

NEW

Majirel

Permanent hair colour

E-TECHNICAL SHEET



L'ORÉAL
PROFESSIONNEL
PARIS

What is Majirel?



The iconic colour performance you trust with up to 2x less ammonia odour* & up to 3x softer hair.**

L'Oréal advanced technologies have created a formula that is easier to dispense and mix with almost no smell due to its odour trapping technology.

- Easier application
- Smoother mixing
- Reduced odour

Majirel keeps its DNA of even, rich colour from root to tip.

Up to 2 x less ammonia odour*
Up to 100% White hair coverage**
Vegan formula***

CARING AGENTS

Candelilla Wax from the small leaves of the bush.
Cetaryl Alcohol derived from natural sources and used in skincare.
Creating a more smooth and shiny result.

ODOUR TRAPPING TECHNOLOGY

The ammonia within the formula is trapped by the technology allowing it to work within the colour, but to not evaporate meaning a reduced smell making it a more sensorial experience for the hairdresser and client.



Majirel colour palette.

Wide palette of 97 shades.

CORE RANGE (74)

	FUNDA (15)		ASH (11)					IRIDESCENT (5)				GOLD (12)					COPPER (9)						
		.0	.01	.1	.10	.11	.12	.20	.21	.22	.26	.03	.3	.30	.34	.35	.04	.4	.40	.43	.44	.45	.46
	CLEAR																						
10	10			10.1			10.12		10.21														
9	9			9.1		9.11	9.12			9.22		9.03	9.3										
8	8	8.0		8.1		8.11			8.21				8.3		8.34		8.04			8.43			
7	7	7.0		7.1			7.12						7.3			7.35		7.4		7.43	7.44	7.45	
6	6	6.0		6.1									6.3		6.34							6.45	6.46
5	5	5.0					5.12			5.26			5.3			5.35		5.4					
4	4	4.0						4.20					4.3			4.35							
3	3																						
2																							
1	1																						

	RED (4)						MOCHA (4)	WARM BROWN (6)			COOL BROWN (8)				
	.5	.56	.60	.62	.64	.66		.8	.31	.32	.52	.13	.18	.15	.23
10								10.31							
9											9.13				
8								8.31			8.13				
7							7.8	7.31			7.13	7.18			7.23
6					6.64	6.66	6.8		6.32						6.23
5			5.60				5.8		5.32	5.52		5.18	5.15		
4		4.56					4.8								
3															
2															
1															

COOL COVER (11)

	FUNDA	.1	.17
10			
9	9CC		
8	8CC	8.1	
7	7CC	7.1	
6	6CC	6.1	6.17
5	5CC	5.1	5.17
4			

HIGH LIFT (5)

FUNDA	ASH	IRIDESCENT	COOL BROWN/BEIGE
NEUTRAL	ASH+	VIOLET	
			BEIGE
	ASH VIOLET		

BOOSTERS (7)

ASH	IRIDESCENT	COPPER	RED	MATTE	CONTRAST BASE
BLUE	VIOLET	ORANGE	RED	MAGENTA	GREEN
					CONTRAST BASE

Professional guidance.

Preparation.

Wear suitable disposable gloves. Do not use metallic tools (bowl, comb...).

Perfect Pairing: Use exclusively with OTT Cream Oxydant.



Strength	Concentration	Volume	Key Benefits
12.5	3.75%	12.5 vol.	Lifts up to 1½ levels Refreshing lengths and ends
20	6%	20 vol.	Lifts up to 2 levels White hair coverage Darkening natural hair Colouring on the same level
30	9%	30 vol.	Lifts up to 3 levels

3.75% / 12.5 vol.
Cream Oxydant OTT Technology
Lifts **up to 1½ levels**
Refreshing lengths and ends

6% / 20 vol.
Cream Oxydant OTT Technology
Lifts **up to 2 levels**
White hair coverage
Darkening natural hair
Colouring on the same level

9% / 30 vol.
Cream Oxydant OTT Technology
Lifts **up to 3 levels**

2x less ammonia* odour thanks to
Odour Trapping Technology

*Instrumental test v previous Majirel.

Mixing and application.

Majirel

Do not use metallic tools. (bowl, comb...)

Wearing suitable disposable gloves apply to dry hair.

PREPARATION

Mixing ratio:
1:1.5



60ml tube

+



90ml oxydant

+



Precise application
on dry hair

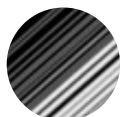
+



Development
time

APPLICATION & DEVELOPMENT

WHITE COVERAGE



0 to 50%

Use your target shade.



50 to 100%

In a 1:1.5 ratio, mix ½ (30ml) of your target shade with a ½ (30ml) of Majirel fundamental basic or golden basic shade on the same level + 90ml 20 volume OTT Oxydant.

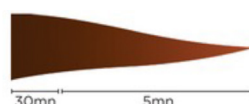
COOL REFLECTS

Mix ½ (30ml) target shade
+ ½ (30ml) same level basic shade
+ 90ml 20 Volume OTT Cream Oxydant

WARM REFLECTS

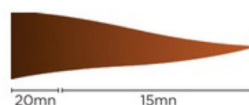
Mix ½ (30ml) warm target shade
+ ½ (30ml) same level golden basic shade
+ 90ml 20 Volume OTT Cream Oxydant

COLOUR MAINTENANCE



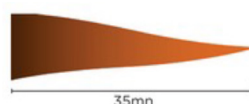
**Same colour or /
slight loss of tone**

TT5 Take through 5 minutes
to refresh.



Loss of tone

TT15 Take through for 15 minutes.



**Loss of depth and tone /
colour change**

TTI Take through immediately.

At the end of the development time, emulsify very gently, rinse until water runs clear and shampoo.

VIRGIN HAIR

1. Start application on lengths & ends 1.5cm from scalp.
2. Remix fresh formula and apply directly to the roots.
3. Develop for 35 minutes.

LONG REGROWTH

Begin application on mid band, then apply to roots.
Take through & develop for 35 minutes.

Mixing and application.

Majirel Cool Cover

High neutralisation, high resistance, extreme coverage.

Ultra-cool reflects.

Perfect for clients with warmer natural bases wanting to maintain a cool result.



PREPARATION

Mixing ratio:

1:1.5



APPLICATION & DEVELOPMENT

WHITE COVERAGE

Cool Cover can offer two tastes of coverage.

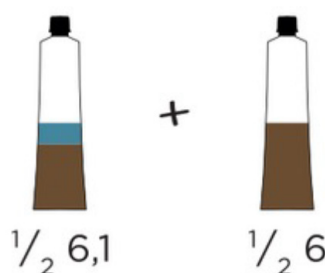
Natural coverage

For a more natural coverage of up to 100% white hair use target Cool Cover shade alone.



Extreme coverage

For extreme coverage of 50-100% white hair mix ½ tube 30ml of target shade + ½ tube 30ml of Cool Cover base shade and 90ml of 20 Volume OTT Cream Oxydant.



Cool Cover due to its unique taste of colour should only be intermixed within its own family.

Mixing and application.

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BOOSTER

Majirel Boosters

2 SERVICES

Intensify warm shades with Orange, Red or Magenta warm boosters.
Add extra neutralisation with Blue, Violet or Green ash cool boosters.

Majirel
COLORATION CRÈME DE BEAUTÉ - ODOUR TRAPPING TECHNOLOGY
Highly concentrated in caring agents.

PREPARATION

Mixing ratio:
1:1.5



Levels	Warm Booster	Cool Booster
10, 9, 8	1-6ml	1-6ml
7, 6, 5	Up to 15ml	Up to 15ml
4, 3, 2, 1	Up to 30ml	Up to 30ml

VIRGIN HAIR

1. Start application on lengths & ends 1.5cm from roots.
2. Remix fresh formula and apply directly to the roots.
3. Develop for 35 minutes.

LONG REGROWTH

Begin application on the mid band section starting 1.5cm from root, then apply to roots.
Take through & leave on for 35 minutes.



Mixing and application.

Majirel Boosters

BOOSTER CONTRAST SERVICE

Highlights on Dark Bases (same as Majirel Contrast service)

NB: **Orange**, **Red** and **Magenta** are the **ONLY** boosters that can be used for this service.

PREPARATION



APPLICATION & DEVELOPMENT

For visible vibrant red, copper or magenta reflects on naturally dark bases 5 and below. Partial techniques only.

MAJIREL CONTRAST BASE

- This base formula can be mixed with warm Majirel Boosters **Orange**, **Magenta** and **Red**.
- Maji Contrast mixing ratio.
- 20ml booster + 40ml contrast base + 90ml OTT Oxydant.
- 12.5, 20, 30 or 40 vol. if using on previous coloured hair, choose 20 Volume or 30 Volume. (3.75%-6% – 9%-12%).
- Development time 35 minutes.



Allergy alert test.

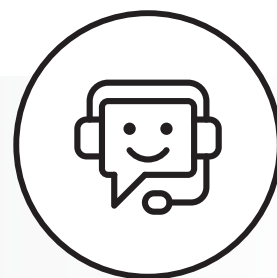
ALLERGY ALERT TEST **MUST BE DONE 48 HOURS BEFORE**
EACH USE EVEN IF HAIR COLOURING PRODUCTS
HAVE BEEN USED BEFORE.



MORE INFORMATION
ON MAJIREL

Salon advice

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