

**CREATIVE
FORMULATION
GUIDE**



SHINEFINITY
ZERO LIFT GLAZE

09/61 1:1



With balanced pH technology

2.3 FL. OZ. / 60 mL

SHINEFINITY
infinite **POSSIBILITIES**

SHINEFINITY

BEYOND GLOSS...
LONG-LASTING COLOR GLAZE



SHINE YOU CAN FEEL

In this formulation guide we will explore the playful usage of **SHINEFINITY**, to expand the palette and unleash your creativity. You will find hints and tips from the experts as well as covering the basics of formulation.

*Dermatologically tested for skin irritation – an allergic reaction may still occur – always perform an Allergy Alert Test

*Wella company is a member of the International Collaboration on Cosmetics Safety

infinite possibilities

GLAZE SERVICES

Choose your service based on time, commitment level and add-on opportunities!

Shinefinity Glaze

Enhance, enrich, change, match, tone down or intensify natural or color-treated hair in 20 minutes

Speed Glaze

Refresh color in 10 minutes in between services or part of an express service offering

Flash Glaze

Tone in 5 minutes following pre-lightening services; highlighted, free-hand, bleached hair

BALANCING SERVICES

- Use Shinefinity as a perfect complement for Illumina Color or Koleston Perfect permanent hair color.
- Apply permanent root touch:
 - › Apply Shinefinity formula to balance color on mid-lengths and ends
 - › Get creative! 'Selectively Refresh' sections of hair with Shinefinity in multiple formulas varying cool and warm shades
 - › Try mixing your formulas with varying degrees of 00/00 Crystal Glaze for more translucency

BALANCING SERVICES

- Due to the translucency of the color use for natural looking corrective services to moderate unevenness and deepen without pre-filling.
- Apply to dry hair for maximum saturation.
- Lightly fill over lightened hair
- Correct uneven or overly brassy tone
- Lowlight hair or 'reverse' balayage, root shadow, root tap
- Great for hair that requires the utmost gentle of color
- 'Layer' the color by layering the services using 5 minute Flash glaze, rinse and apply Speed or Shinefinity Glaze. The choice of timing allows you efficiency when working.

SHINEFINITY IN THE portfolio

PERMANENT PARTNER

Pair with permanent color choices like **Koleston Perfect** or **Illumina Color**. These colors share a similar 'chassis' in other words the same color framework. What is different is the pH of **Shinefinity**, so while these colors may encounter each other, by doing so it alters the pH, resulting in different results than when applied alone.

- Shinefinity can be used in color melts, apply your permanent root touch up with **Koleston Perfect** or **Illumina Color**, then apply Shinefinity directly to the meeting point. This area can be slightly blended or melted into each other.
- When not to use: **Color Touch** can't be used in this manner.



BlondorPlex

00/00 CRYSTAL GLAZE

This is the Clear version of **Shinefinity**. It is a must-have multi-tasker! It works to dilute your formulas, create an infinite array of shades, pastelize tones, create level 10s, add incredible shine!

BOOSTERS

These colors have no depth but pack a punch with tone! Use them alone or to enhance your formulations or create stunning pastels when mixed with Crystal Glaze.

LIGHTENERS

Looking for the perfect pastel, a subtle tone, or blend in a balayage? **Shinefinity** is the ideal choice to pair with our Expert Lightening Range!

- Creamy Consistency for precise application
- Integrated with WellaPlex for up to 97% less hair breakage*
- Anti-Brass Complex
- Visible lifting after only 10 minutes, even on darkest bases

Blondor FREELIGHTS

For freehand open air lightening techniques, such as Illuminage and balayage

- White Clay based lightener
- For optimal precision with reduced swelling
- Up to 7 levels of lift
- Use exclusively with designated Freelights Developers 6%, 9%, 12%

*when using WellaPlex No. 2 Bond Stabilizer with BlondorPlex, versus BlondorPlex alone

FORMULATION ESSENTIALS

numbering system

Firstly, it's important to understand the numbering system before mixing shades, as this allows you to predict how the shades will interact together.

Not all colors are created in the same way, some colors are submissive and some are dominant.

It's important for us to understand this so that we can strike the right balance and ensure we achieve the exact shade our clients want.

09/61



Depth



Major tone



Minor tone

"0" in front of the depth indicate:

translucency
ZERO lift and
ZERO damage

Let's look at /9 and /6 for example : what we clearly can see in the graph below is that /6 is more intense compared to /9.

If these shades are mixed together you can expect the /6 to be dominant.



DEPTH NUMBERING SYSTEM

10/		Lightest Blonde
09/		Very Light Blonde
08/		Light Blonde
07/		Medium Blonde
06/		Dark Blonde
05/		Light Brown
04/		Medium Brown

TONE NUMBERING SYSTEM

	/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)

FORMULATION ESSENTIALS

color circle

Apart from the numbering system we also have to fully understand the color circle.

Two core principles to remember:

MIX AROUND THE CIRCLE = NEW INTERESTING SHADE

MIX OPPOSITES = NEUTRALIZATION

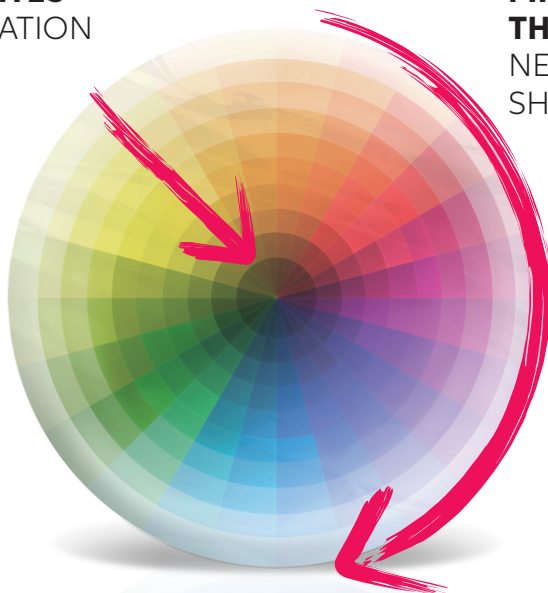
Now let's look at an example
if we want to neutralize yellow
you will use violet.

Knowing violet is a dominant
color we have to be careful
with the intensity of violet /6 you use.



MIX OPPOSITES =
NEUTRALIZATION

**MIX AROUND
THE CIRCLE =**
NEW INTERESTING
SHADE



FORMULATION ESSENTIALS

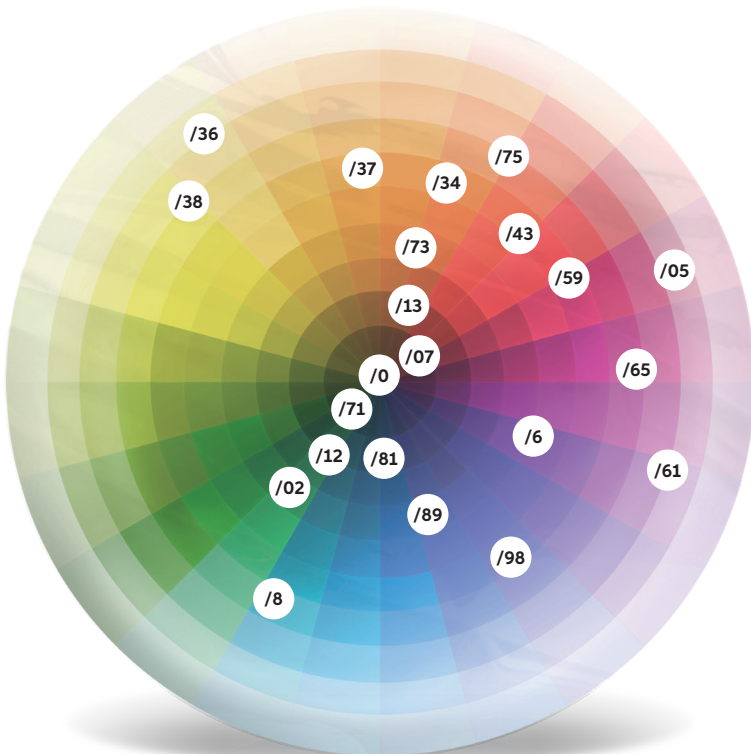
color circle=tones

Here we have the color circle that also includes the tonal characters of **SHINEFINITY**.

SO HOW IS
this helpful?

Take in consideration the areas we have looked at and put it all together.

The below will help you to decide which shades are good to mix together, how dominant are they in tonality and what shades will you use to neutralize specific undertones.



DISCOVER shade



TONE	/34	/36	/37	/38	/43	/73	/0	/02	/05	/07
DEPTH										
010/		010/36				010/73		010/02	010/05	010/07
09/		09/36				09/73		09/02	09/05	09/07
		Vanilla Glaze				Caramel Milk		Soft Sage	Silk Blush	Beige Sand
08/	08/34			08/38			08/0			
	Spicy Ginger			Honey Latte			Natural Latte			
07/	07/34									
	Paprika Spice									
06/					06/43	06/73	06/0	06/02		06/07
					Copper Sunset	Caramel Chocolate	Natural Brandy	Dark Sage		Deep Walnut
05/			05/37		05/43					
			Caramel Espresso		Hot Chili					
04/							04/0			04/07
							Natural Espresso			Bitter Chocolate



BOOSTER

00/00	00/89	00/66
Crystal Glaze	Blue Booster	Violet Booster

ER THE palette

COOL

/12	/13	/59	/6	/61	/65	/71	/75	/8	/81	/98
	010/13			010/61	010/65				010/81	
	09/13			09/61	09/65				09/81	
	Toffee Milk			Iced Platinum	Pink Shimmer				Platinum Opal	
								08/8		08/98
								Blue Pearl		Silver Pearl
07/12	07/13	07/59					07/75		07/81	
Cool Mushroom	Toffee Cream	Strawberry Wine					Raspberry Latte		Smoky Opal	
			06/6			06/71				
			Cherry Wine			Frosted Chestnut				
										05/98
										Steel Orchid
04/12					04/65					
Cool Chia					Deep Cherry					

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

Shade suitable for fast services
from 10min

Mixing GUIDELINES



Apply to towel-dried or dry hair. **Develop up to 20 min.**
When fully developed add some water and emulsify color to avoid any skin staining. Shampoo the hair, no post color treatment is needed.
Use conditioner if the hair requires.



Adapt your results.

For softer results apply to towel-dried pre-shampooed hair or reduce timing. What is towel-dried hair? It is just damp to the touch.

top tip!

USING HEAT

Use heat from a controlled heat source. We recommend Climazon, will intensify the results. Use it to intensify reds or blend away first signs of gray hair. Develop for 15 minutes, no need to cool down before removing. As a best practice, use a cap to cover your client's hair.



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.

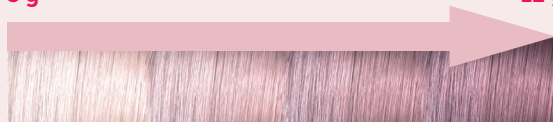


60 g

LEVEL 09/-08/

3 g

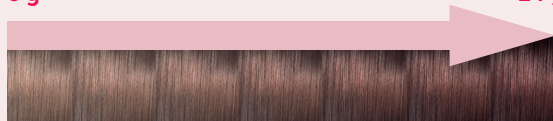
12 g



LEVEL 07/-06/

6 g

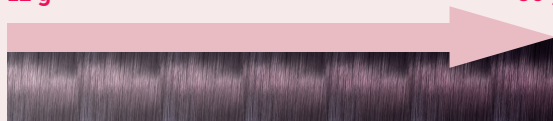
24 g



LEVEL 05/ AND BELOW

12 g

30 g



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

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.

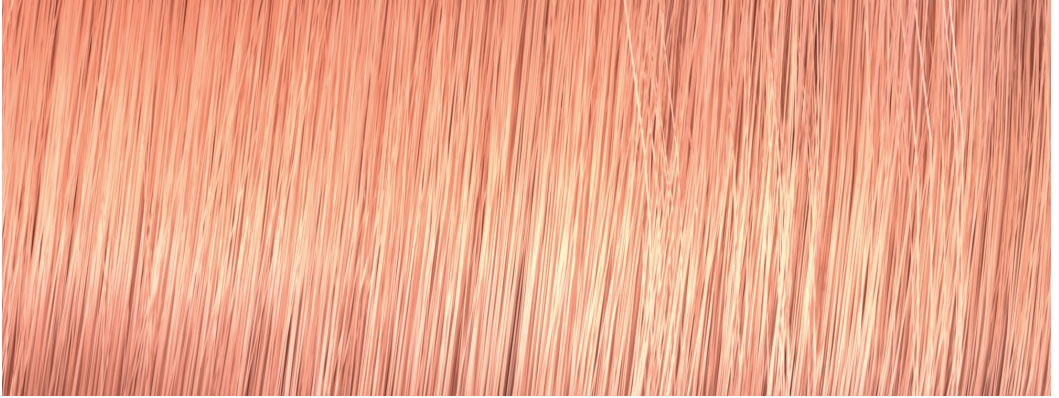
Always mix 1:1 with activator.

Example: 10 g 00/00 + 1 g 05/43 + 11 g activator

FORMULATION EXAMPLES

#subtlepeach

Let's look at an example of creating a desired shade. Your target:



A base can be **08/34**, but this will most likely be too strong in tone. Try to dilute it with a shade like **09/05** or even **09/65** depending on if you like a pink hue to the final shade or not.



As you can see the **/05** tone is more delicate than **/34** hence you can use a larger part of this shade.

EXAMPLE: 40G 09/05 + 20G 08/34

FORMULATION EXAMPLES

#amarettoshine



Let's look at this example:

Starting point is brassy highlight. The aim is muted mahogany tones.

Using shades from different shade spectrums can create interesting new tonalities if used right.



50g

This is your carrier shade, it will give the red tonalities. If used on its own it might become too warm over the brassy highlights.

This is your accent shade, as it is darker and contains blue and cendre tones only a small amount is needed to give subtle depth and coolness.



10g

FORMULATION EXAMPLES

#pinklemonadehair

BEFORE

AFTER



Let's look at this example:

Starting point is a grown out full head lightener, the ends are lacking shine and turning warm.

Adding some depth in to your target shade can bring out the tones.



09/65



45g

This is your carrier shade, it will help to clean the blonde and add beautiful soft baby pink tones.

This is your accent shade, it's deeper and have a major tone of brunette. It will bring subtle depth and the mahogany tone will create a slightly more lived in pink.



07/75



15g

SHINEFINITY formula mixtures

All formulas are based on full head application for long hair with average to thick density, applied to towel-dried hair, developed at 20 minutes. Adjust the color mass based on hair length and density. Expect a deeper result when using heat and a softer result when time is shortened.

PRE-LIGHTEN TO YELLOW



LUCID BLONDE

80G 00/00 CRYSTAL GLAZE
40G 09/61 ICED PLATINUM
120G ACTIVATOR



PLATINUM PEARL

100G 00/00 CRYSTAL GLAZE
15G 09/61 ICED PLATINUM
5G 09/81 PLATINUM OPAL
120G ACTIVATOR



LIGHT WHEAT BLONDE

40G 00/00 CRYSTAL GLAZE
40G 09/13 TOFFEE MILK
40G 09/73 CARAMEL MILK
120G ACTIVATOR



RASPBERRY ICE

80G 00/00 CRYSTAL GLAZE
20G 07/59 RASPBERRY LATTE
20G 09/65 PINK SHIMMER
120G ACTIVATOR



GLOWING PEACH

100G 00/00 CRYSTAL GLAZE
20G 08/34 SPICY GINGER
120G ACTIVATOR



PASSION PINK

100G 00/00 CRYSTAL GLAZE
20G 04/65 DEEP CHERRY
120G ACTIVATOR



BABY BLUE

100G 00/00 CRYSTAL GLAZE
20G 00/89 BLUE BOOSTER
120G ACTIVATOR



CRYSTAL VIOLET

80G 00/00 CRYSTAL GLAZE
30G 09/65 PINK SHIMMER
10G 00/66 VIOLET BOOSTER
120G ACTIVATOR



PEACH ROSÉ

80G 00/00 CRYSTAL GLAZE
15G 08/34 SPICY GINGER
20G 09/65 PINK SHIMMER
5G 07/59 STRAWBERRY WINE
120G ACTIVATOR

PRE-LIGHTEN TO YELLOW



INTENSE ROSE

60G 00/00 CRYSTAL GLAZE
20G 07/59 STRAWBERRY WINE
20G 00/66 VIOLET BOOSTER
120G ACTIVATOR



PLUM PERFECTION

80G 00/00 CRYSTAL GLAZE
20G 06/6 CHERRY WINE
20G 00/66 VIOLET BOOSTER
120G ACTIVATOR



SMOKY LAVENDER

60G 00/00 CRYSTAL GLAZE
35G 08/8 BLUE PEARL
25G 00/66 VIOLET BOOSTER
120G ACTIVATOR



BUTTERCREAM

80G 00/00 CRYSTAL GLAZE
40G 08/38 HONEY LATTE
120G ACTIVATOR



GREIGE BLONDE

40G 00/00 CRYSTAL GLAZE
40G 09/81 PLATINUM OPAL
40G 08/98 SILVER PEARL
120G ACTIVATOR



BUFFED BLONDE

40G 00/00 CRYSTAL GLAZE
40G 09/13 TOFFEE MILK
40G 09/07 BEIGE SAND
120G ACTIVATOR



BLUSHED BLONDE

10G 00/00 CRYSTAL GLAZE
110G 09/05 SILK BLUSH
120G ACTIVATOR



ECRÚ BLONDE

20G 00/00 CRYSTAL GLAZE
100G 09/13 TOFFEE MILK
120G ACTIVATOR



WHITE LIGHT

60G 00/00 CRYSTAL GLAZE
60G 09/81 PLATINUM OPAL
120G ACTIVATOR



CHEERFUL BLONDE

10G 00/00 CRYSTAL GLAZE
110G 09/36 VANILLA GLAZE
120G ACTIVATOR



RICE PAPER BLONDE

60G 00/00 CRYSTAL GLAZE
40G 09/07 BEIGE SAND
40G 09/13 TOFFEE MILK
120G ACTIVATOR



BAMBOO BLONDE

60G 00/00 CRYSTAL GLAZE
40G 09/36 VANILLA GLAZE
20G 09/13 TOFFEE MILK
120G ACTIVATOR

PRE-LIGHTEN TO YELLOW



DESERT PEBBLE

60G 08/0 NATURAL LATTE
60G 08/38 HONEY LATTE
120G ACTIVATOR



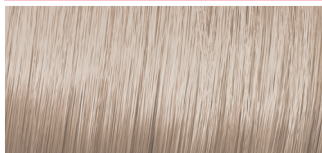
SUNSHINE BLONDE

60G 09/73 CARAMEL MILK
60G 08/38 HONEY LATTE
120G ACTIVATOR



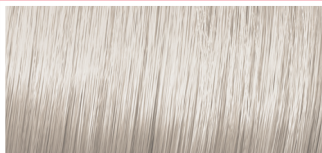
BARE BEIGE

60G 09/36 VANILLA GLAZE
60G 09/61 ICED PLATINUM
120G ACTIVATOR



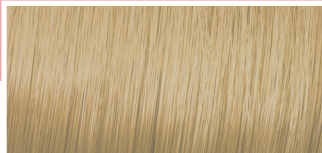
SHIMMERING SAND

60G 09/36 VANILLA GLAZE
60G 09/73 CARAMEL MILK
120G ACTIVATOR



BLONDE SMOKE

60G 09/81 PLATINUM OPAL
60G 09/61 ICED PLATINUM
120G ACTIVATOR



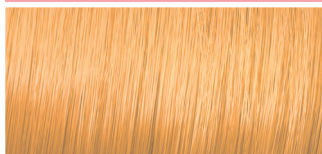
AVENA BLONDE

60G 09/02 SOFT SAGE
60G 09/73 CARAMEL MILK
120G ACTIVATOR



TIERRA BLONDE

60G 09/36 VANILLA GLAZE
60G 09/02 SOFT SAGE
120G ACTIVATOR



LIGHT TOPAZ

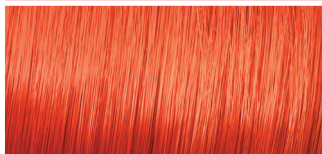
60G 00/00 CRYSTAL GLAZE
55G 09/36 VANILLA GLAZE
5G 08/34 SPICY GINGER
120G ACTIVATOR



SMOKE SHOW

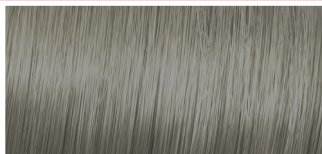
60G 00/00 CRYSTAL GLAZE
60G 7/81 SMOKY OPAL
120G ACTIVATOR

PRE-LIGHTEN TO ORANGE



HOT FIRECRACKER

100G 06/43 COPPER SUNSET
20G 08/34 SPICY GINGER
120G ACTIVATOR



MATCHBOOK BLONDE

60G 08/98 SILVER PEARL
60G 06/02 DARK SAGE
120G ACTIVATOR

Blonde

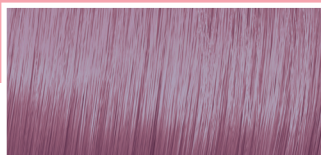
VERY LIGHT BLONDE TO LIGHTEST BLONDE



VINTAGE BLONDE
60G 09/07 BEIGE SAND
30G 09/05 SILK BLUSH
120G ACTIVATOR



SILVER CHAMPAGNE
60G 09/05 SILK BLUSH
60G 09/81 PLATINUM OPAL
120G ACTIVATOR



STRAWBERRY MILKSHAKE
40G 00/00 CRYSTAL GLAZE
50G 09/65 PINK SHIMMER
25G 07/59 STRAWBERRY WINE
5G 00/66 VIOLET BOOSTER
120G ACTIVATOR

LIGHT BLONDE TO LIGHTEST BLONDE



BEECHWOOD BLONDE
60G 00/00 CRYSTAL GLAZE
30G 09/07 BEIGE SAND
30G 09/13 TOFFEE MILK
120G ACTIVATOR



CHANTERELLE BEIGE
40G 00/00 CRYSTAL GLAZE
50G 09/73 CARAMEL MILK
30G 08/38 HONEY LATTE
120G ACTIVATOR



STONE BLONDE
60G 08/98 SILVER PEARL
60G 09/81 PLATINUM OPAL
120G ACTIVATOR



FROSTY PINÃ
60G 09/61 ICED PLATINUM
30G 09/36 VANILLA GLAZE
30G 00/00 CRYSTAL GLAZE
120G ACTIVATOR

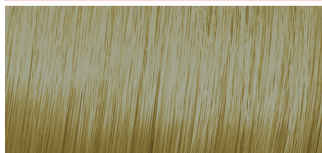


BISCUIT BLONDE
50G 09/05 SILK BLUSH
40G 09/65 PINK SHIMMER
20G 07/75 RASPBERRY LATTE
120G ACTIVATOR

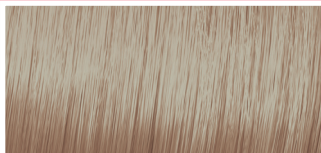


HONEY BEIGE
70G 09/07 BEIGE SAND
50G 08/38 HONEY LATTE
120G ACTIVATOR

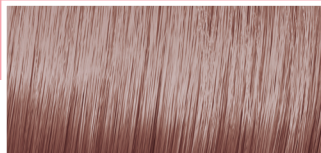
MEDIUM BLONDE TO LIGHT BLONDE



KHAKI BLONDE
90G 09/02 SOFT SAGE
30G 08/0 NATURAL LATTE
120G ACTIVATOR



SPARKLING WINE BLONDE
60G 09/05 SILK BLUSH
60G 09/36 VANILLA GLAZE
120G ACTIVATOR



ROSE BLONDE
60G 00/00 CRYSTAL GLAZE
60G 07/59 STRAWBERRY WINE
120G ACTIVATOR

MEDIUM BLONDE TO LIGHT BLONDE



SOFTSILVER BLONDE
80G 00/00 CRYSTAL GLAZE
40G 08/8 BLUE PEARL
120G ACTIVATOR



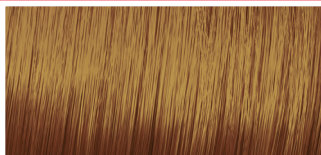
BLONDE HAZE
60G 07/81 SMOKY OPAL
60G 07/75 RASPBERRY LATTE
120G ACTIVATOR



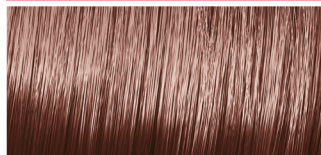
PEANUT BUTTER BLONDE
40G 08/0 NATURAL LATTE
40G 08/38 HONEY LATTE
40G 09/13 TOFFEE MILK
120G ACTIVATOR



TOASTED ALMOND
40G 00/00 CRYSTAL GLAZE
40G 09/73 CARAMEL MILK
40G 07/13 TOFFEE CREAM
120G ACTIVATOR

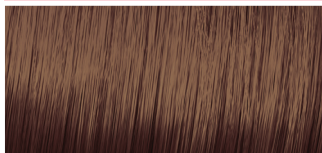


MANGO BLONDE
80G 07/13 TOFFEE CREAM
20G 09/73 CARAMEL MILK
20G 07/34 PAPRIKA SPICE
120G ACTIVATOR

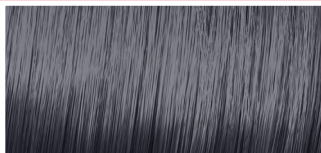


DEEP BUTTERSCOTCH
80G 09/73 CARAMEL MILK
40G 06/73 CARAMEL
CHOCOLATE
120G ACTIVATOR

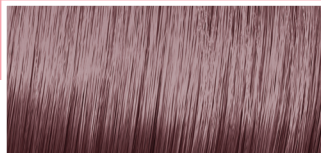
DARK TO MEDIUM BLONDE



HONEY WALNUT
80G 08/38 HONEY LATTE
25G 09/73 CARAMEL MILK
15G 06/73 CARAMEL
CHOCOLATE
120G ACTIVATOR



DENIM BLONDE
80G 07/81 SMOKY OPAL
20 00/89 BLUE BOOSTER
20 08/8 BLUE PEARL
120G ACTIVATOR



DUSTY ROSE
40G 00/00 CRYSTAL GLAZE
40 07/59 STRAWBERRY WINE
40 09/65 PINK SHIMMER
120G ACTIVATOR



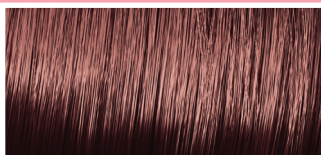
BRONDE
90G 09/73 CARAMEL MILK
30G 06/73 CARAMEL
CHOCOLATE
120G ACTIVATOR

Brunette

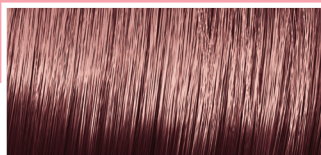
LIGHT BROWN TO DARK BLONDE



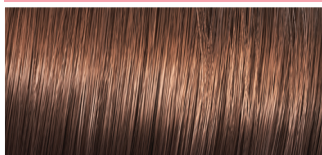
POLISHED PEWTER
80G 08/8 BLUE PEARL
40G 05/98 STEEL ORCHID
120G ACTIVATOR



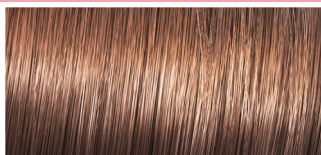
STRAWBERRY BROWN
110G 07/59 STRAWBERRY WINE
10G 06/71 FROSTED CHESTNUT
120G ACTIVATOR



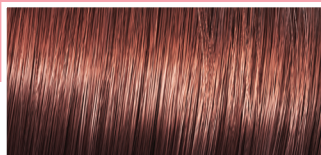
BLUSHED BROWN
100G 07/75 RASPBERRY LATTE
20G 06/73 CARAMEL
CHOCOLATE
120G ACTIVATOR



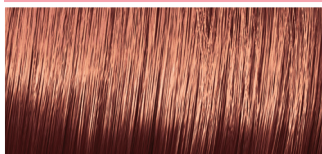
WARM MINK
60G 06/0 NATURAL BRANDY
60G 06/07 DEEP WALNUT
120G ACTIVATOR



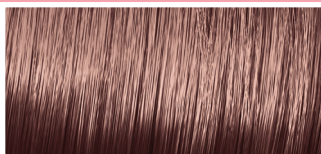
WHIPPED CAPPUCINO
80G 07/13 TOFFEE CREAM
20G 08/0 NATURAL LATTE
20G 05/37 CARAMEL ESPRESSO
120G ACTIVATOR



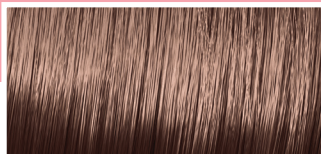
STRAIGHT SCOTCH
40G 07/75 RASPBERRY LATTE
40G 06/73 CARAMEL
CHOCOLATE
40G 06/0 NATURAL BRANDY
120G ACTIVATOR



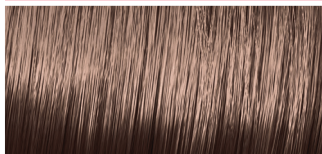
BURNT CARAMEL
80G 07/13 TOFFEE CREAM
35G 06/73 CARAMEL CHOCOLATE
5G 07/34 PAPRIKA SPICE
120G ACTIVATOR



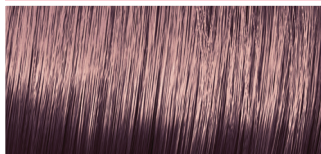
BROWN SUGAR
60G 08/0 NATURAL LATTE
40G 07/13 TOFFEE CREAM
20G 07/75 RASPBERRY LATTE
120G ACTIVATOR



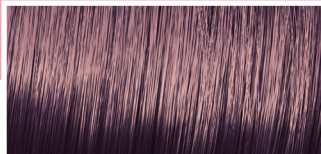
MILK CHOCOLATE
60G 08/0 NATURAL LATTE
60G 06/07 DEEP WALNUT
120G ACTIVATOR



HAZEL BROWN
40G 08/0 NATURAL LATTE
40G 07/12 COOL MUSHROOM
40G 06/0 NATURAL BRANDY
120G ACTIVATOR



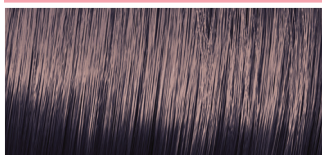
GOLDEN TOFFEE
60G 07/13 TOFFEE CREAM
60G 06/73 CARAMEL
CHOCOLATE
120G ACTIVATOR



WARM PECAN
60G 07/75 RASPBERRY LATTE
60G 06/07 DEEP WALNUT
120G ACTIVATOR

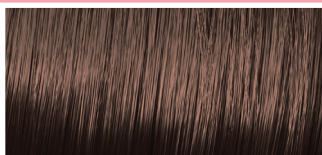
MEDIUM BROWN TO LIGHT BROWN

MEDIUM BROWN TO LIGHT BROWN



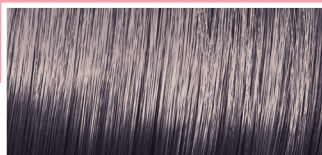
ICED COFFEE

70G 08/0 NATURAL LATTE
30G 06/0 NATURAL BRANDY
20G 05/73 CARAMEL
 ESPRESSO
120G ACTIVATOR



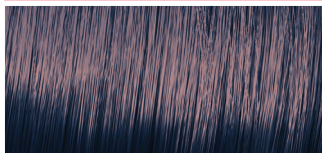
LUXE BRUNETTE

60G 06/71 FROSTED CHESTNUT
40G 06/73 CARAMEL
 CHOCOLATE
20G 04/0 NATURAL ESPRESSO
120G ACTIVATOR



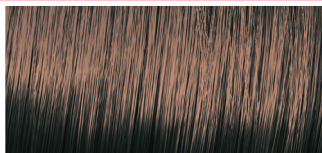
MUSHROOM BROWN

100G 07/12 COOL MUSHROOM
20G 04/12 COOL CHIA
120G ACTIVATOR



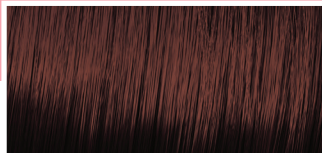
PEARLY CHARCOAL

60G 07/81 SMOKY OPAL
60G 05/98 STEEL ORCHID
120G ACTIVATOR



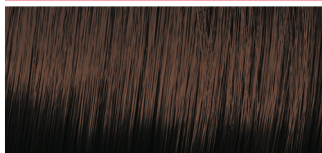
TAHITIAN PEARL

60G 06/02 DARK SAGE
60G 06/71 FROSTED CHESTNUT
120G ACTIVATOR



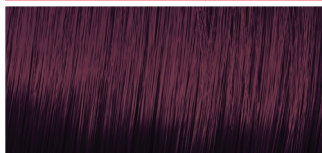
TEAKWOOD BROWN

60G 07/13 TOFFEE CREAM
30G 07/75 RASPBERRY LATTE
30G 06/0 NATURAL BRANDY
120G ACTIVATOR



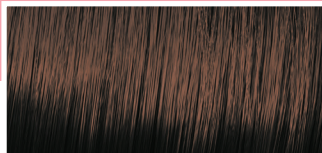
RICH COCOA

60G 04/07 BITTER
 CHOCOLATE
60G 05/37 CARAMEL ESPRESSO
120G ACTIVATOR



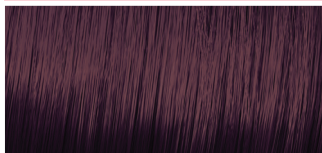
VIOLET BRUNETTE

55G 06/71 FROSTED CHESTNUT
55G 06/6 CHERRY WINE
10G 00/66 VIOLET BOOSTER
120G ACTIVATOR



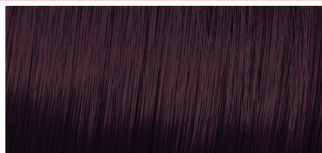
OLIVE BRUNETTE

80G 04/12 COOL CHIA
40G 06/02 DARK SAGE
120G ACTIVATOR



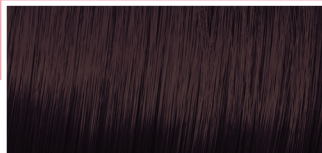
TOBACCO BROWN

60G 07/75 RASPBERRY LATTE
60G 04/07 BITTER
 CHOCOLATE
120G ACTIVATOR



MAPLE RUM

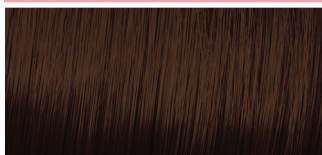
70G 05/37 CARAMEL ESPRESSO
30G 06/6 CHERRY WINE
20G 06/73 CARAMEL CHOCOLATE
120G ACTIVATOR



PURE CACAO

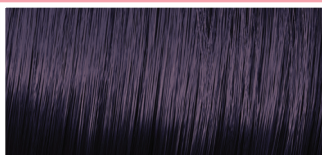
60G 04/12 COOL CHIA
60G 06/07 DEEP WALNUT
120G ACTIVATOR

DARK BROWN TO LIGHT BROWN



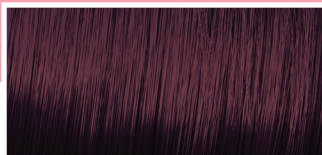
MOLASSES BROWN

60G 4/07 BITTER COCOLATE
60G 05/37 CARAMEL ESPRESSO
120G ACTIVATOR



MOCHA GLAZE

60G 05/98 STEEL ORCHID
60G 04/0 NATURAL ESPRESSO
120G ACTIVATOR



CHILI CHOCOLATE

60G 05/43 HOT CHILI
60G 04/07 BITTER
CHOCOLATE
120G ACTIVATOR

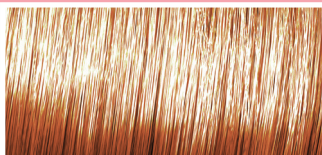
Red

LIGHT BLONDE TO VERY LIGHT BLONDE



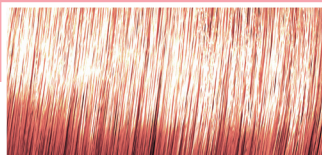
CITRINE BLONDE

40G 08/34 SPICY GINGER
80G 09/73 CARAMEL MILK
120G ACTIVATOR



PURE AMBER

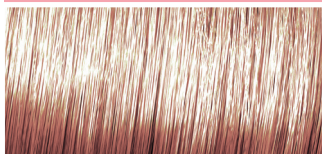
60G 09/36 VANILLA GLAZE
60G 08/34 SPICY GINGER
120G ACTIVATOR"



BLUSHED STRAWBERRY

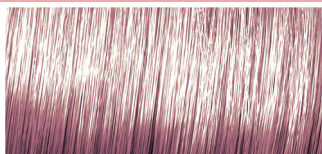
60G 09/65 PINK SHIMMER
60G 08/34 SPICY GINGER
120G ACTIVATOR

MEDIUM BLONDE TO LIGHT BLONDE



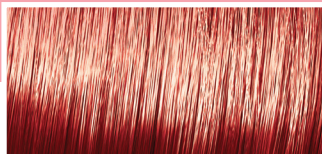
GENTLE COPPER

80G 08/34 SPICY GINGER
80G 07/12 COOL MUSHROOM
120G ACTIVATOR



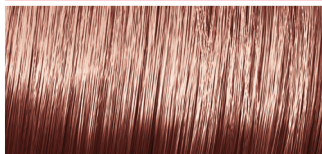
MAUVE RED

100G 09/65 PINK SHIMMER
20G 04/65 DEEP CHERRY
120G ACTIVATOR



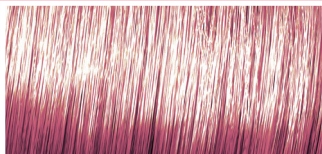
ORANGE SORBET

80G 08/34 SPICY GINGER
20G 00/00 CRYSTAL GLAZE
20G 06/34 COPPER SUNSET
120G ACTIVATOR



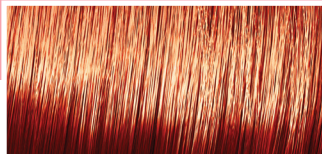
CINNAMON CIDER

50G 07/34 PAPRIKA SPICE
40G 08/34 SPICY GINGER
30G 09/73 CARAMEL MILK
120G ACTIVATOR



COPPER ROSE

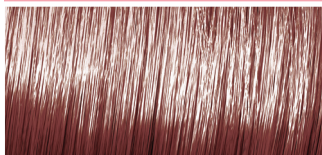
75G 07/59 STRAWBERRY WINE
25G 09/65 PINK SHIMMER
20G 08/34 SPICY GINGER



AUBURN SPICE

60G 06/43 COPPER SUNSET
60G 07/34 PAPRIKA SPICE
120G ACTIVATOR

DARK BLONDE TO MEDIUM BLONDE



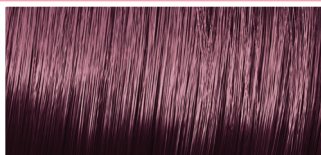
COPPERY CARAMEL

100G 06/43 COPPER SUNSET

20G 05/37 CARAMEL

ESPRESSO

120G ACTIVATOR

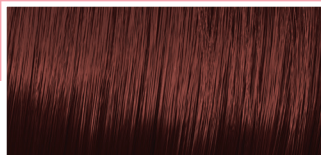


RUBY CHROME

100G 07/81 SMOKY OPAL

20G 04/65 DEEP CHERRY

120G ACTIVATOR



CANDLELIT RED

60G 07/34 PAPRIKA SPICE

30G 07/59 STRAWBERRY WINE

30G 06/73 CARAMEL

CHOCOLATE

120G ACTIVATOR



MUTED MAHOGANNY

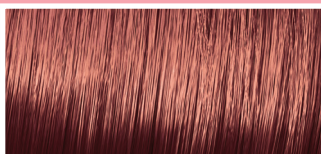
40G 09/61 ICED PLATINUM

40G 06/6 CHERRY WINE

40G 06/73 CARAMEL

CHOCOLATE

120G ACTIVATOR



CEDAR BERRY

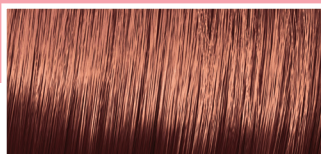
40G 00/00 CRYSTAL GLAZE

40G 07/59 STRAWBERRY WINE

40G 06/73 CARAMEL

CHOCOLATE

120G ACTIVATOR



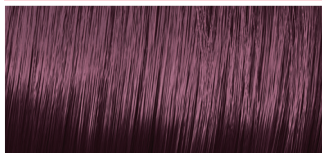
RICH MANGO

100G 07/13 COFFEE CREAM

10G 08/34 SPICY GINGER

10G 07/34 PAPRIKA SPICE

120G ACTIVATOR



BURGUNDY

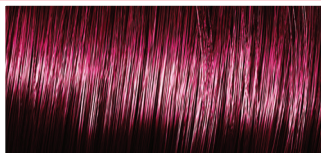
65G 06/73 CARAMEL

CHOCOLATE

40G 04/65 DEEP CHERRY

15G 00/66 VIOLET BOOSTER

120G ACTIVATOR



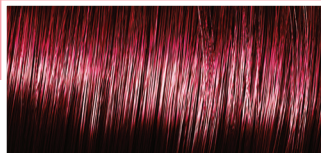
BURNISHED ROSE

50G 05/43 HOT CHILI

60G 07/59 STRAWBERRY WINE

10G 00/66 VIOLET BOOSTER

120G ACTIVATOR



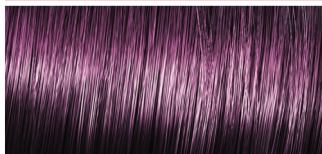
BLAZING BRICK

60G 05/43 HOT CHILI

60G 04/07 BITTER

CHOCOLATE

120G ACTIVATOR



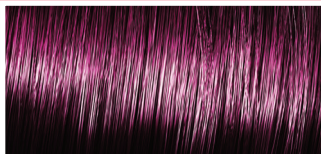
RIPE BERRY

80G 06/6 CHERRY WINE

20G 04/65 DEEP CHERRY

20G 00/66 VIOLET BOOSTER

120G ACTIVATOR



RICH SANGRIA

80G 07/59 STRAWBERRY WINE

20G 04/65 DEEP CHERRY

20G 00/66 VIOLET BOOSTER

120G ACTIVATOR




Patricia Nikole

PATRICIA NIKOLE'S *most loved*

"The glaze is true to tone!

In the past I had to worry about inconsistent results as the color was processing."

 @paintedhair



I love working with a small amount of **warm brunette shade** in to my **blonde glaze**.

This gives sumptuous **caramel hues** over **lightened hair**. Don't go too heavy with the darker shade, a small amount is all you need!



06/73

5g



09/36

40g



STYLIST INSPIRED formulas!

Check out real salon Shinefinity formulas created by salon professionals.



BRIANA CISNEROS

 @brianacisneros

My Ocean Mist 🧴 Formula

I lifted her root with BlondorPlex and 20vol followed by WellaPlex #2, toned with Shinefinity **00/00, 08/98, 00/89** under heat for **15 minutes!**



SAMANTHA POZDZIK

 @sami.so.realhair

Obsessed with this rich Cinnamon tone that I was able to create with my favourite new line from @wellahairusa Shinefinity.


Formula: 📌

Root: 1/2 oz 04/07 + 1/2 oz 05/43

Ends: 1/2 oz, 06/07 + 1/4 oz 05/43 + 1/4 oz 06/43



TAYLOR MCMANUS

 @tayloredandteased

Lived In Bronde 💛
Shinefinity formula **07/13, 08/0 & 08/98**
for the perfect bronze tone



REGAN

 @reganthehairkitten

Who doesn't like butter?

Shinefinity Formula:

Root Shadow: 06/0 + 07/13

Ends: Equal parts **09/13 + 09/07** with half **00/00**



DENISE FURTADO

 @denise_furtado

#Shinefinity for the Win 🙏

Switched up her platinum blonde

with a fresh new look for the winter ❄️


Formula, applied to pre-lightened
to level 10

Root Shadow, Back and Sides: 3 parts **09/65** + 1 part
04/65 + brush/bowl Activator

Top Section: 3 parts **09/65**, 1 part **00/00** + brush/bowl
Activator process for **20 minutes**.



MEG BOSWELL


 @megboss_

Spicy Hot Chocolate ☕🍫

I used new Shinefinity to create this beautiful colour, using
1 tube of **05/43** and 1 tube of **06/43**. I did a virgin hair
application and processed for **20 minutes** with the last
10 minutes under heat.



ANGIE VALENTE

 @dyemannequin

I'd like to call this color **#SpaceCadet** 🚀

Shienfinity Formula:


Root Retouch with BlondorPlex + 20 Volume then
WellaPlex No 2

Shadow Root: **00/89**

Glaze: **09/61 + 00/89 + 00/00**



NINA NEARS


 @ninanears

Rich Spice

Shinefinity Formula: **06/73 + 07/43 + Bottle Activator**



WILLIAM NEWBERRY

 @williamnewberryhair

I call this shade Crimson Copper. It's the perfect balance of red, brown and copper tones. And what better was to pair it than with a gorgeous Golden Hour face frame!

On previously red/copper hair significantly faded:
Crimson Copper Formula: **3oz. 07/34, 1.5oz. 09/73, 4.5oz. Bottle Activator**

On pre-lightened level 10 hair:
Golden Hour Formula: **.6oz. 09/36, .2oz. 09/73, .8oz. Bottle Activator**



KESHLY SELIMOVIC

 @beautybykeshly

Sharing this Shinefinity Formula!
Applied to pre-lightened to level 10
40g 09/81 + 15g 00/00 + 5g 00/89

FORMULATION

tips

It's up to your imagination to create infinite possibilities. Here we share practical formulation tips that will help you mix it up.

OUNCES, GRAMS, MILLILITERS, WHAT'S THE DIFFERENCE?

Whether you are using a brush and bowl or bottle application, measuring in grams or even milliliters will allow for a wider range of possibilities that are more refined and precise than ounces.

LIGHT + DARK DOESN'T ALWAYS EQUAL MEDIUM

When you mix a darker depth with a lighter depth even in equal parts, you will not necessarily get a medium depth. This is because each shade is unique in the amount of dye it contains. Those shades which have heavier blue (/8 pearl) or added brown (/7) tonal quality will dominate your formulas, making the color appear deeper. Try mixing slightly more of the lighter depth when mixing for an in-between level.

EVERY AMOUNT COUNTS!

When you add a shade to the formula, no matter how little it will affect the end color result. If you are looking to soften a shade, add more Crystal Glaze clear, you will still have the tone/depth of the actual color, yet the overall appearance will be dispersed.

Example in creative formulation: You are looking for a stronger result on pre-lightened hair versus a delicate tone, yet you do not want the hair to go darker in depth.

Select a deeper level mixed with Crystal Glaze. 10g. 00/00 Crystal Glaze + 1g. 04/65 Deep Cherry + 11g Activator. You can also select a level 09/ yet the tone will be altered.

Example in everyday formulation: You just finished a balayage service on a natural level 5 light brown and would like to cool down the reddish/orange underlying pigment, where the natural hair and highlighted pieces blend- yet not diminish the light blonde on the ends.

Mix 2 formulas: One for the transition area and another for the lighter ends.

Try 10g. 00/00 + 10g 05/98 + 11g Activator.

For the lighter ends, decide your desired result and select the appropriate depth, you may choose 09/ or 08/, and mix with Crystal Glaze.

THE DEPTH YOU CHOOSE MAY NOT BE THE DEPTH YOU USE!

As a salon professional it is our duty to analyze the hair in a thorough consultation even if it's a repeat regular! Always consider the specifics of your client's hair including the condition, texture, porosity and prior chemical services performed. Here are some helpful guidelines when formulating with Shinefinity:

TARGET	FORMULATE
Match a level	½ to 1 level lighter than desired results
Strongly change tone, not depth	1-2 levels than desired results
Alter tone	2 levels lighter than desired results
Softly adjust tone	3 levels lighter than desired results

OPEN UP THE possibilities

Consider different approaches in your services and applications.

COULD YOU USE AN EXPRESS LIFT?

Consider using **Wella Professionals Base Breaker** or **Blondor Permanent Liquid Toner** for a subtle one level lift. This will brighten up the hair and leave it ready for another tone in very little time. This is great for natural red-heads that want to brighten up their overall look, brunettes that feel their hair is dull, or blondes that look

CREATE DEPTH AND HIGHLIGHTS IN ONE STEP.

When your all-over blonde-haired client wants to go 'darker' or try something a little different. Consider keeping the existing blonde, by preserving woven sections in securely locked foils with conditioner. Apply **Shinefinity** at the root area in a shade that is 2-3 levels deeper, try 'anchoring' the formula with a warmer shade like 08/38 Honey Latte. After the root application, move into the nape area and begin sweeping the root color into the mid-lengths and ends and allow to develop the remaining time. Shampoo and rinse, remove the foiled hair and flash glaze all over.

SELECTIVE REFRESH

This application method works to help save time and create a multi-dimensional look. It helps you create a plan for your client with seasonal changes that can be subtly executed and adapted. Perform your standard root touch up with **Koleston Perfect** or **Illumina Color**. Sweep 2-3 different **Shinefinity** formulas throughout the mid-lengths and ends. Try choosing colors that match the root shade, a warmer shade and a cooler shade. Play with the amount of deposit by adding Crystal Glaze and adjusting your saturation, application method and even timing. The beautiful part is how Shinefinity fades on tone giving you ultimate control. It works great when placed next **Koleston Perfect** or **Illumina Color** without a separator. If used next to **Color Touch**, be sure to keep them separated. Shampoo and rinse, remove the foiled hair and flash glaze all over.

THE BEST *care*

ColorMotion+ care regimen improves colored hair quality in three areas that are specifically important for colored hair: Color Protection, Vibrant Shine, Stronger Hair**. It elevates color care beyond anti-fading and unites the best of our care technologies.



- › Up to 8 weeks color protection*
- › With Wellaplex bonding agent. For stronger hair**
- › Excellent hair quality for beautiful hair color

*when using structure mask

**with Structure mask versus no treatment




Color Fresh Masks

Maintain professional hair color, and many would like to transform from their everyday look or to create a playful twist with their tones. A conditioning formula leaving the hair feeling smoother and more moisturized. Natural or bold color transformation.



#SHINEFINITY

 **@WellaHairUSA**
@WellaEducation

99350175032