

intensives

COLOUR CREME

Customise your Colour with Affinage Intensives - your Creative Colour Palette.

Affinage Intensives is a range of un-oxidised pure pigments, designed for use with any permanent or tone on tone hair colour. When Intensives are mixed with another permanent or tone on tone colour that uses developer, Intensives become part of the host colour. This means that the added colour from Intensives is as permanent as the host colour. Intensives are used when the colourist wants to increase or subdue tone. We can use Intensives in two different ways:

ADD - When staying on same level, darkening or intensifying tone.

Adding to the mix - i.e. 30g/1.01oz of Colour, 45g/1.52oz of developer plus 30g/1.01oz of Intensives added.

Example

Mix 100g/3.4oz 7.4 Infiniti + 150g/5.07oz of your chosen developer + (ADD) 50g/1.69 0.4 Intensives

As you can see from this example we are **ADDING** the Intensives to the mix.

This method should be used when darkening and increasing depth and tone.

INCLUDE - When lightening and brightening tone.

Included in the mix - i.e. 30g/1.01oz of colour, 30g/1.01oz of Intensives plus 90g/3.04oz of Affinage Crème Developer.

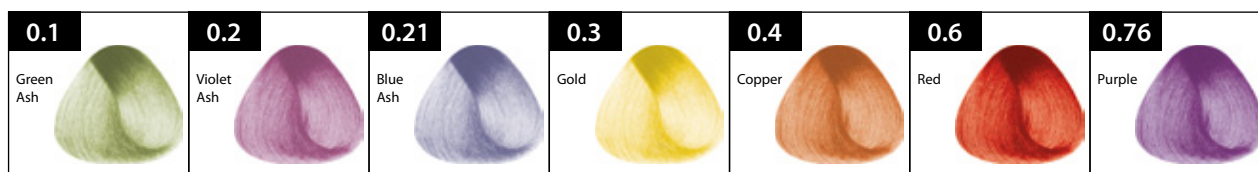
Example

Mix 100g/3.38oz 7.4 Infiniti + (INCLUDE) 50g/1.69oz 0.4 Intensives + 225g/7.93oz of your chosen Affinage Crème Developer.

As you can see from this example we are **INCLUDING** the Intensives to the mix.

This method should be used when a lighter, vibrant result is required.

The following tones are available in the Intensives range:



The colours indicated in this guide are a representation only.

The possibilities of colour variations using Intensives are endless. Intensives are designed to let you be more creative and to expand your colour palette. 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 1½ parts Affinage Crème Developer - on previously coloured hair to introduce warm tonal effects.

Intensives Ash tones 0.1, 0.2, 0.21 are designed to help eliminate warm tones (Red, Copper and Gold) when lightening.

On some occasions the colourist may wish to use high lift 12. or 10. series colours on dark bases to achieve light beige or cool blondes. When the colourist uses colours with tones .1 Green Ash, .2 Violet Ash or .21 Blue Ash and high volumes of developer 9%(30vol) and (12%)40vol, the ashening effect in the colour is not always strong enough to subdue the red, yellow and orange generated from the natural colour when lifting. Intensives provide the solution to this problem.

Intensives 0.1 when added to a .1 colour, e.g. 12.1, increases 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.

Care should be exercised when adding Ash Tones to blonde shades, e.g. 10. and 12. series colours .

A maximum of 10% in the mix is recommended. Always use 'INCLUDE' method.

E.g. 1 tube 100g/3.38oz 10. series to 10g/0.33oz Intensives Ash (0.1, 0.2, or 0.21) + 165g/5.82oz of Developer.

E.g. 1 tube 100g/3.38oz 12. series to 10g/0.33oz Intensives Ash (0.1, 0.2, or 0.21) + 220g/7.76oz Developer 9% or 12%

Adding 0.21 Blue Ash

When lifting from natural base 1. 2. 3. or 4. to levels 6. 7. or 8. Warm copper tones are generated.

Example

Base 2.0

Target 6.0

Colour used 7.1

Developer 9%(30vol)

Colour Result : Warm base 6

By adding 30% Intensives .21 Blue Ash, into dark shades, a true 6.0 can be achieved.

Example

Base 2.0

Target 6.0

Colour 7.1 Plus 30% Intensives 0.21e.g. 100g/3.38oz tube 7.1 + 30g/1.01oz of 0.21 + 195g/6.87oz of 9%(30vol) Crème Developer.

