



# Technical Overview

# IGORA COLORWORX

IGORA ColorWorx Direct Dyes are available in 7 shades plus 1 diluter – **Colours:** Red, Yellow, Orange, Green, Blue, Pink & Purple. **Diluter:** White

## TECHNICAL INFORMATION

### USE IGORA COLORWORX FOR:

**Direct Application:** Apply IGORA ColorWorx directly on blonde or pre-lightened hair for bold colour effects.

**Pastel Mixing:** Mix any IGORA ColorWorx shade with the IGORA ColorWorx Diluter White for soft pastel tones.

**Customizing, boosting, correcting or neutralizing any Schwarzkopf Professional shade:** Use IGORA ColorWorx as a mix tone in IGORA ROYAL, IGORA VIBRANCE, ESSENSITY and BLONDME.

## INSTRUCTIONS FOR USE

### APPLICABLE TO ALL SHADES.

**Hair Base:** Pre-bleached to level 9 or lighter

**Application:** On damp pre-shampooed hair

**Processing Time:** 20 min

**Rinsing:** Rinse & condition with a leave-in conditioner if required.

**Colour effects** last up to 20 washes. Longevity may vary depending on hair base and pigment concentration.

**NO DEVELOPER NEEDED!**

## GENERAL IGORA COLORWORX TIPS

### PROCESSING TIME:

When applied directly, the processing time of all IGORA ColorWorx shades can be reduced to create a softer version of each shade. Judge the processing time by eye.

### INFINITE MIXING:

All IGORA ColorWorx shades can be intermixed. Use your own creative shade mix combinations and processing times to achieve your personal IGORA ColorWorx shade.

### APPLICATION ON POROUS HAIR:







The IGORA Porosity Equaliser is always recommend before colouring. This is particularly important when using the cool IGORA ColorWorx Green or Blue shades, as the strong neutralisation pigments may become more prominent on porous areas.

### WARM NATURAL TONES NOT LIGHTENED TO A MINIMUM LEVEL OF 9 WILL RESULT IN:

1. Reduced neutralisation with IGORA ColorWorx Blue & Green shades
2. Reduced tonal clarity of IGORA ColorWorx Pink & Purple shades
3. Warmer tonal results with IGORA ColorWorx Red, Yellow & Orange

# IGORA COLORWORX

MIXING GUIDELINES: IGORA ROYAL, IGORA VIBRANCE, ESSENSITY, BLONDME

SHADE	Application		Mixing Ratios for level 8 shades and darker	Mixing Ratios for level 9 shades and lighter	Hints & Tips
	IGORA ROYAL, ESSENSITY, BLONDME Colour Cream	Apply to dry hair	5 : 1 5g shade : 1g IGORA ColorWorx Red	30 : 1 30g shade : 1g IGORA ColorWorx Red	Due to the high pigment concentration of IGORA ColorWorx Red, which is required to deliver a pure, vibrant Red result on pre-lightened hair, a significantly smaller amount of this dye is needed when mixing with other Schwarzkopf Professional shades.
	IGORA VIBRANCE, IGORA VIBRANCE GLOSS&TONE, BLONDME Toners	Apply to dry or damp hair			
	IGORA ROYAL, ESSENSITY, BLONDME Colour Cream	Apply to dry hair	5 : 1 5g shade : 1g IGORA ColorWorx Green	30 : 1 30g shade : 1g IGORA ColorWorx Green	
	IGORA VIBRANCE, IGORA VIBRANCE GLOSS&TONE, BLONDME Toners	Apply to dry or damp hair			
	IGORA ROYAL, ESSENSITY, BLONDME Colour Cream	Apply to dry hair	2 : 1 2g shade : 1g IGORA ColorWorx Blue	10 : 1 10g shade : 1g IGORA ColorWorx Blue	IGORA ColorWorx Blue is the best shade for mixing with both Cendre and Matt IGORA ROYAL, ESSENSITY, IGORA VIBRANCE, IGORA VIBRANCE GLOSS&TONE & BLONDME shades as it provides the exact additional cool tone direction required to neutralise unwanted warm tones.
	IGORA VIBRANCE, IGORA VIBRANCE GLOSS&TONE, BLONDME Toners	Apply to dry or damp hair			
	IGORA ROYAL, ESSENSITY, BLONDME Colour Cream	Apply to dry hair	2 : 1 2g shade : 1g IGORA ColorWorx Yellow	10 : 1 10g shade : 1g IGORA ColorWorx Yellow	
	IGORA VIBRANCE, IGORA VIBRANCE GLOSS&TONE, BLONDME Toners	Apply to dry or damp hair			
	IGORA ROYAL, ESSENSITY, BLONDME Colour Cream	Apply to dry hair	2 : 1 2g shade : 1g IGORA ColorWorx Orange	10 : 1 10g shade : 1g IGORA ColorWorx Orange	
	IGORA VIBRANCE, IGORA VIBRANCE GLOSS&TONE, BLONDME Toners	Apply to dry or damp hair			
	Please Note: IGORA ColorWorx Pink & Purple shades can not be mixed with other Schwarzkopf Professional colour brands.				
					

When adding an IGORA ColorWorx Direct Dye to a selected Schwarzkopf Professional shade as a mix tone, the amount of **developer must be increased proportionally.**

## WHITE PASTEL MIXING GUIDELINES

SHADE	Soft Pastel Mixes	Medium Pastel Mixes
Red	30 : 1 30g Diluter White : 1g Red	10 : 1 10g Diluter White : 1g Red
Yellow, Orange, Green, Blue, Pink	10 : 1 10g Diluter White : 1g Direct Dye	2 : 1 2g Diluter White : 1g Direct Dye
Purple	5 : 1 5g Diluter White : 1g Purple	2 : 1 2g Diluter White : 1g Purple