

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

b RED

COLOUR HIGHLIGHTING CREME RED HIGHLIGHTS IN 15 MINUTES WITHOUT PRE-LIGHTENING

bRED is an off-the-scalp intensive red highlighting system designed to give brilliant results in Red, Red Violet, Red Copper, Copper and Magenta tones on natural or coloured hair. Red, Red Violet, Red Copper and Copper are formulated for use on hair of base 6 or darker. **Magenta is formulated for use on base 6 and lighter.** bRED can be used with 10, 20, 30 or 40 volume developer (3%,6%,9%,12%) depending on the amount of lift required. **bRED Magenta should be used with 9%(30vol) and 12%(40vol) developer on bases 6,7, and 8.** Use gentle heat (40 - 42°C / 104 - 108°F) for 15 minutes. On bases 9, 10 and above use 3%(10vol) developer with no heat. Process for 35 minutes.



- bRED is mixed on a ratio of 1 part bRED to 1 part of your chosen Affinage Crème Developer.
- Apply a small quantity to the hair using your preferred application method.
- Process for 15 minutes with gentle heat (40 - 42°C / 104 - 108°F) or 35 minutes without heat. When using bRED on dark coloured hair the use of heat is recommended.

Removal

- After processing, rinse the hair thoroughly and shampoo with Infiniti ColourCare shampoo. Ensure that the water runs clear. Finish with Infiniti ColourCare Conditioner.
- bRED is an off the scalp colouring product and is not recommended for whole head application or on the scalp use.
- If this product is used on very dark, colour treated hair, the colour results will be less vibrant than on natural hair.

Developer Usage

bRED - Red, Red Violet, Red Copper and Copper are designed to give stunning results on all hair types, with low percentage (volumes) of developer. It is not generally necessary to use a high percentage (volume) of developer to achieve maximum lift and colour.

For best results use Affinage Crème Developer as follows:

- 3%(10vol) on bases 6 and 5*
- 6%(20vol) on bases 5 and 4*
- 9%(30vol) on bases 4 and 3*

***Depending on amount of colour build-up.**

- 12%(40vol) should only be used when extreme lift is required on difficult to lighten hair. Please remember that high percentages (vol) of developer will give more lift but may reduce the intensity of the colour.
- **bRED Magenta should be used with 9%(30vol) or 12%(40vol) developer on bases 6, 7 and 8. O bases 9, 10 and above use 3%(10vol) developer.**
- Generally, 3%, 6% or 9% developer is sufficient for most lightening and colouring with bRED.

Processing Times

- Process for 15 minutes under gentle heat (covered) or process for 35 minutes with no heat.
Do not overheat (for example under a hairdryer on maximum heat). Heat is recommended for hair that has a build up of colour.
- **bRED Magenta should be processed as follows:** 9%(30vol) or 12%(40vol) developer - 15 minutes with gentle heat (40 - 42°C / 104 - 108°F).
3%(10vol) developer or 35 minutes with no heat.

Important

bRED is a very intense colour and should not be used on (or with) blonde/white hair, except Magenta, as this could give unwanted results.



The colours indicated in this guide are a representation only.



Refresh your bRED colour in an easy, one step application.

bRED Refresher is a simple and easy to use product designed to refresh red, copper or magenta highlights originally created using Affinage bRED or a similar product from any other manufacturer. 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.

bRED Refresher comes in 5 vibrant shades, Red, Red Violet, Red Copper, Copper and Magenta, matching the colours of Affinage bRED.

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.
3. Allow to process, covered, 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 Infiniti ColourCare Shampoo until the water runs clear.
5. Condition if necessary with Infiniti ColourCare Conditioner.

