

## Affinage Infiniti Fact Sheet

- Some colours may appear darker than result when applied
- Mixing for a perfect consistency requires aerating the colour mix
- Shake developer prior to adding to colour
- When rinsing colour from hair – noticeable pigment lock in action - reduced colour release
- Improved Infiniti Arctic Blonde lifting capabilities – up to 6 levels (1 + 3 mix)
- Natural and Extra Natural shades for optimum grey coverage – remaining with coverage option of 3 parts Infiniti fashion shade + 1 part Natural/Extra Natural shade (replaces the use of .01)
- Extra Natural numbering change i.e. 77.0 instead of 7.00 (combines 2 ranges into 1 i.e. 7.00 and 7.01 = 77.0)
- Reduced processing time – 30 minutes, 15 – 20 minutes gentle heat
- Greater performance with simultaneous lift and deposit
- Specialised toners for colouring durability
- Clarity of tone with high quality pigments
- Introduction of the highly sought after violet shades, improvements to existing violet shades
- Improved Copper .4, Red .6 shades
- Additional shades to create a broader selection - reflective of market trends e.g. .11, .221, .07
- Uniform numbering system indicative of swatch results e.g. 9.32, 8.32, 7.32 – shade results remain the same.
- Dual action Intensives (Intense Red - Copper & Red) to increase or subdue tone
- Infiniti Permanent contains Vegetable based ingredients for intense condition, great shine and low allergenic - DAT2™ (Diamond Activation Technology).
- The tubes and cartons have changed slightly in appearance but still contain 100ml for Infiniti Permanent and Intense Reds and 60ml for Infiniti Satin and Infiniti Intensives, mixing ration also remain the same.
- Improved Infiniti Satin range with increased shine and longevity of colour, keratin to assist in repairing hair whilst colouring – completely unique in the Australian market