AFFINAGE
SALON PROFESSIONAL

COLOUR TECHNIQUES

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COLOUR TECHNIQUES

AFFINAGE Global Ambassador and multi-award winning hairdresser, Tracey Devine, has compiled five distinct, flexible colour techniques to spark the hairdresser's imagination.

This trend book and DVD provides a step-by-step guide to achieving these looks and offers ideas that can be adapted to inspire colour creativity in the salon.

“We hope this AFFINAGE Colour Techniques book inspires you to be as creative as can be and to push the boundaries of your hairdressing. We believe creativity has no limitations and learning is a journey that never ends.

Hopefully these looks will form the basis of many heads of beautiful hair and allow you to imagine some even more creative possibilities.” Tracey Devine

AMY
INTERNAL ILLUSIONS

Ingredients...

Affinage INFINITI - 4.036, 4.61, 6.61 & 5.727
Affinage INFINITI Gothic - 4.117
Affinage Ice Crème Ammonia-Free Powder Lightener
Affinage Converter
Affinage Crème Developer - 3%/10vol
Affinage MODE ColourCare Shampoo & Conditioner

AMY
INTERNAL ILLUSIONS

"This fun fresh bob becomes alive every time the hair moves, providing a glimpse of colour when you least expect it."

COLOUR

1. A 'C' section was made from the front of the left ear to the back of the right ear, approx. 2 inches wide.
2. This section was then pre-lightened using Ice Crème and 3%/10vol Crème Developer. Mix ratio 1:2.
3. The remainder of the hair was coloured using the following INFINITI formula: 20g 4.036 + 20g 3.0 + 20g 4.117, mixed with 120g of Converter. Developed for 25 minutes.
4. The hair was washed with ColourCare Shampoo and blasted dry. The middle section was then coloured in slices with Affinage Meches, using a pattern of INFINITI 4.61, 6.61 and 5.727, mixed with 3%/10vol AFFINAGE Crème Developer to a ratio of 1:1.5. Developed for 45 minutes. The hair was then washed with ColourCare Shampoo, followed by ColourCare Conditioner.

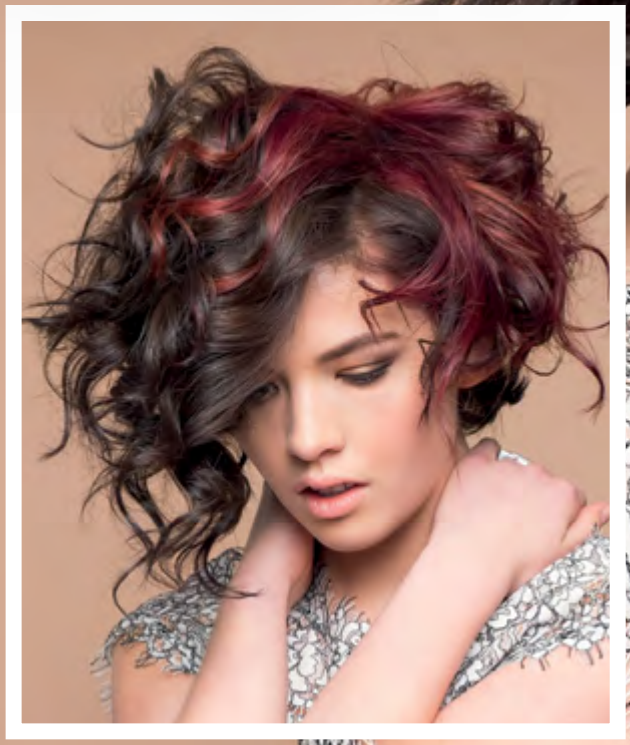
CUT

1. A 'C' section was created from ear to ear using a comb as a guide. A strong bob shape was cut with a solid perimeter.
2. The hair was blended from back to front with a side cutting motion, over directing the layers from crown to front.
3. The haircut was personalised using a freehand slicing technique to remove weight.

TRACEY'S TOP TIP Keep this cut sharp to really pull off the look and don't be afraid to have contrasting colours that pop out when the hair moves.

Amy loves...

Kitoko ARTE Style Extend



GABY
FALLEN HALO

Ingredients...

Affinage INFINITI - 4.24, 6.24, 8.24, 10.21 & 1.0
Affinage INFINITI High Lift - 12.0S
Affinage Ice Crème Ammonia-Free Powder Lightener
Affinage Converter
Affinage Crème Developer - 3%/10vol
Affinage MODE ColourCare Shampoo & Conditioner
Affinage Technique Brush

"This look is about sophisticated luxurious contrasting tones that look incredible on super straight hair or hair with a little more texture. A timeless colour technique that will never date."

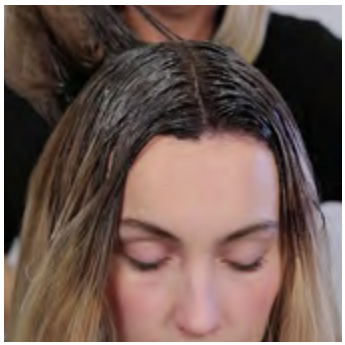
COLOUR

1. A 'C' section was created from ear to ear. The back section was pulled into a ponytail at the occipital bone height.
2. A half-inch horseshoe section was formed from ear to ear across the front hairline. Highlights were weaved from the front to the crown, using AFFINAGE Meches and Ice Crème mixed with 3%/10vol AFFINAGE Crème Developer to a ratio of 1:2. Each section was coloured by dropping further away from the root at each section, stretching down as we went further back, in a stacked formation.
3. The ponytail section was slightly back brushed using an Affinage Technique Brush. The aim was to create an ombre colour with no strong lines. This technique was repeated through the remaining hair in the front section. Ice Crème mixed with 3%/10vol AFFINAGE Crème Developer to a ratio of 1:2 was then smudged into the hair using a freehand technique and visually developed.
4. The hair was washed with ColourCare Shampoo and blasted dry. The root area was coloured with INFINITI 4.24 mixed with Converter to a ratio of 1:2, then smudged through to the extended root with INFINITI 7.24 (6.24 + 8.24, 1:1) mixed with Converter to a ratio of 1:2 to create a marbling effect, and developed for 20 minutes. Some areas were hand painted to create the balayage effect. The hair was toned at the backwash using the following INFINITI formula: 30g 12.0S + 7g 10.21 + 3g 1.0 mixed with 80g of Converter. Visually developed. The hair was then washed with ColourCare Shampoo, followed by ColourCare Conditioner.

CUT

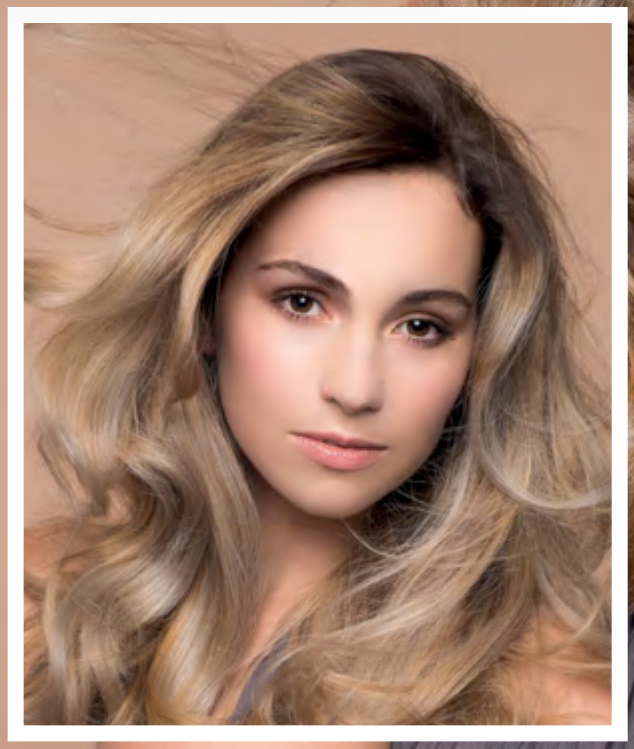
1. A basic cross section was created from the occipital bone to ear level. The hair was cut just beyond the shoulders using no graduation, holding hair close to the body.
2. The hair was sectioned into a 'C' Section from ear to ear, then all hair was pulled forward and using a razor a soft arch shape was cut as a focal point to frame the face.
3. A diamond section was created at the crown and cut to remove five inches to create a disconnected layer. The reason it is not connected at this point is so that the perimeter is left heavy and strong. This is called invisible layering. The hair is reconnected once dried, using a chipping effect to blend the layers slightly from crown to ends.

TRACEY'S TOP TIP The key to this look is to create an ultra soft merger of the colours so the graduation is seamless.



Gaby loves...

Kitoko ARTE Fabulous Finish Hairspray



ALICE
THE STAR

Ingredients...

Affinage INFINITI - 9.145
Affinage INFINITI High Lift - 12.0S
Affinage INFINITI Gothic - 10.117 & 9.117
Affinage Lite Bleach
Affinage Converter
Affinage Crème Developer - 3%/10vol & 6%/20vol
Affinage MODE ColourCare Shampoo & Conditioner
ASP Colour Dynamics Mango Smoothie
ASP Colour Dynamics Pasteliser

ASP Kitoko Protein Additive - Added to the colour mix to repair, strengthen & protect hair during the colouring process. It also improves & intensifies coverage.

ALICE
THE STAR

"This technique works well with subtle natural tones, or really makes a statement by using vibrant fashion colours like ASP Colour Dynamics."

1 Roots were pre-lightened using Lite mixed with 6%/20vol AFFINAGE Crème Developer. Extra care should be taken not to overlap when using bleach. This was developed visually to a clean blonde. The hair was washed with ColourCare Shampoo and blasted dry.

2 A four pointed star shape was sectioned at the crown.

3a The hair surrounding the star was coloured with the following INFINITI formula: 20g 10.117 + 20g 9.117 mixed with 60g 3%/10Vol AFFINAGE Crème Developer.

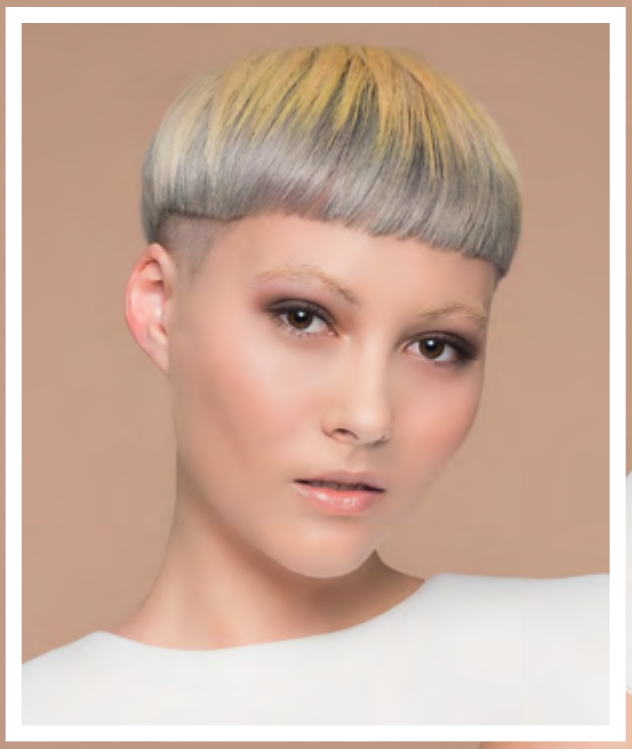
3b After 20 minutes the following INFINITI formula was applied to the star: 15g 12.0S + 10g 9.145 mixed with 50g of Converter. Developed for 25 minutes. Total development time for 3a & 3b combined, 45 minutes. Hair was washed with ColourCare Shampoo.

4 At the basin, ASP Colour Dynamics Mango Smoothie, mixed with Pasteliser, was smudged through sections of hair to achieve a yellow tone. It was visually developed, then rinsed and conditioned with ColourCare Conditioner.

TRACEY'S TOP TIP Sculpt the hair to the head for a really striking look, or mess it up for a completely different rock chick feel.

Alice loves...

Kitoko ARTE Texture Perfect



ZANA
FOCAL POINT

Ingredients...

Affinage INFINITI - 4.53 & 9.03
Affinage Lite Bleach
Affinage Converter
Affinage Crème Developer - 3%/10vol
Affinage MODE ColourCare Shampoo & Conditioner

ZANA
FOCAL POINT

"This simple technique refreshes colour and gives hair a healthy glow whilst creating a point of interest in the haircut."

1 The hair was sectioned to create a front focal point.

2 The remaining hair was coloured using INFINITI 4.53 mixed with Converter to a ratio of 1:2 and developed for 25 minutes. During the development, the front section was cleansed to remove existing colour build up, using a mix of equal parts: Lite, 3%/10vol AFFINAGE Crème Developer, ColourCare Shampoo and water. Visually developed.

3 The hair was washed with ColourCare Shampoo and, at the basin, the front focal section was toned with INFINITI 9.03 mixed with Converter to a ratio of 1:2. Developed for 20 minutes. The hair was then washed with ColourCare Shampoo, followed by ColourCare Conditioner.

TRACEY'S TOP TIP This look has to be frizz-free so use straightening irons to finish. On this occasion, we choose 1 full focal point, but this could be split to show different colour effects.

Zana loves...

Kitoko ARTE Super Sleek Cream

DONATELLA
ALTERNATE T SECTION

Ingredients...

Affinage INFINITI - 3.352
Affinage b:RED Refresher - Copper
Affinage Intensives 0.4
Affinage Lite Bleach
Affinage Converter
Affinage Crème Developer - 3%/10vol
Affinage MODE ColourCare Shampoo & Conditioner

DONATELLA
ALTERNATE T SECTION

"This colour fuses classic & contemporary techniques to give a fresh twist on ombre or peek-a-boo colouring."

For this look, we worked with the model's original lighter ends.

1 The hair was sectioned to create two triangle shapes on each side of the head.

2 The triangle sections were pre-lightened with Lite mixed with 3%/10vol AFFINAGE Crème Developer. The remaining hair was coloured with INFINITI 3.352 mixed with Converter to a ratio of 1:2. Total combined development time was 20 minutes.

3 The hair was washed with ColourCare Shampoo and then dried and sectioned to the original section pattern. It was then coloured using AFFINAGE Meches and a combination of b:RED Refresher Copper and the following formula: 20g INFINITI 7.51 + 5g Intensives 0.4 mixed with Converter to a ratio of 1:2. The models original lighter ends were then coloured with b:RED Refresher Copper, to create an ombre effect. Total development time was 15 minutes. The hair was then washed with ColourCare Shampoo, followed by ColourCare Conditioner.

TRACEY'S TOP TIP This technique works well with vibrant tones and could be easily adapted using bold fashion shades like Colour Dynamics. It's ideal for an in-salon "top up service" to keep the colour fresh.

Donatella loves...

Kitoko ARTE Shine Sensation

THE PRODUCTS

Find out more about what we used to create these looks...

For more info visit
affinage.com

or follow us at

/affinageprofessional

@Affinage_Hair

Regular Shades

Permanent Colour.

Rich, deep and intense permanent shades with perfect coverage of white hair. Ultra-low ammonia, from just 0.2%*
Try as a tone on tone by mixing with Affinage Converter

91 SHADES 100ml / 3.4fl.oz

High Lift Series

Extra Lightening.

Up to 4-5 levels of pure lightening with beautiful, even results. Choose from Essentially Natural, Cool & Sultry & Sun-kissed & Sophisticated shades.

6 SHADES 100ml / 3.4fl.oz

Gothic Series

Deposit Only Colouring.

Elegant, arresting black & grey shades for use on natural white or grey hair & on hair pre-lightened to very light blonde. Deposit only - no lift action.

5 SHADES 100ml / 3.4fl.oz

Intensives Series

Concentrated Colour Additives.

Custom blend the perfect shade with pure concentrated pigments for unlimited colour creation. Intensify or neutralise results to create personalised, bespoke colour.

7 SHADES 60ml / 2.03fl.oz

b:RED Refresher

Refreshes Colour Highlights.

Quickly and easily refreshes all red highlights. Available in all 5 shades: Red, Red Violet, Red Copper, Copper & Magenta.

5 SHADES 60ml / 2.03fl.oz

Converter

Converts Permanent Colour
to Tone on Tone.

A unique conversion concept which changes any permanent hair colour creme to a 'tone on tone'.
You can now obtain either permanent colouring or 'tone on tone' without the need to stock both products, reducing your stockholding value & saving you money.

250ml / 8.5fl.oz &1L / 34fl.oz

USE WITH INFINITI

MODE ColourCare

Daily Protection Against Colour Fade

The perfect way to hydrate & protect colour treated hair. The gentle sulphate-free shampoo boosts strength, elasticity & shine whilst helping to extend colour life. The paraben & silicone free conditioner detangles, repairs & rejuvenates hair without adding weight, intensifying shine for the most vibrant colour possible. Colour Lock Technology & UV filters help to protect against colour fade. Leaves hair replenished, silky smooth & manageable.

275ml / 9.3fl.oz & 1L / 34fl.oz

Kitoko Protein Additive

Protect & Strengthen During Colouring

This Kitoko® special treatment has been created to infuse the hair structure with protein, minerals and nutrients and to halt free-radical damage when added to chemical products. Keratin, Fig, Oat, Sea Kelp, Green Tea, Karité, Vitamins A & E & NMF combine to repair, revitalise, strengthen and protect the hair from damage during the chemical process. When added to colour, Protein Additive also intensifies the tone and improves coverage and longevity. When added to bleach or used as a pre-perm, it conditions the hair, evens porosity and reduces scalp sensitivity and irritation.

290ml / 9.9fl.oz

Colour Dynamics

Protect & Strengthen During Colouring

· Achieve vibrant or pastel colours on pre-lightened hair, or subtle tones on natural hair.
· Semi-permanent creative colour that lasts 6 to 10 washes.
· DATEM PLUS® Technology for beautifully even results.
· Conditioning, shine inducing formula with Shea Butter & Argan Oil nourishes, strengthens & protects.
· More than 90% naturally derived ingredients, obtained from sustainable & renewable sources.
· Ammonia & peroxide free

Colours 150ml / 5.07fl.oz | Pasteliser 500ml / 17fl.oz

Ice Crème

The Most Advanced Ammonia-Free
Powder Lightener Available.

An incredibly gentle yet powerful, ammonia free powder lightener that provides up to 7 levels of lift. The advanced dust free, on scalp formulation achieves more lift with 3% (10vol) & 6% (20vol) developer than a regular bleach using 9% (30 vol) & 12% (40vol) making it much kinder to the hair.

500g & 5×500g multipack

APPLE & FRESH MINT FRAGRANCES

Lite

The High Performance,
Dust Free Powder Bleach.

A high performance powder bleach, suitable for use with all highlighting techniques. The gentle formulation can be used with all developer strengths to achieve up to 7 levels of lift with optimum hair condition. Contains Hydrolysed Collagen to eliminate damage & retain the elasticity of the hair.

500g & 5×500g multipack

BLUE & WHITE POWDERS

@Affinage_Hair /affinageprofessional affinage.com

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