

DO YOU WANT MORE FROM
your gloss?

LONG-LASTING
COLOUR GLAZE

A COLOUR I DON'T
NEED TO BABYSIT

NO DRIP, NO MESS

ZERO LIFT

ZERO DAMAGE

INFINITE possibilities



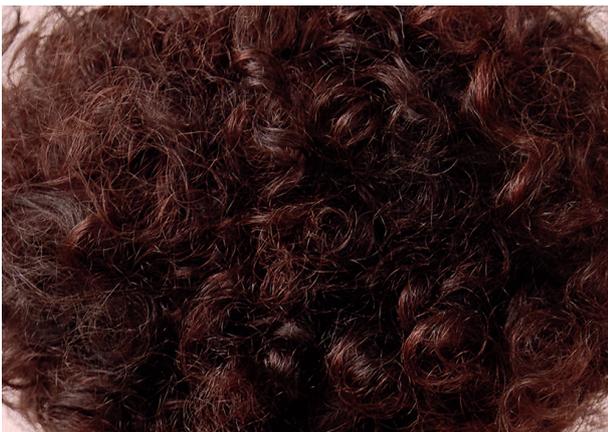
BLONDES

Glaze after lightening with zero lift to the virgin hair.



VIRGIN HAIR

Transform virgin hair with a shimmering finish and irresistible hair feel. Always healthy-looking and respectful of hair's integrity.



REFRESH

Paired with **ILLUMINA COLOR** or **Koleston Perfect** on the roots. Balance faded lengths and ends with an ultra-natural finish.

CORRECT

Reduce unwanted tones.

Balance moderate unevenness on previously coloured hair. Darken up to three levels in one step thanks to the deposit only formula.



TIPS FOR COLOURING *virgin hair*

Colouring virgin hair is all about mimicking what natural hair colour looks like with lighter and darker areas, to encourage a youthful glow. Below are some tips you can consider for a natural-looking feel.

top tip!

Shadow Root

You could start with injecting a deeper root. Once you have identified the natural depth of your client, take a shade 1-2 depths darker to create a shadowed root.

Halo hairline

Hair tends to be finer around the hair line. It often feels lighter than the rest of your hair. This is something you could maintain. Use a lighter shade here, or for a playful take, use a tonal shade.

Subtle dimension

Leaving the ends feeling slightly lighter to create your natural glow.

Blend down the shadow root in some areas to the facial features you want to emphasise, eyes, cheekbones and jawline.



HERO SHADES
for a natural look



DISCOVER THE *shade palette*

A stunning and compact salon friendly palette to allow you to create the perfect glaze for every client.

NATURAL

With a major tone of natural, these shades are inspired by nature. Why not try over virgin hair to add a boost of shine with natural tones to create your root melts for sublime results with incredible shine?



Bitter Chocolate



Dark Sage



Deep Walnut



Soft Sage



Silk Blush



Beige Sand

top tip!

BEAT THE BRASS

Choose your /02 to reduce brassy orange undertones whilst keeping the highs and lows with sublime shine.

COOL

A range of shades from metalised brunettes to crystallized blondes. These are your go-to shades to reduce unwanted warm tones as well as create bespoke cool shades at any depth.



04/65

Deep Cherry



05/98

Steel Orchid



06/6

Cherry Wine



06/71

Frosted Chestnut



07/13

Toffee Cream



07/59

Strawberry Wine



07/75

Raspberry Latte



07/81

Smoky Opal



08/8

Blue Pearl



08/98

Silver Pearl



09/13

Toffee Milk



09/61

Iced Platinum



09/65

Pink Shimmer



09/81

Platinum Opal

WARM

For subtle beige, sophisticated coppers, or to create that perfect baby blonde. You will love these shades for colour correction, adding shine to over-lightened blondes or deepening your result with no off-tones.



Caramel Espresso



Hot Chili



Copper Sunset



Caramel Chocolate



Paprika Spice



Spicy Ginger



Honey Latte



Vanilla Glaze



Caramel Milk

BOOSTER

Three shades to maximise the possibilities of your palette. Specifically designed for the translucency of Shinefinity without overpowering the target shade. When used alone they create creative options.



Crystal Glaze



Blue Booster



Violet Booster

glaze

DEPOSIT ONLY COLOUR

SHINEFINITY ZERO lift glaze is a deposit only colour. But what does this really mean? It does not lighten the natural hair and therefore the end result is heavily dependent on the starting point.

The chart below illustrates a selection of shades at various depths.

The lighter the hair depth the more tonal deposit will appear.

The below is shown on good quality natural hair, when the hair is porous the result will be more intense.



Scan here to download the Wella Professionals Shade guide app for Android phones.



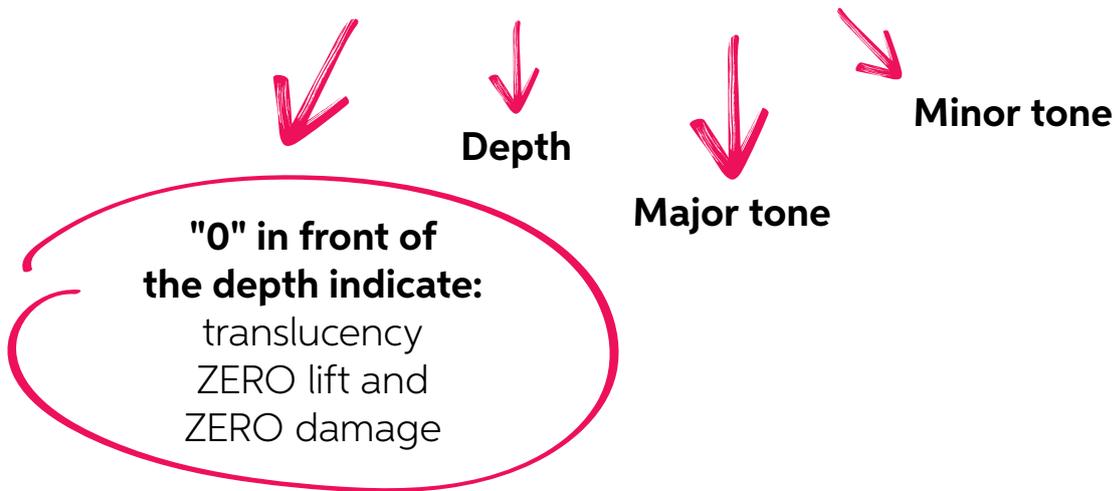
Scan here to download the Wella Professionals Shade guide app for Apple iPhones.



SHINEFINITY

numbering system

09/61



DEPTH NUMBERING SYSTEM

010/		Lightest Blonde
09/		Very Light Blonde
08/		Light Blonde
07/		Medium Blonde
06/		Dark Blonde
05/		Light Brown
04/		Medium Brown

STONE NUMBERING SYSTEM

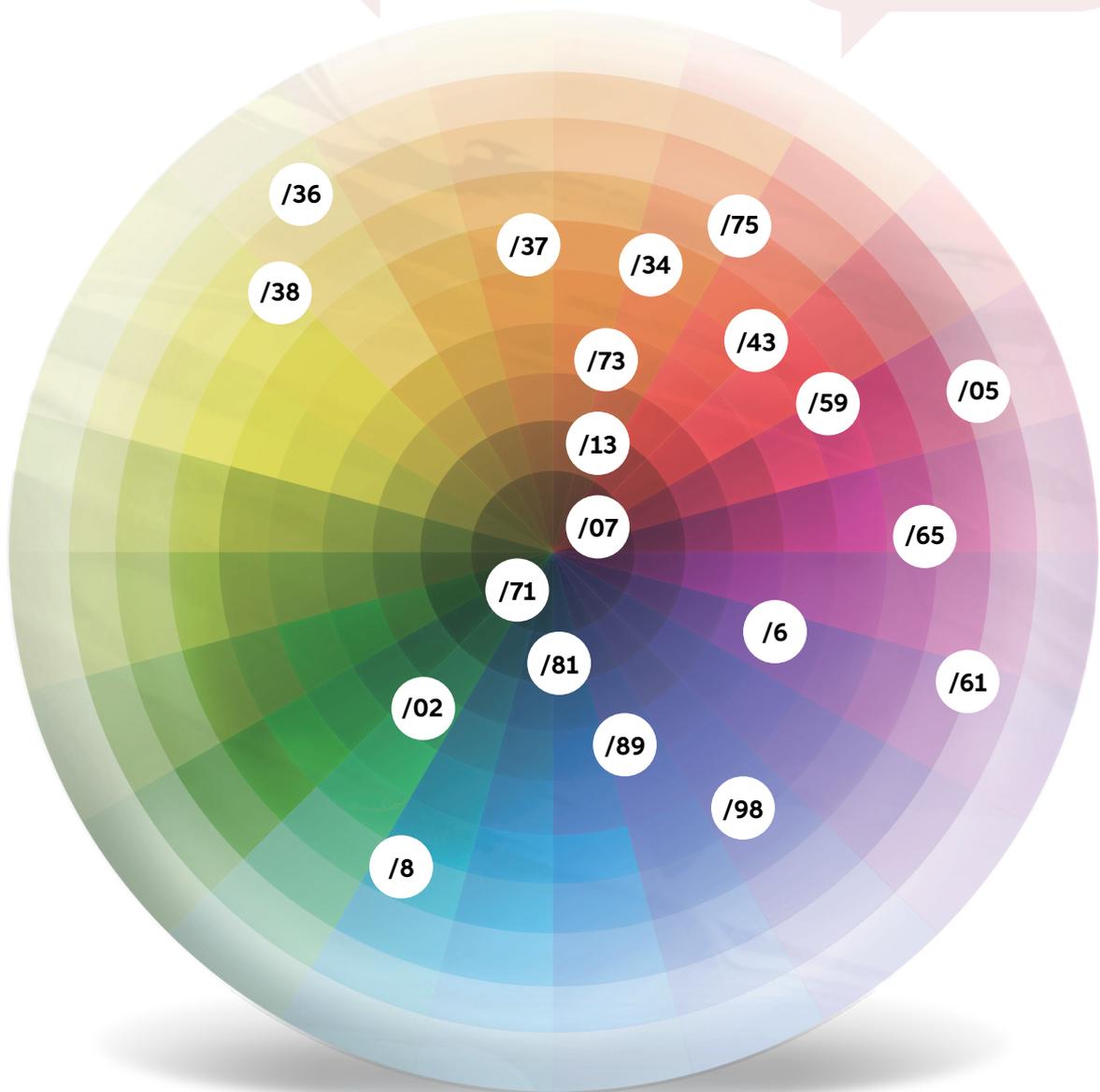
	/0 Natural
	/1 Ash (blue/green)
	/2 Cool Ash (matte)
	/3 Gold (yellow)
	/4 Red (warm)
	/5 Mahogany (red/violet)
	/6 Violet (cool)
	/7 Brunette (warm)
	/8 Pearl (blue)
	/9 Cendre (grey/violet)

SHINEFINITY *colour circle*

On this colour circle you can see
where each tone from
the SHINEFINITY palette sits.

soft focused

powdery

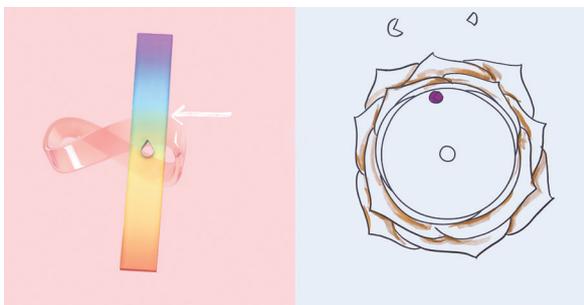
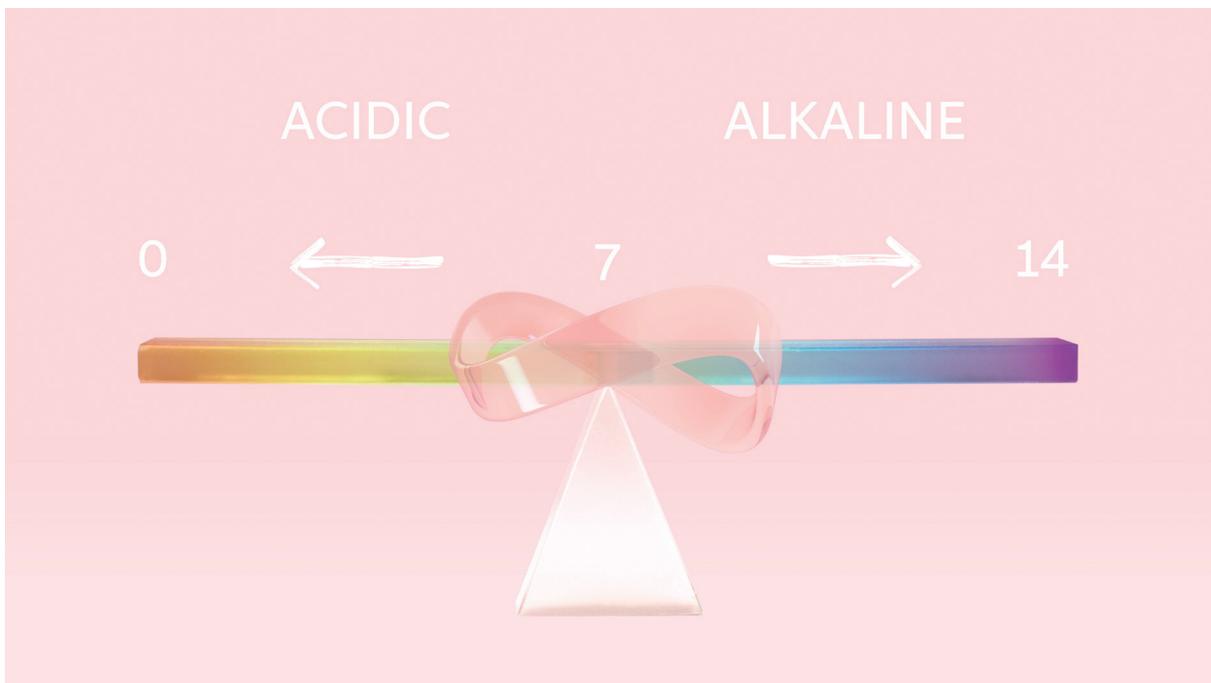


balanced

pH TECHNOLOGY

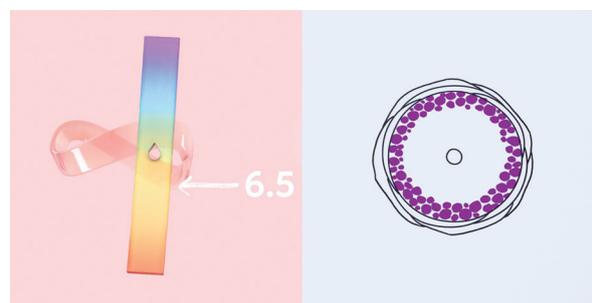
Balanced pH technology

regulates the colour pH level to a controlled range throughout the colouring process, here indicated by the infinity sign.



SHINEFINITY starts mildly alkaline, so that the cuticles can swell and open slightly, and the colour molecules can enter the hair shaft for optimal colour formation.

Simultaneously the pH starts to drop to a gentle acidic range, which means zero lift and zero damage.



SHINEFINITY with balanced pH technology has been carefully formulated to maintain an optimal acidic level of no less than 6.5, as we know when the pH of the colour is lower, it can lead to unpredictable colour results especially over porous hair.



By maintaining this gentle acidic range throughout the process, SHINEFINITY smoothens the cuticles for **healthy-looking hair** and **long-lasting colour glaze** and **a healthy shine**.



based on average 3 washes per week

WHAT'S UNIQUE ABOUT THE *activators?*

SHINEFINITY must be mixed with its distinctive activators. It contains a specifically formulated **BALANCING pH buffer system** that controls the pH throughout the colouring process.

Bottle activator

for speed and ease.
Ideal for all your applications at the basin.

Brush & Bowl activator

for precision.
Perfect for melts and technique work.



The colour cream mixed with the chosen Shinefinity activator delivers reliable colour results every time in a non-drip consistency.

MIXING & applications

Enjoy the **flexible** usage of SHINEFINITY.
A glaze to suit any salon situation.



Apply to pre-shampooed or dry hair.
Develop up to **20 min.**

When fully developed add some water and emulsify the colour to avoid any skin staining.

Shampoo the hair; no post colour treatment is needed.
Use conditioner if required.

WHY NO POST COLOUR TREATMENT?

POST COLOUR treatment is typically used after an alkaline colour service to regulate the pH of the hair. This is not needed when using SHINEFINITY as the pH will be acidic at the end of the processing.

note

It's **not recommended** to use a glaze service after a colour reducer such as Color Renew, as the results may be unpredictable.

OXIDATION *during the process*

The oxidation of the SHINEFINITY mass during the colour process is close to the end result.

Unlike the dark sometimes very tonal oxidation of other toners, with SHINEFINITY the colour is developing softer as seen in the images below.



Below you can see a liquid toner oxidising very strongly yet giving a soft result once rinsed.



*Toned with a Liquid Toner

booster tones

HOW DO I USE THEM?

The three booster tones are ideal to expand the usage of the **SHINEFINITY** portfolio. Carefully formulated to suit the translucent character of the shades.



00/00

**CRYSTAL
GLAZE**



00/89

**BLUE
BOOSTER**



00/66

**VIOLET
BOOSTER**

CLEAR



00/00

has many usages:

- > Dilute any shade in the portfolio.
- > On its own for a clear glaze.
- > Pastelise the booster tones.

CREATE 010/SHADES

Mix the 09/ shades 1:1 with clear to create a 010/ shade.



010/36



010/61



010/73



010/65

SOFTEN SHADES WITH *clear*

The red shades in the SHINEFINITY are clear in tonality. On lighter starting points the shades can become intense in tone. Learn how to create powdery delicate red hues with the dilution chart below.



RATIO	09/65	08/34	07/59	07/34	06/43	06/6	05/43	04/65
1:1								
2:1								
3:1								
4:1								
5:1								
10:1								



CHOSEN SHADE.
Always mix 1:1 with a SHINEFINITY Activator.
Example: 10 g 00/00 + 1 g 05/43 + 11 g SHINEFINITY Activator



BLUE BOOSTER

A denim-like blue tone to neutralise brassy tones or create bespoke iced shades.



VIOLET BOOSTER

Berry violet booster to enhance or personalise any shade in the palette.

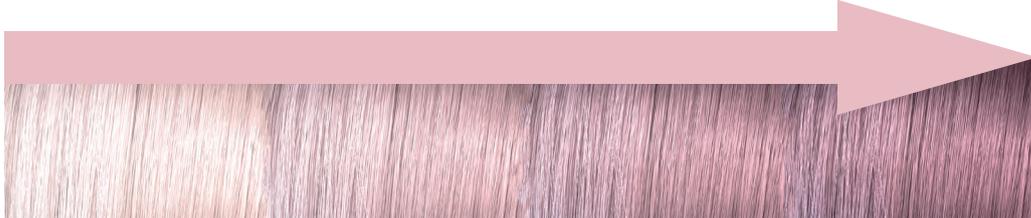
60 g



LEVEL 09/-08/

3 g

12 g



LEVEL 07/-06/

6 g

24 g



LEVEL 05/ AND BELOW

12 g

30 g



00/66 was used at different quantities in a level 09/, 07/, 05/ shade.

WHAT IS THE DIFFERENCE? WELLA PROFESSIONAL *demi portfolio*

Two power brands for all your demi-permanent services

COLOR TOUCH



Our most pigmented demi-permanent for intense vibrancy and shine

SHINEFINITY



Long-lasting colour glaze for a translucent shimmering character

BENEFITS

- Alkaline formula for intense vibrancy
- Ammonia free
- Low lift
- Up to 70% grey coverage
- Lasts up to 24 shampoos with soft regrowth

- Balanced pH technology
- ZERO Ammonia, ZERO Silicones, ZERO drying Alcohols
- ZERO lift, ZERO damage
- Ultra-natural blend for first signs of grey
- Up to 6 weeks colour glaze*

HOW TO USE

Mix with Color Touch Emulsion 1.9% or 4%



Mix with Shinefinity Activator, (Bowl and Brush or Bottle)



*provided hair is washed 3x/week

FREQUENTLY ASKED *questions*

CAN I MIX SHINEFINITY WITH COLOUR TOUCH DEVELOPER?

No. Any other developer that might be used will not contain the balanced pH technology and will compromise the colour results significantly.

SHINEFINITY
activator



True-to-tone results
with zero lift.

INCORRECT
developer



Unpredictable results
with off-tones.

ARE THE TONES THE SAME AS IN COLOR TOUCH AND KOLESTON PERFECT?

No, the translucent finish and the zero lift will create a slightly different tonal character. Refer to the colour circle to see where each tone sits (page 15).

FREQUENTLY ASKED questions

CAN I USE SHINEFINITY FOR GREY HAIR?

Yes, it can be used for subtle grey blending on the first signs of grey. The result is natural and reflective. For best results, use on max 30% grey hair. It will not create any coverage.

SHINEFINITY



TRUE
GREY

WHEN TO USE

Designed for virgin or multi-processed hair.

Can be used on the first signs of grey for an ultra-natural blend.

Designed to revitalise hair by adding silver hues and shine to naturally grey hair.

For non colourers with natural grey hair.

ON GRAY HAIR

For best results, use on max 30% grey hair.

For best result, use on minimum 50% naturally grey hair.

Designed for naturally grey hair only, not for pre-coloured hair.

RESULTS

Ultra-natural blend or the first signs of grey. It adds a veil of tone and shine to freshen up grey hair.

Treatments that reduce yellowness with natural looking results and leave the hair feeling soft and manageable. Free of commitment. Free of damage.

DEVELOPMENT TIME

20
min

For more intensity:
15 min under heat.

15
min

30
min

To shorten the development time use heat for up to 15 min.