



NEW
Majirel
 IONÈNE G + INCELL®

NEW MAJIREL

MAJIREL FAMILIES

COLOR FUN(DAMENTALS)

MIXING GUIDELINES

GREY COVERAGE

PLAY IT COOL

BUSINESS BUILDING



NEW LOOK, SAME ICONIC FORMULA

PLAY WITH IT!



PARIS BORN. WORLD FAMOUS.

RICH COLOR



ULTIMATE PALETTE OF SHADES &
TECHNOLOGIES

TRUE TO TONE, LONG-LASTING COLOR

PERFECT COVERAGE



NON-DRIP FORMULA

100% GREY COVERAGE

EXCEPTIONAL CARE



+45% MORE CONDITIONED HAIR WITH
MAJIREL*



*vs. uncolored hair

MAJIREL FAMILIES

NEW Majirel IONÈNE G+INCELL®



**PLAY WITH ENDLESS
POSSIBILITIES**

MAJIREL COOL INFORCED



TRUE TO TONE, LONG-LASTING COLOR
BOOSTED WITH COOL REFLECTS FOR
OPTIMAL NEUTRALIZATION

COVERAGE UP TO 100%	MIXING RATIO 1.5 : 1	PROCESSING TIME 35 mins	UP TO LEVELS OF LIFT 3
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MAJIREL COOL COVER



INTENSE COOL REFLECTS FOR EXTREME
COOL COVERAGE AND PERFECT
NEUTRALIZATION OF WARM TONES

COVERAGE UP TO 100%	MIXING RATIO 1.5 : 1	PROCESSING TIME 35 mins	UP TO LEVELS OF LIFT 3
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MAJIREL FAMILIES

MAJIREL GLOW



IRIDESCENT SHADES WITH A NATURAL,
SHEER EFFECT

COVERAGE UP TO 30%	MIXING RATIO 1.5 : 1	PROCESSING TIME 35 mins	UP TO LEVELS OF LIFT 3
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MAJIREL HIGH LIFT



HIGH-LIFT COLOR FOR ULTRA LIGHT
BLONDING AND TONING IN ONE STEP

COVERAGE UP TO 30%	MIXING RATIO 2 : 1	PROCESSING TIME 50 mins	UP TO LEVELS OF LIFT 4 ½
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MAJIROUGE

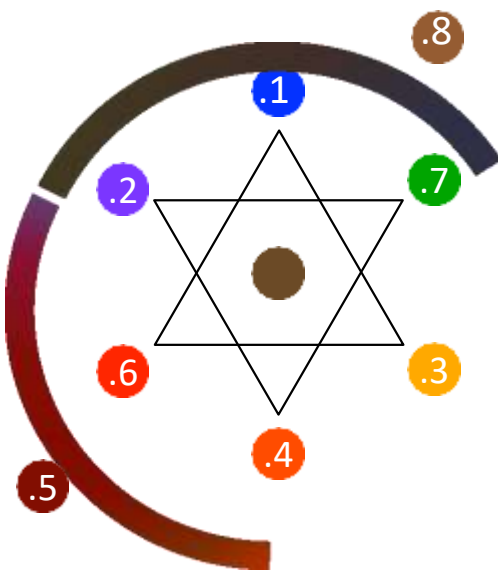


INTENSE, VIBRANT, LONG-LASTING REDS
& COPPERS

COVERAGE UP TO 100%	MIXING RATIO 1.5 : 1	PROCESSING TIME 35 mins	UP TO LEVELS OF LIFT 3
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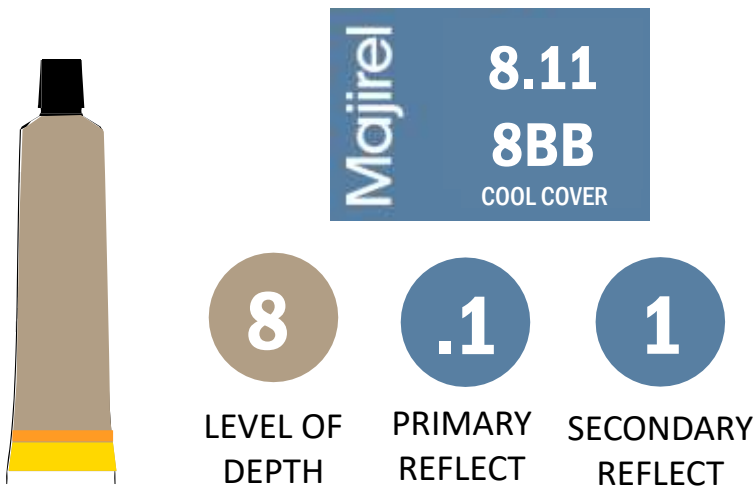
THE COLOR PALETTE

REFLECTS ARE ASSOCIATED TO PRIMARY & SECONDARY COLORS

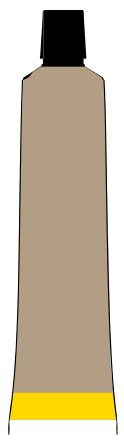


EASY AS 1, 2, 3

HOW TO READ THE MAJIREL NUMBERS



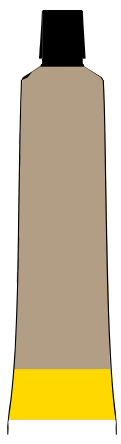
1 REFLECT 4 INTENSITIES



SOFT REFLECT

½ DOSE

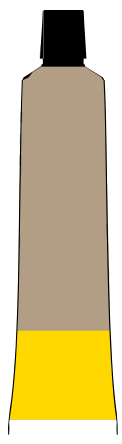
EXAMPLE:



REFLECT

1 DOSE

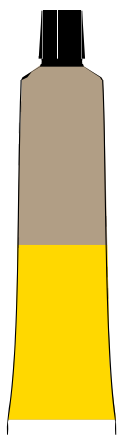
EXAMPLE:



DEEP REFLECT

2 DOSES

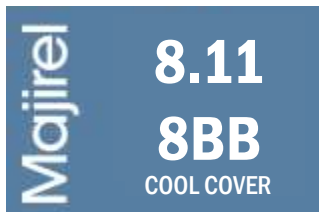
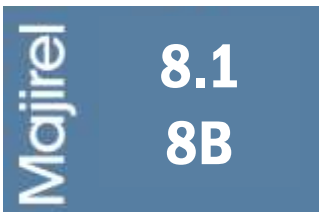
EXAMPLE:



INTENSE REFLECT

10 DOSES

EXAMPLE:



MAJIREL MIXING GUIDELINES

MAJIREL MIXING GUIDELINES



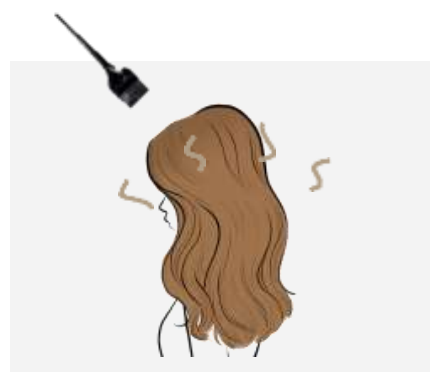
SHAKE INTO A RICH, CREAMY TEXTURE
using a shaker (non-metallic)

WHICH DEVELOPER?

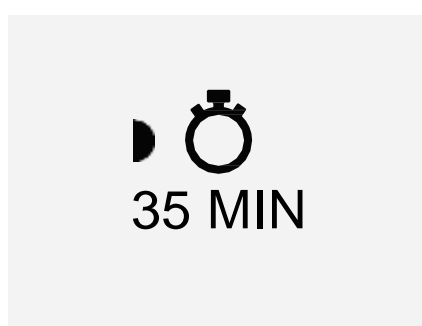


APPLICATION & PROCESSING

COLOR MAINTENANCE



On unwashed dry hair
use a brush
& start with regrowth



(development time
begins after regrowth
application)

VIRGIN HAIR



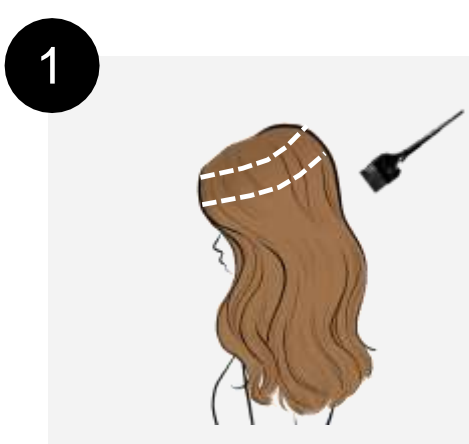
1 Start application
on lengths & ends



2 Apply to regrowth &
leave on for 35 min

MAJIREL MIXING GUIDELINES

LONG REGROWTH



Begin application on intermediate zone then apply to regrowth



Pull through & leave on for 35 mins

TONE ON TONE COLORING OR LIGHTENING OF 1 LEVEL



LIGHTENING OF 2 LEVELS



SPECIAL TECHNOLOGY: MAJIREL HIGH LIFT

MIXING GUIDELINES



MIX INTO A RICH, CREAMY TEXTURE

using a shaker (non-metallic)

MAJIREL HIGH LIFT MIXING GUIDELINES

PICK YOUR DEVELOPER



SUITABLE FOR BASES

6

5

Thin Hair

MAJICRÈME DEVELOPER
30-VOL.
Lifts up to 3 levels



SUITABLE FOR BASES

5

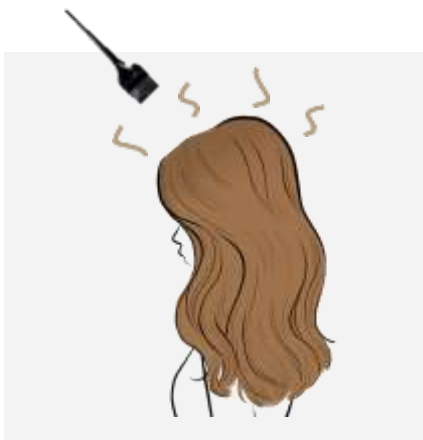
Thick Hair

4

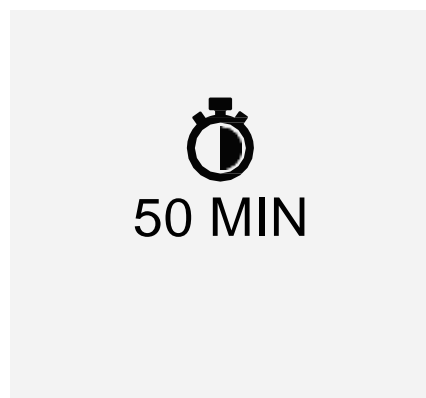
MAJICRÈME DEVELOPER
40-VOL.
Lifts up to 4 ½ levels

APPLICATION & PROCESSING

COLOR MAINTENANCE



On unwashed dry hair
use a brush
& start with regrowth

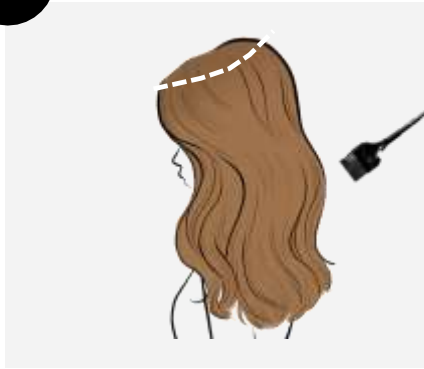


(development time
begins after
regrowth
application)

Pull through 5 min before
the end of the processing time.

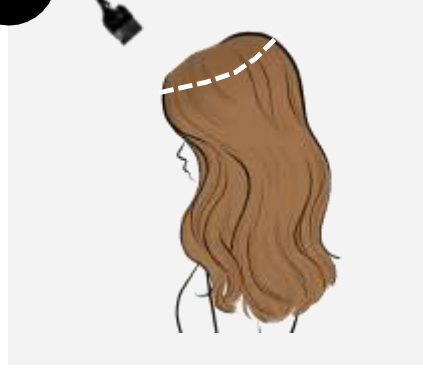
VIRGIN HAIR

1



Start application
on lengths & ends

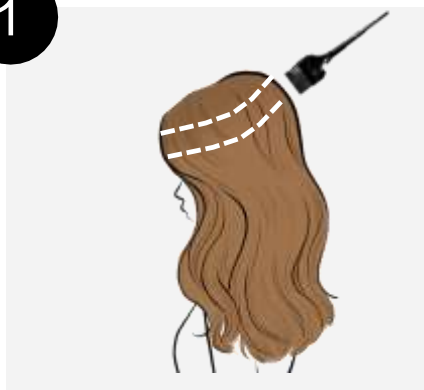
2



Apply to regrowth and
leave on for 35 min

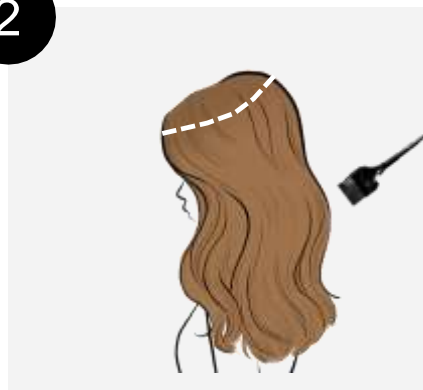
LONG REGROWTH

1



Begin application
on intermediate
zone then apply to
regrowth

2



Pull through &
leave on for 35
min

GREY COVERAGE



GREY COVERAGE

UP TO 50%



Simply use your target shade.

MORE THAN 50%



In a 1 : 1 ratio, mix your target shade with its corresponding level natural shade:

COOL REFLECTS



$\frac{1}{2}$ target shade
+ $\frac{1}{2}$ same level natural shade

WARM REFLECTS



$\frac{1}{2}$ target shade
+ $\frac{1}{2}$ same level golden natural shade

PLAY IT COOL



NEW COOL INFORCED SHADES

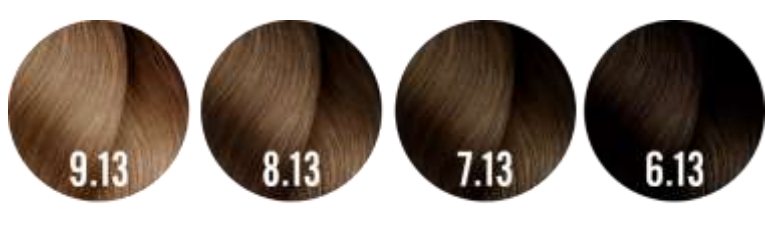
TO MEET YOUR CUSTOMERS' COOL DESIRES, WE ADDED 11 COOL INFORCED SHADES TO THE MAJIREL FAMILY

- BOOSTED WITH COOL REFLECTS
- UP TO 6 WEEKS NEUTRALIZATION
- ANTI-BRASSINESS EFFECT

BLUES



COOL BROWNS



BUSINESS BUILDING

RUN THE MAJIREL GAME & RUN YOUR BUSINESS! WHEN FUN IS PROFITABLE.

WHO IS THE MAJIREL CLIENT?

The Majirel client expects the best of haircolor, whether it's tasteful color, grey coverage, cosmeticity or long-lasting results.

TASTEFUL COLORS
that are fully opaque, rich & deep.

GREY COVERAGE
that is consistent, reliable and predictable.

IMPROVED COSMETICITY
of the hair thanks to our unique Ionene G & Incell caring molecules.

LONG-LASTING RESULTS
due to the utmost respect of the hair fiber.

Beyond all this, the Majirel client loves the sophistication it adds to her hair & also the soft touch it brings to her hair fibers.

She wants healthy looking hair that is soft and shiny.

Since 1978, Majirel has constantly been updated to match the market's modern taste of color. Representing tasteful colors, glamorous looks & an ultra caring formula throughout the past 4 decades, Majirel color is close to perfection & now more than ever looking towards a bright future.

DOES SHE WANT A MAJIREL COLOR? UNDERSTAND YOUR CLIENT'S VOCABULARY

"I want to completely cover my grey hair"
Majirel

"I would like my color to be rich and intense"
Majirel

"I like this shade but could you make it cooler?"
Majirel Cool Inforced

"I like bright and rich reds"
Majirel Carmilane, Rubilane, DM5

"I want to go as light as possible but I do not want to bleach my hair"
Majirel HighLift

"I would like my color to be as cool as possible"
Majirel Cool Cover

"I like my hair looking natural while still having that je ne sais quoi"
Majirel GLOW



BUSINESS BUILDING

QUESTIONS TO ASK YOUR CLIENT TO DETERMINE THE RIGHT MAJIREL FOR HER

Do you want to perfectly & evenly cover your grey hair, or would you rather have a more natural looking result?

If you prefer opaque coverage, we would suggest **Majirel**.

If you have a preference for rich & saturated results then **Majirel** would be best for you.

HOW CAN I OPTIMIZE THE PULL THROUGH?

Color matching can be done with both DIA Light and DIA Richesse shades.

We generally suggest color matching with DIA Light, except in circumstances where there is not a direct DIA Light match or the desired taste of color is more opaque (Majirel Cool Cover Shades.)

WHAT SERVICES CAN I OFFER TO PROMOTE MAJIREL IN MY SALON?

Majirel is meant for sophisticated clients who will want a traditional & permanent color result with full coverage.

With Majirel, you can create a bespoke color service delivering rich & intense results.

Clients who enjoy **changing** their hair color or those who follow **fashion trends** will also love Majirel: they are looking for a color created just for them.

Majirel can be used to **lighten, darken** or color on the same level. It is also suitable for global and partial techniques.



HOW TO TAKE THE PERFECT BEFORE & AFTER PICTURES TO SHARE ON SOCIAL MEDIA



Make sure your « after » picture looks better than the « before »
The images need to be big with good lighting.

The background needs to be the same for both pictures
Look for something aesthetic too.

Your model should strike the same poses for the « before » & « after » photos
Front, side, & back.

Use a caption to emotionally connect with your clients

Example: "Happy #transformationtuesday! What inspired you to start doing hair?"

PRO-TIP : Make sure your distance from the person photographed is always the same, use your arm length for guidance.

