

INFINITI[®]

INTELLIGENT COLOUR SYSTEM



MORE THAN
90%
NATURALLY
DERIVED

ULTRA-LOW AMMONIA • 100% GREY COVERAGE

INFINITI[®] PERMANENT HAIR COLOUR

PERMANENT HAIR COLOUR

REGULAR SHADES (1.-10.)

91 SHADES

AFFINAGE[®]
SALON PROFESSIONAL

WHY USE INFINITI® PERMANENT HAIR COLOUR?

1. 100% Grey Coverage

Discover the exceptional covering power of INFINITI®. DATEM PLUS® Technology protects the colour actives from oxidizing too rapidly during the mix process, leaving significantly more of them available for penetration into the cortex. DATEM PLUS® Technology also suspends these colour actives in much smaller oil droplets in the advanced emulsion cream base and disperses them more evenly, before safely transporting them into the cortex in greater quantity. Once they've penetrated every fibre, the colour actives react, locking the colour deep inside the hair. This unique action ensures perfect 100% grey coverage, whilst maintaining the strength and condition of the hair structure.

2. Naturally Derived

INFINITI® formulations contain more than 90% naturally derived ingredients, obtained from sustainable and renewable sources.

3. Increased Condition and Shine

Conditioning emulsion cream base with Shea Butter and Argan Oil adds protection, suppleness and incredible shine for beautiful, healthier-looking hair. The nourishing formulation also improves colour intensity and luminosity whilst delivering even longer-lasting results.

4. Unlimited Colour Possibilities

Create bespoke colour for your clients by blending INFINITI® shades with INFINITI® Intensives Series.

If you can imagine it, you can create it. See page 30 for details.

5. INFINITI® is Fast

DATEM PLUS® Technology is unique in the way it allows the use of gentle heat to accelerate the colouring process to just 25 minutes with no damage to hair or scalp. The use of gentle heat is even recommended when using 9% (30vol) and 12% (40vol) AFFINAGE® Crème Developer with the High Lift Series (12).

The use of heat will not compromise the result or lasting power of INFINITI®. Do not cover whilst processing.

6. Advanced Anti-Fade Technology

One of the main causes of colour fade (or change) is exposure to air and light. Oxygen in the air creates creeping oxidation. Light contains ultra violet radiation, which can cause fading by 'bleaching' the colour out of the hair.

INFINITI® combats colour fade in a number of ways. DATEM PLUS® Technology safely transports INFINITI® colour pigments deep into every fibre of the cortex without causing damage to the cuticle layer.

The pH level also steadily reduces throughout the process to lock colour in. This safer, deeper and more efficient colour deposit combined with an anti-fade action produces super long-lasting colour results.

INFINITI® also contains UV filters which reduce the effects of harmful rays and special buffers to control creeping oxidation.

7. Ultra Low Ammonia

INFINITI® makes the impossible, possible. When mixed, INFINITI® contains as little as 0.2% ammonia, combining the higher performance and predictability of ammonia based permanent hair colour with the improved health and condition provided by such low levels of ammonia. Before INFINITI®, such ultra low levels were unheard of in ammonia based permanent hair colours.

When mixed, the low ammonia levels of INFINITI® reduce further due to dilution with AFFINAGE® Crème Developer.

See table on the next page:

SHADES	AMMONIA LEVELS UNMIXED	AMMONIA LEVELS MIXED WITH CRÉME DEVELOPER
REGULAR SHADES (1 - 10)	0.5% - 2.3% (HIGHEST IN 10. SERIES)	0.2% - 0.9%
HIGH LIFT SERIES	3.2%	1.06%
GOTHIC SERIES	0.5% - 0.8%	0.2% - 0.3%
b:RED® SERIES	3.0%	1.5%
INTENSIVES SERIES	2.5%	1.0%

8. Reducing pH

The unique, reducing pH of INFINITI® results in incredibly long-lasting hair colour. Buffering agents in the emulsion cream base counter the negative effects of strong alkalinity and control the pH level during processing.

9. Incredible Lift Action

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 a black shade must first lift the natural pigment before depositing. INFINITI® has the perfect balance. The incredible lift action of INFINITI® allows the use of much lower volumes of developer - INFINITI® will lift higher with 6% (20vol) than most of its competitors using 9% (30vol), leaving the hair in the best possible condition.

When darkening or covering white hair, or colouring on the same depth, 3% (10vol) should be used.

10. Reduced Risk of Sensitivity

Ultra low ammonia content and advanced emulsion cream base mean INFINITI® requires less pigment. This greatly reduces the risk of sensitivity for the client.

11. INFINITI® Lasts

100ml tube with a 1:1½ mix means INFINITI® provides an incredible amount of working product.

12. Easy Mixing & Application

INFINITI® mixes quickly and easily to a smooth cream consistency. When applied, INFINITI® provides excellent adhesion to the root area, minimising colour-slip.

! **Important:** Always ensure you measure the correct quantities of INFINITI® and AFFINAGE® Crème Developer. For perfect results use the AFFINAGE® Electronic Balance.

13. Produced by Professionals for Professionals

INFINITI® has been formulated to meet the colouring demands of the professional hairdresser and the high expectations of their clients. INFINITI® has been researched and developed to exacting standards by AFFINAGE® chemists, headed by Dott. Nicola Summer at the AFFINAGE® Laboratory in Bologna, Italy.

14. Health & Safety

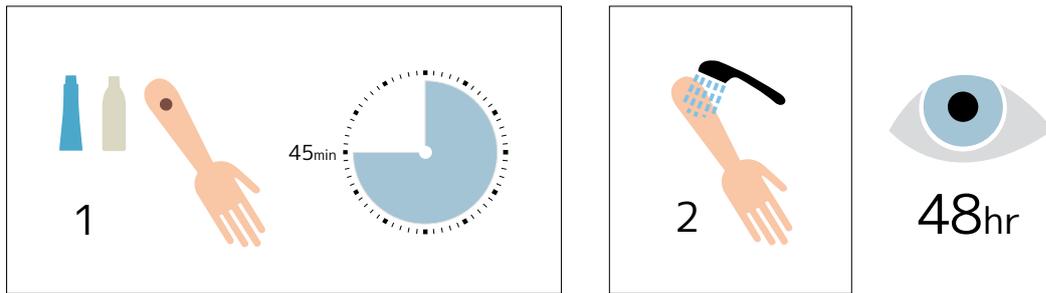
INFINITI® uses the safest possible ingredients to meet the strict Health and Safety guidelines of the hairdressing industry.

! **Important:** 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 colour (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.



Once the client's INFINITI® shade has been selected, mix a small amount of it with the correct AFFINAGE® Crème Developer. Apply to the client's forearm or behind ear. Leave for 45 minutes, then rinse.

Look for reaction after 48 hours. If any irritation or reaction occurs do not apply colour.

These products to go directly onto skin, no mixing required.

Other products to skin test

Hotshotz, Colour Dynamics, Cool Blonde Illuminator - 25 minutes

Cool Blonde Shampoo & Conditioner - 10 minutes

INFINITI® COLOUR STAR

Opposite colours will neutralise, or counteract each other.

GREEN neutralises RED • VIOLET neutralises YELLOW • BLUE neutralises ORANGE



INFINITI® NUMBER PROFILE

The INFINITI® numbering system follows the International Colour Code (I.C.C.) allowing the colourist to identify the depth of a shade. This is a universal standard.

In the I.C.C. the number before the point indicates the depth - how light or dark a colour is.

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.

The numbers before, and those after the point, therefore allow the colourist to fully describe the shade.

EXAMPLE: When using the shade 6.036 - 6. is the depth, .0 is the primary tone, .3 is the secondary tone and .6 would be described as the tertiary tone.



INFINITI® DEPTHS	INFINITI® BASIC TONES
12 Very Light Extra blonde	0 Natural
10 Extra Light Blonde	1 Green Ash
9 Very Light Blonde	2 Violet Ash
8 Light Blonde	3 Gold
7 Medium Blonde	4 Copper
6 Dark Blonde	5 Mahogany
5 Light Brown	6 Red
4 Medium Brown	7 Blue
3 Dark Brown	
2 Very Dark Brown	
1 Black	

Examples:



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



- Base 10. + Gold 3 + Violet 2 = Extra Light Sandy Beige Blonde



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

NB: If the tone number is duplicated this indicates that the shade has increased intensity. For instance: -



= Intensified red tone



= Intensified gold tone

INFINITI® ILLUSTRATED INSTRUCTIONS KEY



TARGET SHADE



WHITE HAIR



REMOVABLE SWATCHES



HEAT

CLIENT CONSULTATION: Client Profiling & Colour Diagnosis

Client Profiling

- Assess client's skin tone & eye colour.
- Consider the client's personality type and fashion style.
- Take into consideration the client's lifestyle.
- Evaluate the client's commitment level to colour: all-over colouring or partial colouring.
- Always perform a skin test at least 48 hours before applying colour to the scalp, see page 09.

Colour Diagnosis

- Determine natural depth. You may use the removable swatches found in the INFINITI® Deluxe Shade Chart.
- Choose target shade.
- Assess percentage of white hair. Removable white hair indicator swatches may be used.
- Adjust target shade if required. (See INFINITI® SHADE SELECTION: USING THE 70% RULE below)
- Determine if the hair has had any previous chemical services.
- Examine hair condition and porosity.
- Evaluate the lifting power of the chosen shade. (See LIFTING POWER OF INFINITI®, page 13)
- Choose the correct developer strength. (See AFFINAGE® CRÈME DEVELOPER, see page 13)
- Observe the correct processing time.

INFINITI® SHADE SELECTION: Using the 70% Rule

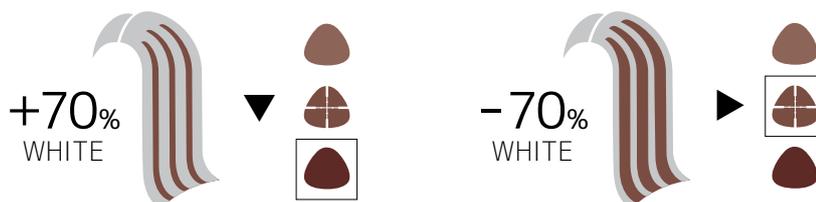
The swatches in the INFINITI® shade guide are based on colour results on 70% white hair.

Re-Touch Colouring

It is important to note that the natural heat from the scalp will increase lift when the colour is applied.

For this reason you should follow these shade selection rules:

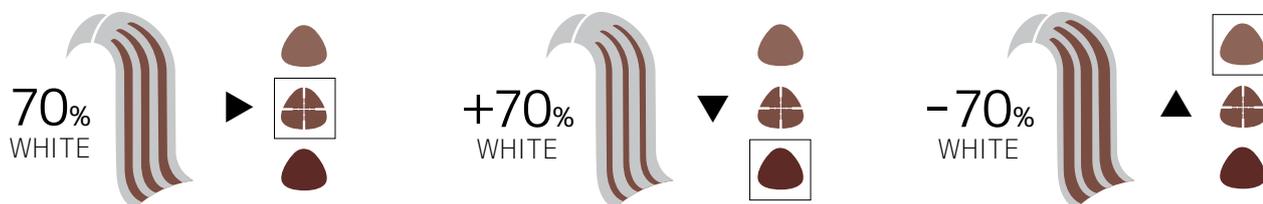
- When colouring on same depth or darkening - if less than 70% white hair is present, choose target shade.
Use 3% (10vol) AFFINAGE® Crème Developer.
- When colouring on same depth or darkening - if more than 70% white hair is present, choose one shade darker.
Use 3% (10vol) AFFINAGE® Crème Developer.
- When lightening - choose target shade and correct developer strength (See LIFTING POWER OF INFINITI®, page 13)



Virgin Hair Colouring

To achieve the target shade, please follow the 70% rule below as the shade selection differs from 'Re-Touch Colouring' selection above.

- Where there is 70% white hair - select the target shade. i.e. to achieve a 6.0 apply a 6.0
- Where there is more than 70% white hair - select one shade darker than the target shade. i.e. to achieve a 6.0 apply a 5.0
- Where there is less than 70% white hair - select one shade lighter than the target shade. i.e. to achieve a 6.0 apply a 7.0



WHITE HAIR COVERAGE

INFINITI® Regular Shades (1-10) will cover 100% white hair.

This means that the fashion shades in INFINITI® do not require the addition of base colours to cover white hair.

Extra Coverage for Resistant White Hair (.01)

Extra Coverage for Very Resistant White Hair (.0X)

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 i.e. Red or Copper, the addition of a Natural shade would decrease the intensity.

When using INFINITI® the following techniques may be applied for extra coverage on resistant white hair:

1) Using 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.

The INFINITI® Natural Ash .01 tones can be added to any shade including Reds or Coppers in concentrations of up to 25% to guarantee coverage of white hair whilst retaining the desired tone, e.g. $\frac{3}{4}$ of target shade to $\frac{1}{4}$ of corresponding .01 shade. These .01 tones may be used alone for a Natural-Ash result if required.

2) Using .0X Shades for Very Resistant White Hair Including Asian Hair Types - Usage as above for .01 shades

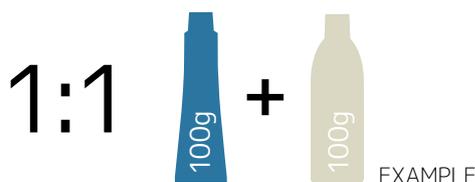
This range has been specially developed to deal with the most difficult grey coverage problems on ultra resistant and difficult to cover white hair. .0X shades combine all of the normal characteristics of regular Infiniti but with more intense pigments to achieve greater colour deposit.

! These shades can also be used alone, but if used on white hair that is not extremely resistant a darker result will be achieved.

3) 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.

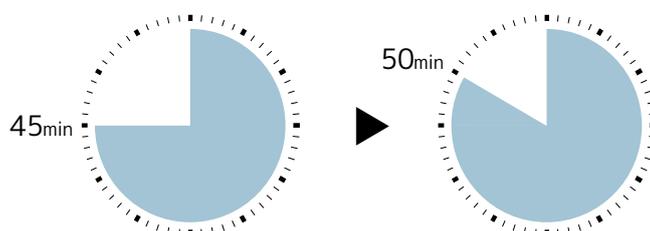
N.B. It may be necessary to select a lighter shade as this mix will give greater colour deposit and the result may therefore appear to be deeper.



4) Application to Pre-Washed, Towel Dried Hair.

Cleansing prior to application will help the colour to penetrate coarse hair or resistant white hair. It is advisable to use a deep cleansing or purifying cleanser for this technique.

5) Increase the Development time by 5 minutes.



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. The maximum lifting power of all regular INFINITI® shades is up to 3 levels of lift with 6% developer.

3% (10vol) should be used for: covering white hair, increasing colour depth, darkening and colouring on the same level.

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

SHADE DEPTHS	LEVELS OF LIFT
1, 2	½ (When using 1.0 Black or 2.0 Very Dark Brown this will give ½ a level of lift)
3, 4	1 (When using 3.0 Dark Brown or 4.0 Medium Brown this will give 1 level of lift)
5, 6	1-2 (When using 5.0 Light Brown or 6.0 Dark Blonde this will give 1 to 2 levels of lift)
7, 8, 9, 10	2-3 (When using 7.0 Medium Blonde to 10.0 Very Light Blonde 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).

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 hydrogen peroxide solution available in 4 strengths: -



Using AFFINAGE® Crème Developer ensures easy mixing, the correct colour result and long lasting colour.

Using other peroxides or developers can result in weak colour results and colour fade. AFFINAGE® can only ensure results when AFFINAGE® Crème Developer is used.

- 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

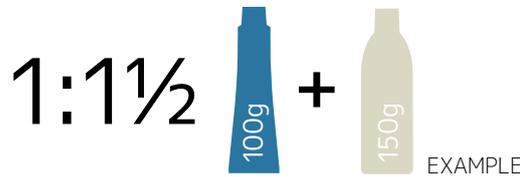
! Important: Base your shade selection on the percentage of white hair present. The correct developer choice is based on the levels of lift required. When no lift is required always use 3% (10vol). See table below:

Natural Depth	% White Hair	Target Shade Required	Levels of Lift Required	VIRGIN HEAD APPLICATION		RE -TOUCH APPLICATION	
				Colour Selection	Developer Strength	Colour Selection	Developer Strength
5	0	7.4	2	8.4	6% (20vol)	7.4	3% (10vol)
5	70%	7.4	2	7.4	3% (10vol)	7.4	3% (10vol)
3	0	6.66	3	7.66	6% (20vol)	6.66	6% (20vol)
3	70%	6.66	3	6.66	6% (20vol)	6.66	3% (10vol)
3	0	7.4	4	8.4	9% (30vol)	7.4	6% (20vol)
7	0	7.24	0	8.24	3%(10vol)	7.24	3% (10vol)
7	80%	7.24	0	6.24	3%(10vol)	6.24	3% (10vol)

USING INFINITI® REGULAR SHADES (1. - 10.)

MIXING Regular Shades (1. - 10.)

Mix INFINITI® Regular Shades (1. - 10.) in a non-metallic bowl or applicator with AFFINAGE® Crème Developer to the ratio of 1 part colour to 1.5 (1½) parts developer. EXAMPLE: 100g/3.52oz of INFINITI® + 150g/5.29oz of AFFINAGE® Crème Developer.



INFINITI® Crème	Crème Developer	Total Mix Quantities
10g / 0.35oz +	15g / 0.53oz	25g / 0.88oz
20g / 0.71oz +	30g / 1.06oz	50g / 1.76oz
30g / 1.06oz +	45g / 1.59oz	75g / 2.65oz
40g / 1.41oz +	60g / 2.12oz	100g / 3.52oz
50g / 1.76oz +	75g / 2.65oz	125g / 4.41oz
60g / 2.12oz +	90g / 3.17oz	150g / 5.29oz

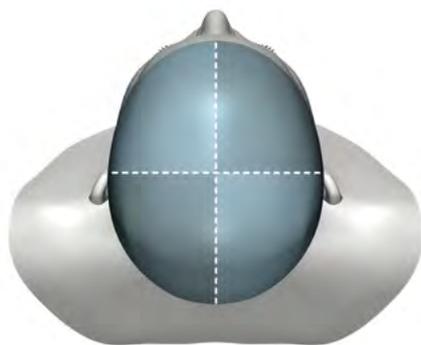
APPLICATION METHOD

When using INFINITI® the correct quantity of product must be applied to the hair.

Too little product will mean insufficient lift, low colour deposit or poor coverage resulting in fade.

Applying the correct quantity ensures the product will penetrate the hair shaft, reach 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 particularly resistant to colour.



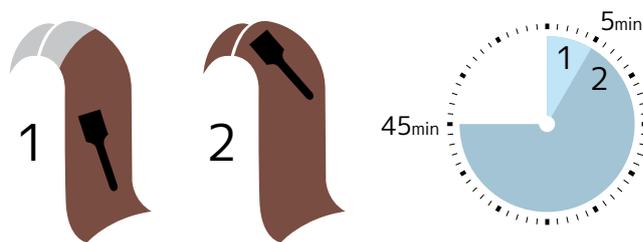
Divide hair into 4 sections: from centre of forehead to nape of the neck and from ear to ear.

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.

! Important: Insufficient product and/or bad application are common causes of poor results.

APPLICATION & DEVELOPMENT

Virgin Hair: First Time Application when Darkening Without Heat



1 Apply to mid-lengths and ends avoiding the root area and process for 5 minutes. Do not cover during processing.

2 Apply to the root area and process for a further 40 minutes.

Total processing time: 45 minutes

With Gentle Heat (40 - 42°C / 104 - 108°F)



1 Apply to mid-lengths and ends avoiding the root area and process for 5 minutes.

2 Apply to the root area and process for a further 20 minutes.

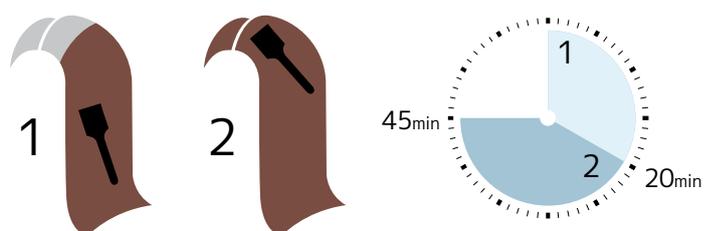
Do not cover during processing.

Total processing time: 25 minutes

Virgin Hair: First Time Application when Lightening

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

Without Heat



1 Apply to the mid-lengths and ends, leaving 3 - 4cm at the root untouched. Process for 20 minutes.

2 Apply the remaining product to the roots and process for a further 25 minutes.

Do not cover during processing.

Total processing time 45 minutes

With Gentle Heat (40-42°C / 104-108°F)



1 Apply to the mid-lengths and ends, leaving 3 - 4cm at the root untouched. Process for 5 minutes.

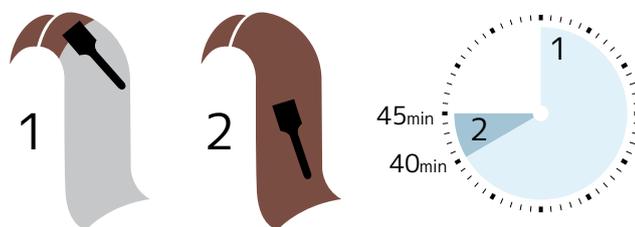
2 Apply the remaining product to the roots and process for a further 20 minutes

Do not cover during processing.

Total processing time 25 minutes

Regrowth: Re-Touch Application

Without Heat



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

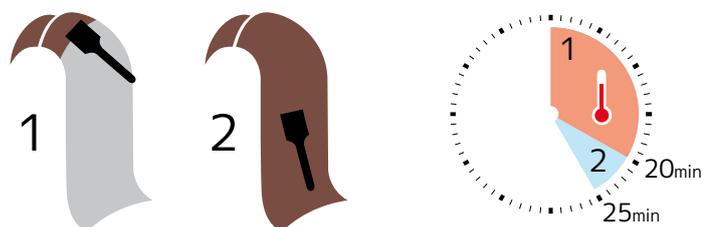
1 Apply to the regrowth only. Process for 40 minutes.

2 Using the same mix, apply to the mid-lengths and ends and process for a further 5 minutes. This timing is flexible according to the amount of fade. A reduced or extended development time may be required.

Do not cover during processing.

Total processing time: 45 minutes

With Gentle Heat (40-42°C / 104-108°F)



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

1 Apply to the regrowth only. Process for 20 minutes.

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

Do not cover during processing.

Total processing time: 25 minutes

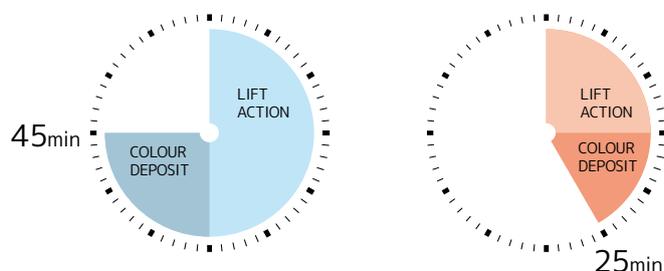
! **Important:** Visual Processing for Re-Touch Application: To avoid over-processing and colour build-up on mid-lengths and ends, after the colour has been applied check at regular intervals by removing a small amount of colour. If the colour deposit is as desired the colour can be removed. If more colour is required, re-apply your remaining colour from the mix and develop further until the desired result is achieved.

UNDERSTANDING COLOUR DEVELOPMENT

Regular Shades (1. - 10.)

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® colour is 45 minutes without heat or 25 minutes with gentle heat.

During this time, two different actions are taking place: - Lift Action and Colour Deposit.



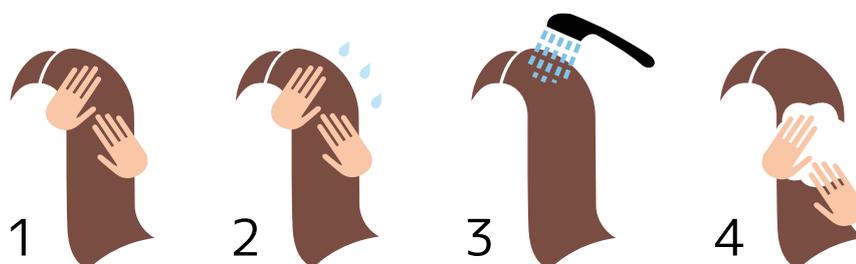
When not using heat the lift action is 30 minutes. Also during this period the colour slowly starts to develop. Colour molecules begin to increase in size. The full colour deposit happens in the final 15 minutes of development. During this period the colour fully develops and the molecules reach their optimum size.

Total processing time: 45 minutes.

When using gentle heat the lift action is 15 minutes and the colour deposit is the final 10 minutes.

Total processing time: 25 minutes.

REMOVING THE COLOUR Regular Shades (1. - 10.)



1 At the end of the processing time, without adding water, emulsify the colour around the hairline to remove any stains.

2 Add a small amount of water and continue to emulsify the remaining colour.

3 Rinse until the water runs clear.

4 Cleanse and condition with Affinage® ColourCare Shampoo and Conditioner.

ESSENTIALLY NATURAL			COOL & SULTRY		SUN-KISSED & SOPHISTICATED			
.0	.00	.01 .21	.1	.2 .22	.23 .32	.24	.035 .036	.3
Natural	Warm Natural	Natural Ash	Green Ash	Violet Ash	Beige	Taupe	Coffee	Gold
2.0X-9.0X EXTRA GREY COVERAGE ON RESISTANT HAIR		.01 EXTRA GREY COVERAGE ON NORMAL HAIR						
10.0 EXTRA LIGHT NATURAL BLONDE		10.21 EXTRA LIGHT COOL ASH BLONDE	10.1 EXTRA LIGHT ASH BLONDE	10.2 EXTRA LIGHT PEAR BLONDE	10.32 EXTRA LIGHT SANDY BEIGE BLONDE			10.3 EXTRA LIGHT GOLDEN BLONDE
9.0 VERY LIGHT BLONDE 9.0X	9.00 EXTRA NATURAL VERY LIGHT BLONDE	9.01 NATURAL VERY LIGHT ASH BLONDE	9.1 VERY LIGHT ASH BLONDE	9.2 VERY LIGHT VIOLET BLONDE	9.23 VERY LIGHT PEARL BEIGE BLONDE	9.24 SOFTTEST TAUPE	9.035 CAFFE LATTE	9.3 VERY LIGHT GOLDEN BLONDE
8.0 LIGHT BLONDE 8.0X	8.00 EXTRA NATURAL LIGHT BLONDE	8.01 NATURAL LIGHT ASH BLONDE	8.1 MIX ½ 9.1 ½ 7.1	8.2 LIGHT VIOLET BLONDE	8.32 LIGHT SANDY BEIGE BLONDE	8.24 LIGHTEST FAWN	8.035 CAPPUCCINO	8.3 LIGHT GOLDEN BLONDE
7.0 MEDIUM BLONDE 7.0X	7.00 EXTRA NATURAL MEDIUM BLONDE	7.01 NATURAL MEDIUM ASH BLONDE	7.1 MEDIUM ASH BLONDE		7.23 MEDIUM PEARL BEIGE BLONDE	7.24 MIX ½ 8.24 ½ 6.24	7.036 MILK CHOCOLATE	7.3 MEDIUM GOLDEN BLONDE
6.0 DARK BLONDE 6.0X	6.00 EXTRA NATURAL DARK BLONDE	6.01 NATURAL DARK ASH BLONDE	6.1 MIX ¾ 6.0 ¼ INTENSIVES 0.1	6.22 PLUM WINE	6.23 MIX ½ 7.23 ½ 5.23	6.24 ROEBUCK	6.036 DARK CHOCOLATE	6.3 DARK GOLDEN BLONDE
5.0 LIGHT BROWN 5.0X	5.00 MIX ½ 6.00 ½ 4.00	5.01 NATURAL LIGHT ASH BROWN		5.22 MIX ½ 6.22 ½ 4.22	5.23 LIGHT PEARL BEIGE BROWN	5.24 MIX ½ 6.24 ½ 4.24	5.036 COFFEE	5.3 LIGHT GOLDEN BROWN
4.0 MEDIUM BROWN 4.0X	4.00 EXTRA NATURAL MEDIUM BROWN	4.01 NATURAL MEDIUM ASH BROWN		4.22 DAMSON & BLACKBERRY		4.24 RICH MINK	4.036 CAFÉ NOIR	4.3 MIX ½ 5.3 ½ 4.00
3.0 DARK BROWN 3.0X				3.22 MIX ½ 4.22 ½ 2.2				
2.0 VERY DARK BROWN 2.0X				2.2 DEEP VIOLET BROWN				
1.0 BLACK								

10.
9.
8.
7.
6.
5.
4.
3.
2.
1.

WARM & RADIANT

VIBRANT & EXPRESSIVE

.33 .03 .336

.43

.35

.4 .44

.46 .465

.5 .53

.66

.62 .65
.652

.61 7.727

.7 .76

Intense Gold
Spice | Natural Gold

Gold Copper

Gold Mahogany

Copper |
Intense Copper

Copper Red

Mahogany

Intense Red

Red Mahogany

Cool Red
Blue Violet

Blue | Purple

									
9.03 GOLDEN WHEAT				9.145 APRICOT BLUSH		9.026 STRAWBERRY BLONDE			
									
8.33 LIGHT INTENSE GOLDEN BLONDE	8.43 LIGHT COPPER GOLDEN BLONDE	8.35 LIGHT GOLDEN MAHOGANY BLONDE	8.44 WARM TOFFEE APPLE	8.465 PAPRIKA					
									
7.336 ALL SPICE	7.43 MEDIUM COPPER GOLDEN BLONDE	7.35 MEDIUM GOLDEN MAHOGANY BLONDE	7.4 MEDIUM COPPER BLONDE	7.51 AUTUMN RUST	7.5 MEDIUM MAHOGANY BLONDE	7.66 INTENSE CHERRY	7.62 CHERRY & ROSEHIP		7.76 LOGANBERRY
									
6.33 DARK INTENSE GOLDEN BLONDE		6.35 DARK GOLDEN MAHOGANY BLONDE	6.4 DARK COPPER BLONDE	6.46 DARK RUBY RED	6.5 MIX ½ 7.5 ½ 5.5	6.66 FIRE RED	6.652 RED PEPPER	6.61 COOL RUBY	6.76 MIX ½ 7.76 ½ 5.76
									
		5.35 LIGHT GOLDEN MAHOGANY BROWN	5.44 CHOCOLATE ORANGE	5.46 RUBY RED	5.5 LIGHT MAHOGANY BROWN	5.66 CLARET	5.62 RED BERRY	5.727 VELVET ROSE	5.76 CRANBERRY
									
					4.53 MEDIUM MAHOGANY GOLDEN BROWN	4.66 INTENSE VERONESE RED	4.65 BEAUJOLAIS	4.61 COOL CRIMSON	4.76 MIX ½ 5.76 ½ 3.76
									
		3.352 PIMENTO				3.66 BURGUNDY			3.76 JUNIPER BERRY
									
									1.7 BLUE BLACK