

InfuseMe. ISSUE ONE

Introducing infuse My. colour™



Enhance.
Refresh.
Balance.
Maintain.

Introducing the multi-award winning, professional **colour enhancing and custom blended** shampoos and conditioners!

infuse My. colour™ is the ultimate salon retail opportunity that has instantly gained cult status amongst beauty editors & hair stylists worldwide.

EASY TO USE SHAMPOOS AND CONDITIONERS that will instantly boost colour and shine

7 INTERMIXABLE SHADES of shampoos and conditioners plus one "neutral" conditioner

CREATED BY COLOURISTS FOR COLOURISTS

Perfect for **IN-SALON USE**

Offer your clients a **PERSONALISED HOME COLOUR** enhancing experience to keep their colour full of vitality in between salon visits

CREATE BESPOKE COLOUR BLENDS that promote client loyalty

100% VEGAN

PETA APPROVED (People for Ethical Treatment of Animals)

FREE FROM parabens, sulphates and silicones



www.infusemycolour.co.uk

info@red-hotproducts.com



[@infusemycolouruk](https://www.instagram.com/infusemycolouruk)

#INFUSEMYCOLOUR

100% PETA CERTIFIED. CRUELTY-FREE. VEGAN. FREE FROM PARABENS, SILICONES & SULPHATES.



infuse
My.
colour

Our. Philosophy

Our philosophy is to develop and deliver performance-focused hair care products whilst maintaining emphasis on sustainability.

We proudly deliver outstanding, game-changing hair care products that are kind to the planet and vegan. We are deeply committed to responsibly sourcing raw ingredients and manufacturing processes that encourage a healthier planet and community.

“Boosts shine and extends the life of your colour.”

VOGUE



Made for Me. service

We recognise that no hair colour is identical! Made for Me. service has been created by hairdressers for hairdressers.

This revolutionary concept of blending and creating tailor-made, colour infusing shampoos and conditioners gives you, the professional colourist, a tool to preserve your client's tonal value in between salon visits whilst encouraging client loyalty.



“A very low maintenance way to preserve fantasy hair colour.”

ALLURE

Enhance. Refresh. Balance. Maintain.

rescue My. hair bar

Choose from 4 handmade, luxury shampoo bars that cleanse hair and leave the hair and scalp refreshed and revitalized.

A salon professional collection designed to address every hair goal. Our soap-free wellness formulation, soft fragrance and sustainable solutions offer the ultimate sensory experience for your clients.

POLLUTION PATROL | Cleanse hair and scalp removing build up and pollutants. enriched with oat protein that purifies, soothes hair and scalps. Fragranced with cucumber & violet.

HYDRATE | With moisturizing and hydro-active properties rejuvenating the hair with extracts of aloe vera, prickly pear and carob seed extract. Fragranced with bergamot & rose.

VOLUME | Cleanse hair and scalp. Enhance hair health and volume with extracts of soja germ extract, fava bean extract, pea extract, kidney bean extract. Fragranced with lotus and cherry blossom.

SMOOTH | Cleanse and smooth hair with a beautiful blend of 5 oils that moisturise, smooth and reduce frizz. Contains wild rose seed oil extract, olive oil, grapeseed oil, corn germ oil, sunflower seed oil. Fragranced with patchouli & sandalwood.



infuse My. colour™ Vegan Colour Enhancing Shampoos & Conditioners

GOLD

Maintains brightness of pale gold, medium and dark blonde. Great on all highlights, putting the sunshine back into washed out honey blondes and all warm colours to add shine and gloss.

COPPER

Maintains brightness of deep strawberry blonde, copper, auburn and warm brown hair. Ideal on bleached hair for a peachy effect.

RUBY

Maintains brightness of red, red-brown and burgundy hair, and also can be used on bleached blonde to create striking pinks.

PLATINUM

Platinum maintains the brightness of blonde and bleached hair. Platinum delivers icy-blonde, clean effects without blue or green

GRAPHITE

Graphite is a striking silver-grey tone designed to create a steel-like filter on lightened hair.

QUARTZ

Quartz designed to give a soft, dusty pink, champagne-like tone to lightened hair.

COBALT

Maintains depth of light and medium to dark brown coloured hair. Cobalt is great for maintaining ash tones. Apply to bleached blonde hair for a creative, minty-green denim.

TREAT

Silicone-free hydration provides superior weightless hydration, nourishment and colour protection for all hair types. Enriched with hemp seed oil for moisture and plant derived ceramides and hibiscus extract for shine.



infuse My. colour™ Dream Lightener



Dream Lightener Advanced Clay Lightener has been designed to give hairdressers total creative freedom in freehand painting and creative advanced bespoke lightening techniques.

Combine with Dream Lightener Mixture to create a rich and creamy formula, perfect for creative off-scalp lightening effects. Lifts up to 7 levels. Mix ratio of 1 : 2 with developer (up to 12%). Development time of 15 to 60 minutes.

WHEN YOU BECOME A FULL STOCKIST OF infuse My. colour™ register to appear on our salon finder. Simply head to www.infusemycolour.co.uk/registermysalon and enter your details.

Explore Me Shampoo KIT

infuse My. colour™ 1000ml

Free Goods

PLATINUM shampoo
COBALT shampoo
GRAPHITE shampoo
QUARTZ shampoo
RUBY shampoo
GOLD shampoo
COPPER shampoo

5 x Professional Blend Mixing Bottles 200ml
2 x Made For Me Shelf talkers
2 x Mirror Stickers
1 x Made For Me Strut Card
1 x Salon Poster
1 x Technical Manual
1 x Mix It Up! Leaflet



Special Price : £157.00
Kit Value : £175.00
Saving : £18.00
Free goods value : £36.00

Explore Me Conditioner KIT

infuse My. colour™ 1000ml

Free Goods

PLATINUM conditioner
COBALT conditioner
GRAPHITE conditioner
QUARTZ conditioner
RUBY conditioner
GOLD conditioner
COPPER conditioner
TREAT conditioner

2 x Made For Me Shelf Talkers
2 x Mirror Stickers
1 x infuse My. colour™ Gown
1 x Made For Me Strut Card
1 x Salon Poster
1 x Technical Manual
1 x Mix It Up! Leaflet



Special Price : £194.00
Kit Value : £216.00
Saving : £22.00
Free goods value : £41.25

Made for Me Kit

infuse My. colour™ 1000ml

Free Goods

PLATINUM shampoo
COBALT shampoo
GRAPHITE shampoo
QUARTZ shampoo
RUBY shampoo
GOLD shampoo
COPPER shampoo

PLATINUM conditioner
COBALT conditioner
GRAPHITE conditioner
QUARTZ conditioner
RUBY conditioner
GOLD conditioner
COPPER conditioner
TREAT conditioner

10 x Professional Blend Mixing Bottles 200ml
4 x Made For Me Shelf Talkers
2 x infuse My. colour™ Gowns
2 x Mixing Bowls
2 x Mirror Stickers
2 x Strut Cards
2 x Salon Posters
1 x infuse My. colour™ Scales
1 x Balayage Brush
1 x Balayage Angled Brush
1 x Mixing Whisk
1 x Colour Chart
1 x Mix It Up! Leaflet



infuse My. colour™ Lightener System

Special Price : £390.00
Kit Value : £435.00
Saving : £45.00
Free goods value : £163.70

Dream Lightener 500gr
Developer 3%
Developer 6%
Developer 9%
Developer 12%



My. Deals

READY!

Try Me Kit



1 of each infuse My. colour™ 250ML

Free Goods

PLATINUM shampoo
COBALT shampoo
GRAPHITE shampoo
QUARTZ shampoo
RUBY shampoo
GOLD shampoo
COPPER shampoo
TREAT conditioner

1 x infuse My. colour™ Technical Manual
1 x Mix It Up! Leaflet

Special Price : £61.50
Kit Value : £68.50
Saving : £7.00
Free goods value : £2.80

RESCUE ME Kit 24

Introducing Rescue My. Hair™ - Luxury Hand Made cold pressed shampoo bar collection. Wellness formulation, soft fragrance and sustainable solutions for ultimate experience.



Rescue My. Hair™ Shampoo Bars Set

Free Goods

6 Pollution Patrol Shampoo Bars 80gr
6 Hydrate Shampoo Bars 80gr
6 Smooth Shampoo Bars 80gr
6 Volume Shampoo Bars 80gr

1 x Display Box
1 x Rescue My. Hair™ Strut Card

Special Price : £143.00
Kit Value : £168.00
Saving : £25.00
Free goods value : £12.45

RESCUE ME Kit 48

Introducing Rescue My. Hair™ - Luxury Hand Made cold pressed shampoo bar collection. Wellness formulation, soft fragrance and sustainable solutions for ultimate experience.



Rescue My. Hair™ Shampoo Bars Set

Free Goods

12 Pollution Patrol Shampoo Bars 80gr
12 Hydrate Shampoo Bars 80gr
12 Smooth Shampoo Bars 80gr
12 Volume Shampoo Bars 80gr

1 x Display Box
1 x Rescue My. Hair™ Strut Card

Special Price : £269.00
Kit Value : £336.00
Saving : £67.00
Free goods value : £14.90

"We recommend trying infuse My. colour™ shampoos."

HARPERS
BAZAAR

INFUSE

All prices exclude VAT

WOULD YOU LIKE TO STOCK INFUSE MY. COLOUR IN YOUR SALON?

Join in the conversations in our Professional Facebook Group @ Infuse My Colour Professionals UK & Ireland.

Email info@red-hotproducts.com or call us on **01392 365177** for more information.

www.infusemycolour.co.uk info@red-hotproducts.com [f](https://www.facebook.com/infusemycolouruk) [i](https://www.instagram.com/infusemycolouruk) @infusemycolouruk #INFUSEMYCOLOUR
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