

NEW
Majirel
IONÈNE G+ INCELL®

PERMANENT CRÈME HAIRCOLOR
COLOR CHART

	GREEN	BLUE			VIOLET		COOL						MOCHA		NATURAL		
	.07	.01	.1	CI .1	.02	.22	.015	.023	.12	.13	CI .13	.21	.23	.18	.8	.0	
10		10.01/10NB 	10.1/10B 	CI 10.1/10B 								10.21/10VB 					10/10N
9		9.01/9NB 	9.1/9B 	CI 9.1/9B 	9.02/9NV 	9.22/9VV 			9.12/9BV High Resist 	9.13/9BG 	CI 9.13/9BG 	9.21/9VB 					9/9N
8	8.07/8NGr 	8.01/8NB 	8.1/8B 	CI 8.1/8B 						8.13/8BG 	CI 8.13/8BG 			8.8/8M 	8.0*/8NN 	8/8N 	
7		7.01/7NB 	7.1/7B 	CI 7.1/7B 			7.015/7NBRv 		7.12/7BV High Resist 	7.13/7BG 	CI 7.13/7BG 		7.23/7VG 	7.8/7M 	7.0*/7NN 	7/7N 	
6	6.07/6NGr 	6.01/6NB 	6.1/6B 	CI 6.1/6B 						6.13/6BG 	CI 6.13/6BG 		6.23/6VG 	6.8/6M 	6.0*/6NN 	6/6N 	
5	5.07/5NGr 		5.1/5B 	CI 5.1/5B 			5.015/5NBRv 	5.023/5NVG 					5.23/5VG High Resist 	5.18/5BM 	5.8/5M 	5.0*/5NN 	5/5N
4				CI 4.1/4B 										4.8/4M 	4.0*/4NN 	4/4N 	
3																	3/3N
1																	1/1N

*Extra Coverage Shades

Majirel COOL·COVER

SPECIALLY FORMULATED FOR
ULTRA COOL, OPAQUE COVERAGE

GREEN & BLUE

NATURAL

GOLD

CC 10.1./10B



CC 10/10N



CC 7.3/7G



CC 9.11/9BB



CC 9.1/9B



CC 9/9N



CC 6/6N



CC 6.3/6G



CC 5.3/5G



CC 8.11/8BB



CC 8.1/8B



CC 8/8N



CC 5/5N



CC 7.17/7BGr



CC 7.11/7BB



CC 7.1/7B



CC 7/7N



CC 4/4N



CC 6.17/6BGr



CC 6.11/6BB



CC 6.1/6B



CC 3/3N



CC 5.1/5B



Majirel HIGH·LIFT

ASH+ .11/BB



ASH .1/B



VIOLET .2/V



NEUTRAL .0/N



BEIGE .13/BG



900S/NN



901S/NB



COOL MIX SHADES

GREEN MIX/.70



VIOLET MIX/.20



BLUE MIX/.10



WARM MIX SHADES

COPPER MIX/.40



RED MIX/.60



Majirel GLOW

CLEAR



L.01/NB



L.11/BB



L.10/BBB



L.12/BV



L.02/NV



L.21/VB



L.22/VV



L.13/BG



L.18/BM



L.28/VM



D.01/NB



D.11/BB



D.12/BV



D.20/VVV



D.21/VB



D.22/VV



D.13/BG



D.17/BGr





MAJIREL

True-to-tone, long-lasting color



MAJIROUGE

Intense, vibrant, long-lasting reds & coppers



MAJIREL COOL COVER

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



MAJIREL GLOW

Iridescent tone shades with a natural, sheer effect



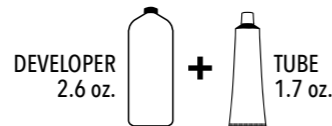
MAJIREL HIGH-LIFT

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

MIXING GUIDELINES

1.5 : 1 mixing ratio:
2.6 oz. Majicrème Developer + 1 tube

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™ C5.60 can be mixed with Carmilane™ C6.66. However, Carmilane™ C5.60 cannot be mixed with Lumax 6.60.

COVERAGE OF WHITE

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

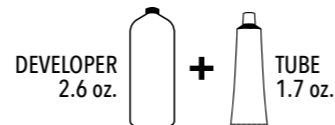
Choose the client's desired Majirel shade. 6.03*, 7.03* and 8.03*

*Complete coverage without mixing

MIXING GUIDELINES

1.5 : 1 mixing ratio:
2.6 oz. Majicrème Developer + 1 tube

LEVEL OF LIFT	20-VOL Up to 2 levels	30-VOL Up to 3 levels
USAGE	Coverage of white	Maximum lift



COVERAGE OF WHITE

LEVEL 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

MIXING GUIDELINES

1.5 : 1 mixing ratio:
2.6 oz. Majicrème Developer + 1 tube

LEVELS OF LIFT	20-VOL Up to 2 levels	30-VOL Up to 3 levels
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PRO TIP:
Use the undercoat of the hair to inform which GLOW shade you choose.



Customize the luminosity, sheerness, and tone of your formulas by mixing Majirel Classic and Majirel GLOW.

For GLOW results, we do not recommend going beyond equal parts Majirel GLOW: Majirel Classic.

DEVELOPMENT TIME: 35 MINUTES

WHITE BLENDING

Majirel GLOW is not designed for white coverage

% OF WHITE	MIXING INSTRUCTIONS
UP TO 30% WHITE	½ tube of Majirel GLOW + ½ tube Majirel Natural shade (N) + 20-vol. Majicrème Developer.

MIXING GUIDELINES

2 : 1 mixing ratio:
3.4 oz. Majicrème Developer + 1 tube

LEVELS OF LIFT	30-VOL Up to 4 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

WHITE BLENDING

Majirel High-Lift is not designed for white coverage

% OF WHITE	MIXING INSTRUCTIONS
UP TO 30% WHITE	Apply target shade + 30-vol. Majicreme Developer

APPLICATION AND RINSING GUIDELINES

FOR ALL MAJIREL TECHNOLOGIES

APPLICATION

VIRGIN APPLICATION

- Apply mixture to the mid-lengths and ends ½ 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

- Apply to dry, unwashed re-growth
- Process for full development time

RINSING

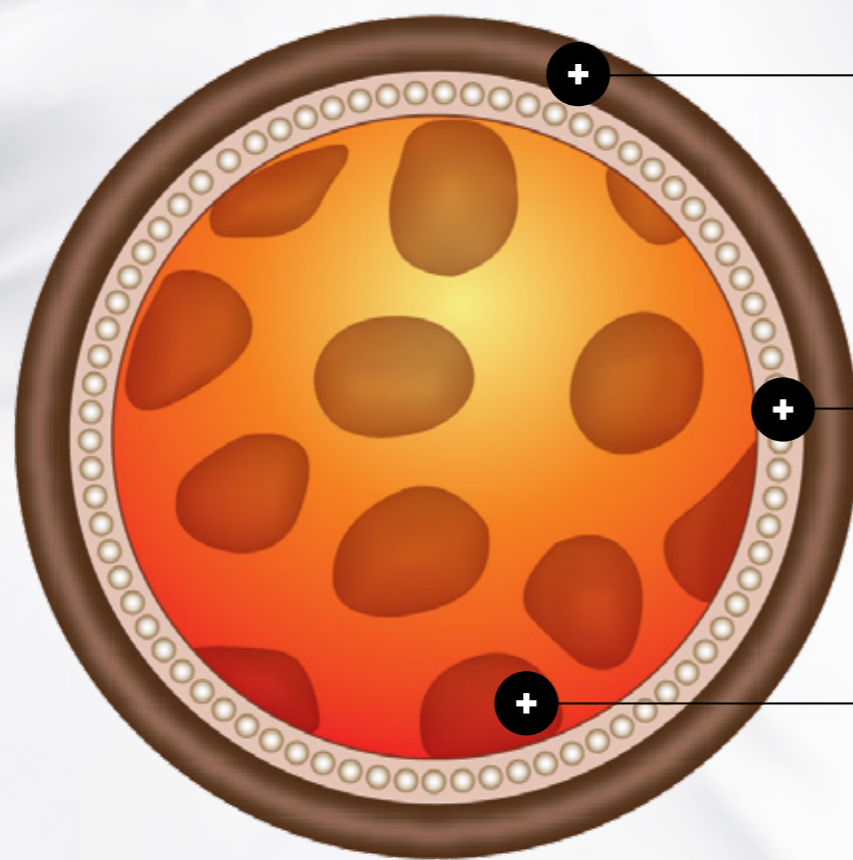
When development time is complete, add a little warm water to the hair and gently emulsify. Thoroughly rinse color from the hair and shampoo twice with L'Oréal Professionnel Post-Color Shampoo.

NEW PACK DESIGN

EASY TO READ, EASY TO USE

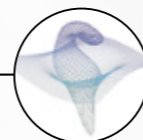


IONÈNE G + *INCELL*[®] **TECHNOLOGY**



ZONE A – SURFACE IONÈNE G

Exclusive conditioning polymer. Signature of all L'Oréal Professionnel Color brands - restores, protects, and continuously conditions the hair



ZONE B – CUTICLE INCELL[®] COMPLEX

Multi-dimensional ceramide, strengthens natural cohesion of hair for continued long-lasting conditioning results



ZONE C – CORTEX IONÈNE G

Exclusive conditioning polymer. Signature of all L'Oréal Professionnel Color brands - restores, protects, and continuously conditions the hair

MAJIREL WORKS WITH THE EXISTING PRINCIPLES OF *COLOR THEORY*

DUAL CODING SYSTEM

level	tone
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

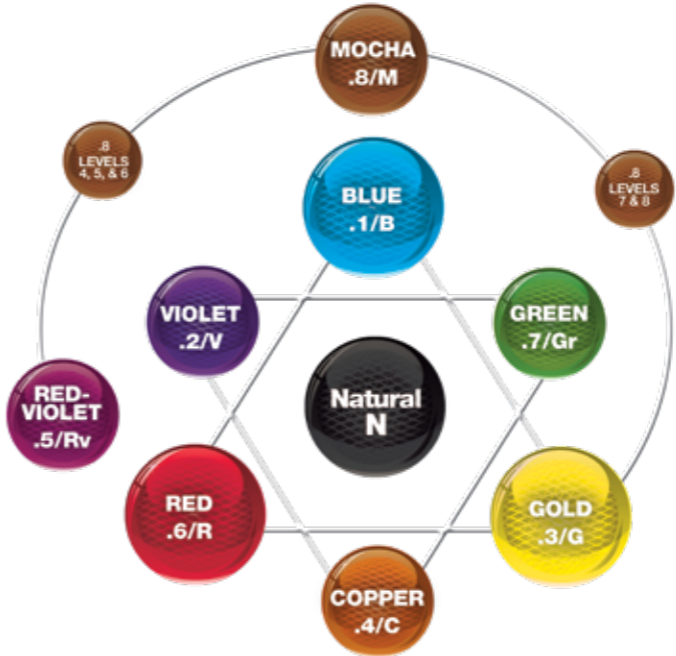
level of color

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 THE RECOMMENDED DEVELOPERS, 20-VOL (6%), 30-VOL (9%), AND 40-VOL (12%) MAXIMUM.