

A.S.P.<sup>®</sup>  
LUXURY HAIRCARE

# INFINITI<sup>®</sup>

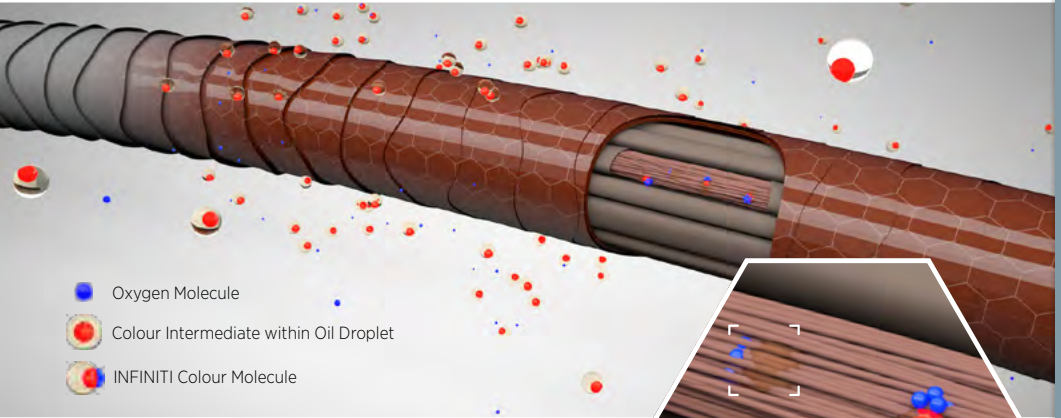
INTELLIGENT COLOUR SYSTEM






GPS-TECnology<sup>™</sup>

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# WHAT MAKES INFINITI® THE BEST?

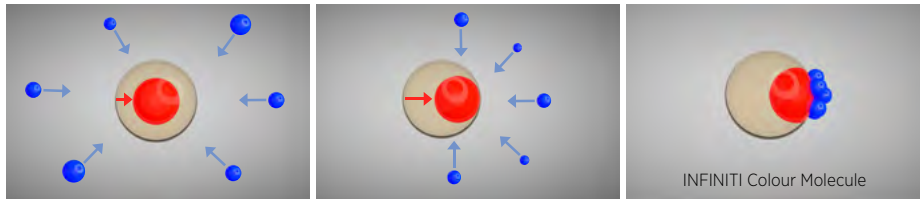






-  Oxygen Molecule
-  Colour Intermediate within Oil Droplet
-  INFINITI Colour Molecule

## NEXT GENERATION TECHNOLOGY. ULTIMATE COLOUR PERFORMANCE.

GPS-TECnology™ precisely directs colour to the optimum location in the cortex, giving INFINITI incredible coverage and lasting power.

Oxygen is encapsulated more efficiently and driven deep into the hair shaft, while the colour is carried in reduced oil droplets, ensuring greater colour penetration, and rich, intense colour.



 Oxygen Molecule  Colour Intermediate within Oil Droplet  TEC  GPS

GPS strongly attracts the oxygen to the oil/water boundary, while at the same time TEC forces the colour intermediate, within the oil droplet, towards the oxygen. This allows them to react more completely, ensuring the most efficient activation of the colour molecule. In addition, this increased control of free radicals results in greatly reduced cuticle damage.

EXPERIENCE A KINDER, MORE EFFECTIVE COLOUR DEPOSIT THAN EVER BEFORE.

## NATURALLY DERIVED

INFINITI® formulations contain more than 90% naturally derived ingredients, obtained from sustainable and renewable sources.

## ULTIMATE CONDITION & SHINE

Conditioning formula with Shea Butter and Argan Oil adds protection, suppleness and incredible shine for beautiful, healthier-looking hair. The nourishing formulation also improves colour intensity and luminosity whilst delivering even longer-lasting results.

## UNLIMITED COLOUR POSSIBILITIES

Create bespoke colour for your clients by blending INFINITI® shades with INFINITI® Intensives. If you can imagine it, you can create it. See page 30 for details.

## ADVANCED ANTI-FADE TECHNOLOGY

One of the main causes of colour fade (or change) is exposure to air and light. Oxygen in the air creates creeping oxidation. Light contains ultra-violet radiation, which can cause fading by 'bleaching' the colour out of the hair.

INFINITI® combats colour fade in a number of ways. GPS-TECnology™ safely transports INFINITI® colour pigments deep into every fibre of the cortex without causing damage to the cuticle layer.

The pH level also steadily reduces throughout the process to lock colour in. This safer, deeper and more efficient colour deposit combined with an anti-fade action produces super long-lasting colour results.

INFINITI® also contains UV filters which reduce the effects of harmful rays and special buffers to control creeping oxidation.

## ULTRA-LOW AMMONIA

INFINITI® makes the impossible, possible. When mixed, INFINITI® contains as little as 0.2% ammonia, combining the higher performance and predictability of ammonia based permanent hair colour with the improved health and condition provided by such low levels of ammonia. Before INFINITI®, such ultra-low levels were unheard of in ammonia based permanent hair colours. When mixed, the low ammonia levels of INFINITI® reduce further due to dilution with ASP® Crème Developer.

See table below:

SHADES	AMMONIA LEVELS UNMIXED	AMMONIA LEVELS MIXED WITH CRÈME DEVELOPER
REGULAR SHADES (1 - 10)	0.5% - 2.3% (HIGHEST IN 10.)	0.2% - 0.9%
HIGH LIFT	3.2%	1.06%
GOTHIC GREYS	0.5% - 0.8%	0.2% - 0.3%
b:RED®	3.0%	1.5%
b:BROWN®	3.0%	1.5%
INTENSIVES	2.5%	1.0%
INFINITI® METALLIC TONERS	0.5%	0.16%
INFINITI® TONERS COOL	2.3	0.77%
INFINITI® TONERS WARM	0.5	0.16%

## EMULSION CREAM BASE

INFINITI has an advanced emulsion cream base (Oil + Water + Dye). This allows for easier mixing, greater adhesion and more efficient colour penetration, resulting in maximum coverage and longer-lasting results.

## UV FILTER

INFINITI® contains UV filters for longer lasting hair colour that resists fade.

## REDUCING pH

The unique, reducing pH of INFINITI® results in incredibly long-lasting hair colour. Buffering agents in the emulsion cream base counter the negative effects of strong alkalinity and control the pH level during processing.

## INFINITI® LASTS

100ml tube with a 1:1½ mix means INFINITI® provides an incredible amount of working product.

## EASY MIXING & APPLICATION

INFINITI® mixes quickly and easily to a smooth cream consistency. When applied, INFINITI® provides excellent adhesion to the hair, minimising colour-slip.

**!** **IMPORTANT** Always ensure you measure the correct quantities of INFINITI® and ASP® Crème Developer. For perfect results use the ASP® Electronic Balance.

## PRODUCED BY PROFESSIONALS FOR PROFESSIONALS

INFINITI® has been formulated to meet the colouring demands of the professional hairdresser and the high expectations of their clients. INFINITI® has been researched and developed to exacting standards by ASP® chemists, headed by Dott. Nicola Summer at the ASP® Laboratory in Bologna, Italy.

## HEALTH & SAFETY

INFINITI® uses the safest possible ingredients to meet the strict Health and Safety guidelines of the hairdressing industry.

**!** **IMPORTANT** For professional use only.

It is recommended to always wear protective gloves when using any chemical product. Colour products can occasionally cause an allergic reaction and a prior skin test is always advisable when permanent hair colour (or tone-on-tone colour) is to be used. Do not use to dye eyelashes or eyebrows. Rinse immediately if product comes into contact with the eyes. If irritation persists, seek medical advice.

# INFINITI® NUMBER PROFILE

The INFINITI® numbering system follows the International Colour Code (I.C.C.) allowing the colourist to identify the depth of a shade. This is a universal standard.

In the I.C.C. the number before the point indicates the depth - how light or dark a colour is.

The number after the point indicates the primary tone that is added to the shade. The second number indicates the secondary tone which subdues or enhances the primary tone. The third number (where applicable) is the tertiary tone which again can enhance or subdue the other tones.

The numbers before, and those after the point, therefore allow the colourist to fully describe the shade.

**EXAMPLE:** When using the shade 6.652 - 6. is the depth, .6 is the primary tone, .5 is the secondary tone and .2 would be described as the tertiary tone.



INFINITI® DEPTHS	INFINITI® BASIC TONES
12 VERY LIGHT EXTRA BLONDE	0 NATURAL
10 EXTRA LIGHT BLONDE	1 GREEN ASH
9 VERY LIGHT BLONDE	2 VIOLET ASH
8 LIGHT BLONDE	3 GOLD
7 MEDIUM BLONDE	4 COPPER
6 DARK BLONDE	5 MAHOGANY
5 LIGHT BROWN	6 RED
4 MEDIUM BROWN	7 BLUE ASH
3 DARK BROWN	
2 VERY DARK BROWN	
1 BLACK	

## EXAMPLES:

**8 . 4 3** - Base 8. + Copper 4 + Gold 3 = Light Copper Golden Blonde

**10 . 3 2** - Base 10. + Gold 3 + Violet 2 = Extra Light Sandy Beige Blonde

**6 . 0 3 6** - Base 6. + Natural 0 + Gold 3 + Red 6 = Dark Natural Gold Red Blonde (Dark Chocolate)

NB: If the tone number is duplicated this indicates that the shade has increased intensity. For instance: -

**6 . 6 6** = Intensified red tone

**8 . 4 4** = Intensified copper tone

# CLIENT CONSULTATION

## CLIENT PROFILING & COLOUR DIAGNOSIS

**NOTE** We recommend an ASP Colour Passport Consultation before every colour service, please go to page 56 to see the ASP Colour Passport Guidelines.

### CLIENT PROFILING

- Assess client's skin tone & eye colour.
- Consider the client's personality type and fashion style.
- Take into consideration the client's lifestyle.
- Evaluate the client's commitment level to colour: all-over colouring or partial colouring.
- Always perform a skin test at least 48 hours before applying colour, see ASP Colour Passport for more information.

### COLOUR DIAGNOSIS

- Determine natural depth.
- Choose target shade.
- Assess type of white hair, normal or resistant
- Determine if hair has had any previous chemical services.
- Examine condition and porosity.
- Select developer strength (see page 10)
- Observe the correct mix and processing time.

# REGULAR SHADES (1. - 10.)

**100**  
SHADES

REDUCING  
**pH**  
MORE COVERAGE  
LESS DAMAGE

**45**<sup>MIN</sup>  
PROCESSING



MORE THAN  
**90%**  
NATURALLY  
DERIVED

ULTRA-LOW  
AMMONIA  
**0.2%**  
\*When mixed with ASP Creme Developer

**100%**  
WHITE HAIR COVERAGE

MIX RATIO  
**1:1½**



## USING INFINITI® REGULAR SHADES (1. - 10.)

### WHITE HAIR COVERAGE

INFINITI® Regular Fashion Shades (Levels 1-9) will cover up to 70% white hair.

When using INFINITI® the following rules may be applied for 100% coverage on grey/white and very resistant grey/white hair without losing the intensity of your chosen fashion shade.

### USING NATURAL SHADES (.0) FOR GREY/WHITE HAIR COVERAGE

These special shades are developed for covering white hair. When grey/white hair is present, the .0 helps to increase the covering capability whilst retaining the tone of the chosen shade.

The INFINITI® Natural (.0) shades can be added to any shade including Reds or Coppers in concentrations of up to 25% to guarantee coverage of white hair whilst retaining the desired tone, e.g.  $\frac{3}{4}$  of target shade to  $\frac{1}{4}$  of corresponding Natural (.0) shade. These .0 shades may be used alone for a Natural result if required.

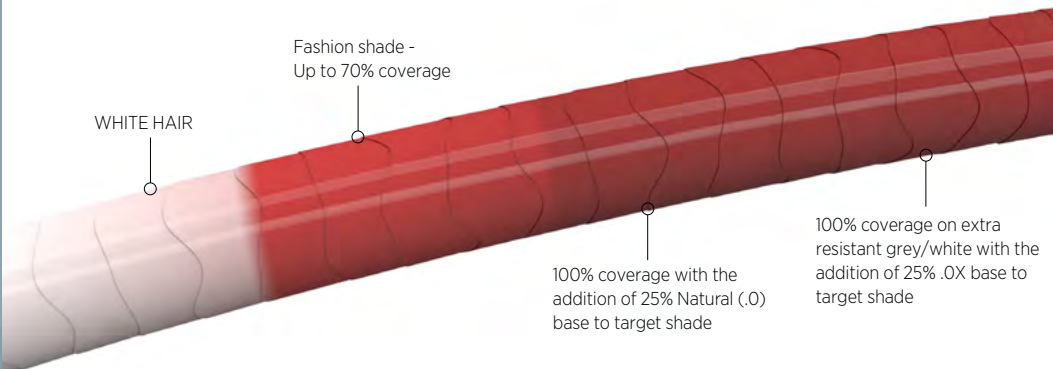
EXAMPLE: 45g of 6.66 + 15g 6.0 + 90g of chosen ASP Creme Developer.

### USING .0X SHADES FOR VERY RESISTANT WHITE HAIR

This range has been specially developed to deal with the most difficult grey coverage problems on extra resistant and difficult to cover white hair. .0X shades combine all of the normal characteristics of regular INFINITI® but with more intense pigments to achieve greater colour deposit.

The INFINITI® Extra Grey Coverage (.0X) shades can be added to any shade including Reds or Coppers in concentrations of up to 25% to guarantee coverage of white hair whilst retaining the desired tone, e.g.  $\frac{3}{4}$  of target shade to  $\frac{1}{4}$  of corresponding Extra Grey Coverage (.0X) shade.

EXAMPLE: 45g of 6.66 + 15g 6.0X + 90g of chosen ASP Creme Developer.



### INTENSE MIX

To increase coverage on coarse, very difficult to cover white hair, it is recommended that you mix INFINITI® in a ratio of 1 part colour to 1 part developer.

**NOTE** When a high percentage of white hair is present it may be necessary to drop 1 shade darker than your chosen shade.

### REGULAR SHADES - LEVEL 10

These shades are formulated to be used when lightening. For this reason they are NOT suitable to use on white hair, when full coverage is required.

## INFINITI® COOL & SULTRY SHADES

**GREEN ASH .1** Green Ash is formulated with green/grey pigment to neutralise unwanted red when lightening, without the risk of creating a green hue.

Green Ash .1 can be used without lift if cold/ash results are required - a root stretch for example.

If there is a high % of white hair present, mix equal parts of .1 with the corresponding base shade (.0).

EXAMPLE 30g 7.1 + 30g 7.0 + 90g 3% ASP Crème Developer .

**VIOLET ASH.2** Violet Ash .2 is formulated to neutralise unwanted yellow when lightening.

On lighter bases, or when no lift is required, they must be diluted as follows to avoid violet tones:

1/4 of .2 + 3/4 of the corresponding Extra Natural Shade (.00).

EXAMPLE 15g 9.2 + 45g 9.00 + 90g 3% ASP Crème Developer.

If used on white hair, when 100% coverage is needed, mix as follows:

1 PART .2 + 2 PARTS of the corresponding Extra Natural Shade (.00) + 1 PART of the corresponding base shade (.0). EXAMPLE 15g 9.2 + 30g 9.00 + 15g 9.0 + 90g 3% ASP Crème Developer.

**BLUE ASH.7** Blue Ash .7 is formulated to neutralise unwanted orange when lightening.

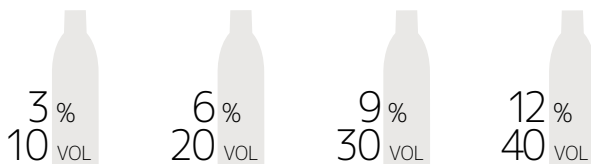
On lighter bases, or when no lift is required, they must be diluted as follows to avoid blue tones: 1 PART .7 + 1 PART of the corresponding base shade (.0). EXAMPLE 30g 7.7 + 30g 7.0 + 90g of 3% ASP Crème Developer.

If a less cool result is required - 1/4 + 3/4 of the corresponding base shade (.0).

EXAMPLE 15g 7.7 + 45g 7.0 + 90g 3% ASP Crème Developer.

## ASP® CRÈME DEVELOPER

ASP® Crème Developer is a highly stable hydrogen peroxide solution available in 4 strengths: -



Using ASP® Crème Developer ensures easy mixing, the correct colour result and long lasting colour.

Using other peroxides or developers can result in weak colour results and colour fade. ASP® can only ensure results when ASP® Crème Developer is used. The pH range for all the developers is 2.5 to 3.5.

- For covering white hair, increasing colour depth and darkening: use 3% (10vol)
- For up to 2 Levels of lift use 6% (20vol)
- For up to 3 levels of lift use 9% (30vol)
- For up to 4 levels of lift use 12% (40vol)

**!** **IMPORTANT** The correct developer choice is based on the levels of lift required. When no lift is required always use 3% (10vol) or Converter.

## PREPARATION

If the client has excessive styling product build-up on the hair or root re-touch products or has

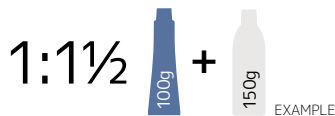
extremely greasy hair, cleansing prior to application will help the colour to penetrate. It is advisable

to use a deep cleansing shampoo or purifying cleanser. It is not necessary to completely dry the hair

- towel dried is sufficient.

## MIXING INFINITI® REGULAR SHADES (1. - 10.)

Mix INFINITI® Regular Shades (1. - 10.) in a non-metallic bowl with ASP® Crème Developer to the ratio of 1 part colour to 1.5 (1½) parts developer. EXAMPLE: 100g/3.52oz of INFINITI® + 150g/5.29oz of ASP® Crème Developer. We recommend the average amount for a re-touch application is 60g INFINITI® colour to 90g chosen ASP® Crème Developer.



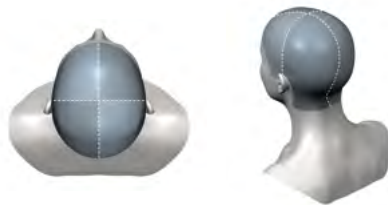
INFINITI® CRÈME	CRÈME DEVELOPER	TOTAL MIX QUANTITIES
10g / 0.35oz +	15g / 0.53oz	25g / 0.88oz
20g / 0.71oz +	30g / 1.06oz	50g / 1.76oz
30g / 1.06oz +	45g / 1.59oz	75g / 2.65oz
40g / 1.41oz +	60g / 2.12oz	100g / 3.52oz
50g / 1.76oz +	75g / 2.65oz	125g / 4.41oz
60g / 2.12oz +	90g / 3.17oz	150g / 5.29oz

## APPLICATION METHOD

When using INFINITI® the correct quantity of product must be applied to the hair.

Too little product will mean insufficient lift, low colour deposit or poor coverage resulting in fade.

Applying the correct quantity ensures the product will penetrate the hair shaft, reach the keratin chains and produce the lifting and deposit action. Applications can be made on dry or pre-washed, towel dried hair.



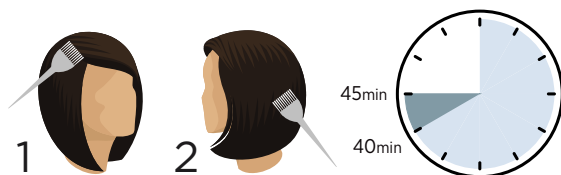
Divide hair into 4 sections: from centre of forehead to nape of the neck, and from ear to ear. Start from area where the percentage of white hair is highest. Apply product to thin sections taking care not to overlap previously coloured hair. When application is completed, the product must be clearly visible on the hair.

**!** IMPORTANT Insufficient product and/or bad application are common causes of poor results.

# APPLICATION & DEVELOPMENT

## REGROWTH: Re-Touch Application

### 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.

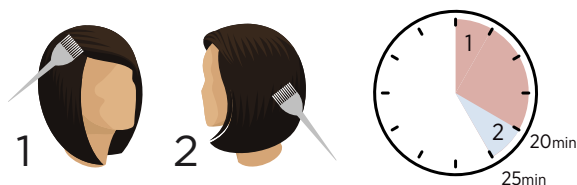
**2** Using the same mix, apply to the mid-lengths and ends if necessary and process for a further 5 minutes. This timing is flexible according to the amount of fade. A reduced or extended development time may be required.

Do not cover during processing.

**TOTAL PROCESSING TIME: 45 MINUTES**

Converter can also be used to refresh mid-lengths and ends see page 46.

### 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 if necessary and process for a further 5 minutes **WITHOUT HEAT**. Do not cover during processing.

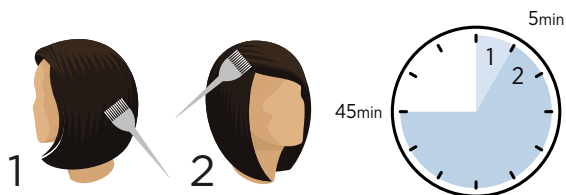
**TOTAL PROCESSING TIME: 25 MINUTES**

Converter can also be used to refresh mid-lengths and ends see page 46.

## VIRGIN HAIR: First Time Application when Darkening

Always mix enough product to allow application to whole head of hair. Do not mix fresh colour for the application to the root area.

### WITHOUT HEAT

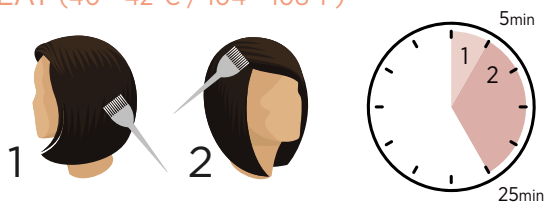


**1** Apply to mid-lengths and ends avoiding the root area and process for 5 minutes.  
Do not cover during processing.

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

**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.

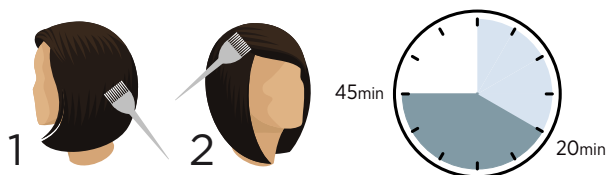
**TOTAL PROCESSING TIME: 25 MINUTES**

## VIRGIN HAIR: First Time Application when Lightening

Always mix enough product to allow application to whole head of hair. Do not mix fresh colour for the application to the root area.

This method of application should be used with any shade where the objective is to lighten the natural colour.

### WITHOUT HEAT



**1** Apply to the mid-lengths and ends, leaving 3 - 4cm at the root untouched. Process for 20 minutes.

**2** Apply the remaining product to the roots and process for a further 25 minutes.

Do not cover during processing.

**TOTAL PROCESSING TIME: 45 MINUTES**

## WITH GENTLE HEAT (40 - 42°C / 104 - 108°F)



**1** Apply to the mid-lengths and ends, leaving 3 - 4cm at the root untouched. Process for 5 minutes.

**2** Apply the remaining product to the roots and process for a further 20 minutes

Do not cover during processing.

**TOTAL PROCESSING TIME: 25 MINUTES**

**!** **IMPORTANT** Visual Processing for Re-Touch Application: It is not always necessary to refresh mid-lengths and ends. However to avoid over-processing and colour build-up on mid-lengths and ends, after the colour has been applied check at regular intervals by removing a small amount of colour. If the colour deposit is as desired the colour can be removed. If more deposit is required, develop further until the desired result is achieved.

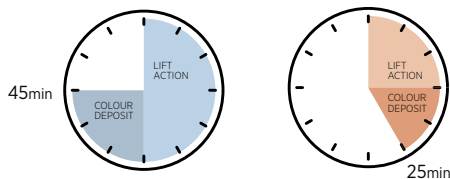
Always mix enough product to allow application to whole head, never remix fresh colour.

If the mid-lengths and ends do not need refreshing please observe the total processing time.

## UNDERSTANDING COLOUR DEVELOPMENT REGULAR SHADES (1. - 10.)

When working with permanent hair colour it is important to use the recommended processing time. This will ensure the best possible colour result. If these are not used poor results may occur. The recommended processing time for INFINITI® colour is 45 minutes without heat or 25 minutes with gentle heat.

During this time, two different actions are taking place: - Lift Action and Colour Deposit.



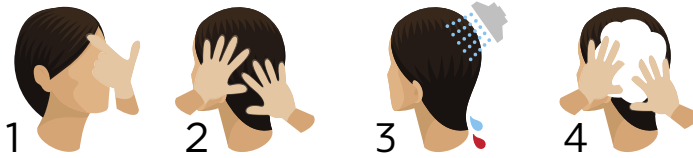
**WHEN NOT USING HEAT** the lift action is 30 minutes. Also during this period the colour slowly starts to develop. Colour molecules begin to increase in size. The full colour deposit happens in the final 15 minutes of development. During this period the colour fully develops and the molecules reach their optimum size.

**TOTAL PROCESSING TIME: 45 MINUTES**

**WHEN USING GENTLE HEAT** the lift action is 15 minutes and the colour deposit is the final 10 minutes.

**TOTAL PROCESSING TIME: 25 MINUTES**

## REMOVING THE COLOUR REGULAR SHADES (1. - 10.)



**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 ASP® MODE ColourCare Shampoo and Conditioner.

REGULAR SHADES  
ULTRA-LOW AMMONIA



ESSENTIALLY NATURAL

COOL & SULTRY

.0

.1

.2

.7

GREEN ASH

VIOLET ASH

BLUE ASH

10.0

EXTRA  
LIGHT  
NATURAL  
BLONDE

10.1

EXTRA  
LIGHT  
ASH  
BLONDE

10.2

EXTRA  
LIGHT  
PEARL  
BLONDE

10.21

EXTRA  
LIGHT  
COOL  
ASH  
BLONDE

10.32

EXTRA  
LIGHT  
SANDY  
BEIGE  
BLONDE

9.0

VERY  
LIGHT  
BLONDE

9.0X

VERY  
LIGHT  
BLONDE

9.00

EXTRA  
NATURAL  
VERY  
LIGHT  
BLONDE

9.1

VERY  
LIGHT  
ASH  
BLONDE

9.2

VERY  
LIGHT  
VIOLET  
BLONDE

9.23

VERY  
LIGHT  
PEARL  
BEIGE  
BLONDE

8.0

LIGHT  
BLONDE

8.0X

LIGHT  
BLONDE

8.00

EXTRA  
NATURAL  
LIGHT  
BLONDE

7.1

MEDIUM  
ASH  
BLONDE

8.2

LIGHT  
VIOLET  
BLONDE

8.7

LIGHT  
BLUE  
ASH  
BLONDE

8.32

LIGHT  
SANDY  
BEIGE  
BLONDE

7.0

MEDIUM  
BLONDE

7.0X

MEDIUM  
BLONDE

7.00

EXTRA  
NATURAL  
MEDIUM  
BLONDE

MEDIUM  
ASH  
BLONDE

7.7

MEDIUM  
BLUE  
ASH  
BLONDE

7.23

MEDIUM  
PEARL  
SANDY  
BLONDE

6.0

DARK  
BLONDE

6.0X

DARK  
BLONDE

6.00

EXTRA  
NATURAL  
DARK  
BLONDE

6.22

PLUM  
WINE

6.7

DARK  
BLUE  
ASH  
BLONDE

5.0

LIGHT  
BROWN

5.0X

LIGHT  
BROWN

5.00

EXTRA  
NATURAL  
LIGHT  
BROWN

5.23

LIGHT  
PEARL  
SANDY  
BROWN

4.0

MEDIUM  
BROWN

4.0X

MEDIUM  
BROWN

4.00

EXTRA  
NATURAL  
MEDIUM  
BROWN

4.22

DAMSON &  
BLACKBERRY

3.0

DARK  
BROWN

3.0X

DARK  
BROWN

2.0

VERY  
DARK  
BROWN

2.0X

VERY  
DARK  
BROWN

1.0

BLACK

1.117

GOTHIC  
BLACK

1.7

BLUE  
BLACK





.5

MAHOGANY

VIBRANT & EXPRESSIVE  
FASHION SHADES

.6

RED

	9.145 APRICOT BLUSH			9.026 STRAWBERRY BLONDE			
8.44 WARM TOFFEE APPLE	8.444 ROCKET	8.465 PAPRIKA	8.446 ELECTRIC				
7.4 MEDIUM COPPER BLONDE		7.5 MEDIUM MAHOGANY BLONDE	7.646 REBEL	7.66 INTENSE CHERRY			7.76 LOGANBERRY
6.4 DARK COPPER BLONDE	6.46 DARK RUBY RED		6.666 INFERNO	6.66 FIRE RED	6.652 RED PEPPER		
5.44 CHOCOLATE ORANGE	5.46 RUBY RED	5.5 LIGHT MAHOGANY BROWN		5.66 CLARET	5.62 RED BERRY		5.76 CRANBERRY
		4.53 MEDIUM MAHOGANY GOLDEN BROWN			4.65 BEAUJOLAIS		
				3.66 BURGUNDY			3.76 JUNIPER BERRY

HIGH LIFT  
EXTRA LIGHTENING

1:2

GOTHIC GREYS  
NO LIFT ACTION

1:1½

b:RED  
LIFT & COLOUR

1:1

b:BROWN  
LIFT & COLOUR

1:1

METALLIC TONERS  
FOR USE ON PRE-LIGHTENED HAIR

1:1

TONERS  
ULTRA-LOW AMMONIA

1:2

INTENSIVES  
PERMANENT MIX TONES

12.0

HIGH LIFT  
ARCTIC  
LIGHT  
BLONDE

10.117

PLATINUM

RED

B8

MP

PEARL

T21S

SUPER  
ICE  
BLONDE

0.1

GREEN  
ASH

12.1

HIGH LIFT  
ARCTIC  
LIGHT  
ASH  
BLONDE

9.117

SILVER

RED  
COPPER

B6

MGR

GREY  
ROSE

T21

ICE  
BLONDE

0.2

VIOLET  
ASH

12.2

HIGH LIFT  
ARCTIC  
PEARL  
BLONDE

6.117

ONYX

COPPER

B4

MPR

PEARL  
ROSE

T2

PEARL  
BLONDE

0.3

GOLD

12.23

HIGH LIFT  
ARCTIC  
BEIGE  
BLONDE

4.117

ANTHRACITE

RED  
VIOLET

MMV

MAHOGANY  
VIOLET

T32

BEIGE  
BLONDE

0.4

COPPER

12.771

HIGH LIFT  
COOL  
ARCTIC  
BREEZE

MAGENTA

MCR

COPPER  
ROSE

T26

ROSE  
BLONDE

0.6

RED

12.OS

HIGH LIFT  
BOOSTER

MLV

LIGHT  
VIOLET

T24

ALMOND  
BLONDE

0.7

BLUE  
ASH

**12.0s - HIGH LIFT BOOSTER**  
May be used to INCREASE the lift of INFINITI High Lift by up to 1 shade, without affecting tone. Simply make 12.0s 25% of colour.

💡 12.0s Will give 1 - 2 levels of lift when used on its own with ASP Crème Developer 9% (30vol) 12 mix.

💡 If applied to a warm base, MLV will neutralise warm tones to give a beautiful cool blonde.

T135

MUSHROOM  
BLONDE

0.76

PURPLE

T22

LILAC

💡 Neutralise unwanted warmth with COOL shades. Enhance with WARM shades. Indicated on chart - ❄️ ❄️

💡 Subdue warmth with COOL tones. Intensify with WARM tones. Indicated on chart - ❄️ ❄️

# EXTRA LIGHTENING SHADES

UP TO  
**5**  
LEVELS OF LIFT

REDUCING  
↓  
**pH**  
MORE COVERAGE  
LESS DAMAGE

**55**<sup>MIN</sup>  
PROCESSING



MORE THAN  
**90%**  
NATURALLY  
DERIVED

ULTRA-LOW  
AMMONIA  
**1.06%\***

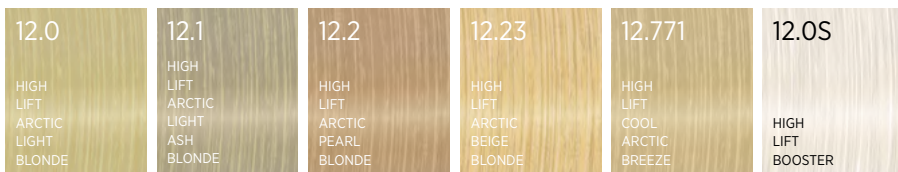
\*When mixed with ASP Creme Developer

**6**  
SHADES

MIX RATIO  
**1:2**

# INFINITI® HIGH LIFT (12.) Extra Lightening Shades

INFINITI® High Lift (12) offers up to 5 levels of pure lightening. Advanced breakthrough formula with GPS-TECnology™, Shea Butter and Argan Oil provides incredible lifting power and ensures beautiful, even results with amazing shine for radiant, healthier-looking hair. Choose from Essentially Natural, Cool & Sultry or Sun-kissed & Sophisticated shades:



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

If one extra level of lift is required, 12.0s High Lift Booster may be added to any other INFINITI® High Lift shade to enhance lifting performance.

**!** **IMPORTANT:** For optimum results when using INFINITI® High Lift, use on a natural base 6.0 or lighter. When using on very dark bases the level of lift is reduced.

## MIXING High Lift (12.)

1 part INFINITI® High Lift shade to 2 parts ASP® Crème Developer - 9% (30vol) or 12% (40vol)

**NOTE** When lightening, a larger quantity of product is required to achieve the desired lift and tone.

Mix INFINITI® High Lift shade in a non-metallic bowl with ASP® Crème Developer 9% (30vol) or 12% (40vol) to the ratio of 1 part colour to 2 parts developer. **EXAMPLE:** 100g/3.52oz of INFINITI® High Lift + 200g/7.05oz of ASP® Crème Developer.

For up to 5 levels of lift with INFINITI® High Lift use 12% (40vol), pH 2.5 to 3.5

For up to 4 levels of lift with INFINITI® High Lift use 9% (30vol) pH 2.5 to 3.5



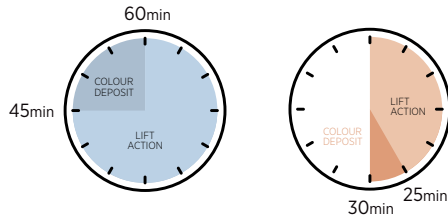
INFINITI® 12 HIGH LIFT ARCTIC BLONDES	CRÈME DEVELOPER 9% / 12%	TOTAL MIX QUANTITIES
100g / 3.52oz +	200g / 7.05oz	300g / 10.58oz
75g / 2.65oz +	150g / 5.29oz	225g / 7.94oz
50g / 1.76oz +	100g / 3.52oz	150g / 5.29oz
25g / 0.88oz +	50g / 1.76oz	75g / 2.65oz

# UNDERSTANDING COLOUR DEVELOPMENT

## HIGH LIFT (12.)

When working with permanent hair colour it is important to use the recommended processing time. This will ensure the best possible colour result. If these are not used poor results may occur. The recommended processing time for INFINITI® High Lift is 55 minutes with no heat (60 minutes for maximum tone deposit) or 30 minutes with gentle heat.

During this time two different actions are taking place: Lift Action and Colour Deposit.



**WHEN NOT USING HEAT** the lift action is 45 minutes. Also during this period the colour slowly starts to develop. Colour molecules begin to increase in size. The colour deposit happens in the final 10 - 15 minutes. During this period the colour fully develops and the molecules reach their optimum size.

**TOTAL PROCESSING TIME: 55 - 60 MINUTES.**

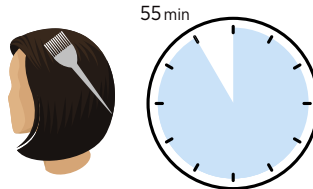
**WHEN USING GENTLE HEAT** the lift action is 25 minutes and the colour deposit is the final 5 minutes.

**TOTAL PROCESSING TIME: 30 MINUTES**

## APPLICATION & DEVELOPMENT

**REGROWTH: Re-Touch Application**

**WITHOUT HEAT**

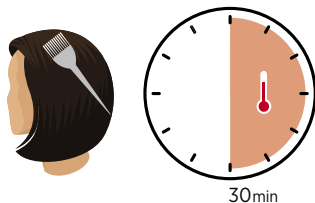


Apply colour to the REGROWTH AREA ONLY. DO NOT OVERLAP onto the mid-lengths or ends. Do not cover during processing.

**TOTAL PROCESSING TIME: 55 - 60 MINUTES**

## REGROWTH: Re-Touch Application

WITH GENTLE HEAT (40-42°C / 104-108°F)

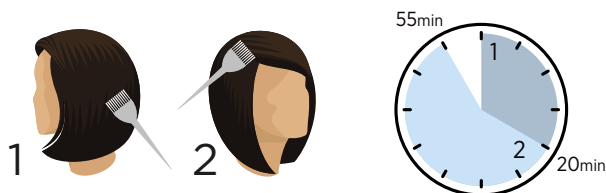


Apply colour to the REGROWTH AREA ONLY. DO NOT OVERLAP onto the mid-lengths or ends.  
Do not cover during processing.

TOTAL PROCESSING TIME: 30 MINUTES

## VIRGIN HAIR (UP TO 25CM): First Time Application

WITHOUT HEAT



Mix enough product to allow application to whole head of hair.

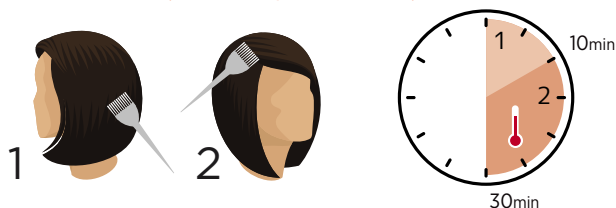
**1** Apply product to the lengths and ends leaving approx. 3 - 4cm of the root hair untouched. Wait until the desired lift is reached (approx. 20 minutes).

**2** Apply colour to the roots. Process until the desired lift is reached (35 - 40 minutes)  
Do not cover during processing.

TOTAL PROCESSING TIME: 55 - 60 MINUTES

## VIRGIN HAIR (up to 25cm): First Time Application

WITH GENTLE HEAT (40-42°C / 104-108°F)



Mix enough product to allow application to whole head of hair.

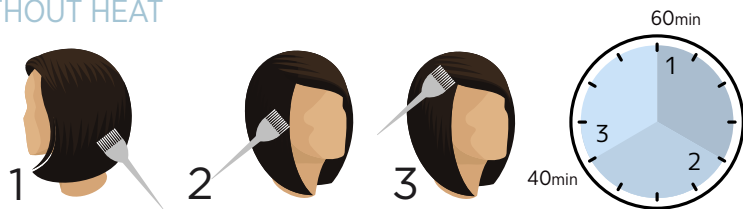
**1** Apply product to the lengths and ends leaving approx. 3 - 4cm of the root hair untouched. Process for 10 minutes.

**2** Apply colour to the roots. Process for 20 minutes. Do not cover during processing.

TOTAL PROCESSING TIME: 30 MINUTES

## VIRGIN HAIR (longer than 25cm): First Time Application

### WITHOUT HEAT

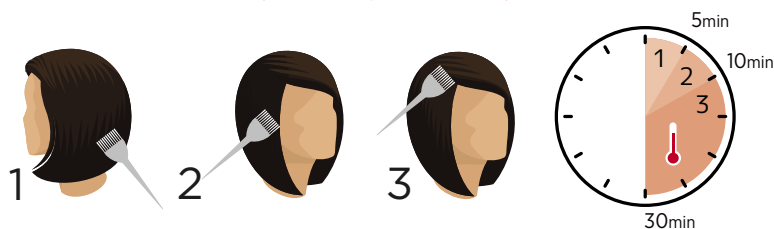


- 1 Apply colour first to the ends (5 - 6cm). Process for 20 minutes.
- 2 Re-mix fresh colour and then apply to the mid-lengths for 20 minutes.
- 3 Finally, re-mix fresh colour and apply to the root area until the desired shade is reached (approx. 20 minutes). Do not cover during processing.

TOTAL PROCESSING TIME: 60 MINUTES

## VIRGIN HAIR (longer than 25cm): First Time Application

### WITH GENTLE HEAT (40-42°C / 104-108°F)



- 1 Apply colour first to the ends (5 - 6cm). Process for 5 minutes.
- 2 Re-mix fresh colour and then apply to the mid-lengths for 5 minutes.
- 3 Finally, Re-mix fresh colour and apply to the root area until the desired shade is reached (approx. 20 minutes). Do not cover during processing.

TOTAL PROCESSING TIME: 30 MINUTES

## APPLICATION TO WHITE HAIR:

Where more than 25% white hair is present: 12.771, 12.1, 12.23 or 12.2 should be mixed with 12.0 or 12.0s in equal amounts to prevent unwanted ash tones. EXAMPLE: 50g/1.76oz of 12.1 + 50g/ 1.76oz of 12.0s + 200g/7.05oz of ASP® Crème Developer. These shades do not cover white hair.

**!** IMPORTANT When mixing colour using a tint brush, please use a clean brush for application to the hair. When using INFINITI® High Lift take very fine sections of hair and apply twice as much product as usual.

Recommended quantities for a regrowth application are 100g chosen shade to 200g chosen ASP Crème Developer.



## HIGH LIFT BOOSTER 12.0S

12.0s May be used to INCREASE the lift of INFINITI® High Lift by up to 1 shade, by adding 25% of 12.0s, without affecting the tonal value.

EXAMPLE: 75g/2.65oz 12.1 + 25g/0.88oz 12.0s + 200g/7.05oz ASP® Crème Developer.

EXAMPLE: 12.0s Will give 1 - 2 levels of lift when used on its own with ASP® Crème Developer 9% (30vol) 1:2 mix.

EXAMPLE: 25g/0.88oz of 12.0s + 50g/1.76oz of ASP® Crème Developer 9% (30vol).

## REMOVING THE COLOUR HIGH LIFT (12.)



- 1** At the end of the processing time add a small amount of water and emulsify the colour.
- 2** Rinse until the water runs clear.
- 3** Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.

NO LIFT ACTION, COLOUR DEPOSIT ONLY

NO  
LIFT

DEPOSIT ONLY

REDUCING  
↓  
pH

MORE COVERAGE  
LESS DAMAGE

45<sup>MIN</sup>

PROCESSING  
TIME



MORE THAN  
90%  
NATURALLY  
DERIVED

ULTRA-LOW  
AMMONIA

0.2%\*

\*When mixed with ASP Creme Developer

4

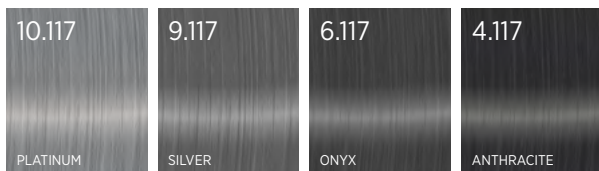
SHADES

MIX RATIO

1:1½

# INFINITI® GOTHIC GREYS No Lift Action, Colour Deposit Only

INFINITI® Gothic Greys incorporates 4 Silver/grey deposit-only permanent shades. Advanced breakthrough formula with GPS-TECnology™, 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.

**!** IMPORTANT The grey shades are not recommended for use on yellow bases.

## MIXING Gothic Greys

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

INFINITI® Gothic Greys should be used with ASP® Crème Developer 3% (10vol) only or ASP® Converter may also be used to achieve a softer result (1:2 mix ratio).

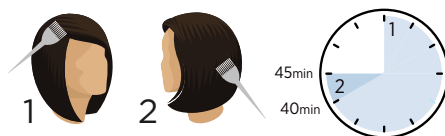


INFINITI® GOTHIC GREYS	CRÈME DEVELOPER 3%	TOTAL MIX QUANTITIES
10g / 0.35oz +	15g / 0.53oz	25g / 0.88oz
20g / 0.71oz +	30g / 1.06oz	50g / 1.76oz
30g / 1.06oz +	45g / 1.59oz	75g / 2.65oz
40g / 1.41oz +	60g / 2.12oz	100g / 3.52oz
50g / 1.76oz +	75g / 2.65oz	125g / 4.41oz
60g / 2.12oz +	90g / 3.17oz	150g / 5.29oz

# APPLICATION & DEVELOPMENT

## REGROWTH: Re-Touch Application & Development

### WITHOUT HEAT



Mix enough product to allow application to whole head of hair.

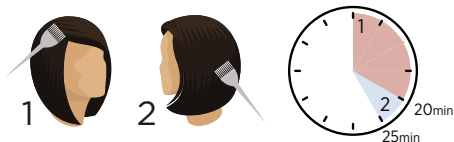
Do not mix fresh colour for the application to mid-lengths and ends.

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

**2** Using the same mix, apply to the mid-lengths and ends if necessary 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.

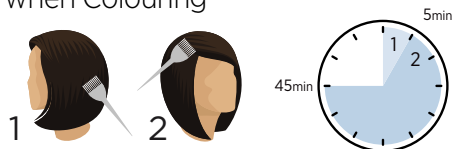
**1** Apply to the regrowth only. Process for 20 minutes.

**2** Using the same mix, apply to the mid-lengths and ends if necessary and process for a further 5 minutes **WITHOUT HEAT**. Do not cover during processing.

**TOTAL PROCESSING TIME: 25 MINUTES**

## VIRGIN HAIR: First Time Application when Colouring on Same Depth & Darkening

### WITHOUT HEAT



Mix enough product to allow application to whole head of hair.

Do not mix fresh colour for the application to the root area.

**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)



Mix enough product to allow application to whole head of hair.

Do not mix fresh colour for the application to the root area.

**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**

**!** 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 GREYS



- 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 ASP® MODE ColourCare Shampoo and Conditioner.

## GOTHIC GREYS - HINTS & TIPS

Pre-lighten hair to a clean clear blonde (no yellow tones). Use ASP System Blonde Ammonia-Free Powder Lightener, Ultra-Lifting Powder Lightener or High-Performance Powder Lightener with 3% or 6% ASP 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 INFINITI® 10.21 to 2 parts Converter (visual development required).
- Cool Blonde Illuminator to neutralise unwanted yellow tones.
- Your chosen cool INFINITI® Toners shade.

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

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

Be brave and always leave for full development time - 45mins.

The addition of Kitoko Protein Additive into the Gothic Greys Shades will equalise the porosity of the hair, strengthen and give you a longer lasting result. Gothic Greys can also be mixed with Converter to achieve a slightly softer result on a 1 part Gothic Greys shade to 2 part Converter mix ratio. Development time - 25mins.

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 Greys offers the ideal solution.

ASP® Converter is ideal for use with the INFINITI® Gothic Greys but may result in a slightly less more subtle colour result. Mix: 1 part INFINITI® Gothic Greys shade to 2 parts ASP® Converter.

If you require a darker/deeper result mix the Gothic Grey shades with Converter 1:1 eg 50g Gothic Grey to 50g Converter.

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

# PERMANENT MIX TONES

**4**   
WARM  
PIGMENTS

**3**   
COOL  
PIGMENTS

**60** ml



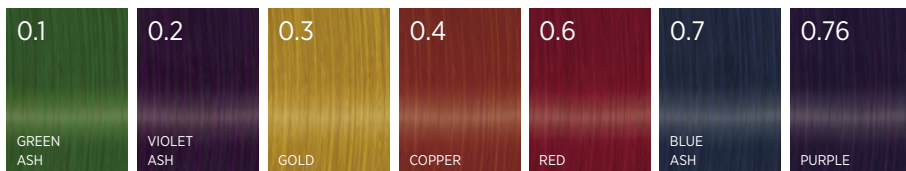
MORE THAN  
**90**%  
NATURALLY  
DERIVED

 **REDUCING**  
**pH**  
MORE COVERAGE  
LESS DAMAGE

# INFINITI® INTENSIVES Permanent Mix Tones

Custom blend the perfect colour for your clients. The INFINITI® Intensives 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

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



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



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

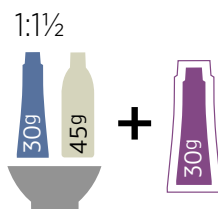
## HOW TO USE INFINITI® INTENSIVES

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.

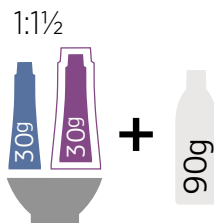
EXAMPLE: Mix 1 part INFINITI® 7.4 (30g/1.06oz) with 1½ parts of your chosen ASP® Crème Developer (45g/1.59oz), then **ADD 30g/1.06oz Intensives 0.4 COPPER**



## 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 ASP® Crème Developer (90g/3.17oz).



**!** IMPORTANT When using COOL Intensives colours with blonde shades, add in small quantities up to 10%.

## USING WARM INTENSIVES



0.3

0.4

0.6

0.76

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 ASP® Crème Developer or ASP® Converter - on previously coloured hair to introduce warm tonal effects.

## USING COOL INTENSIVES



0.1

0.2

0.7

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 (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 ASP® 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 (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 ASP® 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 ASP® Crème Developer 9% (30vol) or 12% (40vol).

# LIFT & COLOUR SYSTEM

**1**  
STEP  
↑  
LIFT &  
COLOUR

**5**  
LEVELS  
OF LIFT

**35**<sup>MIN</sup>  
PROCESSING



MORE THAN  
**90%**  
NATURALLY  
DERIVED

ULTRA-LOW  
AMMONIA  
**1.5%\***  
\*When mixed with ASP Creme Developer

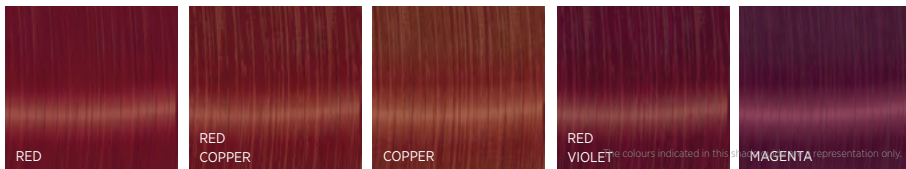
**5**  
SHADES

MIX RATIO  
**1:1**

# INFINITI® b:RED® Lift & Colour System

INFINITI® b:RED® is a lift & colour system that delivers intense red, copper and magenta results on natural and coloured hair, without pre-lightening. Advanced breakthrough formula with GPS-TECnology™, Shea Butter and Argan Oil provides incredible lifting power (up to 5 levels) and ensures beautiful, even results with amazing shine for radiant, healthier-looking hair.

INFINITI® b:RED® comprises 5 vibrant shades, designed for use with all techniques:



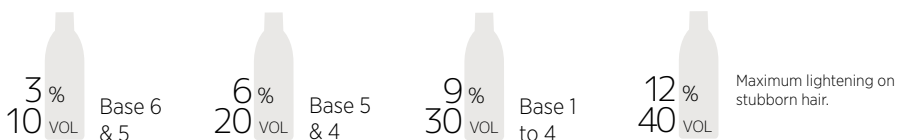
## SHADE SELECTION

NATURAL DEPTH	b:RED® SHADE
6 OR DARKER	RED, RED VIOLET, RED COPPER, COPPER
6 OR LIGHTER	MAGENTA

**!** INFINITI® b:RED® is a very intense range of colours & should not be used on or with blonde or white hair as this may give unwanted results. Magenta is the exception, which must only be used on base 6 or lighter. If this product is used on very dark, previously colour treated hair, the colour result will be less vibrant than on natural hair.

## DEVELOPER SELECTION

ALL SHADES EXCEPT MAGENTA



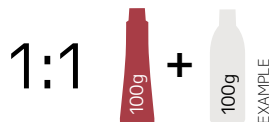
## MAGENTA



**!** **IMPORTANT** Please remember high %/volume strengths of developer will give more lift, but may reduce the intensity of the colour, & may also result in a quicker fade.

## MIXING

Mix INFINITI® b:RED® in a non-metallic bowl with ASP® Crème Developer to the ratio of 1 part colour to 1 part developer (ALL shades). See table for examples:



INFINITI® b:RED	Crème Developer	Total Mix Quantities
50g / 1.76oz +	50g / 1.76oz	100g / 3.52oz
25g / 0.88oz +	25g / 0.88oz	50g / 1.76oz

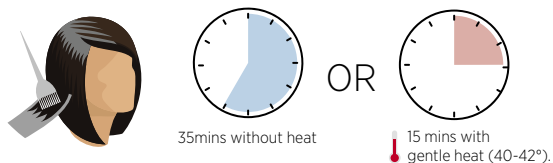
## APPLICATION & DEVELOPMENT

### OFF-SCALP APPLICATION

Apply the colour using your preferred method of off-scalp application - foil, cap or meche are ideal.

**!** **IMPORTANT** When using INFINITI® b:RED® on dark coloured hair the use of heat is recommended.

TOTAL PROCESSING TIME: 35 MINUTES OR 15 MINUTES WITH GENTLE HEAT.



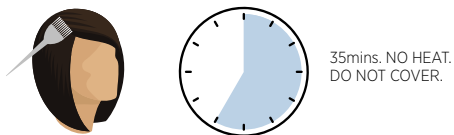
### ON-SCALP APPLICATION

**NOTE** May cause scalp staining. Maximum developer strength - 6%.

#### REGROWTH APPLICATION

DO NOT COVER. DO NOT ADD HEAT.

To refresh mid-lengths and ends always use your corresponding b:RED Refresher.

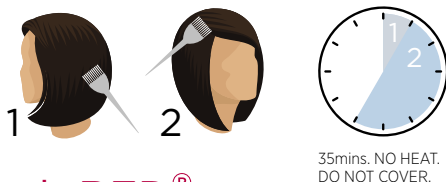


#### VIRGIN APPLICATION

DO NOT COVER. DO NOT ADD HEAT.

1 Apply to mid-lengths and ends for 5 minutes.

2 Apply to the root area for 30 minutes.



## REMOVING THE COLOUR b:RED®

1 At the end of the processing time, rinse until the water runs clear.

2 Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.





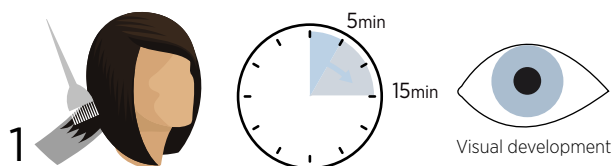
## REFRESH YOUR b:RED COLOUR IN AN EASY, ONE STEP APPLICATION.

b:RED Refresher is a simple and easy to use product designed to refresh red, copper or magenta highlights originally created using ASP b:RED. A reapplication of the original highlighting product with its strong lifting action will not fully reproduce the vibrant colour tones of the original. This is because they are being applied to hair which is already been lightened and does not need lightening again - it simply requires a new colour deposit.

b:RED Refresher comes in 5 vibrant shades, Red, Red Violet, Red Copper, Copper and Magenta, matching the colours of ASP b:RED.

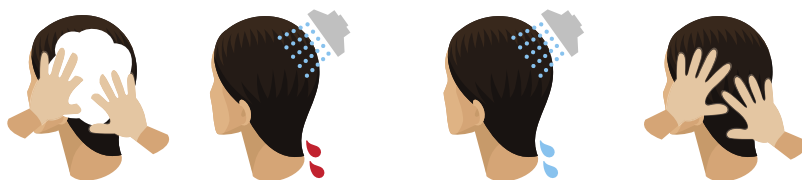
## INSTRUCTIONS FOR USE

- 1 Apply to shampooed/towel dried hair.
- 2 Apply to the previously coloured hair/highlighted areas, with either a bowl and brush or straight from the tube and massage in gently to ensure even colour penetration.
- 3 Allow to process, without heat for 5-15 minutes depending on result required. A longer processing time can produce a darker result.



- 4 Rinse well and Shampoo, with ASP® MODE ColourCare Shampoo until the water runs clear.
- 5 Condition if necessary with ASP® MODE ColourCare Conditioner.

**NOTE** If b:RED Refresher is used to refresh old faded b:RED ends whilst bred is used to colour at the same time cleanse and condition after development with MODE ColourCare.



# LIFT & COLOUR SYSTEM

**1** STEP  
↑  
LIFT & COLOUR

**5**  
LEVELS OF LIFT

**35** MIN  
PROCESSING TIME



MORE THAN  
**90%**  
NATURALLY DERIVED

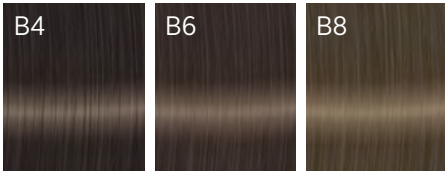
ULTRA-LOW AMMONIA  
**1.5%\***  
\*When mixed with ASP Creme Developer

**3**  
SHADES

MIX RATIO  
**1:1**

# INFINITI® b:BROWN® Lift & Colour System

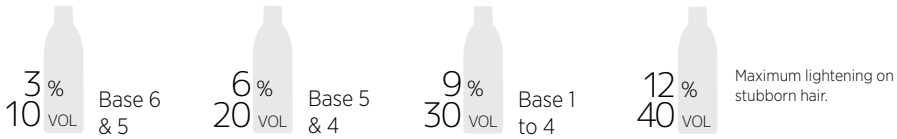
INFINITI® b:BROWN® is a lift and colour system that delivers soft brunette results on natural and coloured hair without the need to pre-lighten. Fantastic for use on darker bases and Asian hair types. Up to 5 levels of lift can be achieved.



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

## DEVELOPER SELECTION

FOR USE ON A BASE 6 OR BELOW.

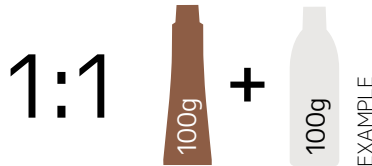


Maximum 6% on scalp, DO NOT USE HEAT & DO NOT COVER.

**! IMPORTANT** If the product is used on very dark, previously colour treated hair, the results will be less visual than on natural hair.

## MIXING

Mix INFINITI® b:BROWN® in a non-metallic bowl with ASP® Crème Developer to the ratio of 1 PART colour to 1 PART developer (ALL shades).



INFINITI® b:BROWN	Crème Developer	Total Mix Quantities
50g / 1.76oz +	50g / 1.76oz	100g / 3.52oz
25g / 0.88oz +	25g / 0.88oz	50g / 1.76oz

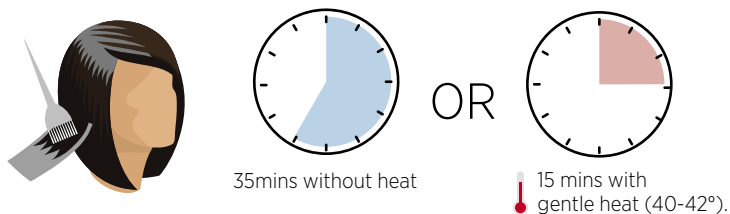
# APPLICATION & DEVELOPMENT

## OFF-SCALP APPLICATION

Apply the colour using your preferred method of off-scalp application - foil, cap or meche are ideal.

**!** **IMPORTANT** When using INFINITI® b:BROWN® on dark coloured hair the use of heat is recommended.

**TOTAL PROCESSING TIME: 35 MINUTES OR 15 MINUTES WITH GENTLE HEAT.**

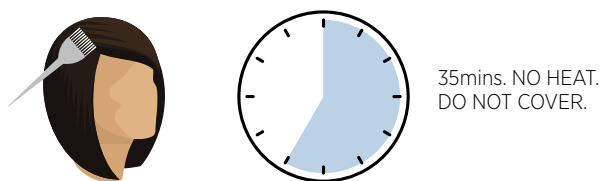


## ON-SCALP APPLICATION

Maximum developer strength - 6%, DO NOT USE HEAT & DO NOT COVER.

## REGROWTH APPLICATION

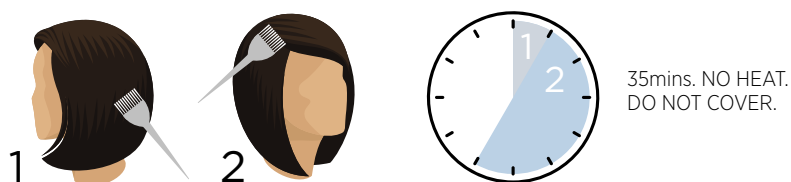
DO NOT COVER. DO NOT ADD HEAT.



## VIRGIN APPLICATION

DO NOT COVER. DO NOT ADD HEAT.

- 1 Apply to mid-lengths and ends for 5 minutes.
- 2 Apply to the root area for 30 minutes.

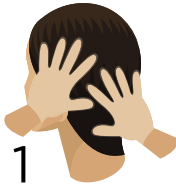




## REMOVING THE COLOUR **b:BROWN**<sup>®</sup>

1 At the end of the processing time, rinse until the water runs clear.

2 Cleanse and condition with ASP<sup>®</sup> MODE ColourCare Shampoo and Conditioner.



# DEPOSIT ONLY COLOURING



FULLY  
INTERMIXABLE  
SHADES



MORE COVERAGE  
LESS DAMAGE



VARIABLE  
PROCESSING



MORE THAN  
**90%**  
NATURALLY  
DERIVED

ULTRA-LOW  
AMMONIA  
**0.16%\***

\*When mixed with ASP Converter

MIX RATIO  
**1:1** 1 1½ 2

# INFINITI® METALLIC TONERS Deposit Only Colouring

INFINITI Metallic Toners incorporates 6 deposit-only demi-permanent shades, suitable for use on pre-lightened clean blonde hair (with no yellow tones). Fully intermixable.



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

Metallic Toners are designed to go on to a pre-lightened clean white blonde base.

- If Metallic Toners are not being applied immediately after pre-bleaching always wash the hair with a purifying shampoo to ensure there are no barriers on the hair.
- We recommend shampooing with Kitoko Purifying Cleanser or ASP Care and Style Deep Cleansing Shampoo to remove any product build-up rinse well, dry the hair then apply your Metallic Toners shade generously.
- Apply Metallic Toners to clean DRY hair or for softer results apply to clean towel dried hair.
- Always ensure you apply enough colour to ensure even results, you are applying to pre-bleached hair so it will absorb more colour. BE GENEROUS!

## MIXING

1 PART chosen Metallic Toners shade to 1 PART ASP® Converter - maximum colour deposit.

1 PART chosen Metallic Toners to 1½ PARTS ASP® Converter - softer result.

1 PART chosen Metallic Toners to 2 PARTS ASP® Converter - even softer result.

## APPLICATION & DEVELOPMENT

Apply generously after pre-lightening to dry hair or for softer results apply to clean towel dried hair and massage. Remember when using Metallic Toners, the hair will always be slightly more porous so therefore be accurate and generous with your colour application to ensure even colour results.

**TOTAL PROCESSING TIME: 25 MINUTES NO HEAT**

**OR UP TO 45 MINUTES NO HEAT FOR DEEPER/RICHER RESULTS.**

We recommend natural development for Metallics.

Add Kitoko Protein Additive in to your colour to equalise porosity and ensure an even colour result.

## REMOVING THE COLOUR METALLIC TONERS

**1** At the end of the processing time add a small amount of water and emulsify the colour.

**2** Rinse until the water runs clear.

**3** Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.



NEUTRALISE UNWANTED WARMTH  
& GIVE WARM SOFT TONES



FULLY  
INTERMIXABLE  
SHADES

MORE THAN

90%

NATURALLY  
DERIVED

REDUCING  
pH

MORE COVERAGE  
LESS DAMAGE

ULTRA-LOW  
AMMONIA FROM

0.16%\*

\*When mixed with ASP Converter



25<sup>MIN</sup>  
PROCESSING

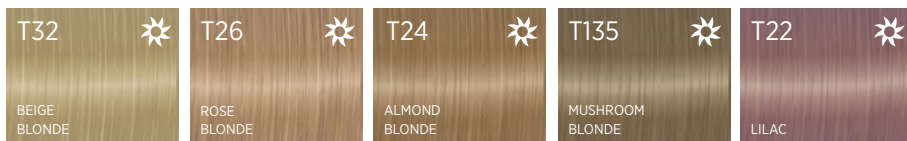
MIX RATIO

1:2

## 8 SUPREME BLONDES DESIGNED TO NEUTRALISE UNWANTED WARMTH & GIVE WARM SOFT TONES

Designed to go on pre-lightened hair. Fully intermixable.

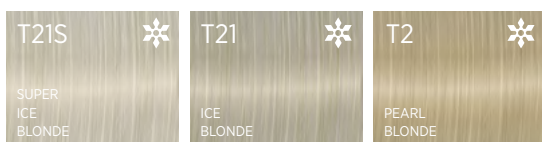
### 5 ENHANCE WARMTH TO GIVE SOFT DELICATE TONES



NO LIFT ACTION, COLOUR DEPOSIT ONLY

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

### 3 NEUTRALISE WARM TONES TO GIVE COOL SUPREME BLONDES



MINIMAL LIFT

## MIXING

1 part of your chosen INFINITI Toner to  
2 parts Converter (ie.30g T21 to 60g Converter)



## APPLICATION & DEVELOPMENT

Apply to clean towel dried hair. If the hair is particularly porous Kitoko Protein Additive can be added to the mix to equalise the porosity and ensure even results. Visual development is required with a maximum development time of 25 minutes. Visual development is necessary and the toner must be removed when your desired result is achieved. NO HEAT.



## REMOVING THE COLOUR TONERS

- 1 Rinse until the water runs clear.
- 2 Cleanse and condition with ASP® MODE ColourCare Shampoo and Conditioner.



## CONVERTER

A UNIQUE CONVERSION CONCEPT WHICH CONVERTS ANY PERMANENT HAIR COLOUR CRÈME TO TONE ON TONE EFFECT



This unique product 2%(6.7vol), changes any permanent hair colour into a tone on tone by stopping the action of ammonia therefore removing the lift action of the colour. Converter, when mixed with permanent hair colour, will cover up to 50% white hair. Even if you already have a range of tone on tone colour, Converter will expand your palette by enabling you to use other shades from your existing permanent range. Converter can be used to introduce colour to clients & refresh faded colour.

## INSTRUCTIONS FOR USE

### MIXING

1 PART permanent colour - 20g/0.67oz 2 PARTS ASP Converter - 40g/1.35oz

INFINITI Toners: 1 PART chosen Toners to 2 PARTS Converter.

INFINITI Metallic Toners: 1 PART chosen Metallic Toners to 1 PART Converter.

### APPLICATION

Converter can be applied to wet or dry hair, when applied to clean washed towel dried hair it will gradually wash away, when applied to dry hair it will give a more permanent result.

First time: Apply from roots to ends.

Retouch: Apply to roots only for 15 - 20 minutes.

To refresh ends: Apply remaining product to ends for up to 5 minutes.

When using with INFINITI Toners always apply to clean towel dried hair.

When using with Metallic Toners apply to clean dry hair, or for softer results apply to clean towel dried hair.

### PROCESS

Natural hair: 20 - 25 minutes with no heat.

N.B. Use a longer process time for deeper colour results and stronger coverage of white hair.

Chemically treated and porous hair (tinted/permed): 10 - 15 minutes.

Very porous or chemically treated, bleached or immediately after perming: 3 - 15 minutes (visual development). If using as a toner on bleached hair a strand test is recommended.

INFINITI Toners: visual development (up to 25 minutes) see Toners page 45.

INFINITI Metallic Toners: development 25 to 45 minutes (timing depends on strength of result required) see Metallic Toners page 43.

### REMOVAL

After the processing is complete rinse well, shampoo & condition with ASP MODE ColourCare Shampoo & Conditioner. Rinse thoroughly.

Do not use heat to process colours mixed with Converter. Do not mix Converter with High Lift 12.



## QUICK PIG

### THE FASTEST WAY TO REVITALISE TIRED COLOUR

Quick Pig Pre-Pigmentation Spray deposits pure pigment prior to colour correction & re-colouration of bleached, lightened or porous hair.

Use on faded colour before refresh application to:

- Revive tired colour.
- Re-colour back to natural shade.
- Neutralise unwanted tones.
- Enhance Red, Copper or Gold tones.
- Equalise porosity for more even and intensive colour results.
- Reduce colour fade.

Quick Pig can be used with any brand of permanent, or tone-on-tone hair colour & is available in 3 colours:

**RED** for use before red, violet or mahogany shades or re-colouring back to base shades 1.0 to 5.0.

**ORANGE** for use before copper shades or re-colouring back to base shades 6.0 - 8.0.

**YELLOW** for use before gold shades or re-colouring back to base shades 9.0 - 10.0.

## COLOUR BALANCING

If your client has 1 level of fade or less, simply apply your colour for the last 5 to 15 minutes of development.

If your client has 2 or more shades of fade, apply your chosen Quick Pig shade as detailed below and then apply your target shade.

## APPLICATION

**1** Apply sparingly to dry hair.

**2** Massage in, concentrating on the most porous areas. **DO NOT RINSE.** Remove excess product with paper towel or dry in with a hairdryer. Overloading of Quick Pig can prevent penetration of colour pigment.

**3** Apply chosen permanent or tone on tone shade, & process according to manufacturer's instructions. The table below indicates correct choice of Quick Pig colour depending on the target depth:

TARGET DEPTH	COLOUR
10, 9	YELLOW
8, 7, 6	ORANGE
5, 4, 3, 2, 1	RED

# VITAPLEX

A revolutionary biomimetic system that replicates & rebuilds the natural structure of the hair, allowing colour & lift without compromising the integrity of the hair.



## WHY IS VITAPLEX DIFFERENT?

During the colouring or lightening process the amino acid chains in the hair may be damaged or degraded by the chemical process. The Biomimetic technology in RAV19 is able to mimic not only the 19 amino acids found in human hair but also the EXACT sequence & quantity in which they are naturally present within the hair restoring hair to a virgin like state.

Other plex products protect the bonds during the chemical process or focus on re-connecting the disulphide bonds. Vitaplex is unique by targeting the building blocks of the hair (Keratin molecule).

### Vitaplex is Science mimicking nature.

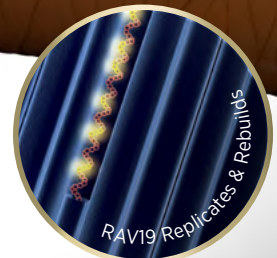
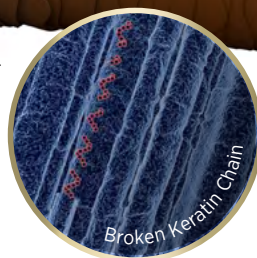
Vitaplex has been developed specifically for the professional hairdresser & unlike many other plex products key benefits to the regime are:

- No extra development time needed
- Easy application, no change in colouring routine
- Intensifies colour & boosts lift without the need for stronger developer
- Can be used as a stand-alone treatment to repair previously damaged hair
- Mimics and repairs the exact natural structure of the hair
- Repairs, strengthens & protects hair during the colouring & lightening process
- Strengthens the internal structure of the hair improving elasticity & preventing breakage.
- Hair looks & feels significantly healthier
- Compatible with all professional colour & lightening systems
- Reduces cuticle damage

## DAMAGE



The keratin molecule in human hair is made up of 19 amino acids. During an alkaline process, such as colouring or bleaching, these amino acids are damaged or destroyed, weakening the hair. The BIOMIMETIC technology in RAV19 is able to mimic not only these 19 amino acids, but also the exact sequence & quantity in which they naturally present within hair. Because they are an exact replica, they are able to directly replace the lost amino acids, repairing the hair structure & significantly improving strength & condition.





## 01 SERVICE

		MIX RATIO	HAIR LENGTH		
			SHORT	MEDIUM	LONG
COLOUR	COLOUR CREAM	10:1	60ml/g	90ml/g	120ml/g
	VITAPLEX 01		6ml/g	9ml/g	12ml/g
LIGHTENING	BLEACH*POWDER	5:1	60ml/g	100ml/g	140ml/g
	VITAPLEX 01		12ml/g	20ml/g	28ml/g
TREATMENT	WATER	10:1	100ml/g	150ml/g	200ml/g
	VITAPLEX 01		10ml/g	15ml/g	20ml/g

## 02 ANY SERVICE

		20ml/g	40ml/g	60ml/g
--	--	--------	--------	--------

### COLOUR / LIGHTENING

After service, shampoo & rinse well.  
Towel dry, apply VITAPLEX 02, leave for 10mins & rinse.

### TREATMENT

Apply VITAPLEX 02 directly onto VITAPLEX 01.  
Leave for 10mins & rinse.

## INSTRUCTIONS FOR USE

### 01 BOND PROTECTOR

**COLOUR** Mix colour with correct quantity of developer.

Add 1ml/g of 01 BOND PROTECTOR for every 10g of unmixed colour used. Mix and apply product to the hair as usual, following manufacturers instructions. Rinse well, shampoo and towel dry.

**LIGHTENING** Mix bleaching powder/cream with correct quantity of developer. Add 4ml/g of 01 BOND

**PROTECTOR** for every 20ml/scoop of bleach used. Mix and apply product to the hair as usual, following manufacturers instructions. Rinse well, shampoo and towel dry.

**TREATMENT** Shampoo the hair with a purifying cleanser or deep cleansing shampoo, rinse and towel dry. Mix 1 part of 01 BOND PROTECTOR with 10 parts of water and apply to the hair (e.g. 15ml/g 01 BOND PROTECTOR to 150ml water for medium length hair). DO NOT RINSE. Leave on for 3 minutes, then towel dry.

### 02 BOND RECONSTRUCTOR

After colour, lightening or treatment, apply 02 BOND RECONSTRUCTOR (e.g. 40ml/g on medium length hair), leave on for 10 minutes and rinse.

### 03 BOND PRESERVER

Use once a week (or every second shampoo on previously very damaged hair). Shampoo the hair, towel dry & apply 03 BOND PRESERVER. Leave for 5 minutes then rinse well.



Use VITAPLEX Shampoo & Conditioner to maintain the VITAPLEX effects.



## COLOUR YOUR WAY

Colour Your Way is a creative colour thickener that allows you to customise the viscosity of colour and lightening products to suit your chosen application technique.

Colour Your Way thickens any formula with no impact on performance and significantly reduces colour bleed when using multiple tones\*. Manipulate the shape of the hair & the placement of colour or bleach, to accommodate different techniques.

### POWDER - MIXING



Sprinkle 1 to 2 scoops of Colour Your Way Powder into every 20g of mixed permanent / semi-permanent colour or bleach to give your desired consistency. Increase quantity to thicken the mix as desired. Performance will not be affected.

**REMEMBER** The listed measurements are a guide only. Adjust them in accordance with your desired consistency and application technique.



### APPLICATION

When using Colour Your Way with: **Permanent colour or bleach** - Apply to dry hair using your chosen technique. **Semi-permanent colour** - Apply to washed towel dried hair using your chosen technique.

### LIQUID - MIXING



Add 2ml - 4ml of Colour Your Way Liquid to every 20g of mixed colour or bleach to give desired consistency. **NOT FOR USE WITH SEMI-PERMANENT COLOUR.** Increase quantity to thicken the mix as desired. Performance will not be affected.

**REMEMBER** The listed measurements are a guide only. Adjust them in accordance with your desired consistency and application technique.



### APPLICATION

When using Colour Your Way with: **Permanent colour or bleach** - Apply to dry hair using your chosen technique.

\*Shades must be no more than 3 levels of depth apart. NOT RECOMMENDED when using extreme tonal differences, such as vibrant reds and blondes.



## KITOKO PROTEIN ADDITIVE

- A protein, mineral and nutrient rich additive for colour and bleach. Also for use as pre-perm.
- Keratin, Fig, Oat, Sea Kelp, Green Tea, Karite, Vitamins A & E & NMF combine to repair, revitalise, strengthen & protect the hair from damage during the chemical process
- Electron Acceptor Technology® halts free-radical damage
- 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 & reduces scalp sensitivity & irritation.
- pH 4-5

## APPLICATION

### EASY TO USE AND APPLY IN ONE STEP

#### WHEN ADDED IN TO ANY PERMANENT, DEMI-PERMANENT COLOUR, OR BLEACH/LIGHTENER

1 pump of Kitoko Protein Additive to 50g of unmixed colour plus your chosen ASP Creme Developer.

1 pump of Kitoko Protein Additive to 1 scoop/25g of unmixed bleach/lightener plus your chosen ASP Creme Developer.

#### FOR USE AS A PRE PERM

Put 1 to 2 pumps in to hand depending on length of hair, apply to clean washed towel dried hair comb through, then begin to wind.

# UNDERSTANDING COLOUR

## COLOUR TYPES

There are FOUR basic hair colour product categories.

- 1) TEMPORARY
- 2) SEMI-PERMANENT
- 3) TONE ON TONE
- 4) PERMANENT

In order to choose the correct colour type we need to understand their individual properties and limitations.

### 1) ACTION OF TEMPORARY COLOUR



- Works on cuticle only
- Lasts one shampoo

### 2) ACTION OF SEMI-PERMANENT COLOUR



- Works on the outer layers of the cortex behind the cuticle
- Lasts 6-10 shampoos
- ASP Colour Dynamics
- ASP HOTSHOTZ
- ASP Cool Blonde Illuminator

### 3) ACTION OF TONE ON TONE COLOUR



- No lift
- No ammonia
- Enhance or deepen tone
- White hair coverage
- Up to 70%
- Long lasting
- Works in the cortex
- ASP INFINITI Satin

## 4) ACTION OF PERMANENT COLOUR



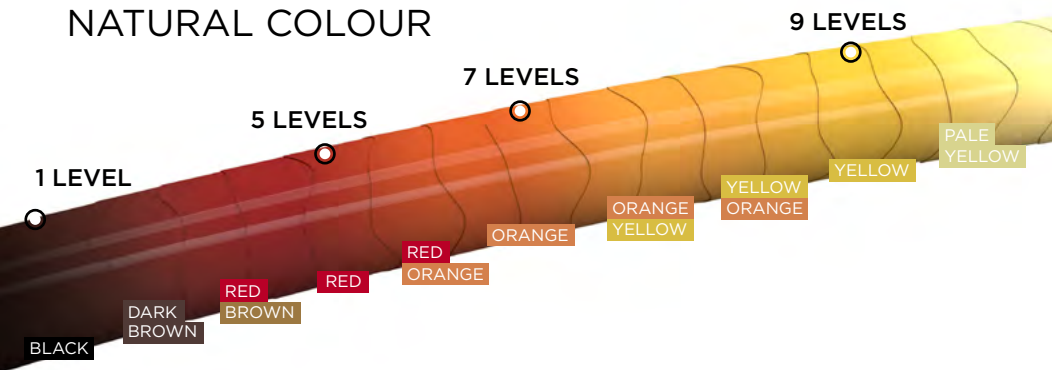
- Unlimited colour possibilities
- Permanent colour 100% coverage on white hair
- Lighter colour than base can be achieved
- ASP INFINITI hair colour

## STAGES OF LIFT

When lightening natural hair colour, the pigment will go through the following colour changes.

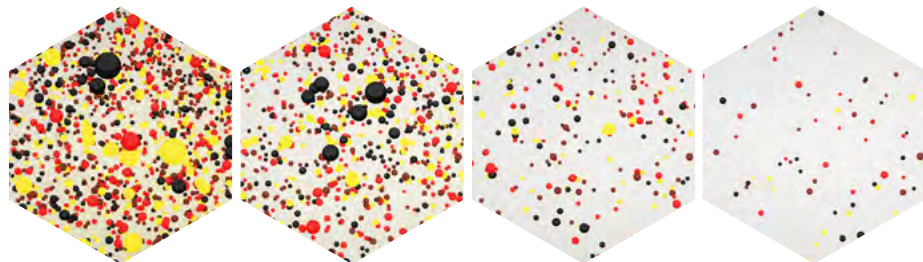
When lightening you may need to alter your chosen shade to neutralise or enhance the hairs natural underlying pigment.

## NATURAL COLOUR



## COLOUR PIGMENT IN HAIR

**BLACK** **BROWN** & **RED** **YELLOW**



**DARK**  
BLACK / BROWN

**MEDIUM DARK**  
BROWN

**MEDIUM**  
RED / COPPER

**LIGHT**  
BLONDE

## NATURAL COLOUR

**BLACK** **BROWN** OXIDISES EASILY (EUMELANIN)

**RED** **YELLOW** OXIDISES SLOWLY (PHEOMELANIN)

## INFINITI® COLOUR STAR

Opposite colours will neutralise, or counteract each other.

GREEN neutralises RED

VIOLET neutralises YELLOW

BLUE neutralises ORANGE



All colours come from the three primary colours.

## PRIMARY COLOURS

**RED** **BLUE** **YELLOW**

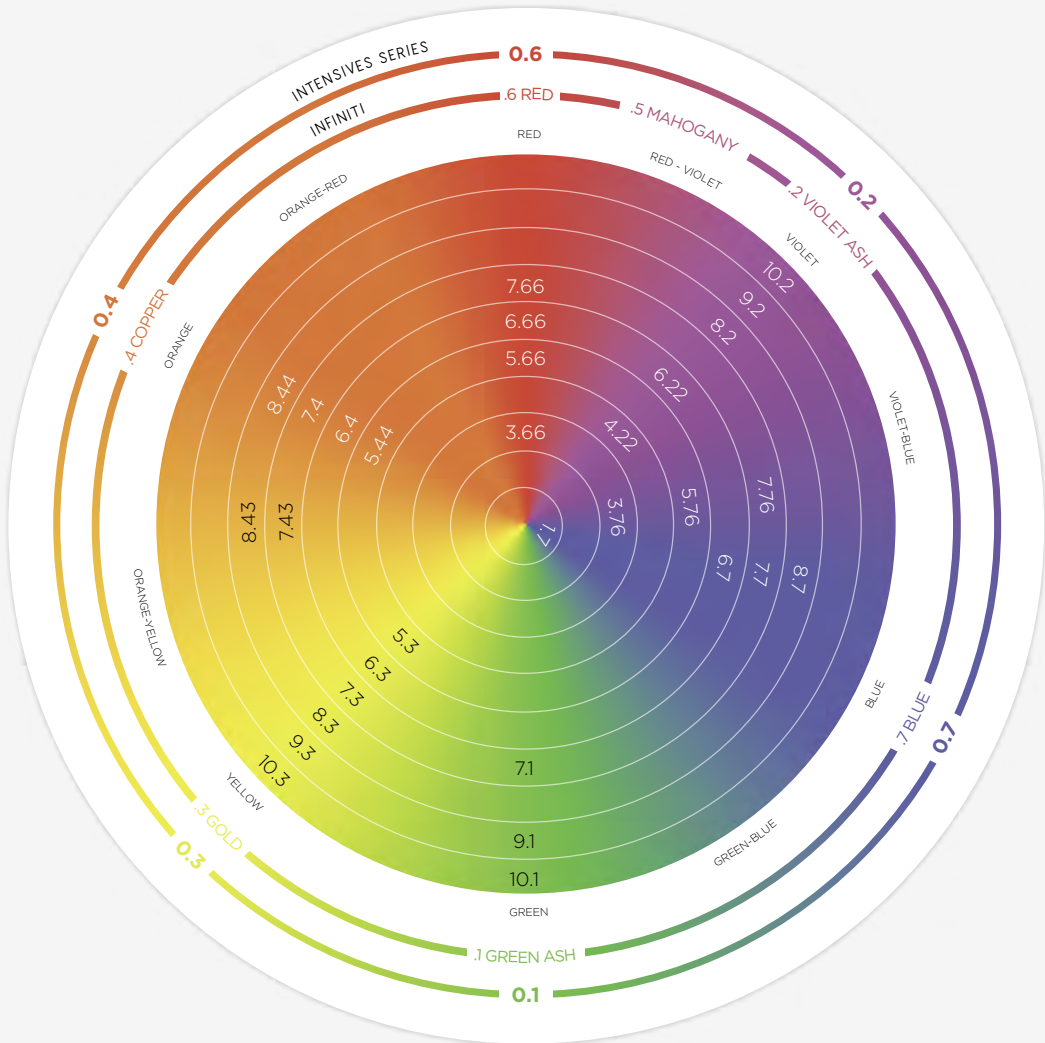
**SECONDARY COLOURS** Secondary colours are mixes of two primary colours.

**ORANGE** **GREEN** **VIOLET**

**COUNTERACTING COLOURS** Colours that cancel one another out.

COLOUR	OPPOSITE
<b>RED</b>	<b>GREEN</b>
<b>BLUE</b>	<b>ORANGE</b>
<b>YELLOW</b>	<b>VIOLET</b>

# ASP COLOUR WHEEL



- > Each ring of the colour wheel represents a level of depth.
- > Darker colours are closest to the centre of the colour wheel.
- > Light colours are furthest from the centre of the colour wheel.
- > ASP Intensives are marked on the outside of the colour wheel.

0.76 Intensives 0.76 is not shown on the colour wheel above as it cannot be accurately positioned.

# SKIN TESTING INFORMATION

## EVALUATION & COMPATIBILITY GUIDELINES

### HAIR COLOURING

#### IMPORTANT GUIDANCE FOR HAIRDRESSERS

Please read this entire document to ensure you fully comply/understand the ASP Colour Passport rules and guidelines. You must also ensure you fully complete and sign the salon copy and client copy of the Colour Passport.

### COLOUR SAFETY

ASP offers you products that are developed and formulated to the highest standards of performance and safety. A consultation with your client is an opportunity to present your expert knowledge as a professional hairdresser, introduce your clients to your colour portfolio and also to explain the relevant safety aspects. Start each colour service with a consultation using the ASP Colour Passport Guidelines. This will help you to decide whether you can proceed with your chosen colour service, and also whether you need to carry out a Skin Test. Reactions, such as an allergy, cannot be ruled out in individual cases, however, a true allergic reaction is extremely rare. We recommend you keep a record of your clients' colour services.

Your client must be skin tested to receive their first ASP Colour Passport. Should your client wish to alter their usual colour choice, you must perform a new Skin Test. The ASP Colour Passport can be valid for a maximum of 12 months.

#### PROFESSIONAL CONSULTATION USING THE ASP COLOUR PASSPORT GUIDELINES

### COLOUR PASSPORT CONSULTATION

It is important to always carry out a full ASP Colour Passport Consultation before each colour service, to ensure the chosen service is suitable for your client. Every colour client should receive an initial ASP Colour Passport Skin Test prior to receiving their first colour service in your salon. To decide if a further Skin Test is required prior to a follow-up colour service in your salon, you must ask the questions that appear on the ASP Colour Passport Consultation and make a note of the results. However, it is extremely important that you always bear in mind that no test or protocol can provide a 100% guarantee that your client will avoid any future allergic reactions.

### COLOUR PASSPORT SKIN TEST

Following the ASP Colour Passport Consultation, it may be necessary for you to perform a Skin Test. The guidelines on how to perform a Skin Test are available in this booklet and in the ASP Technical Manual. Also in this booklet you will find some useful Q&As to help you when performing your client's colour consultation/service.

Ensure you perform the ASP Colour Passport Skin Test using the shade/product you intend to use on your client. Should your regular client wish to alter their colour you must perform a new Skin Test and renew your ASP Colour Passport.

Hair colourants are not intended for use on persons under the age of 16.  
If a Skin Test is required, it must be performed 48 hours before your colour service.



# CONSULTATION QUESTIONS

Your client must be skin tested to receive their first ASP Colour Passport. The ASP Colour Passport can be valid for a maximum of 12 months.

If your client wishes to alter their colour you must perform a new skin test and issue a new Colour Passport.

1. Has your client ever had an allergic reaction to hair colourant products?	NO ↓	YES →	 <p><b>STOP!</b> DO NOT PROCEED WITH COLOUR SERVICE if your client answered 'YES' to any of questions 1-4.</p>
2. Has your client ever had a reaction to a temporary 'black henna' tattoo, or any other type of skin tattoo or permanent make-up?	NO ↓	YES →	
3. Does your client currently have a rash on their face or an irritated and damaged scalp?	NO ↓	YES →	
4. Is your client UNDER the age of 16?	NO ↓	YES →	
5. Is this the first time your client has coloured their hair?	NO ↓	YES →	 <p><b>WARNING!</b> If your client has answered 'YES' to any of questions 5-9 <b>YOU MUST CARRY OUT A SKIN TEST AS DETAILED ON THE FOLLOWING PAGE.</b></p>
6. Is this the first time they have visited your salon as a colour client, or are they changing shade?	NO ↓	YES →	
7. Has it been more than 12 months since your client's last ASP Colour Passport Skin Test?	NO ↓	YES →	
8. Has your client had any type of allergic reaction since their last colouration?	NO ↓	YES →	
9. Has your client had a temporary black henna tattoo in the last 5 years?	NO ↓	YES →	
You can proceed with the colour service.	GO		

**WARNING!** If your client has answered **YES** to any of questions 1 to 4 **YOU MUST NOT PROCEED WITH YOUR CHOSEN COLOUR SERVICE ON YOUR CLIENT'S HAIR.**

If your client has answered **YES** to any of questions 5 to 9 a **SKIN TEST MUST BE PERFORMED 48 HOURS BEFORE THE COLOUR SERVICE.**

If your client has answered **NO** to all of the above questions, you may commence the colour service without the need to perform a Skin Test. We recommend you keep a record of your clients' colour services.

## HOW TO PERFORM A SKIN TEST

To receive an ASP Colour Passport your client must be skin tested. This test should be performed 48 hours before the colour service.

**IMPORTANT** This test represents an important precaution. However, be aware that even if an ASP Colour Passport Skin Test has been carried out the client may still experience an allergic reaction.

### SKIN TEST METHOD FOR ASP INFINITI REGULAR SHADES, HIGH LIFT, GOTHIC GREYS, b:RED, b:BROWN, METALLIC TONERS & TONERS

- Apply a small amount of your chosen shade and chosen ASP Crème Developer on the inside of the client's forearm, or behind the ear, with a cotton bud, and leave uncovered.
- **Leave for 45 minutes** - ASP INFINITI Regular Shades, High Lift, Gothic Grey, b:RED, b:BROWN and Metallic Toners.
- **Leave for 25 minutes** - ASP INFINITI Toners.
- After correct timing depending on chosen colour, wash off the colour carefully with lukewarm water.
- If any reaction occurs during the processing time, rinse immediately and **DO NOT** carry out the colour service. If any reaction occurs during the following 48 hours, **DO NOT** carry out the colour service.

### SKIN TEST METHOD FOR COLOUR DYNAMICS, HOTSHOTZ, COOL BLONDE ILLUMINATOR & b:RED REFRESHER

These colours go directly on to the skin, no mixing required.

- Apply a small amount of your chosen shade on the inside of the client's forearm, or behind the ear, with a cotton bud, and leave uncovered.
- **Leave for 25 minutes.**
- After 25 minutes, wash off the colour carefully with lukewarm water.
- If any reaction occurs during the processing time, rinse immediately and **DO NOT** carry out the colour service. If any reaction occurs during the following 48 hours, **DO NOT** carry out the colour service.

### SKIN TEST METHOD FOR ASP KITOKO BOTANICAL COLOUR

- Mix a small amount of your chosen shade with boiling purified water, allow to cool to body temperature and apply on the inside of the client's forearm, or behind the ear, with a cotton bud, and leave uncovered.
- **Leave for 45 minutes**
- After 45 minutes, wash off the colour carefully with lukewarm water.
- If any reaction occurs during the processing time, rinse immediately and **DO NOT** carry out the colour service. If any reaction occurs during the following 48 hours, **DO NOT** carry out the colour service.

**ALWAYS REFER TO THE INSTRUCTIONS FOR USE FOR YOUR CHOSEN COLOUR.  
IF IN DOUBT PLEASE CALL OUR TECHNICAL HELP LINE ON 01794 527111**

## PROFESSIONAL COLOURING ADVICE

Before commencing any colour service, always ensure that you read the instructions for use provided with the product. Follow these instructions carefully. Always ensure that your client's clothes are suitably protected. Always ensure that you are wearing any necessary personal protective equipment such as an apron and gloves. Disposable gloves must be worn during the colour preparation, application and removal. If, during the colour service your client experiences:

- Any stinging or burning and/or a rash, rinse immediately and discontinue use as this may be an indication of a more serious reaction. Do not colour their hair again and advise the client to consult a doctor or seek medical advice.
- Rapidly spreading skin rash, dizziness or faintness, shortness of breath and/or swelling of eyes/face rinse immediately and have the client seek immediate medical attention.
- If after colouring or on the following days the client experiences problems such as skin or scalp itching, skin or scalp rash, swelling of eyes/face, blistering and/or skin or scalp weeping have the client seek immediate medical attention.

## FREQUENTLY ASKED QUESTIONS

**Q** Why do I have to perform an ASP Colour Passport Consultation with my client before every colour application? **A** To ensure nothing has changed between visits (see consultation guidelines on page 56).

**Q** Why should I perform the ASP Colour Passport Skin Test on my regular clients once a year, even when they have a regular colour appointment? **A** Allergies may develop over time so performing an ASP Colour Passport Skin Test at least once a year and keeping a full history of previous colour applications will help to identify if your client is developing an allergy.

**Q** When do I need to perform the ASP Colour Passport Skin Test? **A** **YOU MUST** perform the ASP Colour Passport Skin Test if the client does not have a Colour Passport, is new to your salon or changing their colour service/shade or If the client has reported any adverse reactions. Otherwise, for regular returning clients who have the same colour service and shade, you only need to perform the ASP Colour Passport Skin Test every 12 months.

**Q** What colour/shade should I use to perform the ASP Colour Passport Skin Test? **A** Always use the product/shade that you intend to use, plus your chosen ASP Crème Developer, if required, following the instructions for your chosen product. If your client changes their mind about the shade they would like, you must perform a fresh ASP Colour Passport Skin Test with that shade.

**Q** My client receives a bleach/lightening service, do I need to perform the ASP Colour Passport Skin Test? **A** No, an ASP Colour Passport Skin Test is not required for bleaching. However, should you wish to use a toner or another shade after the bleaching/lightening service, an ASP Colour Passport Skin Test must be performed.

**Q** Why do I have to perform the ASP Colour Passport Skin Test 48 hours prior to my client's appointment? **A** A reaction can take up to 48 hours to develop, therefore, by performing the test 48 hours prior to the appointment, this should allow sufficient time for any reaction to be identified.

**Q** Do I need to cleanse the Skin Test area with surgical spirit etc before I perform the test? **A** No, we do not recommend this.

**Q** Once the test is carried out, do I need to cover the area with a plaster etc? **A** No, we do not recommend this. The test area on the inside elbow or behind the ear should be left uncovered for the correct timing for your chosen product, then gently removed with lukewarm water.

**Q** Can I carry on colouring my client's hair if she is pregnant or breast feeding? **A** Scientifically, there is no reason why you shouldn't be able to colour your client's hair during pregnancy. The safety of hair colourant use during pregnancy is taken into account at the product development stage. However, you must remember that during pregnancy and breast feeding the body may react more sensitively to external influences. In this instance, we would strongly advise that the ASP Colour Passport Skin Test be performed each time you colour the client's hair. Please ask your client to seek medical advice if they have any concerns.

**Q** What difference does it make if my client has had a temporary tattoo in the past? **A** If your client has suffered a reaction to a temporary 'black henna' tattoo in the past then you should not colour their hair. If the client has had a temporary tattoo and they did not experience a reaction at the time, they may have been sensitised by the ingredients used, so always perform an ASP Colour Passport Skin Test in these cases.

**Q** What should I do if my client informs me that they have previously reacted to an ASP Colour Passport Allergy Skin Test? **A** **DO NOT APPLY ANY COLOUR**, this includes any colourant from another manufacturer. Ask your client to seek medical advice.