



Schwarzkopf[®]
PROFESSIONAL



SERVICE MANUAL

C H R O M A
D

Together. A passion for hair.®

EXPRESS YOUR CLIENTS' COLOR IDENTITY

New Chroma ID semi-permanent mix and tone color system with integrated bonding. From subtle to bold shades – 100% color flexibility without damage.

1. COLOR AND CARE IN 1 STEP

Combining high performing color with intense care: the treatment based color allows for simple, quick and even color distribution while the integrated bonding technology deeply conditions the hair from within. Achieve a full color service within 5–20 minutes only!

2. 100% COLOR FLEXIBILITY

The customizable mix and tone system provides infinite mixing opportunities. Whether bold and creative, commercial color refresh, pastel or neutralization services, the opportunities are endless!

3. DIRECT USAGE

All shades can be applied directly: no pre-mixing necessary! The versatile portfolio will allow you to perform most color services without any pre-mixing – for minimum time investment and optimal efficiency!

4. IGORA TONE DIRECTION MATCH

IGORA ROYAL and IGORA VIBRANCE tone direction match: all Bonding Color Masks (apart from the 6 intense Bonding Color Masks) are in line with the IGORA ROYAL® and IGORA VIBRANCE equivalents, allowing ideal color refreshment services in between demi- and permanent colorations.

5. LASTINGNESS

5–15 shampoos.

6. TECHNOLOGY

The low salt technology leads to optimal pigment availability in the hair for enhanced color results while the integrated bonding technology helps enforce structural bonds in the hair shaft for increased hair strength.



Bonding Technology



Low Salt Technology

WE ARE WHO WE ARE



INTENSE BONDING COLOR MASKS

ASSORTMENT

Yellow | Orange | Red | Pink | Purple | Blue

WHAT

Intense shades for bold and expressive colors, customization of Bonding Color Masks or creation of pastel tones when intermixed with our Clear Bonding Mask.

HOW

Use purely for bold colors, mix with Bonding Color Masks for shade customization or refinement and dilute with our Clear Bonding Mask for all pastel gradings. Always apply colors evenly on pre-washed and towel dried hair.

DEVELOPMENT TIME

Up to 20 minutes for most intense color results. Keep visual control.

LONGEVITY

Depending on shade selection, development time and hair structure, color lasts up to 15 shampoos.



BONDING COLOR MASKS

ASSORTMENT

9.5-1 | 8-19 | 7-77 | 6-12 | 6-88

WHAT

Use for low commitment color services, to refresh dull mid-lengths and ends, to increase longevity of IGORA ROYAL and IGORA VIBRANCE colors, to recover vibrancy and to keep optimal hair condition.

HOW

Apply the desired Bonding Color Mask evenly on pre-washed and towel dried hair.

DEVELOPMENT TIME

Up to 10 minutes. Keep visual control.

LONGEVITY

Depending on shade selection, development time and hair structure, color lasts up to 12 shampoos.



CLEAR BONDING MASK*

WHAT

To reduce intensity of Bonding Color Masks or to create pastel tones.

HOW

Intermix the selected Bonding Color Mask with the Clear Bonding Mask and apply the mixture evenly on pre-washed and towel dried hair.

DEVELOPMENT TIME

Up to 10 minutes. Keep visual control.

LONGEVITY

Depending on shade selection, development time and hair structure, color lasts up to 12 shampoos.

*Coming October 2020

**NO LIMITS
IS OUR
STATEMENT**



**INFINITE COLOR
POSSIBILITIES**



WE ARE SUBTLE AND LOUD



NEUTRALIZATION SERVICES

- Use any of the cool Bonding Color Masks (9.5-1, 8-19, 6-12) or intermix 1-5g of any of the cool, intense Bonding Color Masks (Pink, Purple or Blue) with 50g of any of the cool Bonding Color Masks.
- Apply the mixture evenly on pre-washed and towel dried hair.
- Leave in to develop for 5-10 minutes. Keep visual control.
- Rinse well until water runs clear.



PASTEL SERVICES

- Use 1-15g of any intense Bonding Color Mask and 50g of our Clear Bonding Mask
- Apply the mixture evenly on pre-washed, towel dried and pre-lightened hair.
- Leave in to develop for 5-10 minutes. Keep visual control.
- Rinse well until water runs clear.



COLOR REFRESH SERVICES

- Use 45-75g of any Bonding Color Mask for full-head application.
- Apply selected Bonding Color Mask evenly on pre-washed and towel dried hair.
- Leave in to develop for up to 10 minutes. Keep visual control.
- Rinse well until water runs clear.



BOLD COLOR SERVICES

- Use 45-75g of any intense Bonding Color Mask for full-head application.
- Apply the product evenly on pre-washed, towel dried and pre-lightened hair.
- Leave in to develop for up to 20 minutes. Keep visual control.
- Rinse well until water runs clear.

WE HAVE MORE SERVICES FOR YOU

PRE-PIGMENTATION

7-77: level of target base **5-6**

6-88: level of target base **1-4**

COLOR CORRECTION

Chroma ID can be used for easy and quick color correction services such as neutralization, pre-pigmentation or tone adaptations.

APPLICATION TECHNIQUES

DUAL APPLICATION

For the refreshment of lengths and ends after an IGORA ROYAL® or IGORA VIBRANCE® root retouch.

FREE-HAND PLACEMENTS

For more multi-tonal color results.

FULL-HEAD APPLICATION

Ideal for any color services whether neutralization, bold and pastel colors or color refresh services. Recommended for any hair base whether virgin or already colored.

WHAT'S YOUR COLOR ID?

BONDING COLOR MASKS

	9.5-1	8-19	7-77	6-12	6-88
ABOVE	•••				
9	•	•••			
8		•••	•••		
7		•	•••	•••	•••
6			•	•••	•••
5				•	•
4					
3					
1					

INTENSE BONDING COLOR MASKS

	YELLOW	ORANGE	RED	PINK	PURPLE	BLUE
ABOVE	•••	•••	•••	•••		
9	••	•	•	•	•••	•••
8					••	••
7					•	•
6						
5						
4						
3						
1						

For most bold color results please apply on base 9 or pre-lightened hair. In general, intense Bonding Color Masks can be applied on all bases but color results will be diluted: the darker the base, the lesser the color intensity.

Color Results:

- Subtle
- Ideal
- Intense

YELLOW	Yellow	Yellow Clear (1:20)	Yellow Clear (1:5)
	Yellow Pink Clear (2:1:20)	Yellow Pink (40:1)	
ORANGE	Orange	7-77	Orange Clear (1:2)
	Orange Pink Clear (2:1:20)	Yellow 6-88 Clear (10:1:20)	7-77 8-19 (1:3)

PINK	Pink	Pink Clear (1:20)	Pink 6-88 Clear (2:1:25)	Pink Clear (1:5)
	Pink 9.5-1 (1:1)	Pink 9.5-1 (1:5)	Pink 6-88 Clear (4:1:5)	
RED	Red	6-88	6-88 Clear (1:5)	6-88 Clear (1:2)
	6-88 Orange (3:1)	6-88 Orange (1:1)	Red 3-19 (5:1)	

PURPLE	Purple	9.5-1	8-19
	Purple Clear (1:5)	3-19 Clear (1:5)	Purple 6-12 Clear (1:1:20)
BLUE	Blue	6-12	Blue Pink Clear (1:1:20)
	6-12 9.5-1 (3:80)	Blue Yellow Clear (1:2:10)	Blue Yellow (2:1)



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CHROMA
DA

ARCTIC PIONEER

Neutralization service for cool color results after a lightening process.



COLOR
9.5-1 + Clear
(2:1)

STEP 1 ▶
Apply color to the roots, starting at the back. Continue to work color into mid-lengths and ends.

STEP 3 ▼
Continue application to mid-lengths and ends.



▶ **STEP 2**
Apply color to the roots of upper sections.

▶ **STEP 4**
Make sure product is distributed evenly - use your hands to work it in.

STEP 5 ▶
Leave to develop for up to 10 minutes. Rinse out until water runs clear and blow dry.



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CHROMA
DA

2TONE ARTIST

Two tone, bold color service for a cool and edgy color statement without brassiness.



COLOR 1

IGORA VIBRANCE 5-00 + 5-21
(1:1)
IGORA VIBRANCE 1.9% / 6 Vol.
Activator Lotion

COLOR 2

Blue + Yellow (2-1)

COLOR 3

Blue + Yellow (3-1)

STEP 1 ▶
Apply COLOR 1 to the roots.



STEP 3 ▶
Continue with COLORS 2 and 3 at the back of the head taking diagonal sections.



STEP 2 ▶
Alternate COLORS 2 and 3, in diagonal sections, on mid-lengths and ends, starting at the side. Replicate color application on the other side. Include random sections of the fringe.



STEP 4 ▶
Apply COLOR 1 to the tips and the remaining parts of the fringe.



STEP 5 ▶
Leave to develop for up to 10 minutes. Rinse out until water runs clear and blow dry.






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CHROMA
DA

COLORFUL REVOLUTIONIST

Color placement service for multi-dimensional, bold color effects, blending in effortlessly with natural hair base.



COLOR 1
Yellow + Pink (40:1)

COLOR 2
Blue + Clear (50:1)

COLOR 3
Blue + Clear + Purple (6:6:1)

COLOR 4
Pink + Clear (3:1)

COLOR 5
Blue + Yellow + Clear (2:2:3)

STEP 1 ▶
Take a cross parting to divide hair into 4 sections.

STEP 3 ▶
Apply either one or two colors per strand and use foils to prevent blotting.

STEP 4 ▶
Leave to develop for up to 10 minutes. Rinse out until water runs clear and blow dry.



BEFORE



1



3



2



4

▶ **PREPARATION**
Create a pattern of pre-lightened areas to intensify color effects.

▶ **STEP 2**
Sub-divide the pre-lightened sections into fine full slices. Apply COLORS 1-5 in a patch-work fashion.



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