

Infuse My. Colour Wash

TECHNICAL MANUAL



Enhance. Refresh. Balance. Maintain.

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INTRODUCTION

Infuse My. Colour Shampoo was born during the mechanics of a salon where Rob & Denis passionately do hair and test product for market placement. Colouring hair is a passion that Rob & Denis both share.

Guests were constantly praising the colour results when they left the salon, but into the second to third week the dreaded colour fade sets in. Looking at hair colour in market Rob & Denis decided it was time to call out colour fade and lack lustre pastel tones on blondes for good !

Rob and Denis teamed up with global bio chemists in hair cosmetics and Infuse My. Colour Shampoo was born. Infuse is 100% Vegan and Peta Certified with 0% -Silicones - Parabens and Sulfate free with superb conditioning minus the toxic chemicals. Infuse is against animal cruelty and testing.



OUR STORY

Denis Kovalyov **Creator Infuse My. Colour Wash**

Its been almost 16 years since Denis Kovalyov fell in love with hairdressing and was instantly drawn to the power of transformation hairdressing holds for the guest. Denis discovered his love for hair colouring and how colour gives people confidence and enhances life

“ I always encourage my guests and friends to play with the colour of their hair and style by doing this it makes them happier, refreshed and more confident.»

After working for multi national names in the hair care industry as an educator and session stylist gaining experience in all aspects of the industry by communication with a guest in chair , professional crowd as an educator and highly creative artist at fashion weeks in Paris London New York , Moscow.

Denis soon discovered his curiosity for product development and a passion to create products delivering amazing results.

Being a fitness fanatic it was incredibly important that the ingredients we are working with deliver results that are sustainable, vegan and does not contain any chemicals which would stress the hair.

“ We want to create a shampoo which would colour hair instantly and make it feel incredible, we want to communicate a message that you can have luminous hair colour all the time not just after salon visit , you can be different if you want without committing to a chemical service by just washing your hair !”

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Rob Forgione

Creator Infuse My. Colour Wash

Originally from Perth Australia Rob started his career in hair in the early 90's.

3 salons over 15 years with an interest in hair care product development and distribution .

In 2005 Rob's passion for hair care moved him interstate to Sydney where he began working with multi national brands gathering knowledge for his next hair care industry challenge.

In 2008 Rob moved onto working with a start up Australian brand Over a 7 year period Rob progressed from Sales Manager, Education to an International brand development role in the EU.

In 2014 Rob was in London and was introduced to Denis Kovalyov.

Rob & Denis created Bespoke Hair Care a UK based hair care distribution company delivering prestige natural hair care in the UK. In 2016, My. Haircare line was developed and formulated. 2017 Infuse My. Colour Shampoo was launched.

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. OUR PHILOSOPHY

«Exceptional performance, quality ingredients and endless creativity for ultimate guest experience and integrity of the hair »



COLOUR

This chart provides you with an introduction to the fundamental colour knowledge creating an understanding for tonal qualities in infuse My. Colour Shampoo and easily find the right colour from our palette to suit your guests hair colour signature formulation.

Infuse My. Colour Shampoo shades all have cool undertones which makes even warm tones look luxuriously natural .

Gold - yellow with a hit on violet

Copper – orange violet

Ruby -Red violet

Cobalt – blue

Platinum – violet

Taupe – violet blue orange



INFUSE MY COLOUR SHAMPOO COLLECTION

Introducing Infuse My. Colour Shampoo a collection of intermixable colour infused vegan shampoos designed to Enhance.Refresh.Balance.Maintain. coloured hair instantly or to add pastel tones to lightened hair.

- Creative tool for fast result
- Quick and easy application
- Ideal for add on salon service
- Vibrant boost to the colour without extra time
- No developing time
- No ammonia no peroxide no damage to the hair
- Gentle on hair
- Correct tone re-pigment and colour back building undertone instantly
- Intensify colour and add shine
- Has no depth pigment on all levels of hair colour
- Great introduction to colour tone without commitment to chemical service
- True creative colour possibilities
- Add luminosity to the hair
- Seal colour service with pigment



COPPER INFUSE MY COLOUR SHAMPOO

250ml



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



GOLD INFUSE MY COLOUR SHAMPOO

250ml



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.



RUBY INFUSE MY COLOUR SHAMPOO 250ml



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



COBALT INFUSE MY COLOUR SHAMPOO 250ML



Pure ash subdues warmth and maintains depth of dark ash blonde, light and medium to dark brown coloured hair. Cobalt is great for maintaining the coolness in hair. Applied to bleached blonde hair for a creative minty green denim .



PLATINUM INFUSE MY COLOUR SHAMPOO 250ML



Platinum neutralizes yellow/gold in bleached hair. Maintains the brightness of grey and white hair. Great on hilights for a cool tone. Platinum delivers icy blond clean effects



INFUSE MY COLOUR TREAT CONDITIONER (clear) 250ML



Intelligent vegan silicone free weightless conditioner infused with Neroli extract , cold pressed tangerine butter and sunflower seed extract . Enrich your hair with lasting hydration

colour protection and shine . (Gluten and `Paraben free) Suitable for all hair types

Use after Infuse My Colour Shampoo apply comb through rinse and towel dry. Style as usual.



INSTRUCTIONS

Wash – Infuse - Ready

Wet hair dispense a generous amount of chosen Infuse My. Colour Shampoo shade, lather rinse and repeat if necessary to achieve deeper tone.

TIP : Infuse hair multiple times to achieve strong deeper tone layering pigment and working from light to dark.

We give you total freedom of creativity with Infuse My. Colour Shampoo below is a guide for specific application :

1. Colour match faded ends during colour service.

Apply permanent colour to regrowth following manufacturer's directions.

Before applying Infuse My. Colour Shampoo through mid lengths and ends, dampen with water spray lightly.

Apply a layer of a single shade or blend of Infuse My. Colour Shampoo tones establishing the undertone that supports the colour you wish to achieve through to the ends of the hair.

Apply your chosen tone to the rest of the hair, develop for a minimum of five to ten minutes. Check development against regrowth.

Remove when desired colour is achieved and developing time for the permanent colour.



PRE – PIGMENTING - COLOUR CORRECTION

When colour correcting it is essential to first replace the natural undertones in the hair. Multiple applications of Infuse My. Colour Shampoo will replace pigments in the reverse order to which lightener or colour have removed them.

Apply a single colour or custom mix of Infuse My. Colour Shampoo, rinse and repeat using multiple applications for additional brightening and depth until the undertone that supports the end colour you wish to achieve is established. (Refer to chart indicating colour base & undertone levels)

Towel dry hair.

Apply your chosen colour formula over the Infuse My. Colour .

Develop as per the colour manufacturers directions.

Rinse well and use Infuse My. Colour Shampoo to seal in colour. Follow conditioning with Treat conditioner

Note: for very dry or overly porous hair we recommend to use Treat conditioner to even out porosity prior to Infuse My. Colour Shampoo pre pigmenting application.



PRE PIGMENT METHOD

Determine desired colour/base level of target shade and corresponding undertone using the undertone chart below.

Apply the chosen pre pigmenting Infuse My. Colour Shampoo mixture/shade to desired base level, as per chart, using multiple applications to establish each undertone until the right undertone for the target colour base is achieved.

Rinse and blot excess moisture between each application.

Towel dry hair, leaving hair damp then apply colour.

HAIR COLOR	UNDERTONE	CONTRIBUTING PIGMENT WITH INFUSE MY. COLOUR WASH
10 - LIGHTEST BLONDE PLATINUM	PALE YELLOW	GOLD
9 - VERY LIGHT BLONDE	YELLOW	
8 - LIGHT BLONDE	YELLOW - GOLD	¾ GOLD ¼ COPPER
7 - MEDIUM BLONDE	GOLD	¾ COPPER ¼ GOLD
6 - DARK BLONDE	ORANGE - GOLD	¾ COPPER ¼ RUBY
5 - LIGHTEST BROWN	ORANGE	½ COPPER ½ RUBY
4 - LIGHT BROWN	RED - ORANGE	¾ RUBY ¼ COPPER
3 - MEDIUM BROWN	RED	
2 - DARK BROWN	RED - BROWN	
1 - BLACK	DARK RED BROWN	

POSSIBILITIES

Enhance.

For quick hint of colour and superb shine

Refresh.

Add tone to washed out hair colour without additional time or chemical process

Balance.

A quick and gentle way to reduce unwanted tone , even out colour and balance tone , ideal tool for colour correction when colouring back darker.

Maintain.

To maintain colour result achieved in the salon as a maintenance shampoo to use at home keeping original colour luminous and vibrant.



SALON SERVICES

Here is a few suggestions to showcase how Infuse My. Colour Shampoo can generate extra revenue for the salon by offering quick chemical free services :

- Colour refresh between colour services
- To create fashion tones on lightened hair
- To colour match faded ends
- Pre/re pigmenting services
- Seal colour after colour service
- Creative colour services





sophiezoemain



PRICING

	SALON PRICES:	SALON:	RRP:
infuse My. colour -	Cobalt Wash	£8.10	£14.95
infuse My. colour -	Platinum Wash	£8.10	£14.95
infuse My. colour -	Ruby Wash	£8.10	£14.95
infuse My. colour -	Copper Wash	£8.10	£14.95
infuse My. colour -	Gold Wash	£8.10	£14.95
infuse My. colour -	Treat Conditioner	£9.72	£17.95