

# INFINITI<sup>®</sup>

INTELLIGENT COLOUR SYSTEM



MORE THAN  
**90%**  
NATURALLY  
DERIVED

INFINITI INTENSIVES SERIES

INTENSIVES SERIES

CONCENTRATED COLOUR ADDITIVES

7 SHADES

AFFINAGE  
SALON PROFESSIONAL

7 PURE PIGMENTS FOR BESPOKE COLOUR CREATION

# INFINITI® INTENSIVES SERIES Concentrated Colour Additives

Custom blend the perfect colour for your clients. The INFINITI® Intensives Series incorporates 7 pure concentrated pigments which can be used to intensify or subdue any permanent or tone-on-tone hair colour, giving you the power to create one-off, bespoke colours. If you can imagine it, you can create it.

When an INFINITI® Intensives shade is mixed with a permanent or tone-on-tone colour that uses developer, it becomes part of the host colour. This means that the added Intensives colour is as permanent as the host colour.



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

## WHEN TO USE INFINITI® INTENSIVES SERIES

Intensives are used when the colourist wants to intensify the tone of a colour or subdue unwanted tones.



0.3 0.4 0.6 0.76

**WARM** Intensives add extra colour intensity and vibrancy to any shade



0.1 0.2 0.7

**COOL** Intensives subdue unwanted warm tones or for extra cool colour results

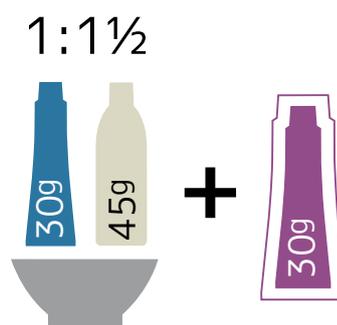
## HOW TO USE INFINITI® INTENSIVES SERIES

Intensives can be used in two different ways: -

### The ADD Technique

Use when same depth colouring, darkening or when a more intense tone is required.

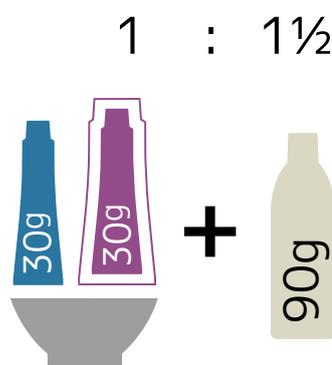
EXAMPLE: Mix 1 part INFINITI® 7.4 (30g/1.06oz) with 1½ parts of your chosen AFFINAGE® Crème Developer (45g/1.59oz), then **ADD** 30g/1.06oz Intensives 0.4 COPPER



## The INCLUDE Technique

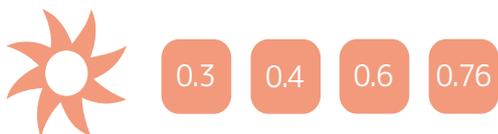
Use when you want to lighten or brighten the tone.

EXAMPLE: Mix 1 part colour (INCLUDE 30g/1.06oz Intensives 0.4 COPPER with 30g/1.06oz INFINITI® 7.4) with 1½ parts of your chosen AFFINAGE® Crème Developer (90g/3.17oz).



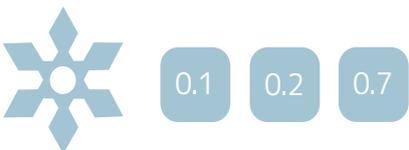
**!** Important: When using COOL Intensives colours with blonde shades, add in small quantities up to 10% until desired result is achieved.

## Using WARM Intensives



Intensives tones 0.3, 0.4, 0.6, and 0.76 can be ADDED or INCLUDED in large quantities, if desired, to give bright or vibrant tones. They can also be used on their own mixed with 3%(10vol) - 1 part Intensives to 1.5 (1½) parts AFFINAGE® Crème Developer or AFFINAGE® Converter - on previously coloured hair to introduce warm tonal effects.

## Using COOL Intensives



Intensives Ash tones 0.1, 0.2, 0.7 are designed to help eliminate warm tones (red, copper and gold) when lightening. On some occasions the colourist may wish to use INFINITI® High Lift Series (12.) or INFINITI® 10. shades on dark bases to achieve light beige or cool blondes.

When the colourist uses a cool INFINITI® shade (.1 Green Ash, .2 Violet Ash) with higher volumes of AFFINAGE® Crème Developer (9% (30vol) and 12% (40vol)), the ashening effect in the colour is not always strong enough to subdue the warmth generated from the natural colour when lifting occurs. Intensives provide the solution to this problem.

Intensives 0.1, when added to a .1 colour, e.g. 12.1, increase the ashening effect dramatically. This will enable the 12.1 to subdue more of the warm tones generated during lifting.

Similarly by adding 0.2 Violet to 12.2 or 10.2 the cooling of the gold tone is increased. 0.7 Blue Ash can also be used for cooling a High Lift shade.

Care should be exercised when using COOL Intensives tones with blonde shades, e.g. INFINITI® High Lift Series (12.) or INFINITI® 10. shades. A maximum of 10% Intensives in the mix is recommended. Always use the INCLUDE method.

EXAMPLE: 100g/3.52oz of INFINITI® 10. shade + 10g/0.35oz Intensives 0.1, 0.2, or 0.7 + 165g/5.82oz of AFFINAGE® Crème Developer.  
EXAMPLE: 100g/3.52oz INFINITI® High Lift 12. shade + 10g/0.35oz Intensives 0.1, 0.2, or 0.7 + 220g/7.76oz AFFINAGE® Crème Developer 9% (30vol) or 12% (40vol).

## 0.7 Blue Ash Technique

When lifting from natural base 3, 4 or 5 to levels 6, 7 or 8, naturally warm or coppery tones are generated. These are not always required, therefore by adding 0.7 Intensives Blue Ash you can eliminate unwanted warmth

**Mix used:** Natural base 5.0, 0% white hair. Target colour - 7.0. Colour used - 8.1. Developer 6% (20vol)

**Issue:** Colour result has unwanted warmth in base 7.

**Solution:** INCLUDE 20% Intensives 0.7 Blue Ash into the colour mixture.

