

YOUR AFFINAGE

Summer News

STUDIO EM

NEW HIGH LIFT COLOUR

CLEANSE & CARE

2020 EDUCATION

INFLUENCERS

INDUSTRY RESOURCES

STYLING COLLECTION REVIEW

AFFINAGE
P R O F E S S I O N A L

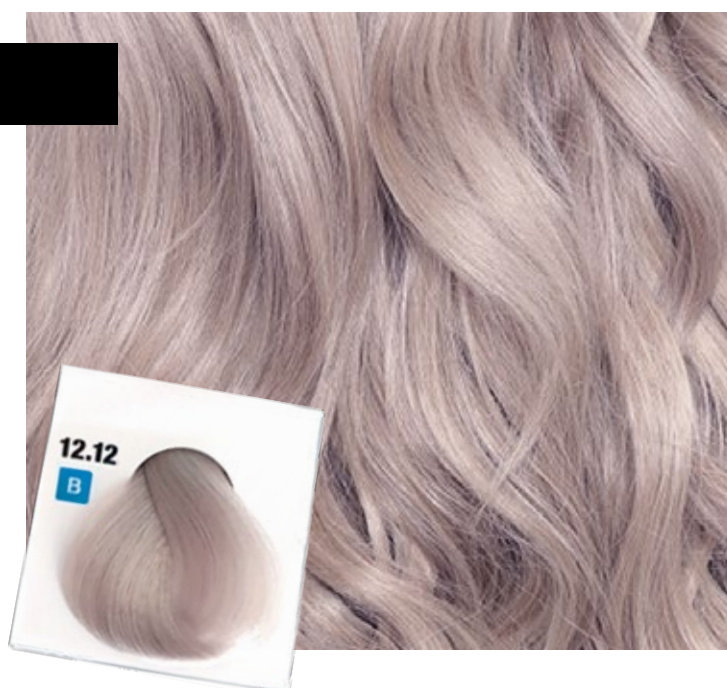
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INTRODUCING 12.12

There's a new addition to the Affinage Infiniti High Lift collection, 12.12! This stunning cool blonde features a brand new reflect and is ideal for natural levels 6, 7 and 8. The inclusion of .1 Ash counteracts strong warm underlying pigments, while .2 Pearl Violet softens the overall look.

12.12 can be combined with other High Lift colours and Intensives to create bespoke results and reflects. We recommend mixing 1:2 for toning and counteracting warmth, with a processing time of up to 55 minutes.



CLEANSE & CARE IS COMING

We're excited to share the first details of the new Affinage Professional Cleanse & Care Collection set to launch in 2020. The new formulations feature a smooth and creamy consistency with hydrating effects, natural Australian extracts like Kakadu Plum, a UV filter to prevent sun damage and absolutely no nasties. Paraben free, sulphate free, cruelty free and vegan, there is so much to love about the range. All will be revealed soon...

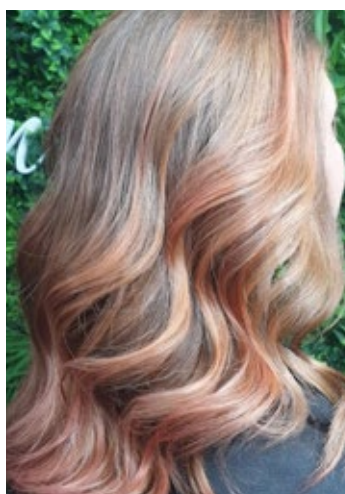
STUDIO EM

We are pleased to introduce Emma Coles as our newest Affinage Ambassador.

Emma is an Australian hairdresser of 15 years, and the owner and director of Studio Em, a cutting edge boutique salon located in one of the most remote townships in the Northern Territory, Nhulunbuy, East Arnhem Land.

Hairdressing has never been just a job to Emma, it has been her passion and creative outlet. Whilst Emma loves all aspects of the trade, her true passion is creating new techniques and colour recipes that her clients and staff fall in love with.

Working and living in such a remote part of Australia, Emma believes it is vital to upskill with regular training via trade events and online education. Social media is the key to Emma's success and her ability to connect with other hair artists around the globe that inspire each other every day.





2020 EDUCATION PROGRAMME

Our 2020 education programme features half and full day seminars packed with hands-on learning to help professional stylists gain confidence and master skills at all experience levels. Dates and locations are being confirmed as we speak, so please get in touch to discuss hosting any of these workshops.

Affinage Portfolio: A foundational introduction to colouring with Affinage Professional products.

Affinage Advanced Portfolio: An advanced course that breaks down the "Why", so you can figure out the "How".

Key to Successful Toning: Learn formulation secrets to help you master your toning game.

Blonde Bombshell: Upskill on the latest blinding techniques with this essential class.

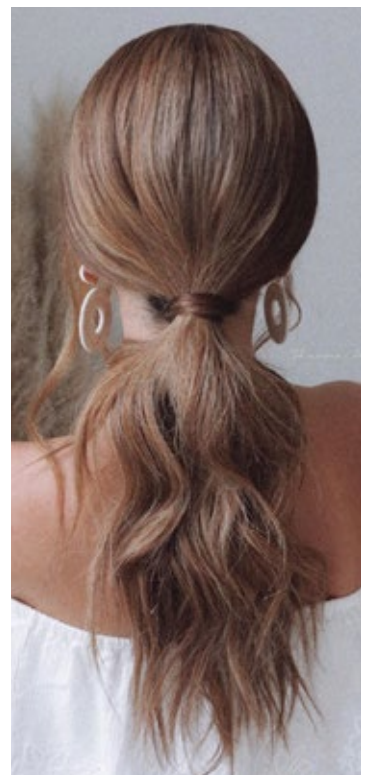
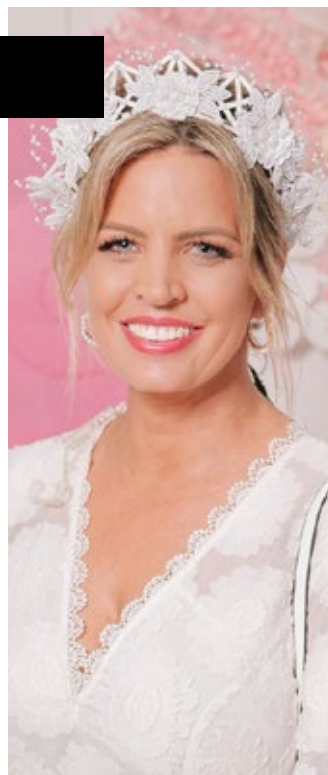
Balayage Bombshell: Learn a range of freehand hair painting techniques and when to use each one.

Confidence in Colour Correction: Add colour change to your colouring portfolio to deliver trending looks for your clients.

INFLUENCERS

We're currently collaborating with a handpicked group of professional hairstylists who inspire artists locally and internationally with their creative work on social media.

Our products have been used to create beautiful hair concepts, engaging tutorial videos and event looks for media personalities, which is generating buzz for our new styling range and building visibility for the Affinage Professional brand.



INDUSTRY RESOURCES

With Affinage Professional, technical support is at your fingertips! Hairstylists can get the help they need from our team through the following channels:

Support Hub: Stylists can register for free on our website to gain access to a large range of professional resources including our Technical Manual, tip sheets and look books.

Technical Hotline: Stylists can speak directly with an Affinage Professional educator by calling 1800 804 757.



Facebook Group: Our new Affinage Education Facebook Group gives stylists a forum to share knowledge, post their work and receive expert advice. With nearly 1,000 members, this is a quickly growing community that all hairstylists should join!



STYLING COLLECTION REVIEW

Thermal Protectant: This styling staple is a popular purchase for clients. It not only does what it says on the bottle but also acts as a porosity equaliser during colouring and a detangler during styling. An amazing all-in-one!

Volumising & Texturising Spray: This spray will give you the perfect amount of hold on waves and curls without feeling sticky or stiff, making it ideal for natural curl scrunches.

Volume Powder: Another client favourite, Volume Powder walks off the shelves! It's our go-to when braiding, separating curls, adding body and texture and upstyling as it feels so light but offers so much hold.

Flexi Paste & Clay Wax: The paste and wax are excellent for upstyling, braiding, men's hair and short hair. Flexi Paste is fantastic for piecing out curls and Clay Wax is used in all of our braiding because it helps hold them for weeks!

Contour Cream: This cream doesn't weight hair down at all which makes it great for all hair types. It's super moisturising, gives a gorgeous shine and has an amazing smell clients love.

Moisture Foam: This hydrating mousse is perfect for upstyling and blow drying. Its non-tacky formula makes it easy to build on itself.

Luminous Drops: This is a lightweight, keratin based serum without an overly oily residue that can be applied before blow drying and again during styling. It offers incredible shine and moisture and clients love the smell.

Flexible Spray & Finishing Spray: Flexible Spray is perfect for tidying flyaways and creating a little texture and hold, while Finishing Spray is amazing for upstyling and holding curl.

