



Majirel

Permanent crème color.

Perfect coverage. Exceptional care.

L'ORÉAL

PROFESSIONNEL

PARIS

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#1 choice of top colorists worldwide.

[Perfect coverage]

- 100% grey coverage

[Exceptional care]

- +45% more conditioned hair with Majirel*

[Rich color]

- True-to-tone, long-lasting results

*vs. uncolored hair.

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Shade number.

On front of carton for easy shopping.

Color-coded pack by color family.

For quick reference.

New 100% recycled plastic cap.

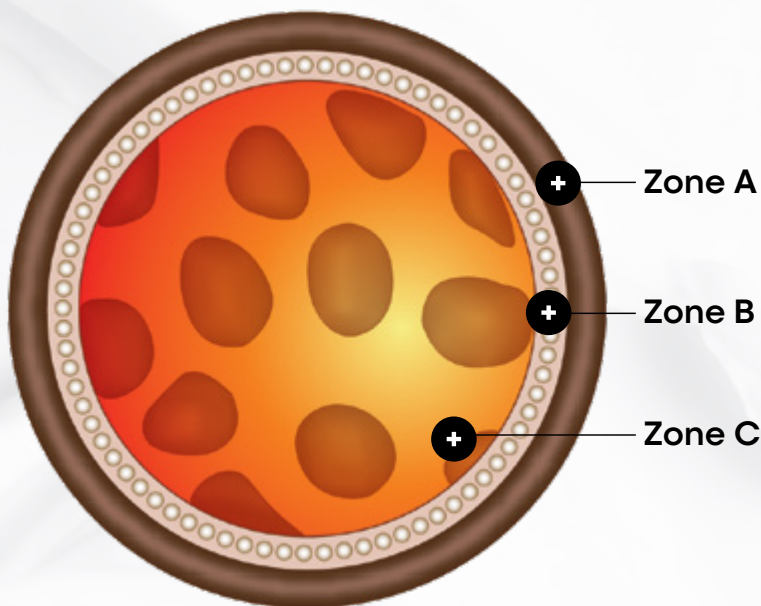
Saving 7 tons of plastic each year.



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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.

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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

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Majirel Cool Inforced

For long-lasting coolness.

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

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

*Instrumental test



Majirel Glow

Sheer. Luminous. Prismatic shine.

- Luminous permanent color, no level
- 4X more translucency*
- High-reflect, iridescent effect

*vs. Majirel Classic



Majirouge

Dimensional coppers and reds.

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

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Cool Inforced or Cool Cover?

Cool Inforced



Majirel taste of color with a cooler result.

11 shades available.

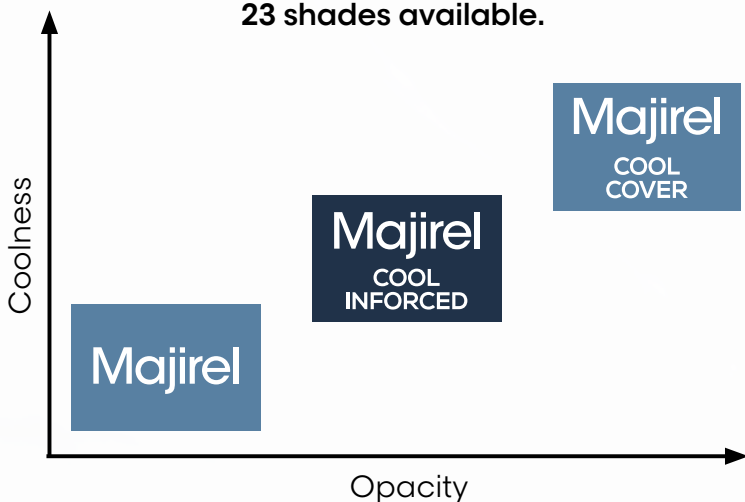
Cool Cover



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





















Color positioning


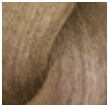


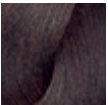
23 shades available.



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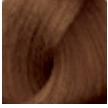
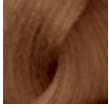

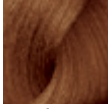

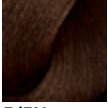
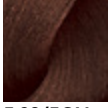


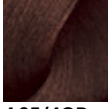

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	Greens .07NGr	Blues			Violets .02/NV
		.01/NB	.1/B	CI .1/B	
10		 10.01/10NB		 CI 10.1/10B	
9		 9.01/9NB	 9.1/9B	 CI 9.1/9B	 9.02/9NV
8		 8.01/8NB	 8.1/8B	 CI 8.1/8B	
7		 7.01/7NB	 7.1/7B	 CI 7.1/7B	
6	 6.07/6NGr	 6.01/6NB	 6.1/6B	 CI 6.1/6B	
5	 5.07/5NGr		 5.1/5B	 CI 5.1/5B	
4				 CI 4.1/4B	
3					
2					
1					

	Cools					Mochas
	.12/BV	.13/BG	CI.13/BG	.21/VB	.23/VG	.8/M
10						
				10.21/10VB		
9						
	9.12/9BV High Resist	9.13/9BG	CI 9.13/9BG			
8						
		8.13/8BG	CI 8.13/8BG			
7						
	7.12/7BV High Resist	7.13/7BG	CI 7.13/7BG		7.23/7VG	7.8/7M
6						
		6.13/6BG	CI 6.13/6BG		6.23/6VG	6.8/6M
5						
					5.23/5VG High Resist	5.8/5M
4						
						4.8/4M
3						
2						
1						

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	Naturals		Warms		
	.0		.31/GB	.32/GV	.35/GRv
10					
		10/10N			
9					
		9/9N	9.31/9GB		
8					
	8.0*/8NN	8/8N			
7					
	7.0*/7NN	7/7N	7.31/7GB		7.35/7GRv
6					
	6.0*/6NN	6/6N			6.35/6GRv
5					
	5.0*/5NN	5/5N		5.32/5GV	5.35/5GRv
4					
	4.0*/4NN	4/4N			4.35/4GRv
3					
		3/3N			
2					
1					
		1/1N			

*Extra coverage shades

Golds

.03/NG

.3/G

.34/GC

10

9



9.3/9G

8



8.03/8NG



8.3/8G



8.34/8GC

7



7.03/7NG



7.3/7G

6



6.03/6NG



6.3/6G



6.34/6GC

5



5.3/5G

4



4.3/4G

3

2

1

Coppers

.4/C

.40/CCC

.43/CG

.45/CRv

10

9

8



8.43/8CG

7



7.4/7C

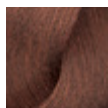


7.40/7CCC
Rubilane



7.43/7CG

6



6.45/6CRv

5



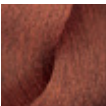
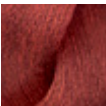
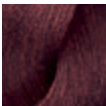
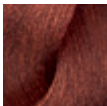



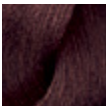


5.4/5C

4

3

2

1

Reds						
	.5/Rv	.6/R	.60/RRR	.62/RV	.64/RC	.65/6RRv
10						
9						
8						
7						
6						
		6.6/6R	6.60/6RRR Lumax	6.62/6RV	6.64/6RC Rubilane	6.65/6RRv
5						
	5.5/5Rv	5.6/5R		5.62/5RV	5.64/5RC	
4						
						4.65/4RRv

Carmilane™

Vibrant Garnet Reds. Highest intensity & fade resistance.



C5.20/C5VVV
Carmilane



C4.16/C4BR
Carmilane



C4.55/C4RvRv
Carmilane



C5.60/C5RRR
Carmilane



C6.46/C6CR
Carmilane



C6.64/C6RC
Carmilane



C6.66/C6RR
Carmilane

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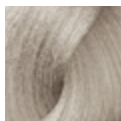
Majirel COOL-COVER

Specially formulated for
ultra cool, opaque coverage

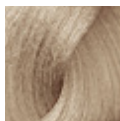
Greens & Blues

Naturals

Golds



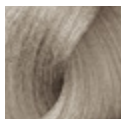
CC 10.1/10B



CC 10/10N



CC 9.11/9BB



CC 9.1/9B



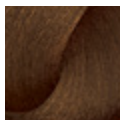
CC 9/9N



CC 8.11/8BB



CC 8.1/8B



CC 8/8N



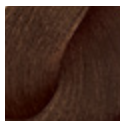
CC 7.17/7BGr



CC 7.11/7BB



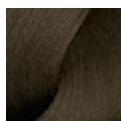
CC 7.1/7B



CC 7/7N



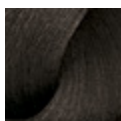
CC 7.3/7G



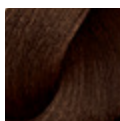
CC 6.17/6BGr



CC 6.11/6BB



CC 6.1/6B



CC 6/6N



CC 6.3/6G



CC 5.1/5B



CC 5/5N



CC 5.3/5G

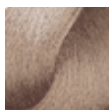


CC 4/4N

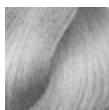


CC 3/3N

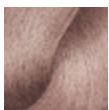
Majirel GLOW



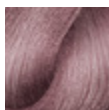
L.01/NB



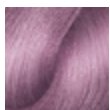
L.11/BB



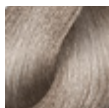
L.12/BV



L.21/VB



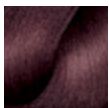
L.22/VV



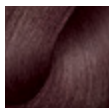
L.18/BM



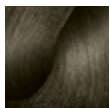
D.11/BB



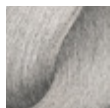
D.20/VVV



D.22/VV

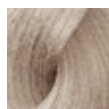


D.17/BGr

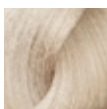


Clear

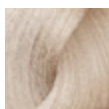
Majirel HIGH·LIFT



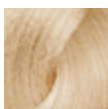
.11/BB
Ash+



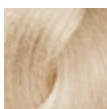
.1/B
Ash



.2/V
Violet



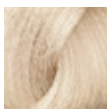
.0/N
Neutral



.13/BG
Beige



900S/NN



901S/NB

Cool mix shades



.70
Green Mix



.20
Violet Mix

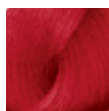


.10
Blue Mix

Warm mix shades



.40
Copper Mix



.60
Red Mix

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

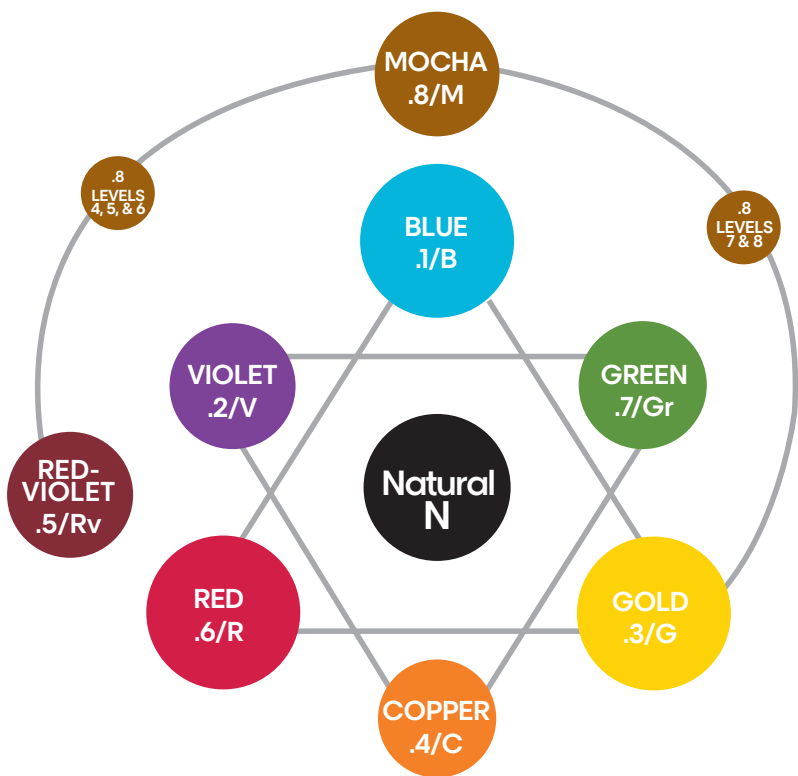
primary tone of color

secondary tone of color

Color theory.

Law of color

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



Mixing guidelines.



Majirel

True-to-tone, long-lasting color.



Majirel Cool Infused

For long-lasting coolness.



Majirouge

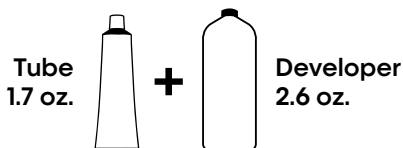
Intense, vibrant, long-lasting reds & coppers.

Mixing guidelines

1: 1.5 mixing ratio:

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

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.



Majirel Cool Cover

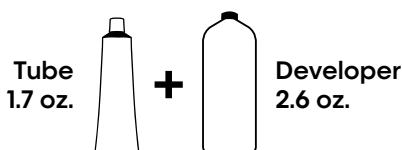
Intense cool reflects for extreme cool coverage & perfect neutralization of warm tones.

Mixing guidelines

1 : 1.5 mixing ratio:

1 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



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

Mixing guidelines.



Majirel Glow

Iridescent tone shades with a natural, sheer effect.

Mixing guidelines

1: 1.5 mixing ratio:

1 tube + 2.6 oz. Majicrème Developer

Levels of lift	20-vol Up to 2 levels	30-vol Up to 3 levels
----------------	--------------------------	--------------------------

[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

Grey 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.



Majirel High-Lift

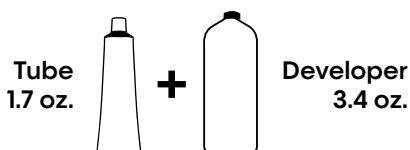
High-Lift color for ultra-light
blonding and toning in one step.

Mixing guidelines

1 : 2 mixing ratio:

1 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. Majicreme Developer