

IGORA ROYAL  
TRUE COLOUR IN  
HIGH DEFINITION

## IGORA ROYAL

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# IGORA ROYAL

## BENEFITS

### IGORA ROYAL - TRUE COLOUR IN HIGH DEFINITION

Developed by colourists for colourists, IGORA ROYAL empowers you with true-to-tuft colour results for ultimate reliability - even under the most challenging conditions.

Discover 360° of colour performance:

- Absolute true-to-truft results
- Up to 50% longer colour retention\*
- Up to 25% higher reflex vibrancy\*
- Fashion colours with up to 70% white coverage with clear and strong tone directions
- Perfect colour equalization even on porous hair
- Clearest lifting shades and advanced care for maximum contrast and shine\*\*

\* vs. previous IGORA ROYAL Color Creme

\*\* advanced care achieved with 12% 40 Vol. IGORA ROYAL Oil Developer



## IGORA ROYAL OIL DEVELOPER

Specially developed high-performing IGORA ROYAL Oil Developer provides perfect long-lasting colour results and superb shine.

### 4 STRENGTHS

3% 10 Vol.

6% 20 Vol.

9% 30 Vol.

12% 40 Vol.



## NATURAL SHADES

-0, -1, -4

The IGORA ROYAL Natural shades are developed for dependable white hair coverage and incredible natural tone directions.

### BENEFITS

- 100% white hair coverage up to level 9
- Natural tone directions
- True to tuft
- Intense shine
- Impressively long lasting
- Perfectly suited to mixing with IGORA ROYAL
- Shades provide depth and coverage on light bases and white hair



## NATURAL EXTRA SHADES

-00

The IGORA ROYAL Natural Extra coverage shades are specially developed for intense white hair coverage on thick and coarse hair.

### BENEFITS

- 100% white hair coverage on thick and resistant hair
- Natural tone directions
- True to tuft
- Intense shine
- Impressively long lasting



## FASHION SHADES

-11, 12, 13, -5, - 55, - 57, -6, -63, -65, -68, -7, -77, -88,- 98, -99

The IGORA ROYAL Fashion shades are designed to provide brilliant fashion shades, ultimate shine and excellent retention.

### BENEFITS

- Up to 70% white hair coverage
- Vibrant tone directions
- True to tuft
- Intense shine
- Impressively long lasting
- All shades intermixable



## HIGHLIFTS 10- SERIES

Ultra Blonde Shades 10- Series

The IGORA ROYAL Highlift colours are specially developed to achieve blonde in only one step. They provide maximum lift and perfect neutralization.

### BENEFITS

- 3-4 levels of lift
- Reliable neutralization



## HIGHLIFTS 12- SERIES

### Special Blonde Shades 12- Series

The IGORA ROYAL Highlift colours are specially developed to achieve blonde in only one step. They provide maximum lift and perfect neutralization.

### BENEFITS

- 4-5 levels of lift
- Reliable neutralization





## CREATIVE PASTEL SHADES 9.5 SERIES

### 9.5- Series

Pastels, or toners, are shades designed to be applied on light bases adding a soft tone direction while respecting the natural relief of the hair.

### BENEFITS

- Perfect for blonde personalisation and white refining
- Amazingly subtle pastel tone directions
- Neutralization after lightening services
- All shades are intermixable



## CREATIVE BOOSTERS 0-55, 0-77, 0-88, 0-99 SERIES

### 0-55, 0-77, 0-88, 0-89, 0-99 Series

The IGORA ROYAL Neutralizers and Boosters are additives that can be mixed into oxidative colours to either boost or neutralize.

When adding a Booster into your colour formula you need to keep in mind that the type and amount of the Mixtone will influence the target depth.

### BENEFITS

- Boost fashion tone directions on all levels
- To be added to IGORA ROYAL shades



## TECHNICAL NEUTRALIZERS 0-11, 0-22, 0-33 SERIES

### 0-11, 0-22, 0-33 Series

The IGORA ROYAL Neutralizers and Boosters are additives that can be mixed into oxidative colours to either boost or neutralize.

### BENEFITS

- Neutralizing additive (to be mixed with IGORA ROYAL shades)
- Provides cool tone directions
- To be mixed to your desired shade to neutralize warmth



## TECHNICAL EXTRACTS D-0/DILUTER NATURAL

### D-0/Diluter Natural

IGORA ROYAL Diluter Natural reduces pigment concentration in highly pigmented shades.

### BENEFITS

- To reduce pigment concentration in highly pigmented shades
- To create even softer Pastels



# LIGHTENING EXTRACT E-0

## E-0

IGORA ROYAL E-0 Lightening Extract is a lightening additive for 1 level of extra lift when colouring virgin dark hair.

## BENEFITS

- For +/- 1 level of extra lift when colouring virgin dark hair
- To be mixed with IGORA ROYAL target shade
- Provides up to 4 levels of lift on natural hair\*

\*Level 5 and higher



## CENDRE EXTRACT E-1

### E-1

The E-1 IGORA ROYAL Cendré Extract can be used as an additive for an extra cool tone direction or used purely for extra deposit of cool pigments.

### BENEFITS

- For an extra cool tone direction
- To be mixed with IGORA ROYAL target shade



## ABSOLUTES

**-40, -50, -60, -70, -80, -90**

Our best IGORA ROYAL ABSOLUTES ever are specially designed to cater to mature hair needs to deliver excellent coverage and intense fashion shades on white hair without mixing with natural shades.

### BENEFITS

- Intense Fashion shades
- 100% white hair coverage
- Outstanding shine and long lastingness
- Extra care for mature hair due to Biotin-S Anti Age complex



## SENEA

Permanent colouration for delicate scalps.

IGORA ROYAL SENEA provides high scalp comfort combined with long lasting and intense colour results.

### BENEFITS

- Up to 90% white coverage with IGORA ROYAL SENEA
- Rich shades
- Up to 2 levels of lift
- All shades are intermixable





## FASHION LIGHTS

Fashion colours for bright highlights with maximum contrast.

Radiant colour, coloured strands and single fashion colours are on everyone's agenda today. With IGORA ROYAL FASHION LIGHTS you can instantly bring a new fashion highlight to your salon.

### BENEFITS

- Lift and colour in one step
- Outstanding brightness and luminosity
- Up to 5 levels of lift
- Intense contrast even on dark or coloured bases
- Irresistible shine