

INFINITI .18 ASH BLUE VIOLET

This introduction brings a new series of shades to our Infiniti Permanent portfolio, 10.18 Extra Light Ash Blue Violet Blonde, 8.18 Light Ash Blue Violet Blonde, 6.18 Dark Ash Blue Violet Blonde.

The introduction of a new series of shades to our Infiniti Permanent portfolio, 10.18 Extra Light Ash Blue Violet Blonde, 8.18 Light Ash Blue Violet Blonde, 6.18 Dark Ash Blue Violet Blonde. .18 Ash Blue Violet, is a cool colour designed to eliminate unwanted warmth without the addition of additives, enhancing and softening the overall tone; counteracting any orange/copper tones.



These 3 new shades compliment our Infiniti Permanent hair colour portfolio with its strong tone and diverse capabilities from toning to covering greys. The series contains our unique Advanced DAT2™ Activation Technology and high quality refined colour pigments, giving the unique ability to simultaneously lift and deposit; allowing the hairdresser to use differing strengths of developer depending upon hair texture, porosity and expected results.

Adding .18 to a base mix when covering grey significantly reduces warmth. Tone with 1.5% or 3% to counteract warmth when lifting or lightening virgin hair.

EDUCATORS TOP TIPS

1. What levels would the .18's be best applied?
These new shades have multifunctional uses:-
Virgin Hair – Perfect to lift and lighten
Ideal Use - Levels 4 to 7
Toning – When toning on levels 7 – 10 we recommend considering adding a small quantity of base OR .2 Intensives to soften the overall result
2. Can you use .18's for grey coverage?
As the reflects are so strong, when using for grey coverage, we recommend adding a base shade to the mix E.g ½ Base + ½ .18
3. Do they create depth, richness &/or vibrancy?
As these are cool colours they'll tend to look a shade darker.
We suggest using a level lighter than the target.
Eg: Target colour base 8. Mix ½ 88.0 + ½ 9.18 (mix ½ 10.18 + ½ 8.18)
4. What makes the .18's necessary to our colour collection?
Market research from hairdressers and industry experts saw a need for a collection of colours designed to reduce/neutralise the warmth in base shades. Hence the inclusion of the .18 Infiniti colour range.
5. Why is there no 7.18 or 9.18? Simply by adding 12.0S to 6.18 or 8.18 will increase the depth by 1 level (refer to technical manual 12.0s instructions)

