

DATEM™
TECHNOLOGY
OXYGEN ENCAPSULATED = LESS FREE RADICALS
LESS FREE RADICALS = REDUCED CUTICLE DAMAGE

INFINITI

PERMANENT HAIR COLOUR CREME

The World's Most Advanced Permanent Hair Colour Crème with DATEM™ Technology.

Infiniti Permanent Hair Colour Crème uses our unique DATEM™ Technology to penetrate deeper and faster into the hair shaft with significantly less damage to the cuticle. The pH level steadily decreases throughout the colour process, locking in the colour molecule to give intense, long lasting results and 100% grey coverage in just 25 minutes (with heat).

Infiniti's ultra-low ammonia content and emulsion crème base reduce the risk of sensitivity, whilst the incredible lift action allows the use of much lower volumes of developer. Infiniti's gentle formulation with UV filters and Protein Protectors ensures that the hair is left in beautiful condition, producing clean blondes, vibrant reds, or soft natural tones.



Why use Infiniti?

- 1. Formulated Using DATEM™ Technology for Maximum Coverage Of White Hair**
The exceptional covering power of Infiniti is due to DATEM™ Technology and the specially formulated Emulsion Base. The special Infiniti base with DATEM™ Technology, moisturises the hair and penetrates deep into the cortex, taking with it the colour molecules. This ensures 100% coverage of white hair and maintains the strength of the hair structure.
- 2. DATEM™ Technology Allows Fast Processing - 25 Minutes With Gentle Heat**
DATEM™ Technology is unique in the way it allows the use of gentle heat to accelerate the colouring process with no damage to hair or scalp. The use of gentle heat is even recommended when using 9%(30vol) and 12%(40vol) Crème Developer with 12. series (high lift Arctic blondes). 30 minute processing time. The use of heat will not compromise the result or lasting power of our products. Do not cover whilst processing.
- 3. Resistance To Fade**
Whether natural or fashion colours are required, it is important they do not fade between applications. One of the main causes of changes in colour is the exposure to air and light. Oxygen in the hair creates creeping oxidation.

Fade also occurs because light contains ultra violet radiation. This can cause fading by 'bleaching' the colour out of the hair. Due to DATEM™ Technology, Infiniti will penetrate deeper into the cortex without causing damage to the cuticle layer. This will prevent the new colour from fading. Infiniti also contains UV filters which reduce harmful rays and special buffers to control creeping oxidation, producing longer lasting colour results.

4. Low Levels of Ammonia and Reducing pH

Very low levels of ammonia are made possible due to the inclusion of DATEM™ Technology. The reducing pH of Infiniti results in long lasting, shiny results. Buffering agents in the emulsion crème base counter the negative effects of strong alkalinity and control the pH during processing. When mixed, the ammonia levels of Infiniti are lower due to dilution with Crème Developer. See table below:

Shades	Ammonia Levels - Unmixed	Ammonia Levels - Mixed with Crème Developer
1. - 10. Series	0.5% - 2.3% (Highest in 10. Series)	0.2% - 0.9%
12. Series	3.2%	1.06%

5. Lift Action

A permanent hair colour must have good lifting power in order for the colour result to be even: permanent hair colour first lifts some of the natural pigment before depositing new colour. Even black must first lift the natural pigment before depositing colour. INFINITI HAS THE RIGHT BALANCE. INFINITI WILL LIFT HIGHER WITH 6%(20vol) THAN MANY OF ITS COMPETITORS USING 9%(30vol). When darkening or covering white, (or colouring on the same level) 3%(10vol) SHOULD BE USED.

6. Mixing and Application

Infiniti mixes easily to a smooth crème consistency. When mixed, Infiniti has the right consistency to allow the product to stay where it is needed and to allow the product to spread easily. Always ensure you measure the correct quantities of colour and Crème Developer for perfect results. **Weigh Infiniti using the Affinage Electronic Balance for most accurate results.**



7. Infiniti Colour Crème

Infiniti has been formulated to create a colour to meet the demands of the professional hairdresser. Infiniti is produced by professionals for professionals and their clients.

8. Health and Safety

Infiniti uses the safest possible ingredients to meet the strict Health and Safety guidelines of the hairdressing world.

Important Note - 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 (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.

Affinage Skin Test Method

Affinage recommend a skin test before every colour application.

Mix small amount of chosen shade with appropriate developer to be used on client. Apply to forearm or behind ear. Leave for 45 minutes, rinse. Look for reaction after 24 and 48 hours. If any irritation or reaction occurs do not apply colour.

Skin Test Procedure

The references given demonstrate conditions, applications and examples of use of the techniques according to the COLIPA* guidelines. Whilst some of the references concern finished products, they are equally applicable to the testing of cosmetic ingredients. Exposure times and concentrations are presented only as illustrations.

Single Application Open Epicutaneous Test

Devices:	glass sticks, swab or cellulose paper
Test site:	inner forearm
Frequency of application:	once for solid or viscous materials (i.e. hair colour); for liquid materials, repeated applications every 30 seconds may be made to maintain exposure of the application site
Duration of treatment:	30 minutes (or 15 - 60 minutes depending on the aim of the study)
Removal of test substance:	by rinsing or gentle swabbing
Time(s) of assessment:	immediately record time when effect(s) first occur(s) immediately after completion of application period and again after 24 & 48 hours
Parameters:	erythema, oedema, scaling, adverse sensation(s) noted by participant
Grading:	zero, weak, moderate, strong
Evaluation:	number of subjects with effect(s) within defined time period, or occurrence of first response

NB. When skin testing: always test using the same shade and developer that is to be applied.

* COLIPA is the European Cosmetic, Toiletry and Perfumery Association, established in 1962.

Its objectives are:

- To provide expertise and support to a range of working groups dealing in scientific, economic, fiscal, legal, consumer and environmental issues.
- To assist members in complying with European Union legislation affecting cosmetic industry products and operations.
- To act as an industry voice working with both international authorities and organisations. Additionally, COLIPA provides a world-wide perspective to its members through its relationships with equivalent organisations in the USA and Japan.
- To serve as a communication and information centre for the European cosmetic industry, Strengthening the industry's position through continuous interaction with its members.

Infiniti Numbering System

The Infiniti numbering system follows the International Colour Code (I.C.C.) allowing the colourist to identify each colour, depth and tone.

In the I.C.C. the number before the point indicates the depth (how light or dark). 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.

For example: When using the shade 6.652 - .6 is the **primary tone**, .5 is the **secondary tone** and .2 would be described as the **tertiary tone** (pronounced ter-ti-ary). **Tertiary** means third in line.

INFINITI DEPTHS

12	Very Light Extra blonde
10	Extra Light Blonde
9	Very Light Blonde
8	Light Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
2	Very Dark Brown
1	Black

INFINITI TONES

0	Natural
1	Green Ash
2	Violet Ash
3	Gold
4	Copper
5	Mahogany
6	Red
7	Blue

Examples

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

10.32 - Base 10. + Gold 3 + Violet 2 = Light Sand Beige Blonde

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

Client Consultation and Colour Selection

- Identify the natural depth and percentage of white hair.
- Determine if the hair has had any previous chemical services.
- Select the target shade.
- Examine hair condition and porosity.
- Evaluate the lifting power of the chosen shade.
- Choose the correct shade and developer strength to be applied.
- Use the correct processing time.

The 70% Rule

The swatches in the Infiniti shade guide are based on 70% white hair.

To achieve the target shade, please follow the 70% rule below.

A) Where there is 70% white hair, select the target shade. ie to achieve a 6.0 apply a 6.0

B) Where there is more than 70% white hair, select one shade darker than the target shade. ie to achieve a 6.0 apply a 5.0

C) Where there is less than 70% white hair, select one shade lighter than the target shade. ie to achieve a 6.0 apply a 7.0

Important - Retouch Application

Colour Selection

Please note that the heat from the scalp will cause lift. For this reason you should follow these Colour Selection rules:

- **When colouring tone on tone or darkening** - If less than 70% white hair is present, choose target shade. Use 3%(10vol) developer.
- **When colouring tone on tone or darkening** - If more than 70% white hair is present, choose one shade darker. Use 3%(10vol) developer.
- **When lightening** - Choose target shade and correct developer strength (use the 'level of lift' guide)

White Hair Coverage

Infiniti will cover 100% white hair.

The fashion shades in Infiniti do not require the addition of base colours to cover white hair.

Extra Coverage with Natural Ash Shades (.01)

These special shades are developed for covering **resistant** white hair.

The .01 (Natural Ash) shades are a combination of Natural (.0) and Ash (.1) tones.

When a high percentage of white or resistant white hair is present, this combination helps to increase the covering capability whilst retaining the tone of the chosen shade.

In the past, colourists have mixed 50% of natural tones with other shades in order to guarantee the coverage of white hair. This practice meant that if the target shade was a cool or ash shade, the addition of a Natural shade added warmth to the colour, thereby losing the desired cool ash shade. If the target shade was a warm shade ie Red or Copper, the addition of a Natural shade would decrease the intensity. The Infiniti Natural Ash .01 tones can be added to any shade including Red or Coppers in concentrations of up to 25% to guarantee coverage of white hair whilst retaining the desired tone. e.g. ¾ of target shade to ¼ of corresponding .01 shade. These .01 tones may be used alone for a Natural-Ash result if required.

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.

N.B. It may be necessary to select a lighter shade as this mix will give greater deposit and result may appear to be deeper.

Application To Pre-Washed Towel Dried Hair.

Shampooing prior to application will help the penetration on coarse hair/resistant white hair.

Lifting Power of Infiniti

Infiniti is formulated to enable the use of lower volumes of developer, maintaining the hair’s strength whilst still attaining perfect results. 3%(10vol) should be used for: covering white hair, increasing colour depth, darkening and colouring on the same level.

Lift action is built into Infiniti so greater lift can be achieved using lower volumes of developer.

Using 6%(20vol) Affinage Crème Developer, the lift power is as follows:

- When using 1.0 Black or 2.0 Very dark brown this will give ½ a level of lift.
- When using 3.0 Dark brown or 4.0 Medium brown this will give 1 level of lift.
- When using 5.0 Light brown or 6.0 Dark blonde this will give 1 to 2 levels of lift.
- When using 7.0 Medium blonde to 10.0 Very light blonde this will give 2 to 3 levels of lift.

These levels of lift apply to all shades in the equivalent depth, i.e. 5.0 and 5.35 will both give 1 to 2 Levels of lift using 6%(20vol).

The lift action for all shades is displayed vertically on the Shade Guide next to the base shades. When using 9%(30vol) Affinage Crème Developer, the lifting power is increased by a half to one level over that of 6%(20vol).

Affinage Crème Developer

Affinage Crème Developer is a highly stable solution in 4 strengths - 3%(10vol), 6%(20vol), 9%(30vol) and 12%(40vol).

Using Affinage Crème Developer ensures easy mixing, correct results and long lasting colour. Using other peroxides/developers can result in weak colour results and colour fade. Affinage can only guarantee results when Affinage Crème Developer is used.

The chart below shows the levels of lift that can be achieved using Infiniti with Affinage Crème Developers.

SHADE DEPTHS	LEVELS OF LIFT
1, 2	1/2
3, 4	1
5, 6	1-2
7, 8, 9, 10	2-3

- For covering white hair, increasing colour depth and darkening: use 3%(10vol) pH2.95
- For up to 3 Levels of Lift depending on Infiniti shade used: use 6%(20vol) pH2.9
- When 1 extra level of lift is required: use 9%(30vol) pH2.85
- For up to 5 levels of lift with Arctic Blondes (12. Series): use 12%(40vol) pH2.8

Remember

Base your shade selection on the percentage of white hair present. The correct developer choice is based on the levels of lift required. When no lift is required always use 3%(10vol). See table below:

Natural Base	%White	Target	Colour To Use	Levels of Lift	Crème Developer
5	70%	7.4	7.4	0	3%(10vol)
5	0%	7.4	8.4	2	6%(20vol)
4	0%	7.4	8.4	3	6%(20vol)
1	0%	2.0	3.1 (add .01 Intensives)	1	6%(20vol)
3	0%	7.4	8.4	4	9%(30vol)

Mixing Quantities

The mix ratio of Infiniti to Crème Developer is 1 part colour to 1.5 (1½) parts Crème Developer for all shades except 12 series, which are mixed 1 part colour to 2 parts Crème Developer. See table below for examples:

Infiniti Crème	Mixed With	Crème Developer	Total Mix Quantities
10g/0.33oz	+	15g/0.51oz	25g/0.84oz
20g/0.67oz	+	30g/1.01oz	50g/1.69oz
30g/1.01oz	+	45g/1.52oz	75g/2.53oz
40g/1.35oz	+	60g/2.03oz	100g/3.38oz
50g/1.69oz	+	75g/2.53oz	125g/4.4oz
60g/2.03oz	+	90g/3.04oz	150g/5.07oz
Infiniti 12 Series High Lift Arctic Blondes	Mixed With	Crème Developer 9% / 12%	Total Mix Quantities
100g/3.38oz	+	200g/6.76oz	300g/10.6oz
75g/2.53oz	+	150g/5.07oz	225g/7.93oz
50g/1.69oz	+	100g/3.38oz	150g/5.07oz
25g/0.84oz	+	50g/1.69oz	75g/2.53oz

Application Method

When using Infiniti the correct quantity of product must be applied onto the hair. Too little product will mean insufficient lift, low colour deposit and poor coverage resulting in fade. By applying the correct quantity, the product will penetrate the hair shaft, reaching the keratin chains and produce the lifting and deposit action. Applications can be made on dry or pre-washed, towel dried hair. Some resistant white hair will accept colour better if the hair is pre-washed and towel dried. This method is also advisable when the hair is resistant to colour.

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. When using High Lift Blondes remember to take very fine sections of hair and apply twice as much product than usual. When mixing colour using a tint brush, please use a clean brush for application to the hair.

Remember

Insufficient product and/or bad application is a common cause of poor results.

First Time Application To Darken

LEVELS 1 - 10

(MIXING RATIO: 1 part Infiniti to 1.5 parts Affinage Crème Developer)

Apply to mid lengths and ends (Fig.1), avoiding the root area and process for 5 minutes (No Heat).

Do not cover during processing.



Apply to the root area (Fig.2) and process for a further 40 minutes - no heat.

OR 20 minutes - gentle heat (40 - 42°C / 104 - 108°F) Do not cover during processing.



Removal

At the end of the processing time, without adding water, emulsify colour around hairline to remove any stains, then add a small amount of water and continue to emulsify the remaining colour.

Rinse until the water runs clear, shampoo and condition with Infiniti ColourCare Shampoo and Conditioner.

Total Processing Time: 45 minutes - no heat

OR 25 minutes - gentle heat (40 - 42°C / 104 - 108°F)

First Time Application To Lighten

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

Processing: Without Heat - Do not cover during processing.

Apply to the mid lengths and ends (Fig.1), leaving 3 - 4cm at the root untouched.

Process for 20 minutes

Apply the remaining product to the roots (Fig.2) and process for a further 25

Total processing time 45 minutes

Processing: With Gentle Heat (40 - 42°C / 104 - 108°F) Do not cover during processing.

Apply to the mid lengths and ends (Fig.1), leaving 3 - 4cm at the root untouched.

Process for 5 minutes.

Apply the remaining product to the roots (Fig.2) and process for a further 20 minutes

Total processing time 25 minutes

SEE REMOVAL ABOVE

Retouch Application: Without Heat - Do not cover during processing.

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

Apply to the regrowth only. Process for 40 minutes.

Using the same mix, apply to the mid lengths and ends and process for a further 5 minutes.

Total processing time 45 minutes

Retouch Application: With Gentle Heat - (40 - 42°C / 104 - 108°F) Do not cover during processing.

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

Apply to the regrowth only. Process for 20 minutes.

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

Total processing time 25 minutes

SEE REMOVAL ABOVE

Mixing

Mix Infiniti 1 -10 series in a non-metallic bowl or applicator with Affinage Crème Developer to the ratio of 1 part colour to 1.5 parts developer, e.g. 100g/3.4oz of Infiniti Colour Crème + 150g/5oz of Affinage Crème Developer.

Important - Retouch Application Colour Selection

Please note that the heat from the scalp will cause lift. For this reason you should follow these Colour Selection rules:

- **When colouring tone on tone or darkening** - If less than 70% white hair is present, choose target shade. Use 3%(10vol) developer.
- **When colouring tone on tone or darkening** - If more than 70% white hair is present, choose one shade darker. Use 3%(10vol) developer.
- **When lightening** - Choose target shade and correct developer strength (use the 'level of lift' guide)

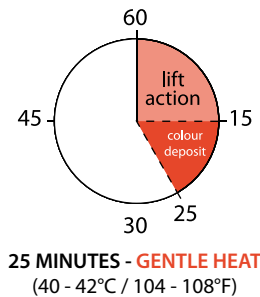
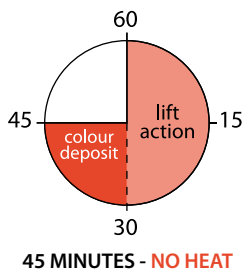
Processing Times - Do not cover during processing.

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 crème colour is 45 minutes with no heat or 25 minutes with gentle heat (40 - 42°C / 104 - 108°F). During this time two different actions are taking place - **1. Lift Action** and **2. Colour Deposit**.

When using no 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. During this period the colour fully develops and the molecules reach their optimum size.
Total time: 45 minutes.

When using gentle heat (40 - 42°C / 104 - 108°F): the lift action is 15 minutes and the colour deposit is the final 10 minutes.
Total time: 25 minutes.

Correct Processing Times



High Lift Arctic Blonde 12. Series

MIXING RATIO: 1 PART INFINITI HIGH LIFT ARCTIC BLONDE 12. SERIES to 2 PARTS AFFINAGE CRÈME DEVELOPER - 9%(30vol) or 12%(40vol)

The Infiniti High Lift Arctic Blonde 12. series is a range of very effective, extra light blonde shades giving 4 - 5 levels of lift. The unique formulation with DATEM™ Technology ensures long lasting even results leaving the hair in perfect condition.

High Lift Arctic Blondes:

- 12.0 High lift Arctic light blonde
- 12.0s High Lift Booster
- 12.1 High lift Arctic Light Ash Blonde
- 12.2 High lift Arctic Pearl Blonde
- 12.23 High lift Arctic Beige Blonde

Mixing (High Lift)

Mix Infiniti in a non-metallic bowl or applicator with Affinage Crème Developer 9%(30vol) or 12%(40vol) to the ratio of 1 part colour to 2 parts developer, e.g. 100g/3.38oz of Infiniti High Lift Arctic Blonde + 200g/6.76oz of Affinage Crème Developer.

Processing Times: Do not cover during processing.

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 Arctic Blonde 12 Series is 55 to 60 minutes with no heat (60 minutes for maximum tone deposit) or 30 minutes with gentle heat (40 - 42°C / 104 - 108°F). During this time two different actions are taking place - 1. **Lift Action** and 2. **Colour Deposit**.

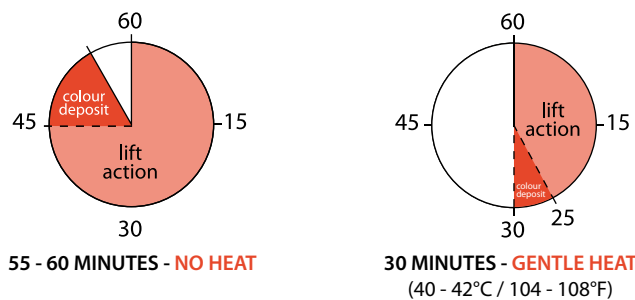
When using no heat: the lift action is 45 minutes. Also during this period the colour slowly starts to develop. Colour molecules begin to increase in size. The colour deposit happens in the final 10 - 15 minutes. During this period the colour fully develops and the molecules reach their optimum size.

Total time: 55 - 60 minutes.

When using gentle heat (40 - 42°C / 104 - 108°F) the lift action is 25 minutes and the colour deposit is the final 5 minutes.

Total time: 30 minutes.

The processing time of High Lift Arctic Blonde 12. Series is:



Virgin Head Application: Without Heat (hair up to 25cm)

HIGH LIFT ARCTIC BLONDE 12. SERIES - **Do not cover during processing.**

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

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), then apply colour to the roots. Process until the desired lift is reached (35 - 40 minutes)

Total processing time 55 - 60 minutes

Virgin Head Application: With Heat (hair up to 25cm)

HIGH LIFT ARCTIC BLONDE 12. SERIES - **Do not cover during processing.**

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

Apply product to the lengths and ends leaving approx 3-4cm of the root hair untouched. Process for 10 minutes with gentle heat (40 - 42°C / 104 - 108°F) then apply colour to the roots. Process for 20 minutes with gentle heat (40 - 42°C / 104 - 108°F).

Total processing time 30 minutes

Virgin Head Application: Without Heat

(hair longer than 25cm) HIGH LIFT ARCTIC BLONDE 12. SERIES - **Do not cover during processing.**

Apply colour first to the ends (5 - 6cm).

Process for 20 minutes. Remix fresh colour and then apply to the mid lengths for 20 minutes.

Finally, Remix fresh colour and apply to the root area until the desired shade is reached (approx. 20 minutes).

Total processing time 60 minutes

Virgin Head Application: With Heat (hair longer than 25cm)

HIGH LIFT ARCTIC BLONDE 12. SERIES - **Do not cover during processing.**

Apply colour first to the ends (5 - 6cm). Process for 5 minutes with gentle heat (40 - 42°C / 104 - 108°F).

Remix fresh colour and then apply to the mid lengths for 5 minutes with gentle heat (40 - 42°C / 104 - 108°F). Finally, Remix fresh colour and apply to the root area until the desired shade is reached approx 20 minutes (gentle heat (40 - 42°C / 104 - 108°F).

Total processing time 30 minutes

At the end of the processing time add a small amount of water and emulsify the colour.
Rinse until the water runs clear, shampoo and condition with Infiniti ColourCare Shampoo and Conditioner.

Application For Regrowth Application: **Without Heat**

HIGH LIFT ARCTIC BLONDE 12. SERIES - **Do not cover during processing.**

Apply colour to the REGROWTH AREA ONLY. DO NOT OVERLAP onto the middle lengths or ends.

Process for 55 - 60 minutes.

At the end of the processing time add a small amount of water and emulsify the colour.
Rinse until the water runs clear, shampoo and condition with Infiniti ColourCare Shampoo and Conditioner.

Application For Regrowth Application: **With Heat**

HIGH LIFT ARCTIC BLONDE 12. SERIES - **Do not cover during processing.**

Apply colour to the REGROWTH AREA ONLY. DO NOT OVERLAP onto the middle lengths or ends.

Process for 30 minutes with gentle heat (40 - 42°C / 104 - 108°F)

At the end of the processing time add a small amount of water and emulsify the colour.
Rinse until the water runs clear, shampoo and condition with Infiniti ColourCare Shampoo and Conditioner.

Application To White Hair: 12. SERIES

Where more than 25% white hair is present: 12.1, 12.23 or 12.2 should be mixed with 12.0 or 12.0s in equal amounts to prevent unwanted ash tones, e.g. 50g/1.69oz of 12.1 + 50g/ 1.69oz of 12.0s + 200g/6.7oz of Affinage Crème Developer.

High Lift Booster 12.0s

- 12.0s** May be used to INCREASE the lift of High Lift Arctic Blondes by up to 1 shade, by adding 25% of 12.0s, without affecting the tonal value.
E.g. 75g/2.53oz 12.1 + 25g/0.84oz 12.0s + 200g/6.76oz Affinage Crème Developer .
- 12.0s** Will give 1 - 2 levels of lift when used on its own with Affinage Crème Developer 9%(30vol) 1 - 2 mix.
E.g. 25g/0.84oz of 12.0s - 50g/1.7oz of Affinage Crème Developer 9%(30vol)






Infiniti 3.66 - New Formula

Market demands have lead to a reformulated 3.66 for increased red tones and extra vibrancy.





















Hints & Tips for use














- A)** On very light natural hair, or on 70% - 100% white hair, we recommend that 3.66 should be mixed with 3.0 in the ratio 3 parts 3.66 to 1 part 3.0 and mix with 3%(10vol) Affinage Crème Developer
- B)** On a natural base 6 and darker with up to 50% grey, 3.66 alone with 3%(10vol) will give an excellent result.
- C)** Fashion Hint - a feature of this stunning shade is that on a dark natural base you can pre-lighten slices and then apply 3.66 to the whole head to give a deep and intense 3.66 result but with strong vibrant red slices.

	0 Natural Tones		.00 Extra Natural	.01 .21 Natural Ash Tone	.1 Green Ash
12. Super Light Blonde	12.0 High Lift Arctic Light Blonde	4 TO 5 Shades Lift 40 Vol (12%)	12.0s Very Light Intensives Golden Brown		12.1 High Lift Arctic Light Ash Blonde
10. Extra Light Blonde	10.0 Extra Light Natural Blonde	2 TO 3 Shades Lift 20 Volume (6%)		10.21 Extra Light Cool Ash Brown	10.1 Extra Light Ash Blonde
9. Very Light blonde	9.0 Very Light Blonde		9.00 Extra Natural Very light Blonde	9.01 Natural Very Light Ash Blonde	9.1 Very Light Ash Blonde
8. Light Blonde	8.0 Light Blonde	1 TO 2 Shades Lift 20 Volume (6%)	8.00 Extra Natural Light Blonde	8.01 Natural Light Ash Blonde	8.1 Mix 1/2 9.1 1/2 7.1
7. Medium Blonde	7.0 Medium Blonde		7.00 Extra Natural Medium Blonde	7.01 Natural Medium Ash Blonde	7.1 Medium Ash Blonde
6. Dark Blonde	6.0 Dark Blonde	1 TO 2 Shades Lift 20 Volume (6%)	6.00 Extra Natural Dark Blonde	6.01 Natural Dark Ash Brown	6.1 Mix 3/4 6.0 1/4 Intensives 0.1
5. Light Brown	5.0 Light Brown		5.00 Mix 1/2 6.00 1/2 4.00	5.01 Natural Light Ash Brown	
4. Medium Brown	4.0 Medium Brown	1 Shades Lift 20 Volume (6%)	4.00 Extra Natural Medium Brown	4.01 Natural Medium Ash Brown	
3. Dark Brown	3.0 Dark Brown				
2. Extra Dark Brown	2.0 Very Dark Brown	1/2 Shades Lift 20 Volume (6%)			
1. Black	1.0 Black				

	.2 Violet Ash	.23 .32 Beige	.3 Gold	.33 Intensives Gold	.34 .43 Gold Copper Copper Gold
12. Super Light Blonde	12.2 High Lift Arctic Pearl Blonde 	12.23 High Lift Arctic Beige Blonde 		12.33 Mix 1/2 12.0s 1/2 10.3 	
10. Extra Light Blonde	10.2 Extra Light Pearl Blonde 	10.32 Extra Light Sand Beige Blonde 	10.3 Extra Light Golden Blonde 		10.34 Mix 1/2 9.34 1/2 10.3 
9. Very Light blonde	9.2 Very Light Violet Brown 	9.23 Very Light Pearl Beige blonde 	9.3 Very light Golden Blonde 	9.33 Very Light Intensive Golden Brown 	9.34 Very Light Copper Golden Blonde 
8. Light Blonde	8.2 Light Violet Brown 	8.32 Light Sandy Beige Blonde 	8.3 Light Golden Blonde 	8.33 Light Intensive Golden Brown 	8.43 Light Copper Golden Blonde 
7. Medium Blonde	7.2 Medium Violet Brown 	7.23 Medium Pearl Violet Blonde 	7.3 Medium Golden Blonde 	7.33 Mix 1/2 8.33 1/2 6.33 	7.43 Medium Copper Golden Blonde 
6. Dark Blonde	6.2 Dark Violet Brown 		6.3 Dark Golden Blonde 	6.33 Dark Intensives Golden Blonde 	
5. Light Brown			5.3 Light Golden Blonde 		
4. Medium Brown	4.2 Medium Violet Brown 		4.3 Mix 1/2 5.3 1/2 4.00 		
3. Dark Brown					
2. Extra Dark Brown	2.2 Deep Violet Brown 				
1. Black					

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	.4 Copper	.45 Copper Mahogany	.46 Copper Red	.53 Mahogany Gold	.5 .52 Mahogany Mahogany Violet
12. Super Light Blonde					
10. Extra Light Blonde					
9. Very Light blonde	9.4 Mix 1/2 9.0 1/2 8.4 				
8. Light Blonde	8.4 Light Copper Blonde 				8.52 Light Mahogany Violet Blonde 
7. Medium Blonde	7.4 Medium Copper Blonde 		7.46 Medium Ruby Red 		7.5 Medium Mahogany Blonde 
6. Dark Blonde	6.4 Dark Copper Brown 	6.45 Dark Copper Mahogany Blonde 	6.46 Dark Ruby Red 		6.5 Mix 1/2 7.5 1/2 5.5 
5. Light Brown	5.4 Light Copper Brown 		5.46 Ruby Red 	5.53 Mix 3/4 5.5 1/4 5.3 	5.5 Light Mahogany Brown 
4. Medium Brown				4.53 Medium Mahogany Golden Brown 	
3. Dark Brown					
SPICE PACK	6.652 Red Pepper 	7.336 All Spice 	8.335 Nutmeg 	8.465 Paprika 	9.325 Cinnamon 

	.35 Gold Mahogany	.6 .7 Red Blue	.63 .64 .65 Red Gold, Red Copper, Red Mahogany	.66 Intensive Red	
12. Super Light Blonde					
10. Extra Light Blonde					.035 .036 COFFEE SHOP COLLECTION
9. Very Light blonde	9.35 Very Light Golden Mahogany Blonde 				9.035 Caffe Latte 
8. Light Blonde	8.35 Light Golden Mahogany Blonde 				8.035 Cappuccino 
7. Medium Blonde	7.35 Medium Golden Mahogany Blonde 	7.6 Cherry 	7.64 Medium Flame Red Blonde 		7.036 Milk Chocolate 
6. Dark Blonde	6.35 Dark Golden Mahogany Blonde 	6.6 Mix 1/4 7.6 1/2 5.6 1/4 Intensives 0.6 	6.64 Dark Flame Red Blonde 	6.66 Fire Red 	6.036 Dark Chocolate 
5. Light Brown	5.35 Light Golden Mahogany Brown 	5.6 Rouge Red 	5.63 Sherry Red 	5.66 Claret 	5.036 Coffee 
4. Medium Brown		4.6 Veronese Red 	4.65 Beaujolais 		4.036 Café Noir 
3. Dark Brown				3.66 Burgundy 	
2. Extra Dark Brown					
1. Black		1.7 Blue Black 			

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