

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

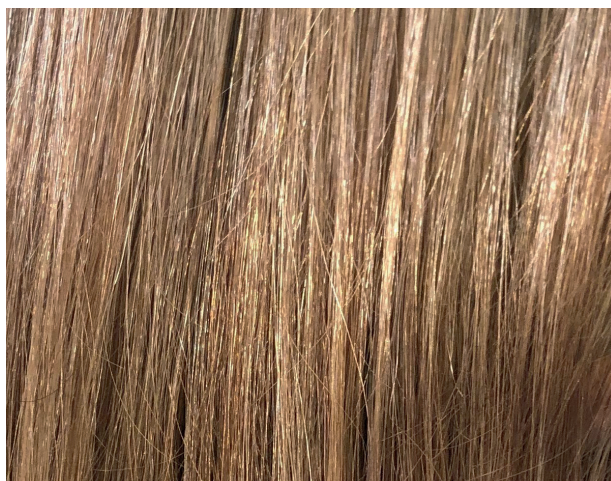


## VIRGIN HAIR

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

## BLONDES

**Glaze after lightening** with zero lift to the virgin hair.



## 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.

## REFRESH

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



# 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.

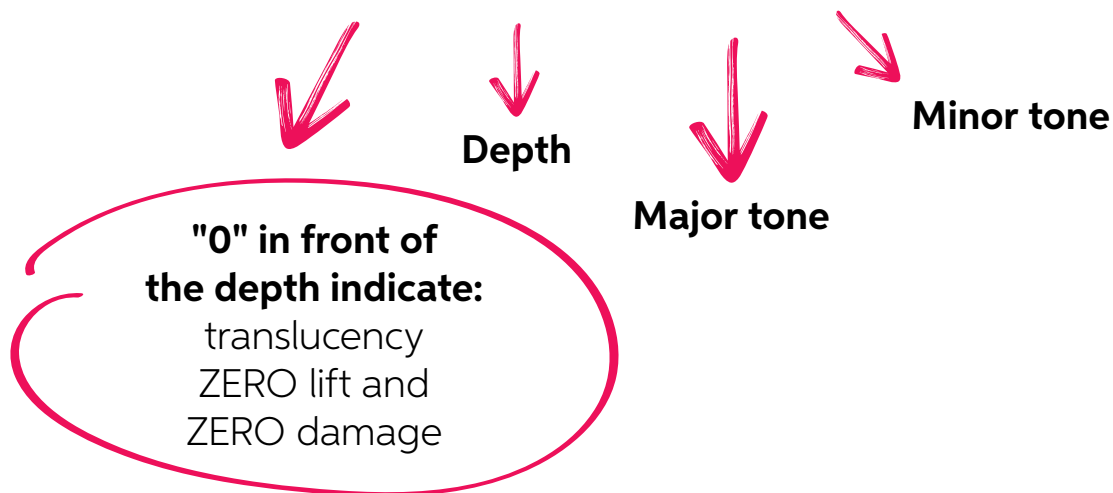


Scan here to download the  
Wella Professionals Shade guide  
app for Apple iPhones.



# SHINEFINITY numbering system

## 09/61



### DEPTH NUMBERING SYSTEM

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

### tone NUMBERING SYSTEM

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

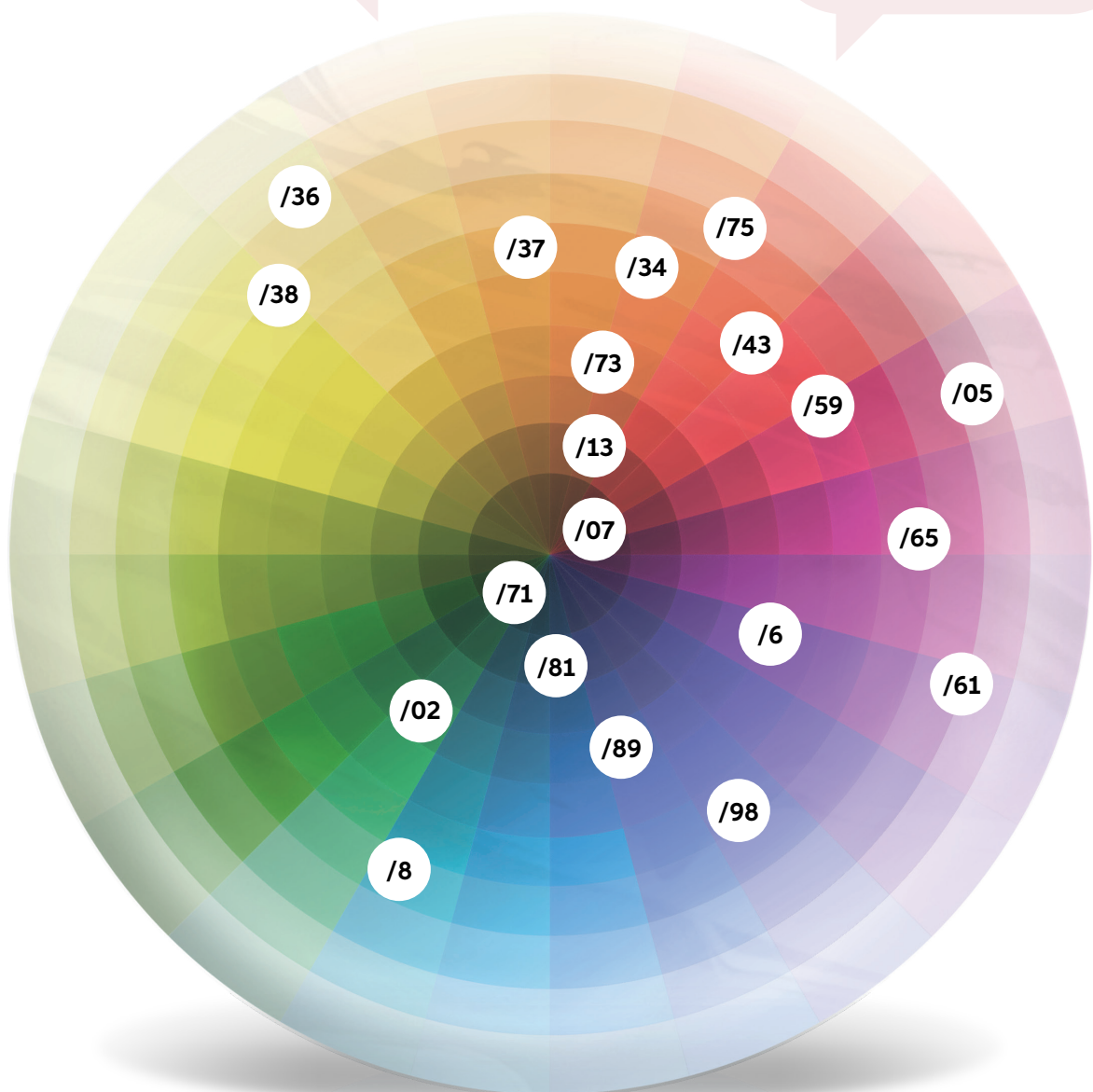


# SHINEFINITY *colour circle*

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

*soft focused*

*powdery*

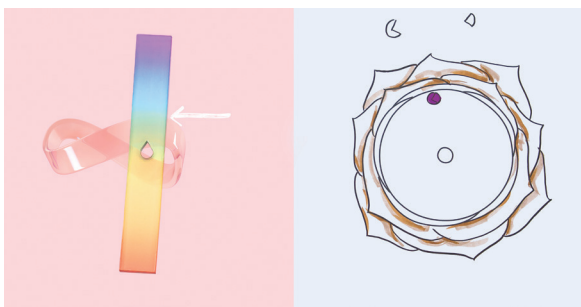
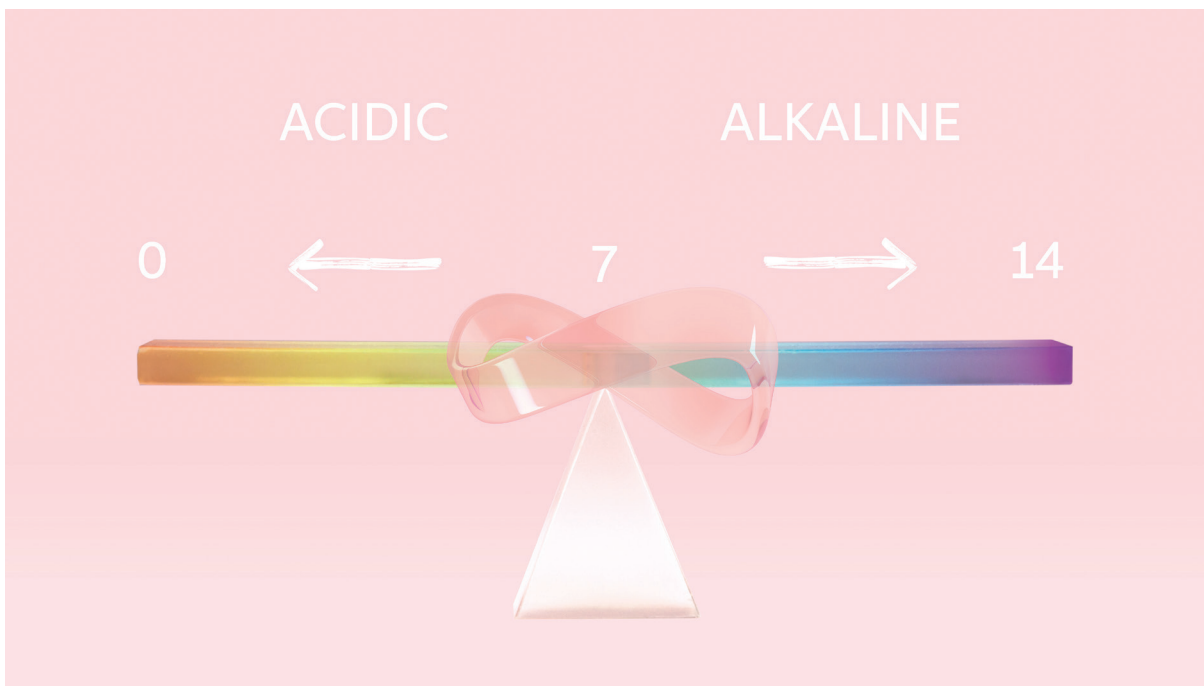


# balanced

## pH TECHNOLOGY

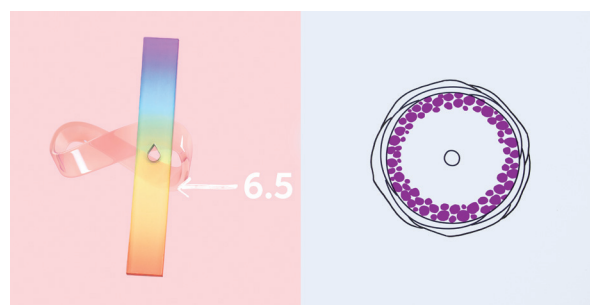
### Balanced pH technology

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.



**Alkaline  
gel cream**

**BALANCING  
pH  
buffer system**

**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.

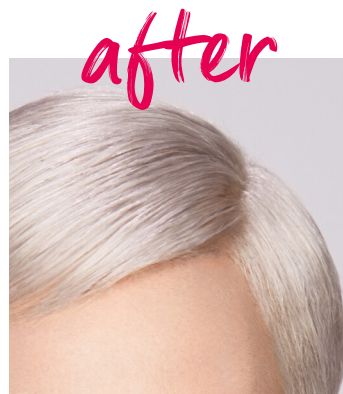
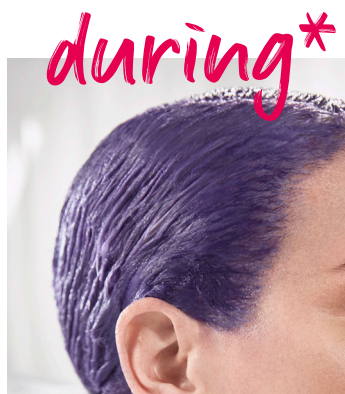
# OXIDATION *during the process*

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.

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



**CLEAR**

## CHOSEN SHADE.

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





00/89

## BLUE BOOSTER

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



00/66

## VIOLET BOOSTER

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

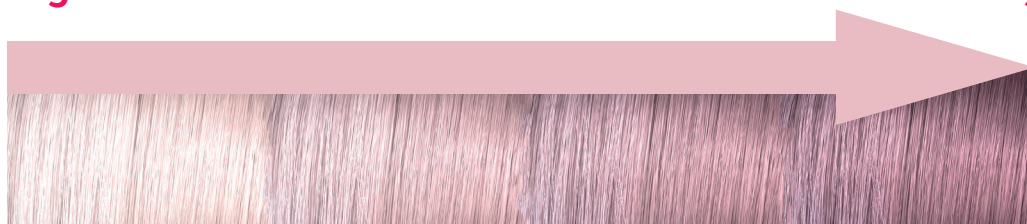
60 g



**LEVEL** 09/-08/

3 g

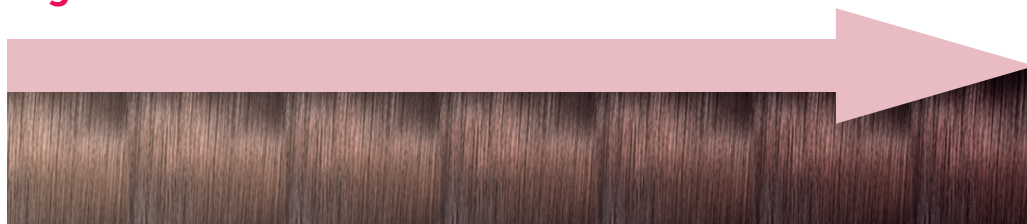
12 g



**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



For more intensity: 15 min under heat.



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