

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
			9.01/9NB	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
	8.07/8NGr	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	
		7.01/7NB	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	
	6.07/6NGr	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	
	5.07/5NGr		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
																		3/3N
																		1/1N
1																		

*Extra Coverage Shades

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WARM					GOLD			COPPER				REDS							
.035	.041	.31	.32	.35	.03	.3	.34	.4	.40	.43	.45	.5	.56	.6	.60	.62	.64	.65	

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

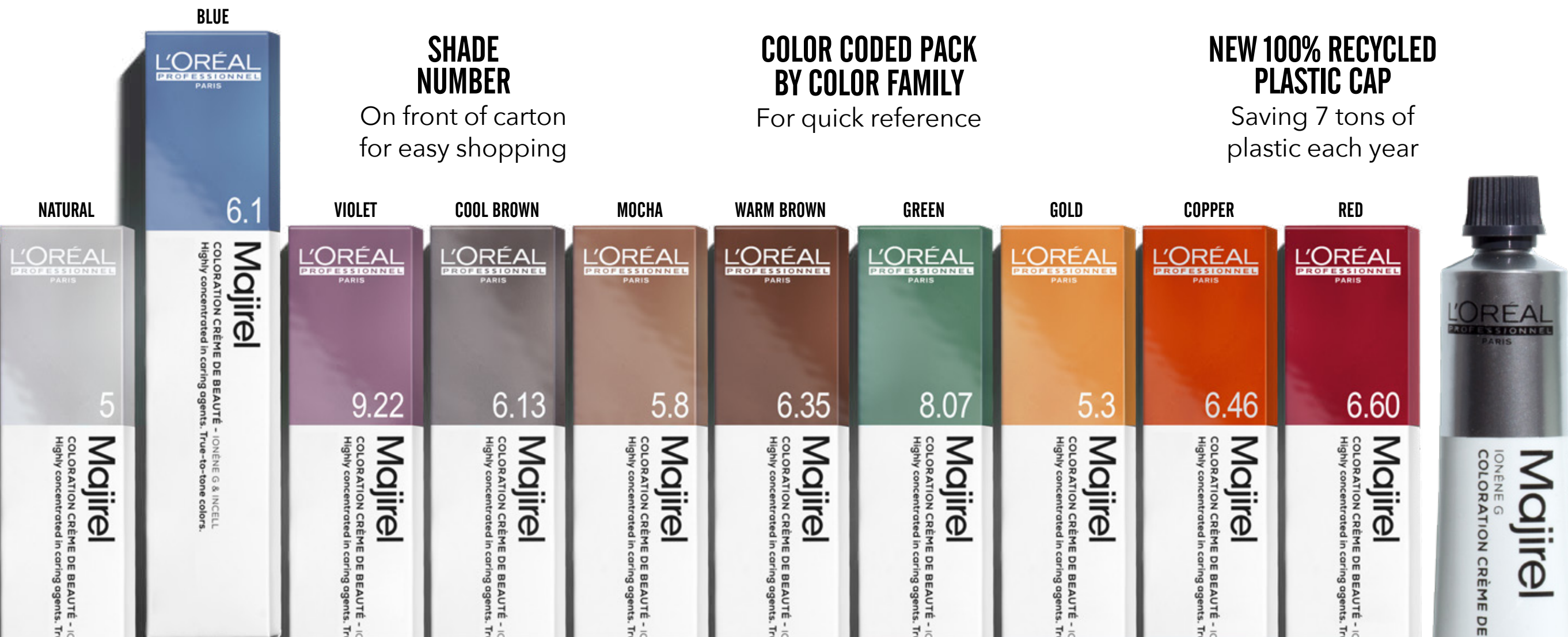
RE-GROWTH APPLICATION

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

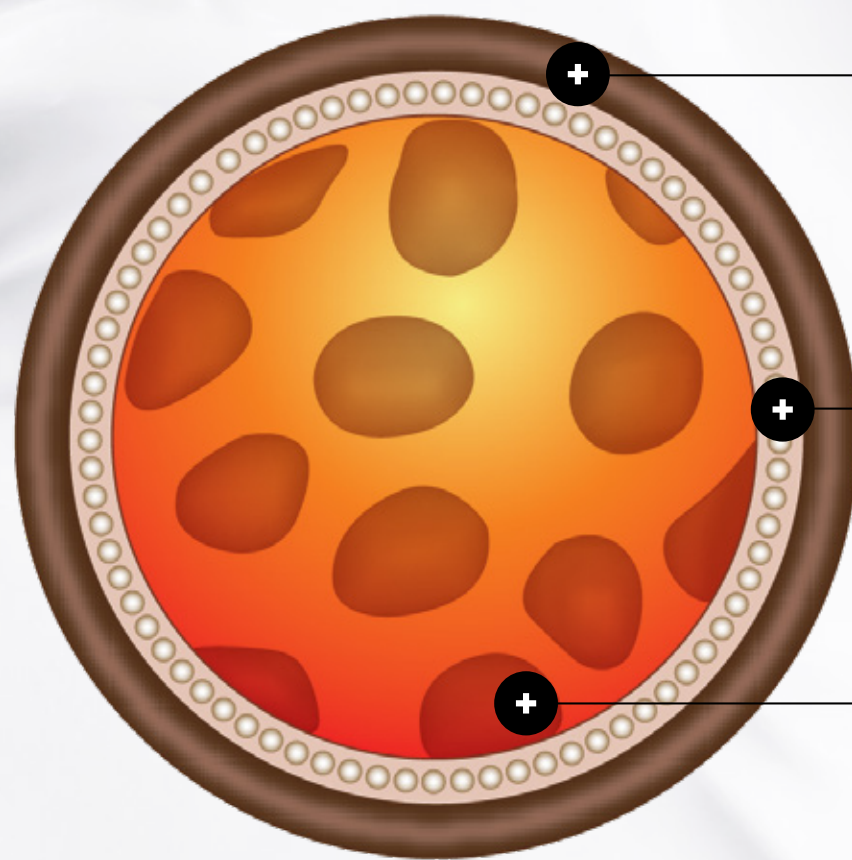
RINSING

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**

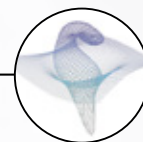


IONÈNE G + *INCELL*[®] TECHNOLOGY



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

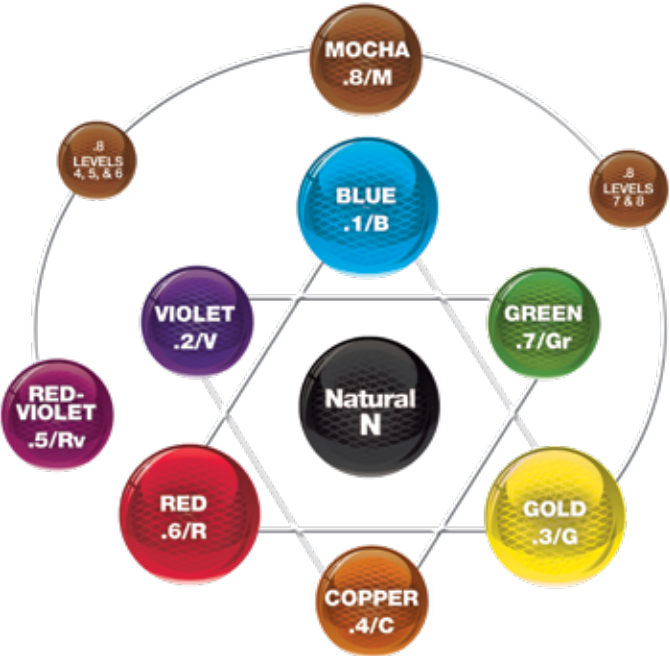
level of color

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.