

L'ORÉAL
PROFESSIONNEL
PARIS



Discover
NEW
Majirel

[OTT] ODOUR TRAPPING TECHNOLOGY



NEW

Majirel

[OTT] ODOUR TRAPPING TECHNOLOGY

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

- Up to 100% white hair coverage**
- Even rich colour from root to tip
- Faster, smoother mixing & easier application*
- Vegan formula***

NEW

Bigger format.

- +20% more product
- More profit potential



Before
Natural base: 5

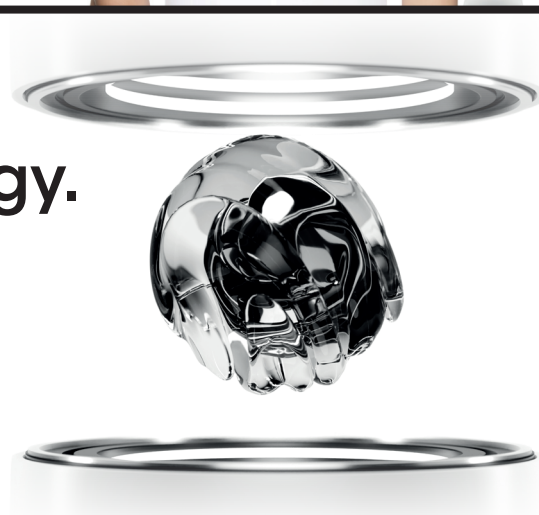
After
Majirel
Roots: 4.56
+20vol oxydant



NEW

[OTT] Odour Trapping Technology.

This **brand-new technology** functions by trapping ammonia molecules for **less odour**.



Expand your colour palette with the NEW Majirel.

Core range.

Majirel keeps its DNA of deep, rich colour from root to tip, together with up to 100% white hair coverage** that you have come to know and trust.

Our top 20 shades:



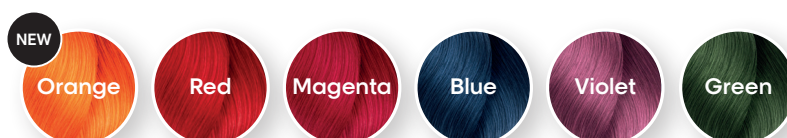
Cool Cover range.

High neutralisation, high resistance, extreme coverage, ultra-cool reflects. Perfect for clients with warmer natural bases wanting to maintain a cool result.



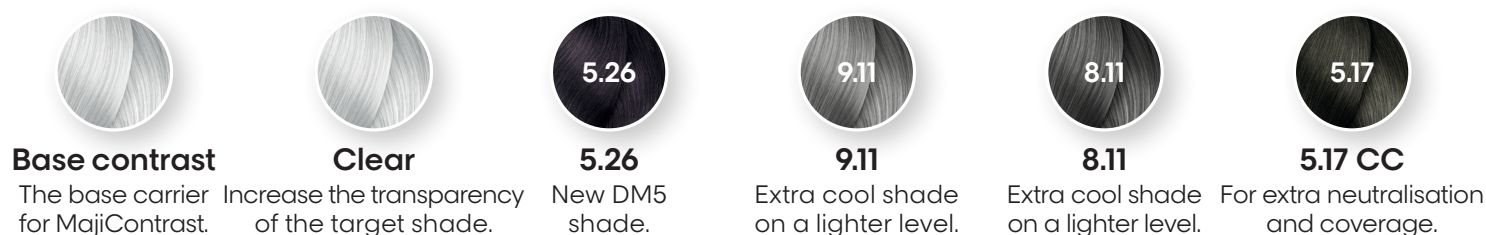
NEW Boosters 2-in-1 range.

The NEW Majirel boosters are the 2-in-1 service, offering the benefits of both the existing Contrast & Mix sub franchises.



Personalise & intensify warm shades with Orange, Red or Magenta warm boosters. Alternatively, add extra neutralisation with Blue, Violet or Green ash cool boosters.

Discover NEW Majirel shades.



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Majirel Your pro information support.

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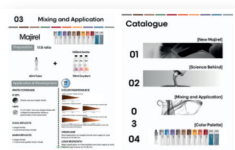
Scan the QR codes to explore more on the NEW Majirel.

01.

Easy access to product information



Linktree
For all bitesize,
go-to education
for Majirel.



Technical guides

02.

Consult with Education Partner.



scan for
Jonnie's
Linktree

03.

In-store consultation.



Experience NEW Majirel

Shop in store & online.



Pair your new Majirel with our [OTT]
Odour Trapping Technology oxydants.

Designed to be used with Majirel family and
Blond Studio Multi-technique 8 levels powder.



Are you already a part of the L'Oréal Professionnel family?
Want to be socially sensational?

Share your content and tag **#majirelmagic**

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