

(INFINITI)[®]

INTELLIGENT COLOUR SYSTEM



MORE THAN
90%
NATURALLY
DERIVED

GOTHIC SERIES

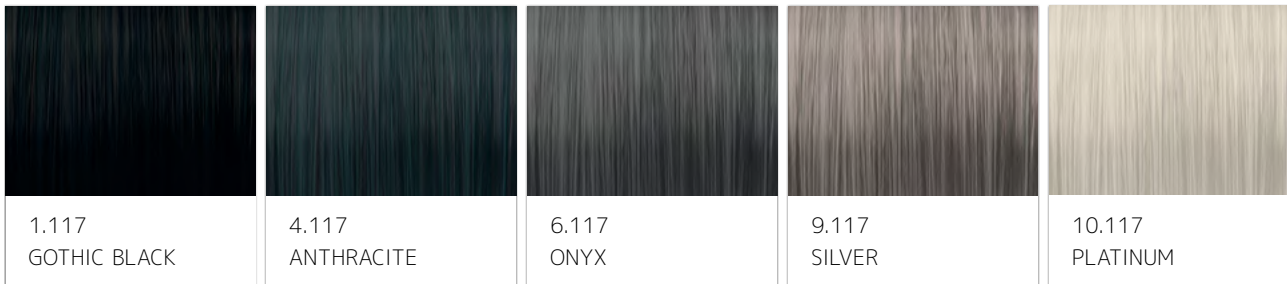
NO-LIFT ACTION

5 SHADES

DEPOSIT ONLY COLOURING

INFINITI® GOTHIC SERIES No Lift Action, Colour Deposit Only

INFINITI® Gothic Series incorporates 1 black and 4 grey deposit-only permanent shades. Advanced breakthrough formula with DATEM PLUS® Technology, Shea Butter and Argan Oil ensures beautiful, even results with incredible shine for healthier-looking hair.



The colours indicated in this shade guide are a representation only.

The grey shades are suitable for use on natural white or grey hair and on hair pre-lightened to very light blonde. They may also be mixed with INFINITI® Naturals (.0) to create cool, natural colours.

Gothic Black 1.117 may be used on any hair colour.

! Important: The grey shades are not recommended for use on yellow bases.

MIXING Gothic Series

Mix INFINITI® Gothic Series in a non-metallic bowl or applicator with AFFINAGE® Crème Developer to the ratio of 1 part colour to 1.5 (1½) parts developer. EXAMPLE 100g/3.52oz of INFINITI® Gothic Shade + 150g/5.29oz of AFFINAGE® Crème Developer.

INFINITI® Gothic Series should be used with AFFINAGE® Crème Developer 3% (10vol). AFFINAGE® Converter may also be used

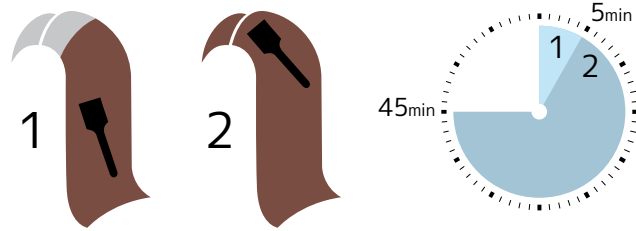


INFINITI® Crème	Crème Developer 3%	Total Mix Quantities
10g / 0.35oz +	15g / 0.53oz	25g / 0.88oz
20g / 0.71oz +	30g / 1.06oz	50g / 1.76oz
30g / 1.06oz +	45g / 1.59oz	75g / 2.65oz
40g / 1.41oz +	60g / 2.12oz	100g / 3.52oz
50g / 1.76oz +	75g / 2.65oz	125g / 4.41oz
60g / 2.12oz +	90g / 3.17oz	150g / 5.29oz

APPLICATION & DEVELOPMENT

Virgin Hair: First Time Application when Colouring on Same Depth & Darkening

Without Heat



1 Apply to mid-lengths and ends avoiding the root area and process for 5 minutes.

2 Apply to the root area and process for a further 40 minutes.

Do not cover during processing.

Total processing time: 45 minutes

With Gentle Heat (40 - 42°C / 104 - 108°F)



1 Apply to mid-lengths and ends avoiding the root area and process for 5 minutes.

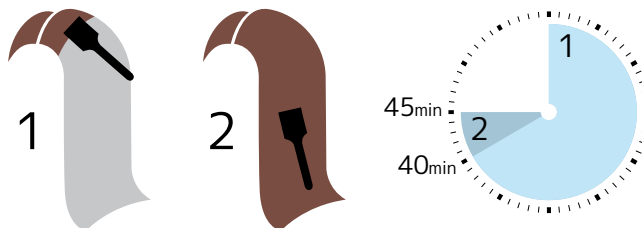
2 Apply to the root area and process for a further 20 minutes.

Do not cover during processing.

Total processing time: 25 minutes

Regrowth: Re-Touch Application & Development

Without Heat



Mix enough product to allow application to whole head of hair. Do not mix fresh colour for the application to mid-lengths and ends.

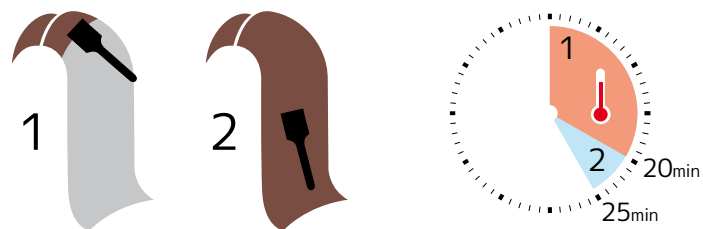
1 Apply to the regrowth only. Process for 40 minutes.

2 Using the same mix, apply to the mid-lengths and ends and process for a further 5 minutes. This timing is flexible according to the amount of fade. A reduced or extended development time may be required.

Do not cover during processing.

Total processing time: 45 minutes

With Gentle Heat (40 - 42°C / 104 - 108°F)



Mix enough product to allow application to whole head of hair. Do not mix fresh colour for the application to mid-lengths and ends.

1 Apply to the regrowth only. Process for 20 minutes.

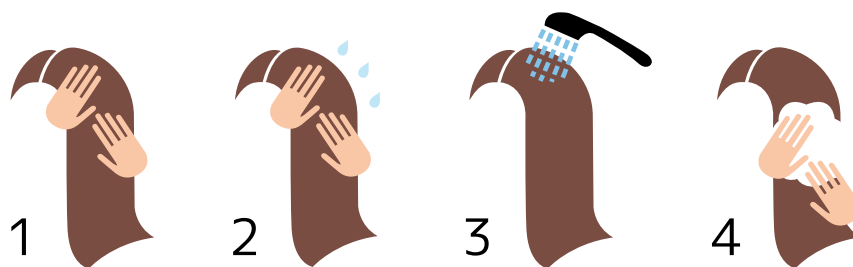
2 Using the same mix, apply to the mid-lengths and ends and process for a further 5 minutes WITHOUT HEAT.

Do not cover during processing.

Total processing time: 25 minutes

! Important: it is not unusual for INFINITI® Gothic grey shades (4.117, 6.117, 9.117, 10.117) to change colour during the development process. This is normal for these shades. Always process for the full development time.

REMOVING THE COLOUR Gothic Series



- 1 At the end of the processing time, without adding water, emulsify the colour around the hairline to remove any stains.
- 2 Add a small amount of water and continue to emulsify the remaining colour.
- 3 Rinse until the water runs clear.
- 4 Cleanse and condition with Affinage® ColourCare Shampoo and Conditioner.

GOTHIC SERIES - HINTS & TIPS

Granny Grey

Pre-lighten hair to a clean clear blonde (no yellow tones). Use Affinage Ice Crème or Affinage Lite Bleach with 3% or 6% Affinage Crème Developer. Always use lower volume developers when lifting as you will achieve a cleaner blonde than with higher strength developers.

If you struggle to achieve a clean blonde you can tone with 1 part 10.21 to 2 parts Converter (visual development required) or Cool Blonde Illuminator to neutralise unwanted yellow tones.

You can then apply your chosen Gothic Shade (4.117 to 10.117) with 3% Affinage Crème Developer and develop for full development time.

NB. Gothic goes on a journey through the cool side of the colour star (ie. blue, green,violet) before it reaches its final perfect tonal result of silver/grey.

Be brave and always leave for full development time.

No pre bleaching required when using Gothic Black.

The addition of Kitoko Protein Additive into the Gothic Shades will equalise the porosity, strengthen and give you a longer lasting result. Gothics can also be mixed with Converter to achieve a slightly softer result on a 1 part Gothic shade to 2 part Converter mix ratio.

Salt & Pepper

To achieve 'salt and pepper' low lights, use 4.117 and/or 6.117 on natural white hair. Traditionally the method of achieving this result was by mixing natural shades with added ash tones. This often resulted in the colour result being too warm after several weeks in the hair. INFINITI® Gothic Series offers the ideal solution.

AFFINAGE® Converter is ideal for use with the INFINITI® Gothic Series but may result in a slightly less strong colour result.

Mix: 1 part INFINITI® Gothic shade to 2 parts AFFINAGE® Converter.

The INFINITI® Gothic Series is also intermixable with INFINITI® Natural Shades (.0) to create very cold, "flatter" natural colours. These are often an ideal choice for male clients.