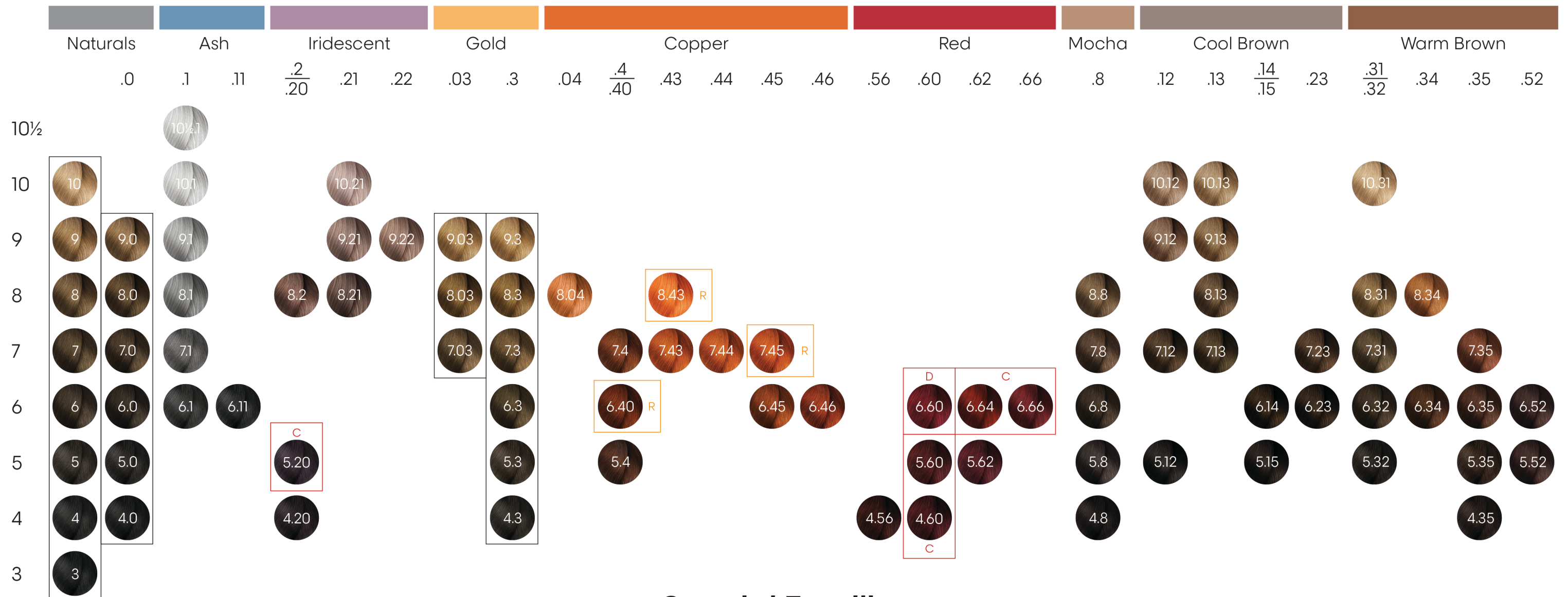


The Majirel Colour Palette

Majirel



Special Families



SHADES CONTAINING CHROMATIC DYES
C - CARMILANE **R - RUBILANE** **D - DM5**

100% coverage. Shades cover 100% white hair on their own. Apply alone or in a 50:50 ratio with a cool fashion shade for Fundamentals or warm fashion shade for Gold fundamentals for complete coverage of white hair.

Majirel

1. PREPARATION

MAJIREL ABSOLU - MAJIREL HIGH RESIST - MAJIROUGE

MAJIREL GLOW - MAJIREL COOL COVER

MIXTURE: 1:1.5

The Majirel cream is used in a mixture. One 50 ml tube is blended with 75ml of L'Oréal Professionnel 12.5 volume (3.75%) Cream Oxidant to lighten up to 1.5 levels. To lighten up to 2 levels (plus white hair coverage), choose L'Oréal Professionnel 20 volume (6%) Cream Oxidant. To lighten up to 3 levels, choose L'Oréal Professionnel 30 volume (9%) Cream Oxidant.

MAJIREL MIX

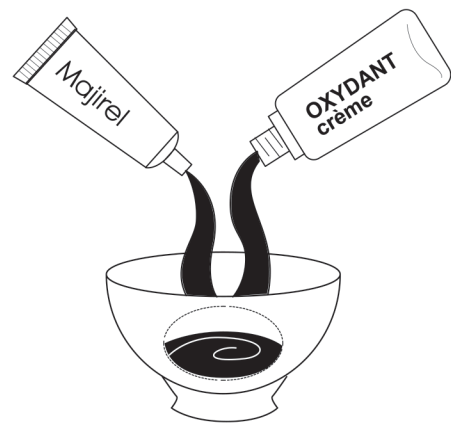
Majirel mix cannot be used alone in a mixture with Cream Oxidant. It must be used with a Majirel or Majirouge shade. to boost or neutralise, up to ½ tube of Majirel mix (25mls) thoroughly with 1 full tube (50mls) of Majirel or Majirouge + the relevant oxidant. Caution for optimal results, it is important to mix these 3 elements thoroughly.

MAJICONTRAST

Mix ½ tube (25mls) Majicontrast cream + 37.5mls 12.5vol (3.75%) 20vol (6%), 30vol (9%) or 40vol (12%) Cream Oxidant, accordingly to the desired intensity and lightening. For dark bases, use L'Oréal Professionnel Paris 30vol (9%) or 40vol (12%) Cream Oxidant.

MAJIREL HIGH LIFT

Mix 1 tube (50mls) Majirel High Lift Cream + 100mls L'Oréal Professionnel Paris 30vol (9%) Cream Oxidant or 40vol (12%) Cream Oxidant for lightening up to 4 ½ levels on natural hair. On light bases when maximum lightening is not required use L'Oréal Professionnel 30vol (9%) Cream Oxidant.



GENERAL INSTRUCTIONS

- Wear suitable disposable gloves.
- Use exclusively with the recommended oxidants, 30 volume (9%) maximum for Majirel and Majirel mix, 40 volume (12%) maximum for Majicontrast and Majirel High lift.
- Do not use with hydrogen peroxide greater than 30 volume (9%) for Majirel and Majirel mix, 40 volume (12%) for Majicontrast and Majirel High lift.
- MajiContrast cannot be applied to the scalp
- Use only the proportions indicated.
- Do not use metallic tools (clips, comb,...).
- The product should be mixed in a non-metallic bowl.
- Mix until a rich creamy texture is obtained.

2. APPLICATION AND RINSING

- Wear suitable protective gloves.
- Do not use metallic tools (clips, comb,...).
- Start application at the roots of dry, unwashed hair with tint brush, when covering white hair apply generously to ensure excellent coverage.
- Always follow the recommended total development time of 35 minutes for Majirel, Majirel Mix and Maji Contrast. (For MAJIREL HIGH LIFT, total development time: 50 minutes)
- During the development time, the colour of the mixture will change. This is normal and has no effect on the final colour result.
- After development time, gently emulsify.
- Rinse hair thoroughly after the development time until the water runs clear.
- Use Metal Detox Shampoo to remove colour.

3. COVERAGE

MAJIREL ABSOLU - MAJIREL HIGH RESIST - MAJIROUGE

Majirel perfectly covers white hair.

- 0% to 50% white hair: apply the desired colour.
- 50% to 100% white hair: mix the desired colour in a 50:50 ratio with a Majirel basic or Gold Basic shade on the same level, and L'Oréal Professionnel 20 volume (6%) Cream Oxidant.

MAJIREL GLOW

0% to 30% white hair: apply the desired colour.

MAJIREL COOL COVER

Majirel Cool Cover perfectly covers white hair.

Level 5 and below: apply the desired colour.

Level 6 and above:

- for natural coverage, apply target shade + Cream Oxidant.
- for opaque coverage, mix ½ desired shade + ½ basic shade on the same level + Cream Oxidant.

MAJIREL MIX

Majirel Mix intermixed with Majirel or Majirouge shades, can be used on up to 30% white hair.

MAJICONTRAST

Majicontrast should not be used to cover white hair.

MAJIREL HIGH LIFT

Majirel High Lift does not cover white hair.

It is possible however, to apply Majirel High Lift to hair that has a small percentage (30% maximum) of evenly distributed white hair.

TAKE THROUGH TECHNIQUES

EXCEPT FOR MAJICONTRAST & MAJIREL HIGH LIFT

- Colour change = TTI Take through immediately.
- Same depth loss of tone = TT Take through for the last 15 minutes.
- Same colour = TT5 Take through for 5 minutes.
- L'Oréal Professionnel 12.5 Volume (3.75%) can be used for lengths and ends techniques.

Note: Where a white hair mixture is applied to the roots, take through with reflect only.

White hair coverage rules:

Up to 50% white hair	+50% of white hair	
Apply the chosen shade	Cool reflect (1,2,5,7,8) Mix with fundamental at the same level	Warm reflect (3,4,5,6) Mix with golden fundamental at the same level
	½ target shade + ½ fundamental or golden fundamental	
Mix with 75ml of 20 vol. oxidant		

Pro tips: For a deeper and/or more opaque coverage, use the deep fundamentals (0) with the cool shades.