



Majirel

Permanent crème color.

Perfect coverage. Exceptional care.

L'ORÉAL
PROFESSIONNEL
PARIS



#1 choice of top colorists worldwide.



PERFECT COVERAGE
100% grey coverage



EXCEPTIONAL CARE
+45% more conditioned hair*



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

*vs. uncolored hair

Play with our iconic technologies.



Majirel High-Lift

High-Lift color.

- Ultra-light blonding and toning in one step



Majirel

Permanent crème haircolor.

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

*vs. uncolored hair



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



Majirel Cool Cover

Cool reflects. Extreme coverage.

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

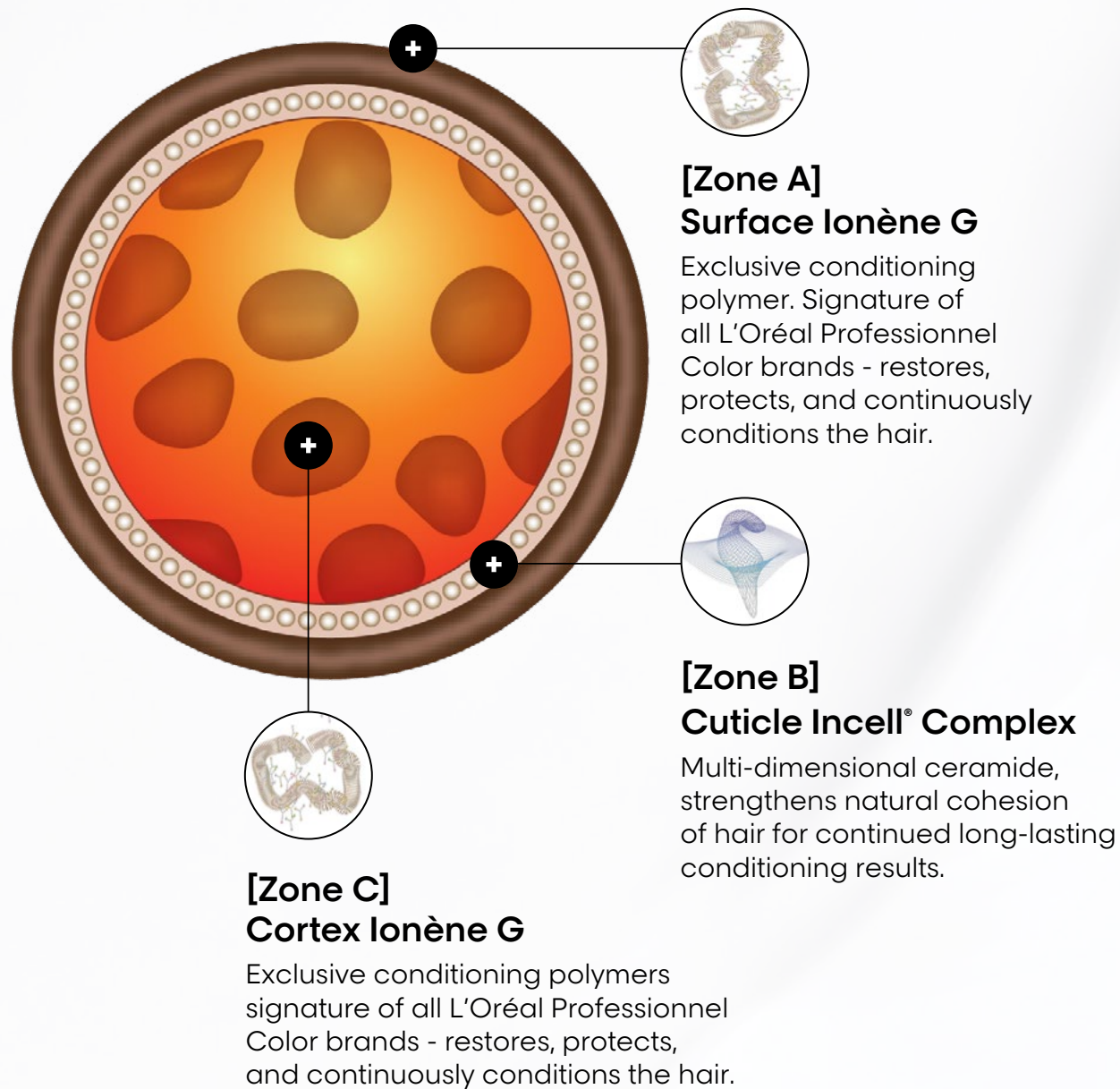


Majirouge

Dimensional coppers and reds.

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

Ionène G + Incell® Technology



Cool Inforced or Cool Cover?

Cool Inforced.



Majirel taste of color with a cooler result.

11 shades available.

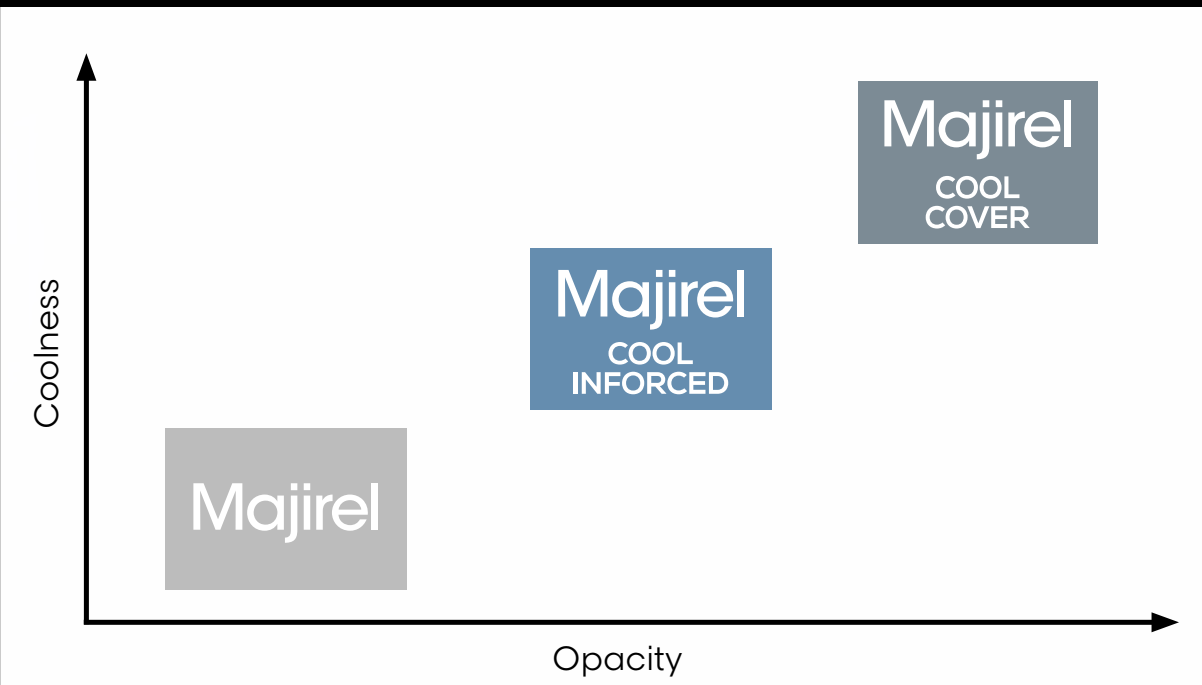
Cool Cover.

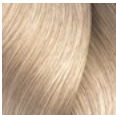
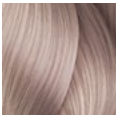
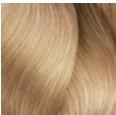
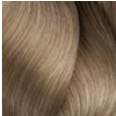
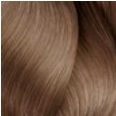
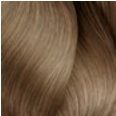
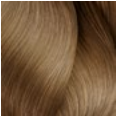
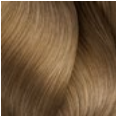
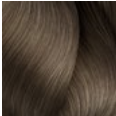
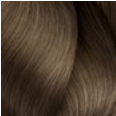
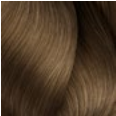
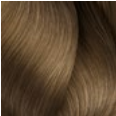
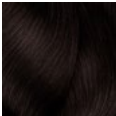
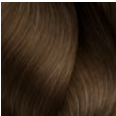
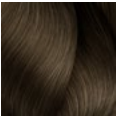
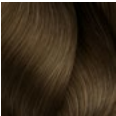
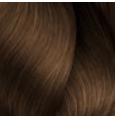
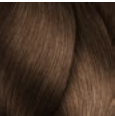
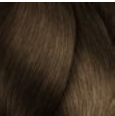
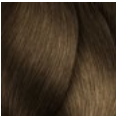
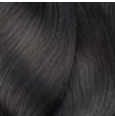
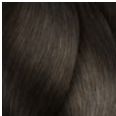
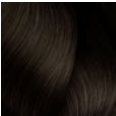
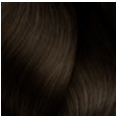
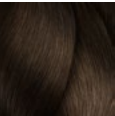
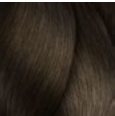
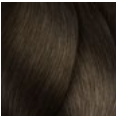
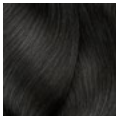
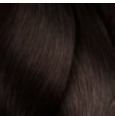
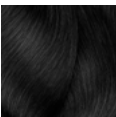
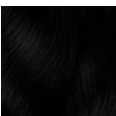


A deeper, more opaque taste of color for resistant grey coverage and long-lasting coolness.

23 shades available.

Color positioning.



Blues				Greens	Violets	Cool Browns & Blondes				Mochas	Naturals	
CI .1/B		.1/B	.01/NB	.07/NGr	.21/VB	.12/BV	CI .13/BG	.13/BG	.23/VG	.8/M	.0/NN	-/N
10												
	CI 10.1/10B		10.01/10NB		10.21/10VB							10/10N
9												
	CI 9.1/9B	9.1/9B	9.01/9NB			9.12/9BV High Resist	CI 9.13/9BG	9.13/9BG				9/9N
8												
	CI 8.1/8B	8.1/8B	8.01/8NB				CI 8.13/8BG	8.13/8BG			8.0/8NN Extra Coverage	8/8N
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	7.8/7M	7.0/7NN Extra Coverage	7/7N
6												
	CI 6.1/6B	6.1/6B	6.01/6NB	6.07/6NGr			CI 6.13/6BG	6.13/6BG	6.23/6VG	6.8/6M	6.0/6NN Extra Coverage	6/6N
5												
	CI 5.1/5B	5.1/5B		5.07/5NGr						5.8/5M	5.0/5NN Extra Coverage	5/5N
4												
	CI 4.1/4B									4.8/4M	4.0/4NN Extra Coverage	4/4N
3												
												3/3N
2												
1												
												1/1N

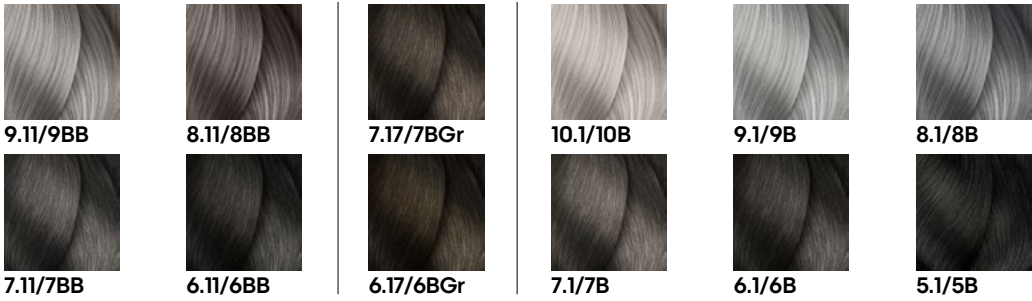
CI : Cool Inforced Shades

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



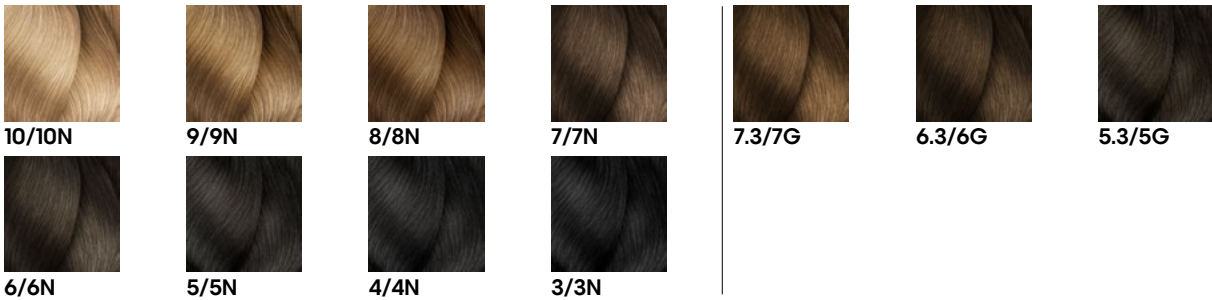
Majirel COOL·COVER | Specially formulated for ultra cool, opaque coverage

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



Naturals | -/N

Golds | .3/G

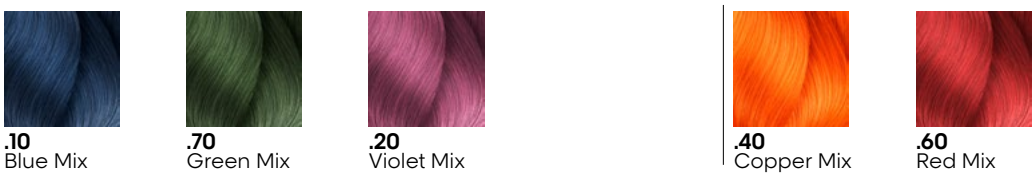


Majirel HIGH·LIFT



COOL MIX SHADES

WARM MIX SHADES



MAJIREL CLEAR | One shade, multiple possibilities.

- 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.

Dual coding system

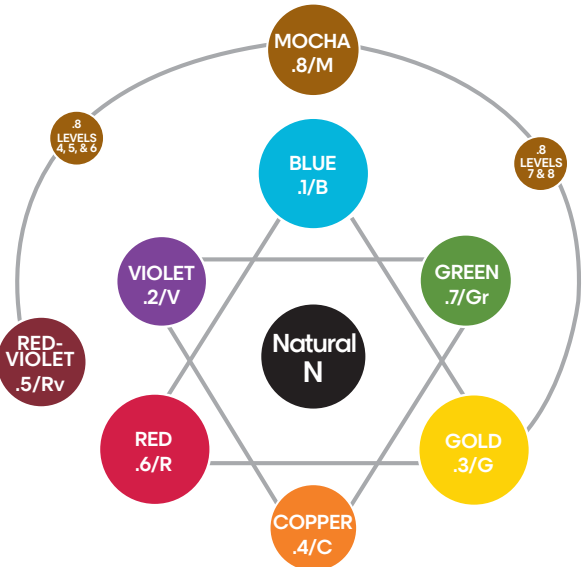
LEVEL	NEUTRAL
10 pale blonde	N natural
9 very light blonde	B blue .1
8 light blonde	V violet .2
7 blonde	G gold .3
6 dark blonde	C copper .4
5 light brown	Rv red-violet .5
4 brown	R red .6
3 dark brown	Gr green .7
2 darkest brown	M mocha .8
1 black	

[Example]

Level of color ——— 5GV
Primary tone of color ——— 5.32
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.



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.

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



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

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	Maximum neutralization Less lift, more neutralization	Maximum lift 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
Up to 30% white	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.



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