautiful honest numbering system consists of a combination of numbers and letters 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. A letter based system is used to indicate the color world each shade belongs 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>)	<i>Color world the shade belongs to (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

USAGE	Multi-dimensional white hair coverage	Up to 100%	Less than 50% white hair: use the desired shade For more than 50% 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 + tbh - true beautiful honest Tone Softener (1:1:1) for a 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	

special services

pastel toning service

- Ideal for base 9 or lighter
- To achieve beautifully authentic looking 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: allow to develop visually for up to 15 min.

refreshing, gloss service

- To refresh or add shine to dull mid-lengths and ends
- Mix shade + IGORA VIBRANCE ACTIVATOR LOTION 1.9% (6 Vol.)
+ tbh - true beautiful honest Tone Softener 1:1:1
- Apply from re-growth to ends
Development Time: allow to develop visually up to 5–10 min.

tone softener

Broaden your in-salon service opportunities with our Tone Softener.

Enriched with care properties it is the ideal partner for **Color Refreshing** and **Gloss Services** and helps ensure a natural looking end result.



#schwarzkopfpro #betbh



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