



SHINEFINITY

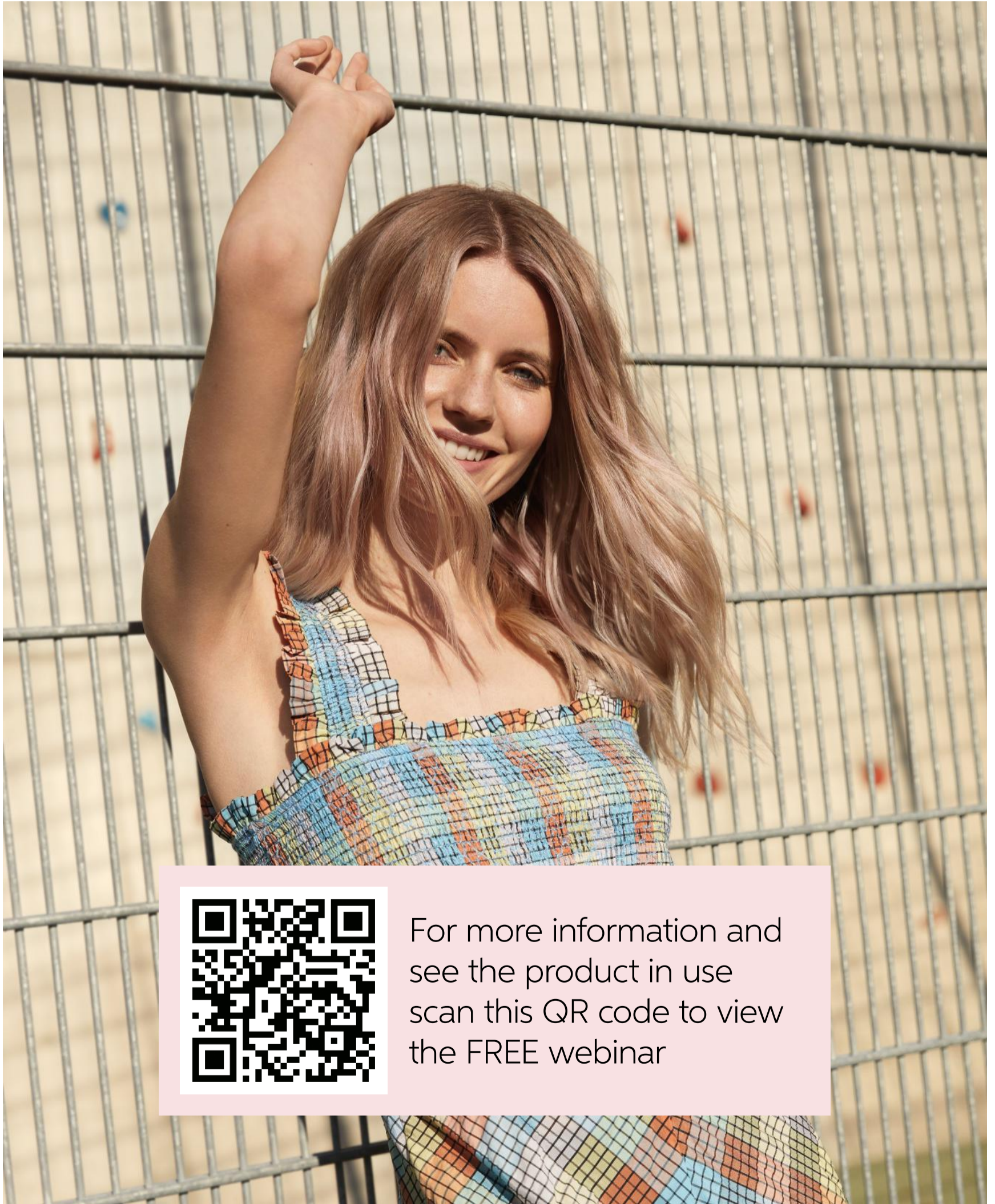
starter guide

TO GET YOU **GLAZING!**



IN THIS QUICK STARTER GUIDE

you find everything you need to get started using **SHINEFINITY** with your clients straight away.



For more information and see the product in use scan this QR code to view the FREE webinar

WE HAVE
the answer

SHINEFINITY ZERO LIFT GLAZE

SHINE YOU CAN FEEL



UP TO 6 WEEKS LONG-LASTING COLOR GLOSS¹
ZERO LIFT • ZERO DAMAGE • NO-DRIP GEL CREAM
TRUE-TO-TONE • RELIABLE COLOR RESULTS
BALANCED pH TECHNOLOGY

¹Provided hair is washed 3x/week.

mixing GUIDELINES



EXAMPLE: 30 g Crème + 30 g SHINEFINITY ACTIVATOR

Choose your activator :
Brush & Bowl activator
for precision.
Bottle activator for speed.

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



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

Shampoo the hair, no post
color treatment is needed. Use
conditioner if the hair requires.

A FLEXIBLE FORMULA FOR *adaptable results*

With SHINEFINITY you can adapt your results
depending on how you work with the product.

Expect softer result on pre-shampooed hair and shorter
development times, without a compromise to the color result.



07/75

Raspberry Latte



07/75



06/07

Deep Walnut



06/07

top tip!

USING HEAT

gives more intense results, great when you
want to intensify your reds or blend away
first signs of gray hair.



SHINEFINITY
Flash Glaze
SERVICE



The **5-minute flash glaze service** is recommended for previously lightened hair for a visible result. These select shades at depth 8 and 9, with a higher dye concentration will deposit enough tone for a visual result only. Apply these shades to thoroughly towel-dried hair or dry hair. Keep in mind, the porosity, condition and lightness will affect overall results and longevity of the color vs. full development time of 20 minutes.

DEPTH 8



08/8

Blue Pearl



08/98

Silver Pearl



08/38

Honey Latte



08/34

Spicy Ginger

DEPTH 9



09/73

**Caramel
Milk**



09/61

**Iced
Platinum**



09/65

**Pink
Shimmer**



09/81

**Platinum
Opal**

SERVICE RECOMMENDATIONS

		08/38 Honey Latte	08/98 Silver Pearl	08/8 Blue Pearl	08/34 Spicy Ginger	
	UNTREATED					
9/0						OBSERVATION ON A HEALTHIER SUBSTRATE, LESS TONE
8/0 BLEACHED						
9/0 BLEACHED						
NATURAL LIGHTEST DEPTH						

		09/81 Platinum Opal	09/61 Iced Platinum	09/65 Pink Shimmer	09/73 Caramel Milk	
	UNTREATED					
9/0						OBSERVATION ON A HEALTHIER SUBSTRATE, LESS TONE
8/0 BLEACHED						
9/0 BLEACHED						
NATURAL LIGHTEST DEPTH						

Lightened with Blondor + 9%

SHINEFINITY Speed Glaze SERVICE



A quick but versatile service. Ideal **in between** color appointments or to adjust or enhance blonde hair at the basin. Still getting the benefits of the healthy looking shine and irresistible hair feel.

Mixed with bottle activator and applied at the basin to towel-dried hair.

Develop for 10 min.*

HERO SHADES FOR 10 MIN DEVELOPMENT



08/34
Spicy Ginger



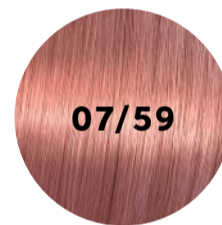
08/38
Honey Latte



09/73
Caramel Milk



05/98
Steel Orchid



07/59
Strawberry Wine



07/81
Smoky Opal



08/8
Blue Pearl



08/98
Silver Pearl



09/61
Iced Platinum



09/65
Pink Shimmer



09/81
Platinum Opal



06/02
Dark Sage



06/07
Deep Walnut

top tip!

Due to the shorter development time, you may **SELECT A SHADE DEEPER THAN THE TARGET SHADE** for more tonal results.

*Shorter development time can reduce longevity of end results

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**



00/00

CLEAR

has many usages:

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

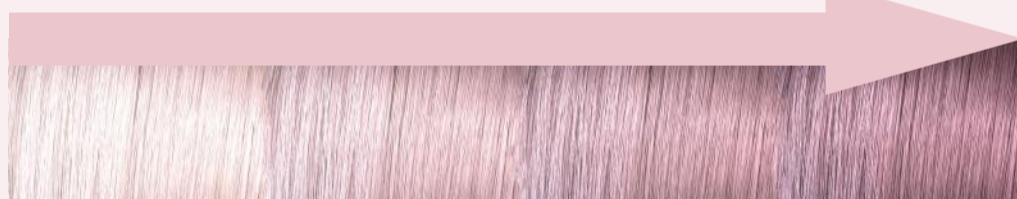


60 g

LEVEL 09/-08/

3 g

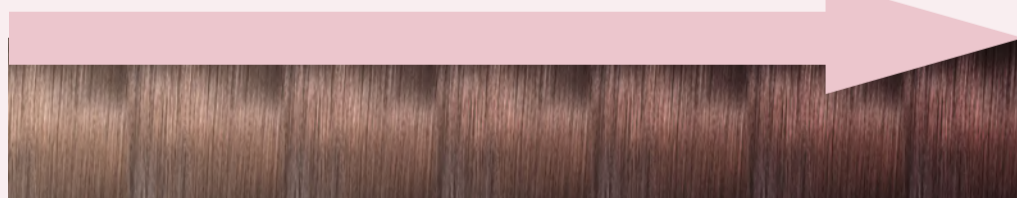
12 g



LEVEL 07/-06/

6 g

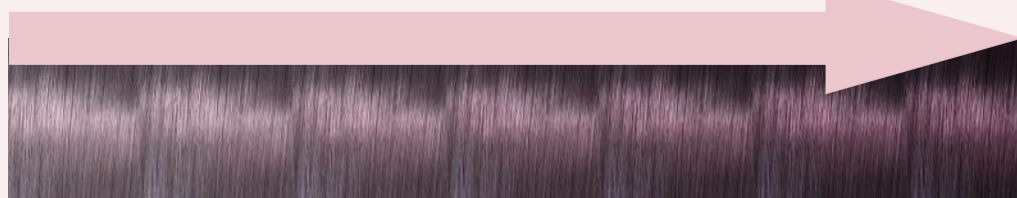
24 g



LEVEL 05/ AND BELOW

12 g

30 g



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

DISCOVER THE shade palette

WARM					NATURAL			COOL											
DEPTH	34	36	37	38	43	73	02	05	07	13	59	6	61	65	71	75	8	81	98
010/		010/36				010/73	010/02	010/05	010/07	010/13			010/61	010/65				010/81	
09/		09/36 Vanilla Glaze				09/73 Caramel Milk	09/02 Soft Sage	09/05 Silk Blush	09/07 Beige Sand	09/13 Toffee Milk			09/61 Iced Platinum	09/65 Pink Shimmer				09/81 Platinum Opal	
08/	08/34 Spicy Ginger			08/38 Honey Latte													08/8 Blue Pearl		08/98 Silver Pearl
07/	07/34 Paprika Spice									07/13 Toffee Cream	07/59 Strawberry Wine					07/75 Raspberry Latte		07/81 Smoky Opal	
06/				06/43 Copper Sunset	06/73 Caramel Chocolate	06/02 Dark Sage		06/07 Deep Walnut			06/6 Cherry Wine				06/71 Frosted Chestnut				
05/		05/37 Caramel Espresso		05/43 Hot Chili															05/98 Steel Orchid
04/								04/07 Bitter Chocolate					04/65 Deep Cherry						
BOOSTER						00/00 Crystal Glaze	00/89 Blue Booster	00/66 Violet Booster											

CREATE 010/SHADES
09/XX + 00/00 (1:1)

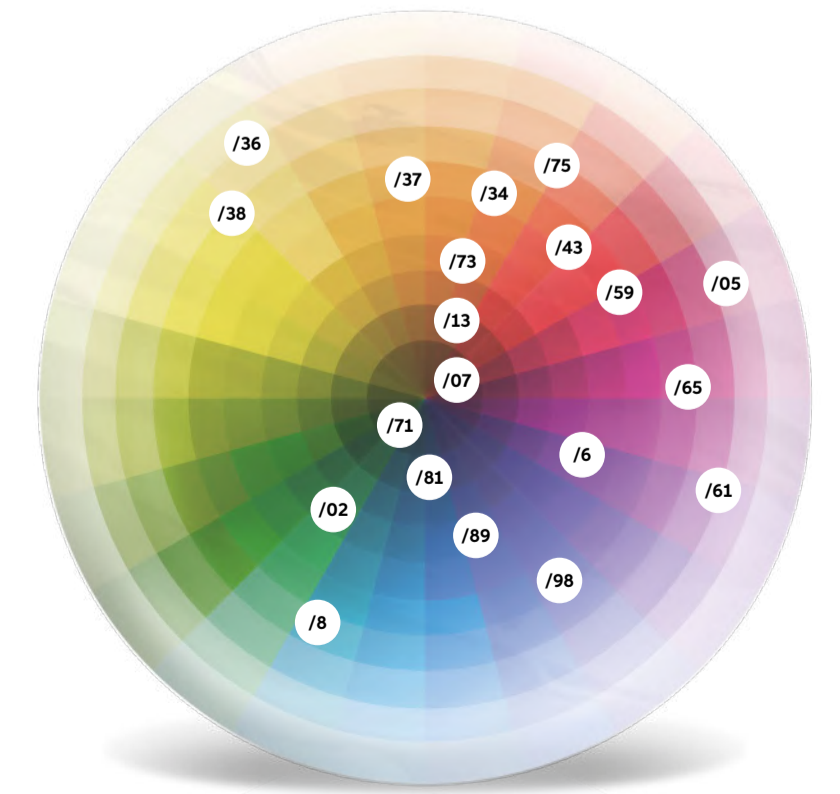
SHINEFINITY color essentials

09/61

"0" in front of the depth indicates: transluency ZERO lift and ZERO damage

Depth
Major tone
Minor tone

- 010/ Lightest Blonde
- 09/ Very Light Blonde
- 08/ Light Blonde
- 07/ Medium Blonde
- 06/ Dark Blonde
- 05/ Light Brown
- 04/ Medium Brown
- /0 Natural
- /1 Ash (gray)
- /2 Matte (green)
- /3 Gold (yellow)
- /4 Red (warm)
- /5 Red-Violet
- /6 Violet (cool)
- /7 Brown (warm)
- /8 Pearl (blue)
- /9 Cendre (soft violet)



SHINEFINITY *services*

HERO SHADES TO GET YOU STARTED!

<p>SHINEFINITY GLAZE</p>	<p>Use after bleaching services.</p> <hr/> <p>Standalone or on natural hair. Apply to towel-dried or dry hair.</p>	 <p>7:1</p>	 <p>20 min</p>	 <p>09/61 Iced Platinum 09/05 Silk Blush 06/71 Frosted Chestnut 07/75 Raspberry Latte</p>
<p>SPEED GLAZE</p>	<p>Ideal for in-between color appointments, and to adjust or enhance blonde hair. Apply to towel-dried hair.</p>	 <p>7:1</p>	 <p>10 min</p>	 <p>09/73 Caramel Milk 08/98 Silver Pearl</p>
<p>CORRECTIVE GLAZE</p>	<p>For natural correction services. Balance moderate unevenness or darken without pre filling. Applying on dry hair, this will allow for maximum saturation.</p>	 <p>7:1</p>	 <p>20 min</p>	 <p>09/02 Soft Sage 07/81 Smoky Opal 05/37 Caramel Chocolate</p>
<p>FLASH GLAZE</p>	<p>Use when a tonal deposit is desired and longevity isn't a concern. Apply to towel-dried hair after a bleaching service.</p>	 <p>7:1</p>	 <p>5 min</p>	 <p>08/8 Blue Pearl 09/65 Pink Shimmer 09/81 Platinum Opal 08/38 Honey Latte</p>
<p>BALANCING GLAZE</p>	<p>Use as a perfect complement when balancing lengths and ends while using Koleston Perfect or Illumina Color on the root. Apply your root color as usual, develop for 10 min and apply your SHINEFINITY target shade to the lengths and ends.</p>	 <p>7:1</p>	 <p>20 min</p>	

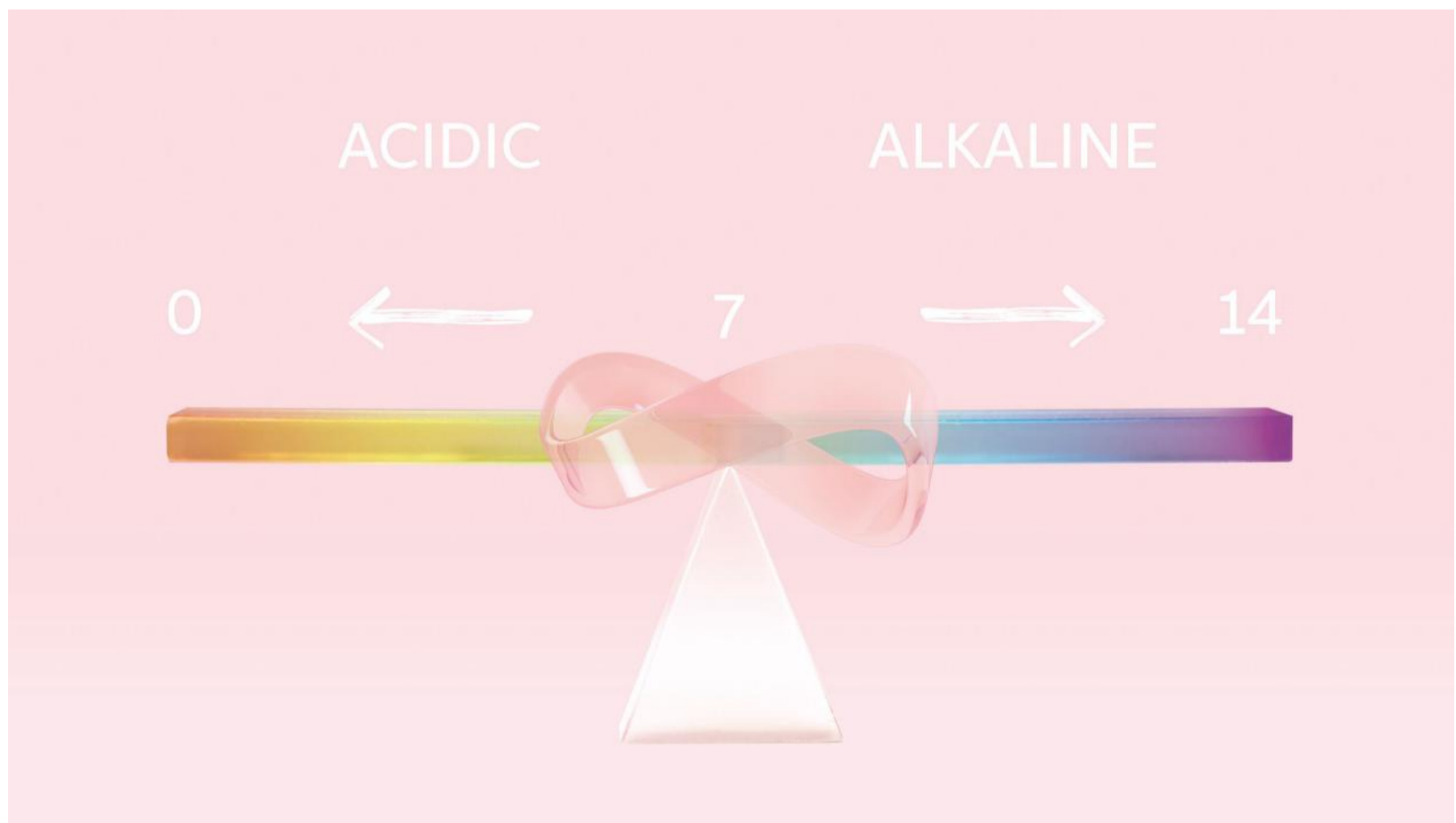
pH AND the basics

If you're wondering what pH is and why is it important for your hair, **we have all the answers!**

pH is used in everyday life as well as in hairdressing. It plays an important role in the strength of your hair but is also integral in hair color technology. Here's the science bit.

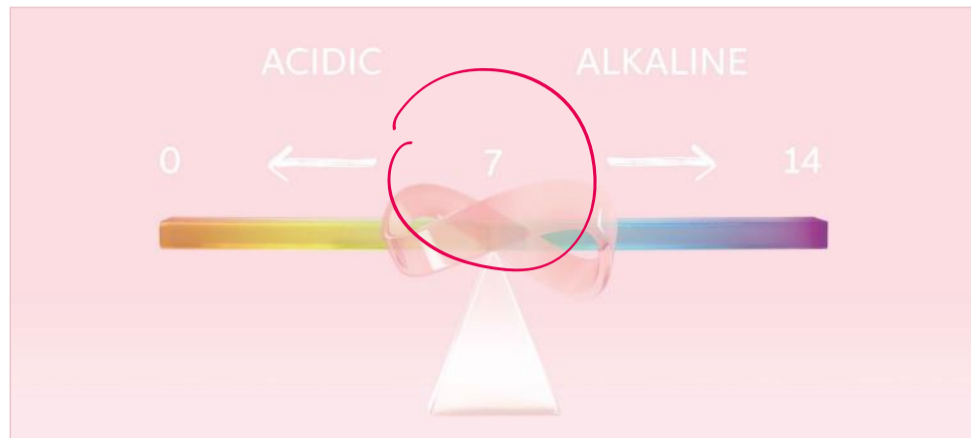
pH stands for **potential of hydrogen** and what that means is: it expresses the relative amount of free hydrogen ions in a solution. If there's more hydrogen ions in a solution it is **acidic**, while more hydroxyl ions make an **alkaline solution**.

Let's look at the basics. The pH shows how acidic or alkaline a substance is. The pH scale runs from 0 to 14, with 0-6 being the **acidic**, 7 being **neutral** and 8-14 being **alkaline**.



color

AND ITS pH



BALANCED pH

The balanced pH technology lies at the core of **SHINEFINITY**.

It operates in a controlled pH range. It starts slightly alkaline, at about pH 7-8.3, to facilitate proper color formation of the oxidative dyes.

Upon touch with the hair the pH slowly starts dropping, turning neutral/acidic throughout the processing to preserve the hair's integrity, never dropping below a pH of 6.5.

By using oxidative dyes in balanced pH environment **SHINEFINITY** can offer a long-lasting color glaze result with zero lift and zero damage. The color result is also unique and different than that of an alkaline demi-permanent such Color Touch. It gives a translucent veil of color, shine and silky hair feel.

