

## IGORA COLOR10 Trend Inspired

- In our hyperconnected, multi-tasking world, modern day living demands INNOVATION and CHANGE, TIME is always of the essence.
- E-mailing in the bedroom, chatting during a coffee break and using GPS to get everywhere means life runs at an incredibly fast SPEED.
- Social trends dictate that our client services need to be FASTER and BETTER, available in no time, all the time.

IGORA COLOR10 delivers it all, with 10-minute color services to enhance every look.

## Ten Reasons Why

- 1 Development time – **10 minutes.**
- 2 Quick and easy profit!
- 3 Perfect white coverage.
- 4 Two amino acids: Arginine and Glycine.
- 5 25 intermixable shades: true natural, modern, fashion and highlift.
- 6 Service up to 3x's more clients in the same amount of time.
- 7 Attract new clients with unique, relevant and fast services.
- 8 Efficient and flexible appointment planning.
- 9 Increase client convenience and comfort.
- 10 More time for additional consultations, product advice and client pampering.



## Fast Timing, Fast Services, Fast Money

IGORA COLOR10 delivers all the quality, vibrancy and shine of a traditional color but only takes **10 minutes**. Here are just a few services to get you started:

- **RAPID RE-TOUCH**  
A must-have maintenance service achievable in just **10 minutes**.
- **COLOR REFRESH**  
Fast and easy – pep up your clients base with an all over application or add just a few slices of an accent color in just **10 minutes**.
- **FULL HEAD APPLICATION**  
An ideal service for men (especially the IGORA COLOR10 -12 shades) or women with shorter styles. A transformation in just **10 minutes**.
- **PARTIAL COLOR DESIGN**  
A speedy service to spice up and create personalized color designs in just **10 minutes**.
- **LUNCH TIME COLOR**  
Delicious color services in less time than it takes to pick up lunch.
- **MINI RETOUCH**  
Offer budget strained clients retouches around the hairline and partline.
- **UPGRADE**  
Transform "haircut only" clients to "make over" clients in **10 minutes**.

It's a business building color revolution  
that inspires your salon service menu.



IGORA COLOR10