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IGORA's mission is to empower colourists worldwide with reliable products that help them unleash their creativity, reveal clients' individual beauty, and achieve true-to-tuft colour results. The brand's iconic red block packaging has been modernised, featuring sustainable materials like recycled aluminium, plastic, and paper. This redesign aims to reduce IGORA's global footprint. The company's High Definition Technology ensures accurate tone direction, amplified intensity, and maximum coverage. Lipid carriers enhance pigment penetration and lock in colour for long-lasting retention. The result is high-definition colour that truly shines. For over 50 years, IGORA has been a trusted partner for colourists, providing inspiration and tools to master their craft. Explore the new-look colour portfolio, learn about the talented professionals behind the looks, and discover innovative services like Chroma ID and the Bondfinity Method. Wishing to continue discovering new ideas and innovations while also generating something fresh. A long-lasting hair coloring product Available in a gel-like or creamy texture Contains no ammonia, unlike its predecessors' formulation.