



NEW



SHINEFINITY

color glaze

SHINE YOU CAN FEEL

infinitely DIFFERENT

BEYOND GLOSS... LONG-LASTING COLOR GLAZE

SHINE YOU CAN FEEL



- > ZERO LIFT, ZERO DAMAGE
- > UP TO 6 WEEKS COLOR GLAZE*
- > CLEAN FORMULA**
 - ZERO AMMONIA
 - ZERO SILICONES
 - ZERO ALCOHOLS
 - ZERO DIRECT-DYES
 - FREE OF ANIMAL DERIVED INGREDIENTS
- > TRUE-TO-TONE, RELIABLE COLOR RESULTS
- > NO-DRIP GEL CREAM
- > BALANCED pH TECHNOLOGY

¹Hair previously highlighted

²Highlighted hair then glazed with SHINEFINITY 09/61

*Provided hair is washed 3x/week

**For more information visit our Wella Professionals SHINEFINITY webpage: www.wella.com/XYZ

simple mixing GUIDELINES



Apply to towel-dried or dry hair. **Develop up to 20 min.** When fully developed add some water and emulsify the color to avoid any skin staining. Shampoo the hair, no post color treatment is needed. Use conditioner if the hair requires.

With Shinefinity **you can adapt your results** depending on how you work with the product.



Expect softer result on pre-shampooed hair and shorter development times without a compromise to the color result.



top tip!

USING HEAT

gives more intense results, great when you want to intensify your reds or blend away first signs of gray hair.

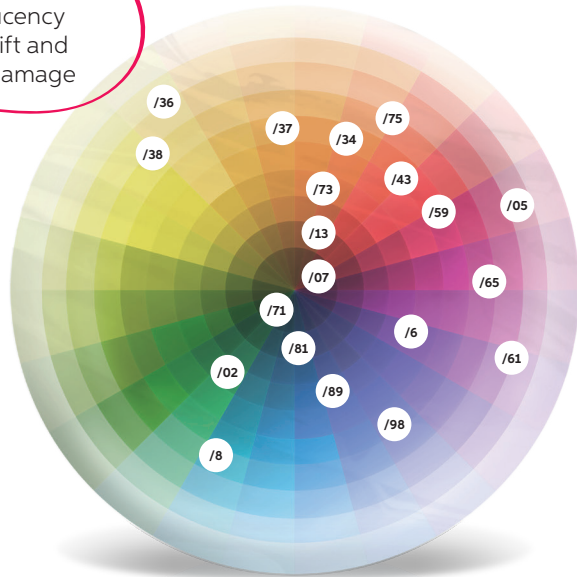


color ESSENTIALS

09/61

Depth Major tone Minor tone

"0" in front of the depth indicates: translucency ZERO lift and ZERO damage



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

TONE NUMBERING SYSTEM

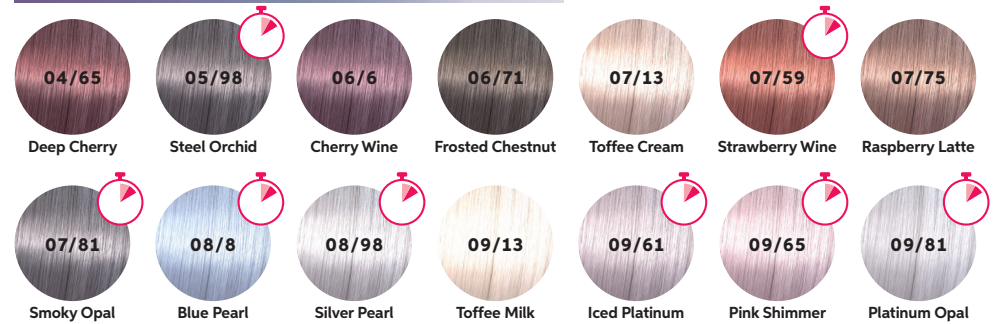
- /0 Natural
- /1 Ash (gray)
- /2 Matte (green)
- /3 Gold (yellow)
- /4 Red (warm)
- /5 Mahogany
- /6 Violet (cool)
- /7 Brown (warm)
- /8 Pearl (blue)
- /9 Cendre (soft violet)

DISCOVER THE shade palette

NATURAL



COOL



WARM



BOOSTER



 Shade suitable for fast services: 5-10 min

DISCOVER THE activators



Bottle activator (2%)
Sizes: 1L, 60ml



NO DRIP gel-cream



Brush and Bowl activator (2%)
Sizes: 1L, 60ml

glaze DEPOSIT ONLY COLOR

SHINEFINITY zero lift glaze is a deposit only color. 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.



To see the full palette at different starting depths scan here:



clear tone

HOW DO I USE IT?



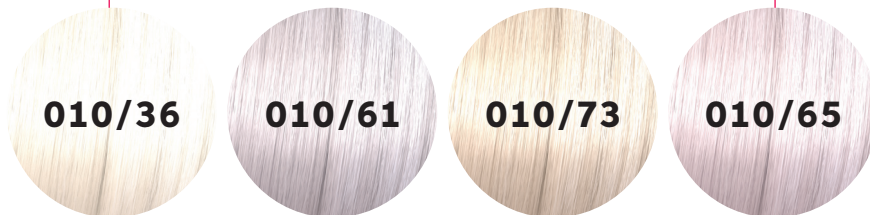
00/00

CLEAR

has many usages:

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

CREATE 010/SHADES



010/36

010/61

010/73

010/65

soften shades

WITH CLEAR

On lighter depths the shades can become intense in tone.



RATIO

1:1

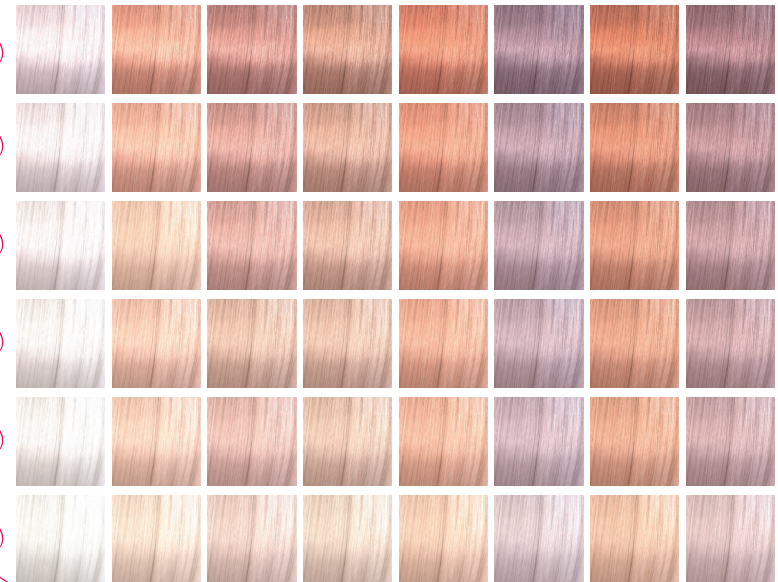
2:1

3:1

4:1

5:1

10:1



00/00

CLEAR

CHOSEN SHADE.

Always mix 1:1 with activator.

Example: 10 g 00/00 + 1 g 05/43 + 11 g activator

SHINEFINITY *services*

HERO SHADES
TO GET YOU STARTED!

<p>SHINEFINITY GLAZE</p>	<p>Use after bleaching services, or for natural hair. Apply to towel-dried or dry hair.</p>			
<p>SPEED GLAZE</p>	<p>Ideal for in-between color appointments, and to adjust or enhance blonde hair. Apply to towel-dried hair.</p>			
<p>CORRECTIVE GLAZE</p>	<p>For natural correction services. Balance moderate unevenness or darken without pre filling. Applying on dry hair, this will allow for maximum saturation.</p>			
<p>BALANCING GLAZE</p>	<p>Use as a perfect complement when balancing lengths and ends whilst using Koleston Perfect or Illumina Color on the root. Apply your root color as usual, develop for 10 min and apply your Shinefinity target shade to the lengths and ends.</p>			

For multi-processed hair – our *best color care*

For dry or delicate scalps – our *ingredient-conscious* line

*Ideal for
first-time
colorers*



COLORMOTION+

Up to 8 weeks color protection*
With WellaPlex bonding agent.
For stronger hair**

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

ELEMENTS

Renews hair smoothness & shine while
protecting from mechanical stress.

Up to 99% natural origin ingredients*

*91% to 99% depending on product



