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

PLAY WITH ENDLESS POSSIBILITIES

MAJIREL COOL INFORCED

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

<table>
<thead>
<tr>
<th>COVERAGE UP TO</th>
<th>MIXING RATIO</th>
<th>PROCESSING TIME</th>
<th>UP TO LEVELS OF LIFT</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>1.5 : 1</td>
<td>35 mins</td>
<td>3</td>
</tr>
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</table>

MAJIREL COOL COVER

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

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<td>3</td>
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MAJIREL GLOW

IRIDESCENT SHADES WITH A NATURAL, SHEER EFFECT

<table>
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<th>MIXING RATIO</th>
<th>PROCESSING TIME</th>
<th>UP TO LEVELS OF LIFT</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>1.5 : 1</td>
<td>35 mins</td>
<td>3</td>
</tr>
</tbody>
</table>

MAJIREL HIGH LIFT

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

<table>
<thead>
<tr>
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<th>MIXING RATIO</th>
<th>PROCESSING TIME</th>
<th>UP TO LEVELS OF LIFT</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>2 : 1</td>
<td>50 mins</td>
<td>4 ½</td>
</tr>
</tbody>
</table>

MAJIROUGE

INTENSE, VIBRANT, LONG-LASTING REDS & COPPERS

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>1.5 : 1</td>
<td>35 mins</td>
<td>3</td>
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</tbody>
</table>
THE COLOR PALETTE

REFLECTS ARE ASSOCIATED TO PRIMARY & SECONDARY COLORS

EASY AS 1, 2, 3

HOW TO READ THE MAJIREL NUMBERS

THE COLOR PALETTE REFLECTS ARE ASSOCIATED TO PRIMARY & SECONDARY COLORS

1 REFLECT
4 INTENSITIES

EXAMPLE:

SOFT REFLECT
¾ DOSE

EXAMPLE:

REFLECT
1 DOSE

EXAMPLE:

DEEP REFLECT
2 DOSES

EXAMPLE:

INTENSE REFLECT
10 DOSES

COOL COVER

8.1
8B

COOL COVER

8.11
8BB
MAJIREL MIXING GUIDELINES

1.5 : 1

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

WHICH DEVELOPER?

MAJICRÈME 12.5-VOL. Lifts up to 1 ½ levels
MAJICRÈME 20-VOL. Lifts up to 2 levels
MAJICRÈME 30-VOL. Lifts up to 3 levels
MAJICRÈME 40-VOL. Lifts up to 4 levels

APPLICATION & PROCESSING

COLOR MAINTENANCE

On unwashed dry hair use a brush & start with regrowth

35 MIN

(devolution time begins after regrowth application)

VIRGIN HAIR

1. Start application on lengths & ends
2. Apply to regrowth & leave on for 35 min
LONG REGROWTH

1. Begin application on intermediate zone then apply to regrowth
2. Pull through & leave on for 35 mins

TONE ON TONE COLORING OR LIGHTENING OF 1 LEVEL

1. 12.5-VOL
2. 20-VOL

LIGHTENING OF 2 LEVELS

1. 20-VOL
2. 30-VOL

SPECIAL TECHNOLOGY: MAJI REL HIGH LIFT

MIXING GUIDELINES

MIX INTO A RICH, CREAMY TEXTURE using a shaker (non-metallic)
MAJIREL HIGH LIFT MIXING GUIDELINES

PICK YOUR DEVELOPER

MAJICRÈME DEVELOPER
- **30-VOL.**
  - Lifts up to 3 levels
- **30-VOL.**
  - Suitable for bases
- **5-Thick Hair**

MAJICRÈME DEVELOPER
- **40-VOL.**
  - Lifts up to 4 ½ levels
- **5-Thick Hair**

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

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**

<table>
<thead>
<tr>
<th>Shade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.7</td>
</tr>
<tr>
<td>2</td>
<td>0.6</td>
</tr>
<tr>
<td>7</td>
<td>0.5</td>
</tr>
<tr>
<td>8</td>
<td>0.3</td>
</tr>
<tr>
<td>13</td>
<td>0.13</td>
</tr>
</tbody>
</table>

½ target shade + ½ same level natural shade

**WARM REFLECTS**

<table>
<thead>
<tr>
<th>Shade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0.6</td>
</tr>
<tr>
<td>4</td>
<td>0.5</td>
</tr>
<tr>
<td>5</td>
<td>0.4</td>
</tr>
<tr>
<td>6</td>
<td>0.2</td>
</tr>
<tr>
<td>35</td>
<td>0.13</td>
</tr>
</tbody>
</table>

½ target shade + ½ 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

<table>
<thead>
<tr>
<th>Shade</th>
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<tbody>
<tr>
<td>10.1</td>
</tr>
<tr>
<td>9.1</td>
</tr>
<tr>
<td>8.1</td>
</tr>
<tr>
<td>7.1</td>
</tr>
<tr>
<td>6.1</td>
</tr>
<tr>
<td>5.1</td>
</tr>
<tr>
<td>4.1</td>
</tr>
</tbody>
</table>

COOL BROWNS

<table>
<thead>
<tr>
<th>Shade</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.13</td>
</tr>
<tr>
<td>8.13</td>
</tr>
<tr>
<td>7.13</td>
</tr>
<tr>
<td>6.13</td>
</tr>
</tbody>
</table>
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 Infroced

“I like bright and rich reds”
Majirel Carmilane, Rubilane, DMS

“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
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» picture. 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.