

YOUR AFFINAGE

Spring News

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THE SECRET TO BEAUTIFUL BLONDES

As every professional hairstylist knows, the lightening process is an essential part of achieving incredible blonde results! Pairing the right lightener and developer not only produces a better end result, but a safe and enjoyable experience for clients in salon.



Affinage Professional Arctic Blending Crème

Arctic Blending Crème is the perfect gentle lightening service solution for sensitive scalps. The consistency and texture are also ideal for accurate balayage placement and freehand highlighting, with the neutralising violet/blue pigment in the cream lightener and dedicated developers (4.5% & 7.5%).



Affinage Professional Lite Blonde (7 levels) 750gm

This is perfect for subtle steady lift when foiling and the subtle violet tone helps counteract unwanted warmth to leave hair at the palest yellow. Lite Blonde is a 750gm economical bag containing more than the average lightener.

Affinage Professional Lite Blonde+ (9 levels) 500gm

This gives an exceptionally clean lift for a powder lightener which makes colour corrections so much easier. The best thing about this product is the fact that you can safely push the limits of lightening limits of lightening with the protection of the Polyamino Sugars to protect and condition hair.

PURIFYING SHAMPOO

Due to popular demand, Purifying Shampoo will soon be available in a Retail 375ml size as a complement to the Hydrating, Sensitive and Blonde Toning ranges.



5 WAYS TO STYLE WITH VOLUME POWDER



Beach waves: Apply to mid-lengths and ends after curling hair, adding a small amount to your fingertips and working them through the style to separate waves and add texture.

Textured braids: Apply a light puff to braids before loosening them for extra thickness.

Tousled ponytails: Apply powder to the top of the ponytail for added height.

Creative clips: Apply a small amount of powder before adding accessories to help them grip the hair.

With its light hold and matte finish, Volume Powder is fast becoming a cult favourite and the perfect companion to our Volumising & Texturising Spray, Flexible Spray and Finishing Spray when creating effortless styles.

Root boost: Apply to the crown and part line after blow drying, working in the product with your fingertips to maximise volume.



NEW CLEANSE & CARE GIFT PACKS



Healthy hair meets self-care this holiday season! Three new retail packs have launched in time for Christmas with a design that's perfect for gifting any time of the year. Nourishing Care, Blonde Therapy and Wellness Balance are beautifully packaged and deliver outstanding value, combining our signature Cleanse & Care shampoos and conditioners with indulgent treatments. As an eye-catching addition to retail displays, they're a luxurious yet affordable gift for yourself and your loved ones.

Nourishing Care: Hydrating Shampoo 375ml, Hydrating Conditioner 375ml & Miracle Leave In Balm 250ml

Blonde Therapy: Blonde Toning Shampoo 375ml, Hydrating Conditioner 375ml & 24/7 Heaven Cuticle Sealer 250ml

Wellness Balance: Sensitive Shampoo 375ml, Sensitive Conditioner 375ml & 24/7 Heaven Cuticle Sealer 250ml

THE FUTURE OF EDUCATION

An exciting new programme for digital and in-person education is soon to be announced for 2021, covering fundamental techniques and trending formulations for beginner to advanced hairdressers.

The Affinage Professional Education Facebook group now has over 2,000 members, with 10+ new posts daily and a regular schedule of online training keeping stylists engaged, learning and sharing.



MULLETS FOR MENTAL HEALTH

With so many of us facing new and ongoing challenges this year due to the pandemic, taking care of our mental health is more important than ever. One in five people experience mental health issues in any given year and up to 60 per cent of people don't seek support for those issues.

Black Dog Institute have been at the forefront of mental

health research since 1985 and this year invited hair salons and barbers to get involved in fundraising with the Mullets for Mental Health campaign.

We helped spread the word for this worthy cause on social media, and salons have been participating in the campaign by donating proceeds from their mullet cuts and product sales for the month of September.

