



# SHINEFINITY

TECHNICAL GUIDE

# CONTENTS



DO YOU WANT MORE  
**FROM YOUR GLOSS?**

INFINITE COLOUR  
**POSSIBILITIES**



DISCOVER THE  
**SHADE PALETTE**

HOW DO  
**I USE IT?**



INFINITE SERVICE  
**POSSIBILITIES**

PORTFOLIO  
**DIFFERENTIATION**



DO YOU WANT MORE FROM  
*your gloss?*

**LONG-LASTING**  
COLOUR GLAZE

**A COLOUR** I DON'T  
NEED TO BABYSIT

**NO DRIP,** NO MESS

**ZERO** LIFT

**ZERO** DAMAGE

WE HAVE  
*the answer*

**SHINEFINITY**  
ZERO LIFT GLAZE



**SHINE YOU CAN FEEL • ZERO DAMAGE**

**NO-DRIP GEL CREAM • TRUE-TO-TONE, RELIABLE COLOUR RESULTS**

**BALANCED pH TECHNOLOGY**

**ZERO AMMONIA • ZERO SILICONES • ZERO DRYING ALCOHOLS**

# SHINEFINITY

*color glaze*

**SHINE YOU CAN FEEL**

## **SHIMMERING VEIL OF COLOUR**

**Translucent almost  
shimmering character**

It respects the natural  
character of the hair.

This means ZERO lift to  
the natural hair and preserving  
the highs and lows for  
an ultra-natural finish.

## **HEALTHY- LOOKING SHINE**

**The shine is anything  
but ordinary!**

Thanks to the unique  
formulation of Shinefinity,  
the shine is healthy-looking,  
never artificial.

A shine that you can feel!

SHINE INFINITY  
INFINITE  
*colour possibilities*



PERFECT BALANCE OF **COLOUR** AND **SHINE**

# INFINITE possibilities



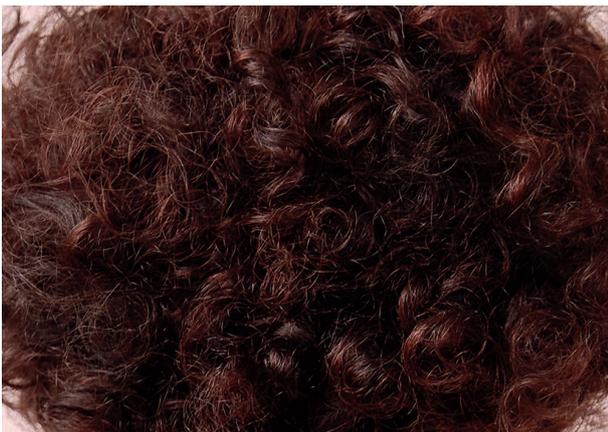
## BLONDES

**Glaze after lightening** with zero lift to the virgin hair.



## VIRGIN HAIR

**Transform virgin hair** with a shimmering finish and irresistible hair feel. Always healthy-looking and respectful of hair's integrity.



## REFRESH

Paired with **ILLUMINA COLOR** or **Koleston Perfect** on the roots. Balance faded lengths and ends with an ultra-natural finish.

## CORRECT

**Reduce unwanted tones.**

Balance moderate unevenness on previously coloured hair. Darken up to three levels in one step thanks to the deposit only formula.



SHINEFINITY  
THE PERFECT CHOICE FOR  
*new-to-colour  
clients*

Did you know SHINEFINITY is the perfect choice for a **new-to-colour client!** Why? It addresses the primary concerns of first time colourers such as:

*zero  
lift*

*zero  
damage*

*low  
commitment*

*clean  
formula*



# UNDERSTAND new-to-colour clients

**Understand** their motivations and concerns regarding colouring their hair. This will help you to overcome the barriers and suggest the right looks and products.



## **Motivation:**

- Curious to try colour trends as seen online, but without the commitment.
- Correct unwanted warmth brought on by the sun etc.
- Enhance and add shine to their natural hair colour.

## **Concerns:**

- Colour result may not be as expected.
- Damage from colour that will affect how their hair feels.
- Unsure of what service to ask for to achieve the desired end result.



# TIPS FOR COLOURING *virgin hair*

**Colouring virgin** hair is all about mimicking what natural hair colour looks like with lighter and darker areas, to encourage a youthful glow. Below are some tips you can consider for a natural-looking feel.

*top tip!*

## **Shadow Root**

You could start with injecting a deeper root. Once you have identified the natural depth of your client, take a shade 1-2 depths darker to create a shadowed root.

## **Halo hairline**

Hair tends to be finer around the hair line. It often feels lighter than the rest of your hair. This is something you could maintain. Use a lighter shade here, or for a playful take, use a tonal shade.

## **Subtle dimension**

Leaving the ends feeling slightly lighter to create your natural glow.

Blend down the shadow root in some areas to the facial features you want to emphasise, eyes, cheekbones and jawline.



**HERO SHADES**  
for a natural look



# #pearlglaze



**COLOUR FORMULA**  
**SHINEFINITY GLAZE:** 60g 08/98  
+ SHINEFINITY Bottle activator

# SHINEFINITY #pearlglaze



1 Pre-shampoo the hair.

Start application in the nape area and work your way up. Use bottle application when working with one formula it allows for fast application.



20 min



3 Comb the hair section by section for even distribution. After the development time rinse and remove using Elements shampoo.



top tip!

FOR A LIGHTER LOOK  
mix 08/98 with 00/00



# #chestnutglaze

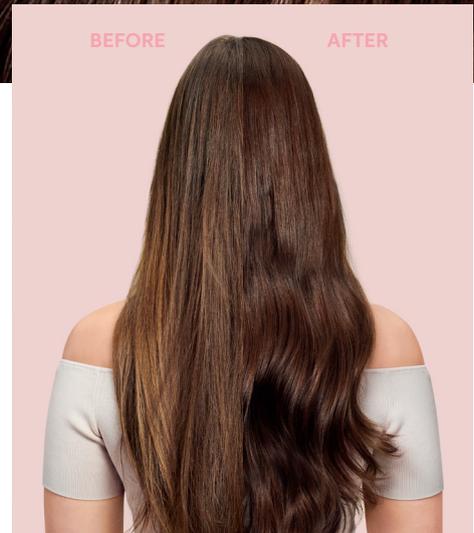


## COLOUR FORMULAS

**FRONT HALO:** 10g 06/71 + 10g 00/00  
+ SHINEFINITY Brush & Bowl activator

**THE REST:** 06/71 + SHINEFINITY Brush & Bowl activator

# SHINEFINITY #chestnutglaze



Section off the front hairline

Apply the darker shade everywhere apart from the front halo.

2



Apply the front halo last. After the development time, rinse and remove using Elements shampoo and conditioner if needed.



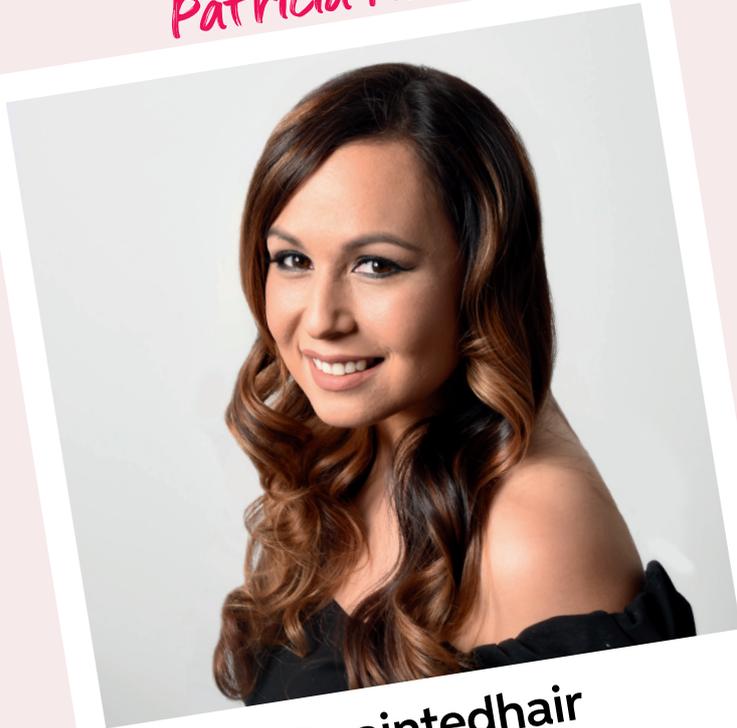
*top tip!*

Using a lighter shade around the hairline will mimic the natural character of the natural hair.

CO-CREATED BY  
*hairstylists*  
AND CHEMISTS

To create a glaze that goes beyond glossing services we have worked with highly skilled Wella chemists and hairstylists from around the world.

*Patricia Nikole*



@paintedhair

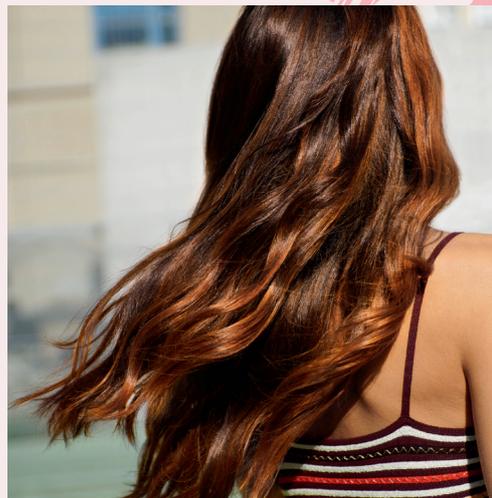
Co-created with the queen of glaze, Patricia Nikole aka @paintedhair.

Patricia was one of the creative masterminds behind the next-generation gloss Shinefinity, creating the techniques that will satisfy even the most demanding clients.

“In the past I had to worry about inconsistent results after lightening. Shinefinity is true-to-tone and won't over deposit!”

LEARN ALL ABOUT

Patricia's look  
SHIMMER MELT GLAZE  
and exclusive formulas



# DISCOVER THE *shade palette*



SHINEFINITY



@jhair\_stylist



@jhair\_stylist



@jhair\_stylist



@jhair\_stylist



@jhair\_stylist



@jhair\_stylist

# DISCOVER THE *shade palette*

A stunning and compact salon friendly palette to allow you to create the perfect glaze for every client.

## NATURAL

With a major tone of natural, these shades are inspired by nature. Why not try over virgin hair to add a boost of shine with natural tones to create your root melts for sublime results with incredible shine?



**Bitter Chocolate**



**Dark Sage**



**Deep Walnut**



**Soft Sage**



**Silk Blush**



**Beige Sand**

*top tip!*

### **BEAT THE BRASS**

Choose your /02 to reduce brassy orange undertones whilst keeping the highs and lows with sublime shine.

## COOL

A range of shades from metalised brunettes to crystallized blondes. These are your go-to shades to reduce unwanted warm tones as well as create bespoke cool shades at any depth.



**04/65**

**Deep Cherry**



**05/98**

**Steel Orchid**



**06/6**

**Cherry Wine**



**06/71**

**Frosted Chestnut**



**07/13**

**Toffee Cream**



**07/59**

**Strawberry Wine**



**07/75**

**Raspberry Latte**



**07/81**

**Smoky Opal**



**08/8**

**Blue Pearl**



**08/98**

**Silver Pearl**



**09/13**

**Toffee Milk**



**09/61**

**Iced Platinum**



**09/65**

**Pink Shimmer**



**09/81**

**Platinum Opal**

## WARM

For subtle beige, sophisticated coppers, or to create that perfect baby blonde. You will love these shades for colour correction, adding shine to over-lightened blondes or deepening your result with no off-tones.



**Caramel Espresso**



**Hot Chili**



**Copper Sunset**



**Caramel Chocolate**



**Paprika Spice**



**Spicy Ginger**



**Honey Latte**



**Vanilla Glaze**



**Caramel Milk**

## BOOSTER

Three shades to maximise the possibilities of your palette. Specifically designed for the translucency of Shinefinity without overpowering the target shade. When used alone they create creative options.



**Crystal Glaze**



**Blue Booster**



**Violet Booster**

# glaze

## DEPOSIT ONLY COLOUR

**SHINEFINITY ZERO** lift glaze is a deposit only colour. But what does this really mean? It does not lighten the natural hair and therefore the end result is heavily dependent on the starting point.

The chart below illustrates a selection of shades at various depths.

The lighter the hair depth the more tonal deposit will appear.

The below is shown on good quality natural hair, when the hair is porous the result will be more intense.



Scan here to download the  
Wella Professionals Shade guide  
app for Android phones.



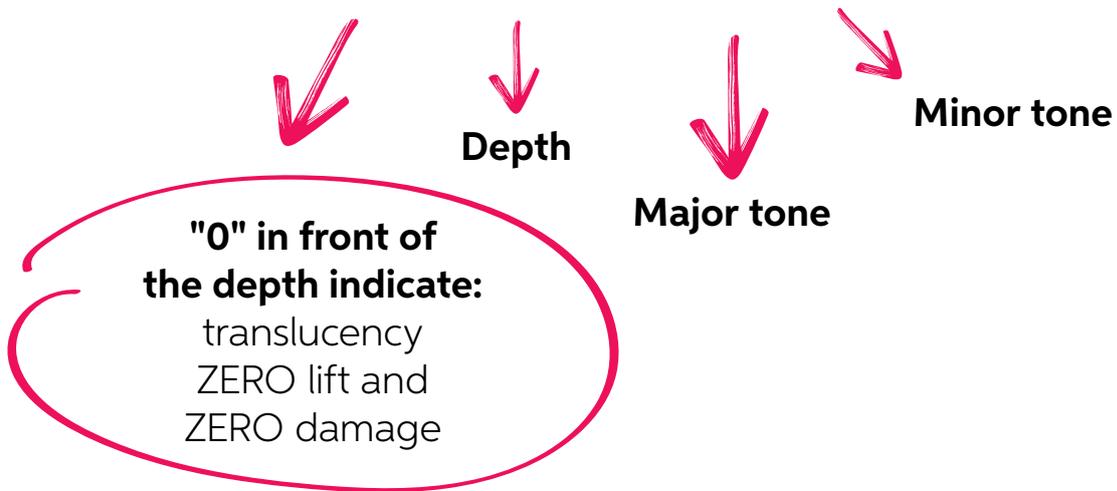
Scan here to download the  
Wella Professionals Shade guide  
app for Apple iPhones.



SHINEFINITY

# numbering system

09/61



## DEPTH NUMBERING SYSTEM

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

## STONE NUMBERING SYSTEM

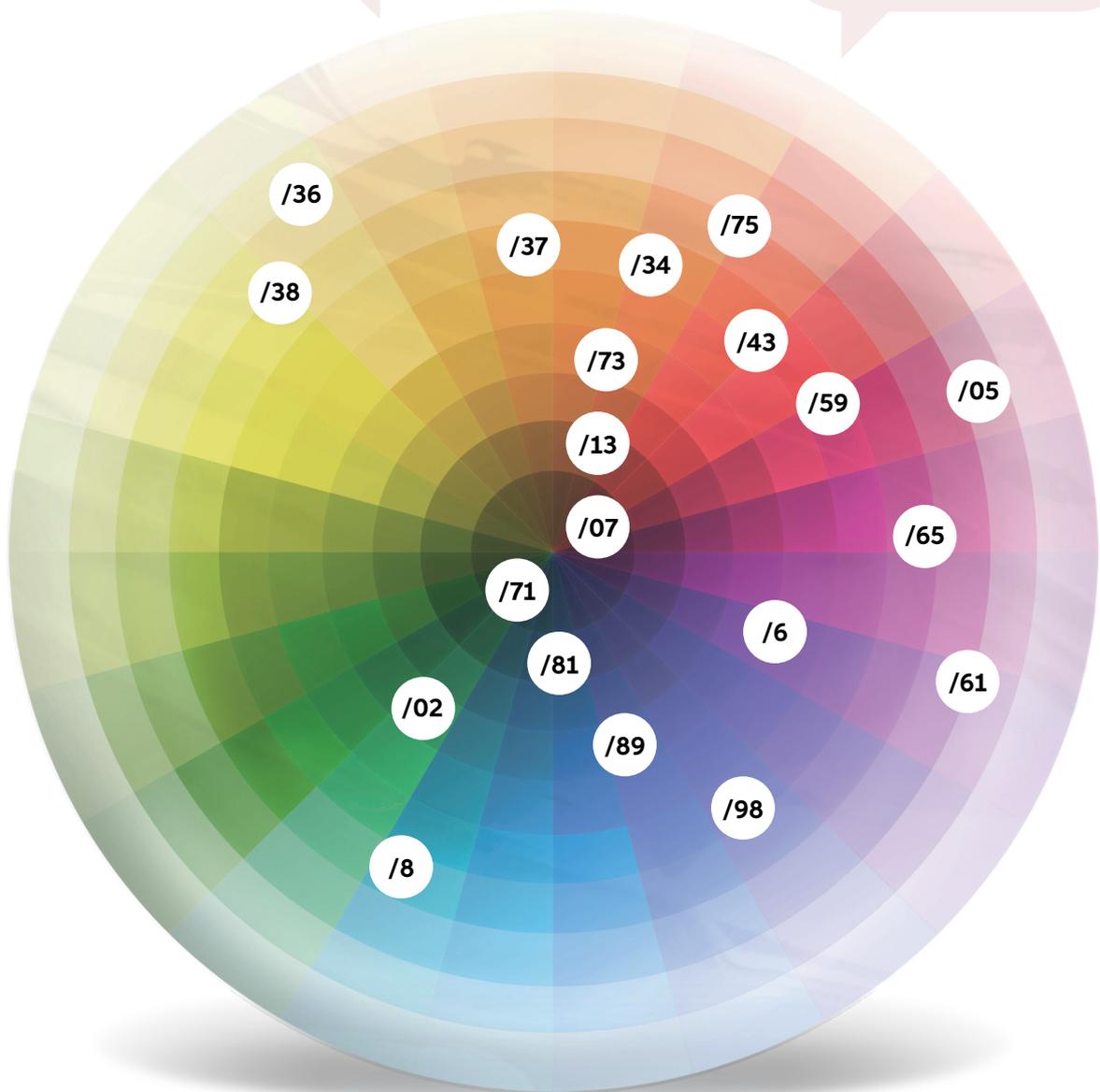
	/0 Natural
	/1 Ash (blue/green)
	/2 Cool Ash (matte)
	/3 Gold (yellow)
	/4 Red (warm)
	/5 Mahogany (red/violet)
	/6 Violet (cool)
	/7 Brunette (warm)
	/8 Pearl (blue)
	/9 Cendre (grey/violet)

# SHINEFINITY *colour circle*

**On this colour circle** you can see  
where each tone from  
the SHINEFINITY palette sits.

*soft focused*

*powdery*

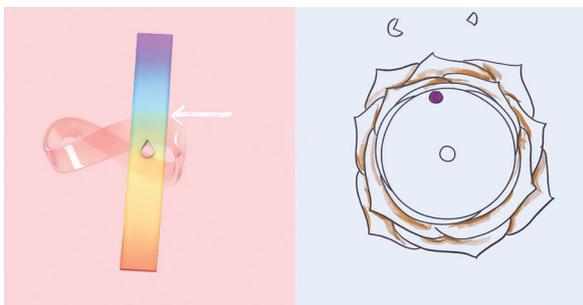
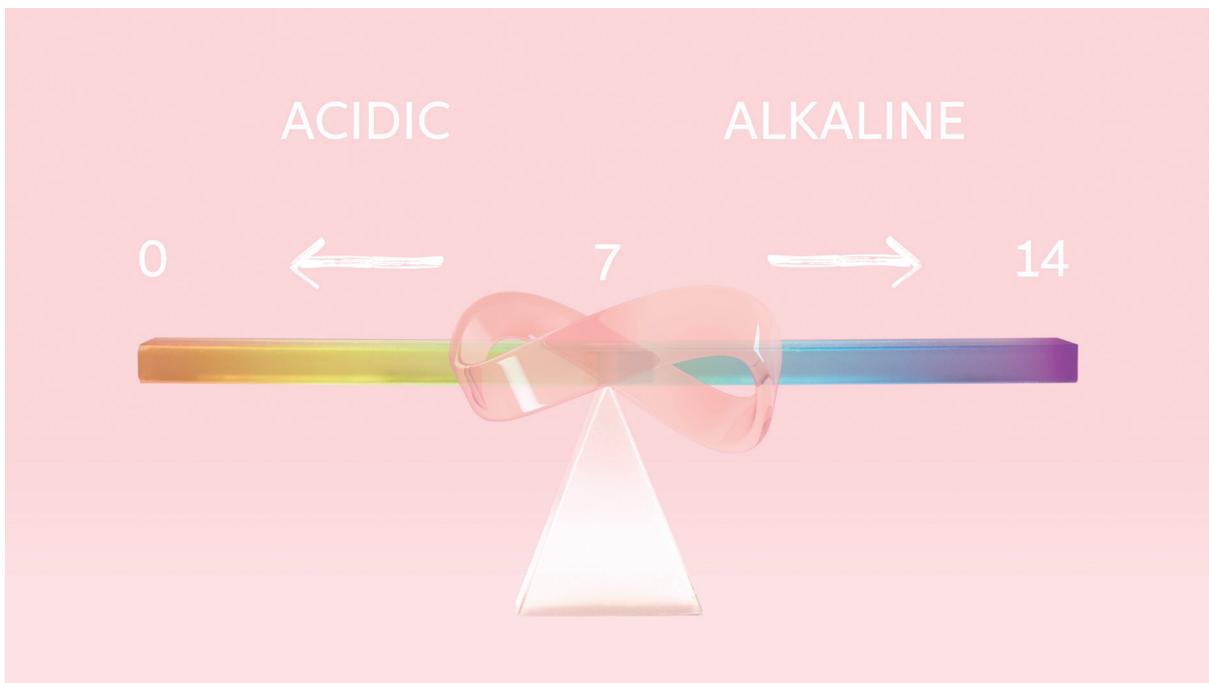


# balanced

## pH TECHNOLOGY

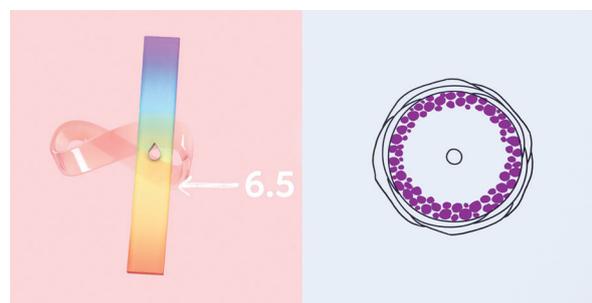
### Balanced pH technology

regulates the colour pH level to a controlled range throughout the colouring process, here indicated by the infinity sign.



**SHINEFINITY** starts mildly alkaline, so that the cuticles can swell and open slightly, and the colour molecules can enter the hair shaft for optimal colour formation.

**Simultaneously the pH** starts to drop to a gentle acidic range, which means zero lift and zero damage.



**SHINEFINITY** with balanced pH technology has been carefully formulated to maintain an optimal acidic level of no less than 6.5, as we know when the pH of the colour is lower, it can lead to unpredictable colour results especially over porous hair.



By maintaining this gentle acidic range throughout the process, SHINEFINITY smoothens the cuticles for **healthy-looking hair** and **long-lasting colour glaze** and **a healthy shine**.



based on average 3 washes per week

# WHAT'S UNIQUE ABOUT THE *activators?*

**SHINEFINITY** must be mixed with its distinctive activators. It contains a specifically formulated **BALANCING pH buffer system** that controls the pH throughout the colouring process.

## **Bottle activator**

for speed and ease.  
Ideal for all your applications at the basin.

## **Brush & Bowl activator**

for precision.  
Perfect for melts and technique work.



**The colour cream** mixed with the chosen Shinefinity activator delivers reliable colour results every time in a non-drip consistency.



# MIXING & applications

Enjoy the **flexible** usage of SHINEFINITY.  
A glaze to suit any salon situation.



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

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

**Shampoo the hair;** no post colour treatment is needed.  
Use conditioner if required.

## WHY NO POST COLOUR TREATMENT?

**POST COLOUR** treatment is typically used after an alkaline colour service to regulate the pH of the hair. This is not needed when using SHINEFINITY as the pH will be acidic at the end of the processing.

*note*

It's **not recommended** to use a glaze service after a colour reducer such as Color Renew, as the results may be unpredictable.

# A FORMULA FOR *adaptable results*

With SHINEFINITY **you can adapt your results** depending on how you work with the product. Below are some hints and tips!



**Expect softer** results on towel-dried hair and shorter development times.



*top tip!*

## **USING HEAT**

gives more intense results, great when you want to intensify your reds or blend away first signs of grey hair. No cool down time needed!



## OXIDATION

# during the process

The oxidation of the SHINEFINITY mass during the colour process is close to the end result.

Unlike the dark sometimes very tonal oxidation of other toners, with SHINEFINITY the colour is developing softer as seen in the images below.



Below you can see a liquid toner oxidising very strongly yet giving a soft result once rinsed.



\*Toned with a Liquid Toner

# 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**

## CLEAR



**00/00**

has many usages:

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

## CREATE 010/SHADES

Mix the 09/ shades 1:1 with clear to create a 010/ shade.



**010/36**



**010/61**



**010/73**



**010/65**

# 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.



RATIO	09/65	08/34	07/59	07/34	06/43	06/6	05/43	04/65
1:1								
2:1								
3:1								
4:1								
5:1								
10:1								



**00/00**

**CLEAR**

## CHOSEN SHADE.

Always mix 1:1 with a SHINEFINITY Activator.  
Example: 10 g 00/00 + 1 g 05/43 + 11 g SHINEFINITY Activator



## BLUE BOOSTER

A denim-like blue tone to neutralise brassy tones or create bespoke iced shades.



## VIOLET BOOSTER

Berry violet booster to enhance or personalise any shade in the palette.

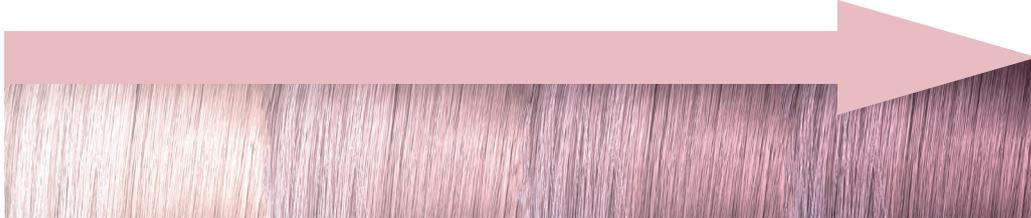
60 g



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.

# Care for SHINEFINITY

A **glaze** is often used in combination with other colour services; care and colour retention are the primary objectives.

## For multi-processed hair



### COLORMOTION+ Our best colour care line

The perfect choice for sensitised hair. As it contains WellaPlex bonding agent, it's ideal to use when Shinefinity has been used over pre-lightened hair.

- > Up to 8 weeks' colour protection\*.
- > With WellaPlex bonding agent.
- > For stronger hair \*\*.

\*when using Structure+ Mask \*\*when using Structure+ Mask vs. no treatment



Scan me  
TO DISCOVER  
MORE ABOUT  
THE RANGE

## For ingredient-conscious clients and natural product lovers

### ELEMENTS Our most gentle hair care line

Elements is the choice for your ingredient conscious clients. It's the perfect choice for natural to pre-coloured hair and formulated without silicones and sulfates.

- > Up to 99% natural origin ingredients\*.
- > Free of animal derived ingredients.

\*91% to 99% depending on product



Scan me  
TO DISCOVER  
MORE ABOUT  
THE RANGE

*offer more*  
WITH SHINEFINITY



# infinite

## SERVICE POSSIBILITIES

### SHINEFINITY *glaze*

**ZERO LIFT** with long-lasting colour glaze result to get the maximum benefits out of your service.

Use after blonding services, standalone, or for virgin hair with an irresistible silky hair feel.

**Apply to dry or towel-dried hair; develop for 20 min.**



### HERO SHADES TO GET YOU STARTED!

PERFECT FOR  
**BLOUNDES**



**09/61**



**09/05**

PERFECT FOR  
**VIRGIN HAIR**



**06/71**



**07/75**

This look was created using



# infinite

## SERVICE POSSIBILITIES

### SHIMMER MELT *glaze*

This service is perfect to achieve modern, painted hair looks. It creates a gradient and dimensional melting effect with a seamless blend.

**STEP 1:** Hand paint the lightened areas to the desired level of lightness, rinse and remove.

**STEP 2:** Apply the deeper mixture to the roots, blending it 1" over the lightened areas. Blend this into your lighter shade, using a large-tooth comb to blend the shades together.



**Develop up to 20 min.**

### HERO SHADES TO GET YOU STARTED!



**CHECK OUT**  
PAGE 49  
FOR A FULL STEP BY STEP  
OF THIS SERVICE.



This look was created using



# infinite

## SERVICE POSSIBILITIES



### SPEED *glaze*

A quick but versatile service. Ideal **in-between** colour 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 SHINEFINITY Bottle Activator and applied at the basin to towel-dried hair.

**Develop for 10 min.\***



### HERO SHADES FOR 10 MIN DEVELOPMENT



\*Shorter development time can reduce longevity of end results

# infinite

## SERVICE POSSIBILITIES

### CORRECTIVE *glaze*

This is your go-to service for **natural correction services.**

Fast and gentle to balance moderate unevenness.

Darkening up to three levels without pre filling.

This is possible if using shades with added warmth.

Use 05/37 as it is an ideal shade for darkening or mix 08/34 into your target shade to support with warmth.

Mixed with brush and bowl activator for targeted application. Applying on dry hair will allow for maximum saturation.



**Develop for 20 min.**

### HERO SHADES TO GET YOU STARTED!



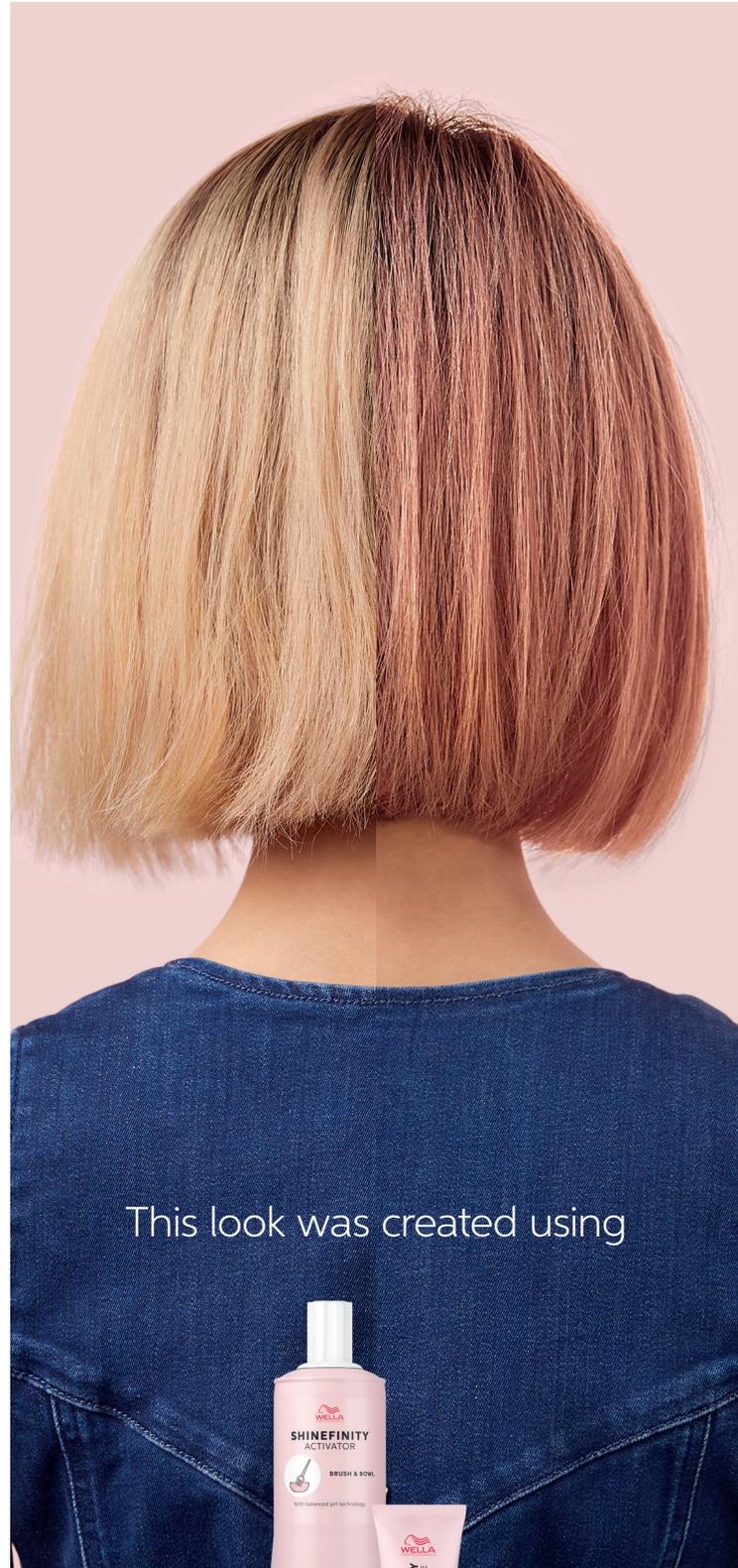
**09/02**



**07/81**



**05/37**



This look was created using



# BALANCING *glaze*

Shinefinity is the perfect complement when **balancing** ends whilst using **Koleston Perfect** or **ILLUMINA COLOR** on the roots. It gives an ultra-natural look with a shimmering character, retaining the highs and lows within the hair.

Apply your root colour as usual, develop for 10 min, and apply your Shinefinity target shade to the lengths and ends.

**Develop for up to 20 min.**



**SHINEFINITY  
+ ILLUMINA  
COLOR**  
for natural looks.

**SHINEFINITY  
+ KOLESTON  
PERFECT**  
For coverage  
or vibrancy  
when more  
intensity is needed  
at the roots.



*top tip!*

**BLENDING** THE PERMANENT colour and the Shinefinity formula will drop the pH slightly at the transition area and create a seamless blend.

*what is*  
**THE DIFFERENCE?**



**SHINEFINITY**  
ZERO LIFT GLAZE

09/61 1:1



With balanced pH technology

2.3 FL. OZ. / 60 mL

# WHAT IS THE DIFFERENCE? WELLA PROFESSIONAL *demi portfolio*

Two power brands for all your demi-permanent services

## COLOR TOUCH



Our most pigmented demi-permanent for intense vibrancy and shine

## SHINEFINITY



Long-lasting colour glaze for a translucent shimmering character

## BENEFITS

- Alkaline formula for intense vibrancy
- Ammonia free
- Low lift
- Up to 70% grey coverage
- Lasts up to 24 shampoos with soft regrowth

- Balanced pH technology
- ZERO Ammonia, ZERO Silicones, ZERO drying Alcohols
- ZERO lift, ZERO damage
- Ultra-natural blend for first signs of grey
- Up to 6 weeks colour glaze\*

## HOW TO USE

Mix with Color Touch Emulsion 1.9% or 4%



Mix with Shinefinity Activator, (Bowl and Brush or Bottle)



\*provided hair is washed 3x/week

## WHAT IS THE DIFFERENCE?

# Glossing v Glazing Services

**Glossing is a temporary** fast shine service.  
Glazing will penetrate slightly further and give a demi permanent result zero lift and zero damage.

### GLOSSING

Gentle and quick shine boost.

- > **COLOUR:** Soft tonal change.
- > **LIFT:** Can give minimum lift on finer hair types.
- > **HERO:** Koleston Perfect.

5/10  
min

1:1:1



### GLAZING

Zero lift, zero damage with shimmering results. Long-lasting colour glaze result.

- > **COLOUR:** Depth and tone, with highs and lows.
- > **LIFT:** Zero lift.
- > **HERO:** Shinefinity.

10/20  
min

1:1



## BLONDE TONING

Create beautiful balanced blonde results to enhance or correct unwanted tones.

- > **COLOUR:** Depth and tone, blends natural for balanced result.
- > **LIFT:** Gives soft lift to natural hair.
- > **HERO:** ILLUMINA COLOR.

10/15  
min

1:1



## TRANSFORMATIONAL TONING

Gentle ammonia free for transformational results.

- > **COLOUR:** Transformational tonal changes.
- > **LIFT:** May shift natural hair, especially finer textures.
- > **HERO:** Color Touch.

20  
min

1:2



# #quartzblonde



## COLOUR FORMULAS

**FOILS:** BlondorPlex + 6%

**FREEHAND:** Blondor Freelifths + 9%

**SHINEFINITY GLAZE:** 09/61 + SHINEFINITY Bottle Activator

# SHINEFINITY #quartzblonde



Section the hair like this.



**Lightener**  
Take diagonal slices through your front sections. This creates brightness.



Through the back, take wavy sections. This creates soft transitions. Paint your lightener in a W to accentuate the softness. **Develop for up to 50 min.** Rinse and remove using ColorMotion+ Shampoo.



**Glaze**  
When rinsed apply the glaze at the basin for speed.

4



*top tip!*

**COMB THROUGH**  
the glaze every 5-10 min min for even distribution.

# #caramelgloss



## COLOUR FORMULAS

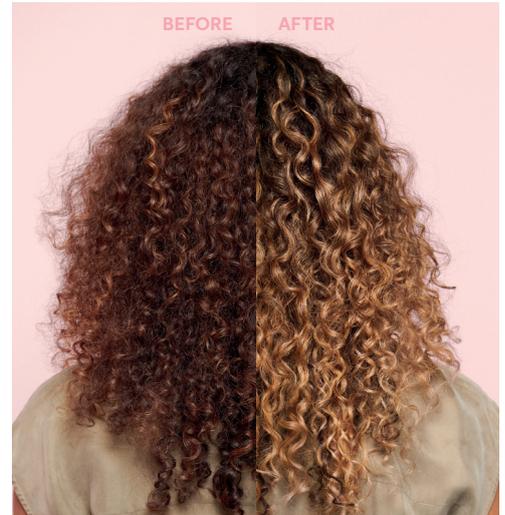
**LIGHTENER:** BlondorPlex + 4%

**SHINEFINITY GLAZE:** 09/73 + SHINEFINITY Bottle Activator

# SHINEFINITY #caramelgloss



Section the hair like this.



1

## Lightener

Work in zigzags throughout your sections. Take the top of the zigzag for your weaves and isolate in Illuminage Papers.



2

Continue in the same pattern across all five sections.

**Develop for up to 50 min.**

Rinse and apply WellaPlex N°2; **leave for 10 min.**



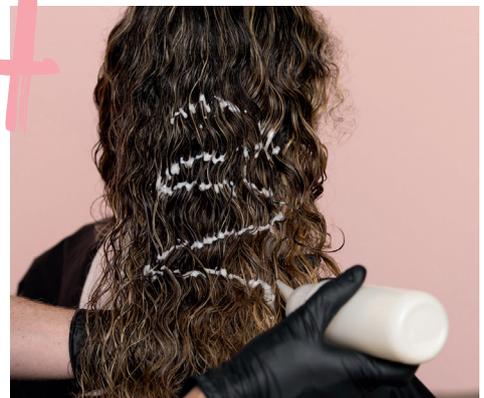
3

## Glaze

When rinsed apply the glaze all over. No need to avoid the natural as it won't lift!



4



*top tip!*

FOR FULL **SATURATION** of the lightener, paint your foil before you use it.

# #shimmermeltglaze



## COLOUR FORMULAS

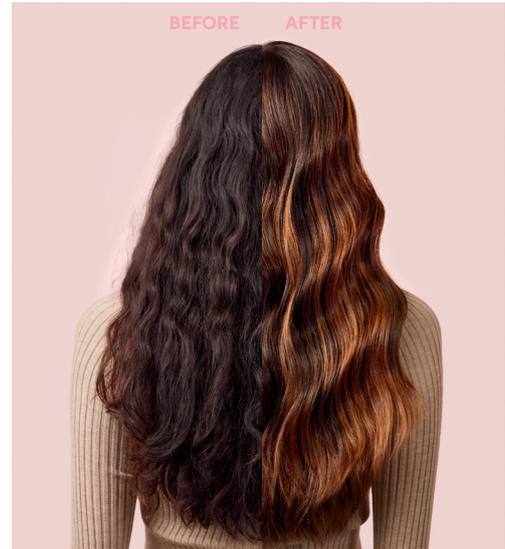
**FREELIGHTS:** Blondor Freelifghts + 6%

**SHINEFINITY GLAZE:** Root melt: 04/07 + SHINEFINITY Brush & Bowl activator  
Ends glaze 08/38 + SHINEFINITY Bottle activator

# SHINEFINITY #shimmermeltglaze



Section the hair from ear to ear. Work in horizontal sections leaving a small triangle for the face frame.



## Paint

Start from the nape. Take a 1" horizontal section. Keep the hair slightly elevated whilst painting freehand away from the roots.



As you move higher up with your sections, blend your lightener closer to the roots.

In the front triangle start 1/2" away from the roots; move closer to the roots nearer the face.



*top tip!*

**THE AIM** IS TO SURFACE paint not saturate as you want to preserve dimensions.



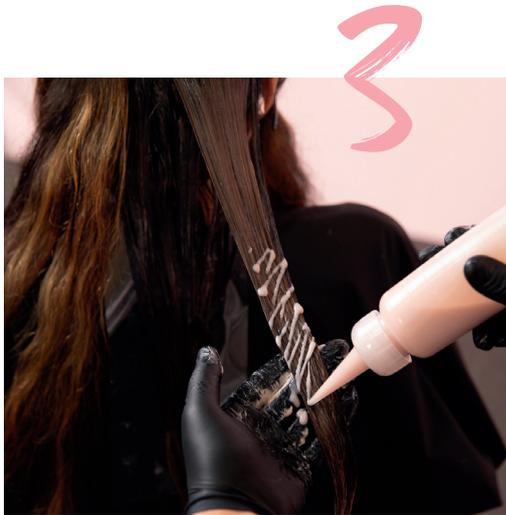
# SHINEFINITY #shimmermeltglaze

## MELT



Rinse and remove the lightener after the full development time. Shampoo using Elements and close the service using Blondor Seal & Care.

Apply your darkest glaze throughout your root area. Blend it about 0.5-1" over the lightened area. Only tap the root near the face.



Apply the lighter glaze through your mid-lengths and ends. Using a bottle application will speed up your application!



*top tip!*

**TO FURTHER BLEND** the glaze and create seamless transitions, comb each section as you go.

# #pinklemonadehair

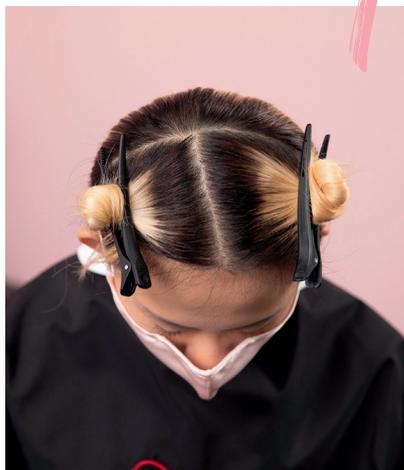


## COLOUR FORMULAS

**SHINEFINITY GLAZE:** 50g 09/65 + 10g 07/75

+ SHINEFINITY Brush & Bowl Activator

# SHINEFINITY #pinklemonadehair

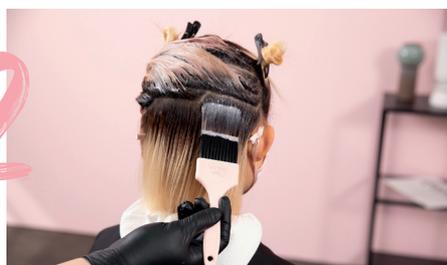


Section the hair from ear to ear.



**Glaze**  
Apply the glaze from roots to ends, section by section.

Applying it to the natural root area will aid a soft blend but never lift the natural.



After development time rinse and remove using ColorMotion+ shampoo and conditioner if needed. Use EIMI Glam Mist for extra shimmer.



*top tip!*  
MIXING **07/75** INTO THE **09/65** will enhance the iconic rose tone on lighter depths.



# #amarettoshine



## COLOUR FORMULAS

**Koleston Perfect :** 40g 6/5 + 20g 5/41 + 60g 4%

**Balancing Glaze :** 50g 07/59 + 10g 05/98  
+ SHINEFINITY Brush & Bowl activator

SHINEFINITY  
#amarettoshine



Section the hair from ear to ear, leaving the short underneath out.



1

**Root touch-up**

Apply your root color in a brickwork pattern.

2



**Glaze**

Apply your glaze using brush and bowl for precision.



Rinse and remove using ColorMotion+ shampoo and Express Post Color Treatment for 30 seconds.

*top tip!*



Use your fingers to blend your glaze with your root colour. This will slightly lower the pH at the transition area for a softer blend.

# FREQUENTLY ASKED *questions*

## CAN I MIX SHINEFINITY WITH COLOUR TOUCH DEVELOPER?

**No.** Any other developer that might be used will not contain the balanced pH technology and will compromise the colour results significantly.

**SHINEFINITY**  
*activator*



True-to-tone results  
with zero lift.

**INCORRECT**  
*developer*



Unpredictable results  
with off-tones.

## ARE THE TONES THE SAME AS IN COLOR TOUCH AND KOLESTON PERFECT?

**No,** the translucent finish and the zero lift will create a slightly different tonal character. Refer to the colour circle to see where each tone sits (page 15).

# FREQUENTLY ASKED questions

## CAN I USE SHINEFINITY FOR GREY HAIR?

**Yes, it can** be used for subtle grey blending on the first signs of grey. The result is natural and reflective. For best results, use on max 30% grey hair. It will not create any coverage.

### SHINEFINITY



### TRUE GREY

### WHEN TO USE

**Designed for virgin or multi-processed hair.**

Can be used on the first signs of grey for an ultra-natural blend.

**Designed to revitalise hair by adding silver hues and shine to naturally grey hair.**

For non colourers with natural grey hair.

### ON GRAY HAIR

**For best results, use on max 30% grey hair.**

**For best result, use on minimum 50% naturally grey hair.**

Designed for naturally grey hair only, not for pre-coloured hair.

### RESULTS

Ultra-natural blend or the first signs of grey. It adds a veil of tone and shine to freshen up grey hair.

Treatments that reduce yellowness with natural looking results and leave the hair feeling soft and manageable. Free of commitment. Free of damage.

### DEVELOPMENT TIME

20  
min

For more intensity:  
15 min under heat.

15  
min

30  
min

To shorten the development time use heat for up to 15 min.

# FREQUENTLY ASKED questions

## WHAT IS THE DIFFERENCE BETWEEN SHINEFINITY GLAZE AND KOLESTON PERFECT PURE GLOSSING?

**Glossing is a temporary** fast shine service. Glazing will penetrate slightly deeper and give a demi-permanent result.

**Shinefinity** Glaze is a zero lift zero damage service making it ideal when you want to preserve the natural hair and the highs and lows.

**Pure Glossing** is perfect for a quick shine boost, as an add on to any service when minimal tonal change is needed.

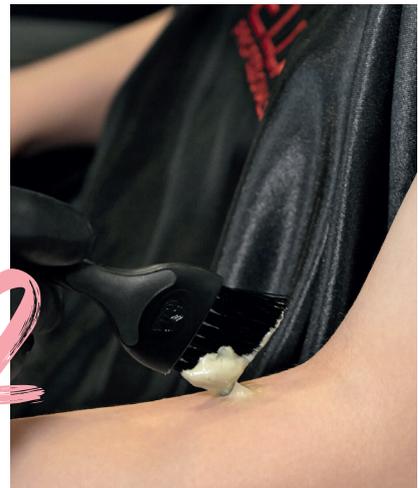


# ALLERGY alert test

**Like with any other product** using oxidative dyes, the danger of an allergic reaction when using Shinefinity still exists. That's why you should always perform an allergy alert test 48 hours before any Shinefinity services.



Mix 5g of the colour you decided on during consultation with 5g of activator.



2

Apply the colour onto 1 cm<sup>2</sup> directly below the crook of the elbow.



3

Leave the colour uncovered for 45 minutes. Then rinse the area with lukewarm water and pat dry with a clean towel.



4

Ask the client to come back to the salon after 48h or call you to inform you of the result.

**Ask your client** to leave the test area undisturbed for 48 hours. If there are any signs of redness, burning, or itching the product must not be applied. The client must seek medical advice before colouring their hair again. If your client has ever experienced an allergic reaction to hair colourants you should not colour.

TOGETHER



*in shine*

TOGETHER

TOGETHER



### **ANY QUESTIONS**

CUSTOMER SERVICE: +44 203 901 1163

ADVISORY HELPLINE: +44 845 704 5775

### **WELLA WORLD STUDIO LONDON**

One The Strand  
(Northumberland Avenue entrance),  
London, WC2N 5EJ  
T. +44 203 650 4700  
wellastudiolondon@wella.com

### **WELLA STUDIO MANCHESTER**

82 King Street  
Manchester,  
M2 4WQ  
T. +44 161 834 2645  
wellastudiomanchester@wella.com

### **WELLA STUDIO DUBLIN**

The Chancery  
3-10 Chancery Lane,  
Dublin 8, Ireland  
T. +353 1 416 0900  
wellastudiodublin@wella.com

### **WELLA POP-UP STUDIO EDINBURGH**

Hosted in Cheynes Academy,  
3 Drumsheugh Place,  
Edinburgh, EH3 7PT  
T: +44 161 834 2645  
wellastudiomanchester@wella.com

### **DISCOVER THE PRODUCTS**

[WWW.WELLASTORE.COM](http://WWW.WELLASTORE.COM)

 [Wella.com/education](http://Wella.com/education)

 WellahairUKI

 Wellaprofessionals

 Wellahair

**makechange**