



**PERFECT COVERAGE**  
100% grey coverage

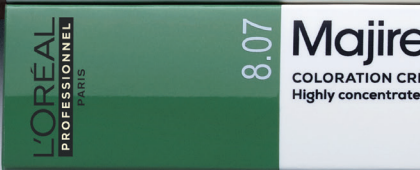


**EXCEPTIONAL CARE**  
+45% more conditioned hair



**RICH COLOR**  
True-to-tone, long-lasting results

# L'ORÉAL PROFESSIONNEL PARIS



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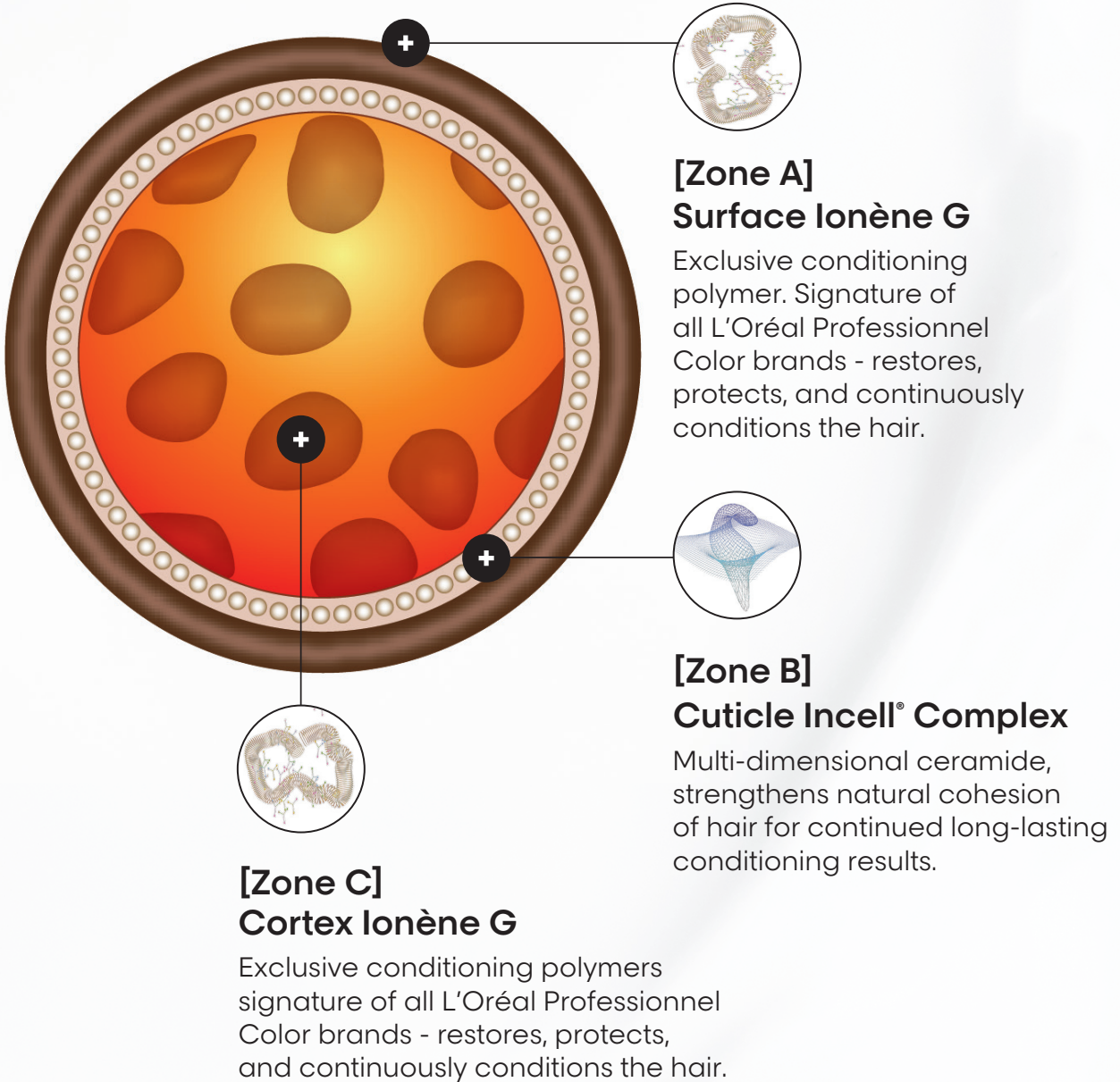
**Majirel**  
**Permanent crème color.**  
 Perfect coverage. Exceptional care.

**L'ORÉAL**  
**PROFESSIONNEL**  
 PARIS



**#1 choice of top  
colorists worldwide.**

# Ionène G + Incell® Technology



# Play with our iconic technologies.



## Majirel

Permanent crème haircolor.

- True-to-tone, long-lasting color
- Predictable, precise results
- +45% more conditioned hair\*

\*vs. uncolored hair



## Majirel Cool Cover

Cool reflects. Extreme coverage.

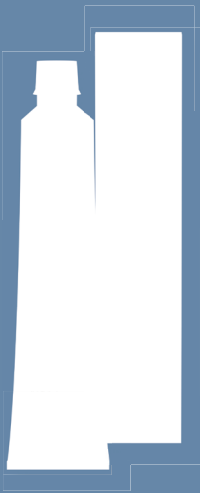
- Deeper, cooler tones
- Superior resistance to fading
- Opaque coverage



## Majirel High-Lift

High-Lift color.

- Ultra-light blonding and toning in one step



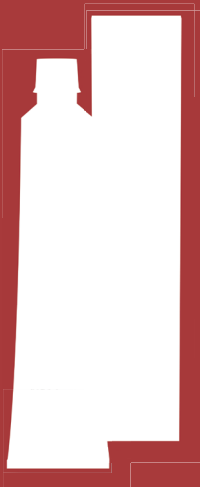
## Majirel Cool Inforced

For long-lasting coolness.

- Boosted with cool reflects
- Up to 6 weeks of neutralization\*
- Anti-brassiness effect

Use alone or mix with Majirel Classic shades  
Same mixing guidelines as Majirel

\*Instrumental test



## Majirouge

Dimensional coppers and reds.

- Intense, vibrant reds and coppers
- Long-lasting results

# Cool Inforced or Cool Cover?

## Cool Inforced.



Majirel taste of color with a cooler result.

**11 shades available.**

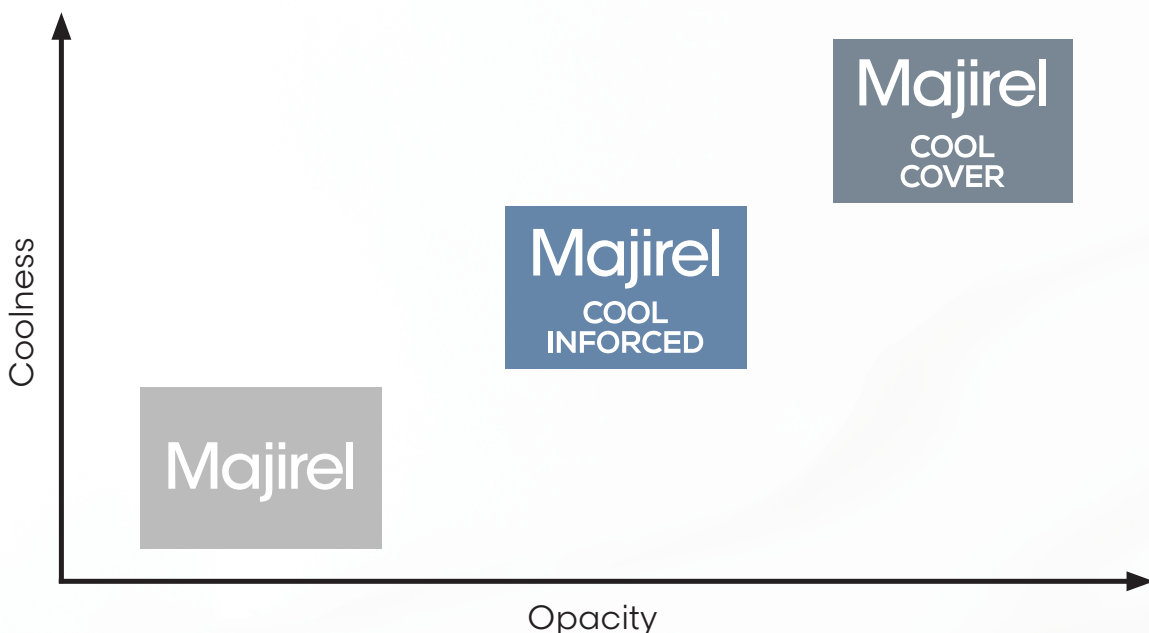
## Cool Cover.



A deeper, more opaque taste of color for resistant grey coverage and long-lasting coolness.



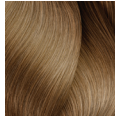

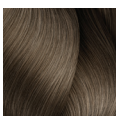
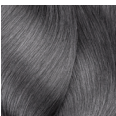
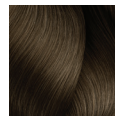




**23 shades available.**

## Color positioning.





# Majirel

	Blues			Greens	Violets	Cool Browns & Blondes			
	CI .1/B	.1/B	.01/NB	.07/NGr	.21/VB	.12/BV	CI .13/BG	.13/BG	.23/VG
10									
	CI 10.1/10B		10.01/10NB		10.21/10VB				
9									
	CI 9.1/9B	9.1/9B	9.01/9NB			9.12/9BV High Resist	CI 9.13/9BG	9.13/9BG	
8									
	CI 8.1/8B	8.1/8B	8.01/8NB				CI 8.13/8BG	8.13/8BG	
7									
	CI 7.1/7B	7.1/7B	7.01/7NB			7.12/7BV High Resist	CI 7.13/7BG	7.13/7BG	7.23/7VG
6									
	CI 6.1/6B	6.1/6B	6.01/6NB	6.07/6NGr			CI 6.13/6BG	6.13/6BG	6.23/6VG
5									
	CI 5.1/5B	5.1/5B		5.07/5NGr					
4									
	CI 4.1/4B								
3									
2									
1									

CI : Cool Inforced Shades

Mochas	Naturals		Warm Browns & Blondes			Golds		
.8/M	.0/NN	-/N	.31/GB	.32/GV	.35/GRv	.03/NG	.3/G	.34/GC



10/10N



9/9N



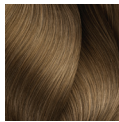
9.31/9GB



9.3/9G



8.0/8NN  
Extra Coverage



8/8N



8.03/8NG



8.3/8G



8.34/8GC



7.8/7M



7.0/7NN  
Extra Coverage



7/7N



7.31/7GB



7.35/7GRv



7.03/7NG



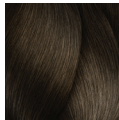
7.3/7G



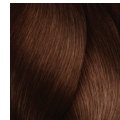
6.8/6M



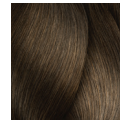
6.0/6NN  
Extra Coverage



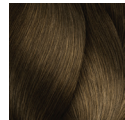
6/6N



6.35/6GRv



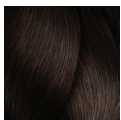
6.03/6NG



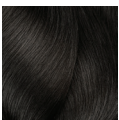
6.3/6G



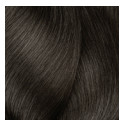
6.34/6GC



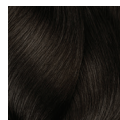
5.8/5M



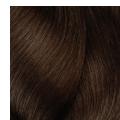
5.0/5NN  
Extra Coverage



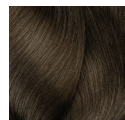
5/5N



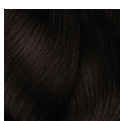
5.32/5GV



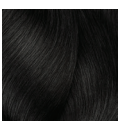
5.35/5GRv



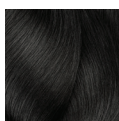
5.3/5G



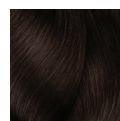
4.8/4M



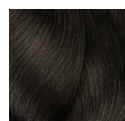
4.0/4NN  
Extra Coverage



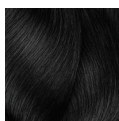
4/4N



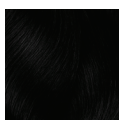
4.35/4GRv



4.3/4G



3/3N



1/1N

# Exceptional care.

Coppers				Reds				
.4/C	.43/CG	.40/CCC	.45/CRv	.62/RV	.5/Rv	.65/RRv	.6/R	.64/RC



8.43/8CG



7.4/7C



7.43/7CG



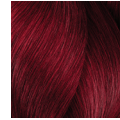
7.40/7CCC  
Rubilane™



6.45/6CRv



6.62/6RV



6.65/6RRv



6.6/6R



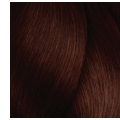
6.64/6RC  
Rubilane™



5.4/5C



5.62/5RV



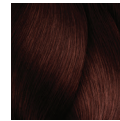
5.5/5Rv



5.6/5R



5.64/5RC



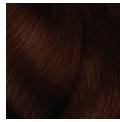
4.65/4RRv

.60/RRR

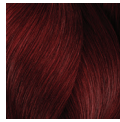
**Carmilane™** | Vibrant Garnet Reds. Highest intensity & fade resistance.



5.20/5VVV



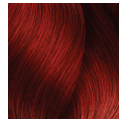
4.55/4RvRv



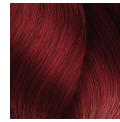
5.60/5RRR



6.46/6CR



6.64/6RC



6.66/6RR

**Majirel COOL·COVER** | Specially formulated for ultra cool, opaque coverage

**Blues & Greens** | .11/BB, .17/BGr, .1/B



9.11/9BB



8.11/8BB



7.17/7BGr



10.1/10B



9.1/9B



8.1/8B



7.11/7BB



6.11/6BB



6.17/6BGr



7.1/7B

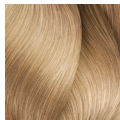


6.1/6B

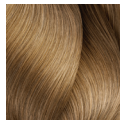


5.1/5B

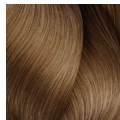
**Naturals** | -/N



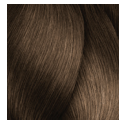
CC 10/10N



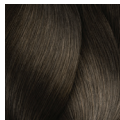
CC 9/9N



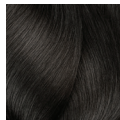
CC 8/8N



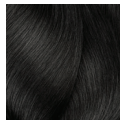
CC 7/7N



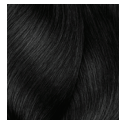
CC 6/6N



CC 5/5N

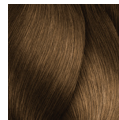


CC 4/4N

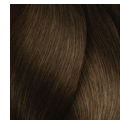


CC 3/3N

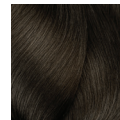
**Golds** | .3/G



CC 7.3/7G



CC 6.3/6G



CC 5.3/5G



6.60/6RRR  
Lumax

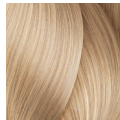
**Majirel HIGH·LIFT**



.11/BB  
Ash+



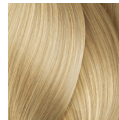
.1/B  
Ash



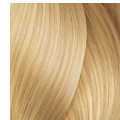
.2/V  
Violet



.0/N  
Neutral



.13/BG  
Beige

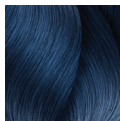


901S/NB

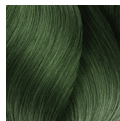


900S/NN

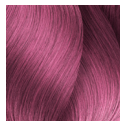
**COOL MIX SHADES**



.10  
Blue Mix

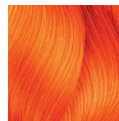


.70  
Green Mix

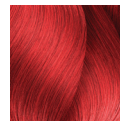


.20  
Violet Mix

**WARM MIX SHADES**



.40  
Copper Mix



.60  
Red Mix

**MAJIREL CLEAR** | One shade, multiple possibilities.



Clear

- Break the base.
- Subdue the intensity of tone.
- Create a lighter shade.
- Use to dilute another shade for color-matching and refreshing on mid-lengths and ends.
- Create pastel shades with mixers, Carmilane, Rubilane, Lumax, or DM5 shades.

# Formulation guidelines.

Mixing guidelines & grey coverage / blending.



## Majirel

True-to-tone, long-lasting color.

## Majirel Cool Inforced

For long-lasting coolness.

## Majirouge

Intense, vibrant, long-lasting reds & coppers.



## Majirel Cool Cover

Intense cool reflects for extreme cool coverage & perfect neutralization of warm tones.

### Mixing guidelines

**1 : 1.5 mixing ratio:**

1.7 oz. tube + 2.6 oz. Majicrème Developer

Levels of lift	20-vol Up to 2 levels	30-vol Up to 3 levels
Usage	Coverage of white	Maximum lift

**Development time: 35 minutes**

\*Carmilane™, Lumax, Rubilane™ & DM5 WARNING: It is imperative that Carmilane™, Lumax, Rubilane™ and DM5 shades be used alone. They must not be used in combination with any other shade from a different technology family.

For example, Carmilane™ 5.60/5RRR can be mixed with Carmilane™ 6.66/6RR. However, Carmilane™ 5.60/5RRR cannot be mixed with Lumax 6.60/6RRR.

### Grey coverage

Over 50% white

Client's target shade	Mixing instructions
Warm target shade	½ tube of the desired shade + ½ tube of the corresponding level Gold shade (.3/G)
Cool target shade	½ tube of the desired shade + ½ tube of the corresponding level Natural shade (-/N).

Under 50% white

Choose the client's desired Majirel shade. 6.03\*, 7.03\* and 8.03\*

\*Complete coverage without mixing

### Mixing guidelines

**1 : 1.5 mixing ratio:**

1.7 oz. tube + 2.6 oz. Majicrème Developer

Levels of lift	20-vol Up to 2 levels	30-vol Up to 3 levels
Usage	Coverage of white	Maximum lift

**Development time: 35 minutes**

### Grey coverage

Levels of lift	Mixing instructions
Level 3-5	For up to 100% coverage of white hair, apply target shade without mixing
Level 6 & above	For up to 100% natural coverage of white hair, apply target shade For up to 100% opaque coverage of white hair apply ½ target shade + ½ natural shade on the same level



## Majirel High-Lift

High-Lift color for ultra-light  
blonding and toning in one step.

### Mixing guidelines

**1 : 2 mixing ratio:**

1.7 oz. tube + 3.4 oz. Majicrème Developer

Levels of lift	30-vol Up to 3 levels	40-vol Up to 4½ levels
Usage	<b>Maximum neutralization</b> Less lift, more neutralization	<b>Maximum lift</b> More lift, less neutralization
Stylist tip	Ideal for natural bases 6 - 8	Ideal for natural bases 5 - 6

Development time: 50 minutes

### Grey blending

Majirel High-Lift is not designed for white coverage.

% of white	Mixing instructions
<b>Up to 30% white</b>	Apply target shade + 30-vol. Majicrème Developer



### Application

#### [Virgin application]

- On dry hair, spray Metal Detox Pre-Treatment Spray on each section and apply Majirel formula on mid-lengths and ends 1/2 inch from the scalp.
- Develop for 15 minutes.
- Apply mixture to the re-growth and re-apply to mid-lengths/ends.
- Process for full development time.

#### [Re-growth application]

- On dry hair, spray Metal Detox Pre-Treatment Spray at the re-growth and apply Majirel formula.
- Process for full development time.

### Rinsing

When development time is complete, thoroughly rinse color from the hair and shampoo with Metal Detox Shampoo to pro guarantee your color result. Follow with Metal Detox mask.

# Color theory.

## Dual coding system

LEVEL	NEUTRAL	TONES
10 pale blonde	N natural	
9 very light blonde	B blue .1	
8 light blonde	V violet .2	
7 blonde	G gold .3	
6 dark blonde	C copper .4	
5 light brown	Rv red-violet .5	
4 brown	R red .6	
3 dark brown	Gr green .7	
2 darkest brown	M mocha .8	
1 black		

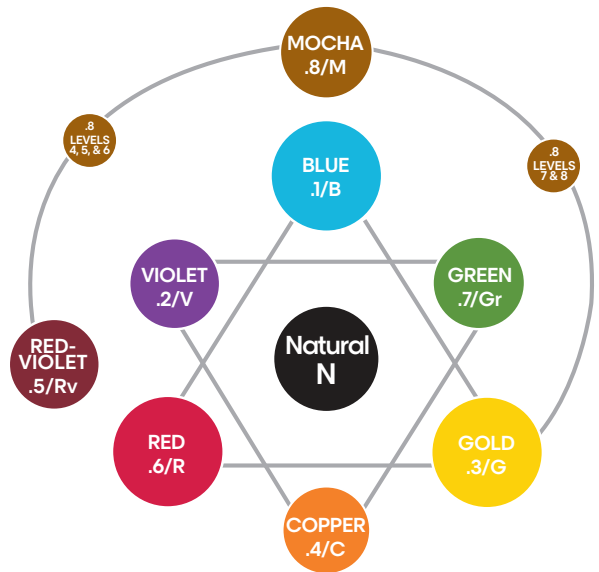
[Example]

5GV  
5.32

Level of color  
Primary tone of color  
Secondary tone of color

## Law of color

- Opposite colors on the color wheel will counteract or neutralize each other.
- Opposite colors on the color wheel are also complementary.



**IMPORTANT: THIS PRODUCT CAN CAUSE AN ALLERGIC REACTION WHICH IN CERTAIN RARE CASES CAN BE SEVERE. TO HELP MINIMIZE THE RISK OF AN ALLERGIC REACTION, YOU AND YOUR CLIENT MUST FOLLOW THESE PRECAUTIONS:**

- WEAR SUITABLE DISPOSABLE GLOVES during the preparation, application and rinsing of the product.
- DO NOT USE IF: - your client has already had a reaction to a haircolor product.  
- your client has a sensitive, itchy or damaged scalp.
- IF YOUR CLIENT HAS A TATTOO, the risk of an allergic reaction may be increased.
- PERFORM A SKIN ALLERGY TEST 48 HOURS BEFORE EACH USE OF THIS PRODUCT, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR PRODUCT.
- USE EXCLUSIVELY WITH MAJICRÈME DEVELOPERS, 12.5-VOL (3.75%), 20-VOL. (6%), 30-VOL (9%), 40-VOL (12%) MAXIMUM.



