



Majirel
IONÈNE G + INCELL®

FORMULA GUIDE

DISCOVER 50 FAVORITE FORMULAS



L'ORÉAL
PROFESSIONNEL
PARIS

#1 CHOICE OF TOP COLORISTS WORLDWIDE



**RICH COLOR
PERFECT COVERAGE
EXCEPTIONAL CARE**

+45% More conditioned hair*

L'ORÉAL
PROFESSIONNEL
PARIS

*VS. UNCOLORED HAIR

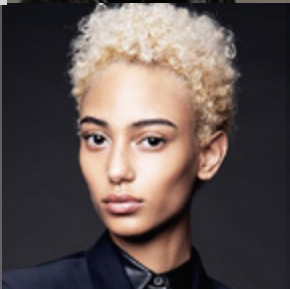
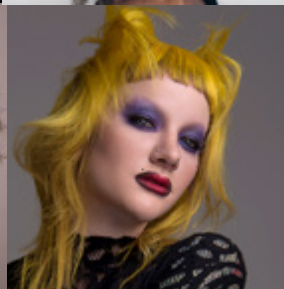
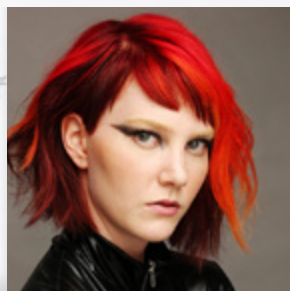
**color
& style**
trophy

2021

FEELING INSPIRED?
**SHARE YOUR
BEST LOOK!**

Compete in Color & Style Trophy,
invent the new trend for 2021 and win!

LEARN MORE



L'ORÉAL
PROFESSIONNEL
PARIS



GET INSPIRED

**WITH YOUR GO-TO
MAJIREL FORMULA GUIDE**

LIGHT BLONDE

BLONDE/DARK BLONDE

BROWN

RED/COPPER

MAJIREL GLOW

MAJIREL COLOR CHART

MAJIREL TECHNICAL GUIDE

L'ORÉAL
PROFESSIONNEL
PARIS

LIGHT BLONDE



PLATINUM ROSE

BY: ERIC JAMES | [@LOREALCHEMIST](#)

REGROWTH

Majirel 9.03/9NG
+ Ribbon Majirel GLOW L.12/BV
+ 20-vol. Majicrème Developer

PULL-THROUGH

½ Majirel GLOW L.12/BV + ½ Majirel GLOW Clear
+ 20-vol. Majicrème Developer



Majirel GLOW is a game changer and is truly a colorist's color. The only limits and restrictions on what can be created with GLOW are self-imposed. From a business standpoint, GLOW assists in client retention because the finish is so unique and with the innumerable formulation combinations, every formula is bespoke!"

L'ORÉAL
PROFESSIONNEL
PARIS

LIGHT BLONDE



NATURAL BLONDE

XHANAN VILLA | @XHANAHAIRPROFESSIONAL

REGROWTH

Majirel 8/8N

+ 20-vol. Majicrème Developer

LOWLIGHT

Majirel 7.12/7BV + 20-vol. Majicrème Developer

HIGHLIGHT

Blond Studio 9 + 30-vol. Blond Studio 9 Oil Developer



"I love the shine that Majirel provides!"

L'ORÉAL
PROFESSIONNEL
PARIS

LIGHT BLONDE



MILKSHAKE CREAM

XHANAN VILLA | @XHANAHAIRPROFESSIONAL

REGROWTH

½ Majirel 8/8N + ½ Majirel GLOW L.12/BV
+ 20-vol. Majicrème Developer

HIGHLIGHTS

Blond Studio Multi-Techniques 8 Bonder Inside
+ 30-vol. Majicrème Developer

PULL-THROUGH

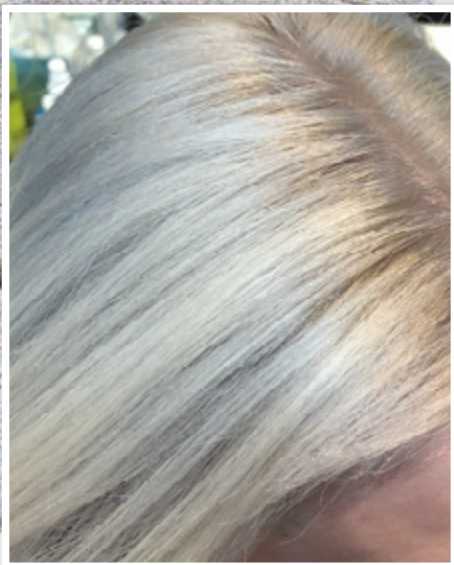
½ Majirel GLOW L.12/BV + ½ Majirel GLOW L.22/VV
+ 12.5-vol. Majicrème Developer



“Majirel offers me endless creativity.”

L'ORÉAL
PROFESSIONNEL
PARIS

LIGHT BLONDE



ICY PLATINUM

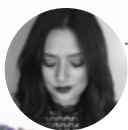
CAITLIN BONO | @CAITLINBONOHAI

GLOBAL LIGHTENER

Blond Studio 9 + 30-vol. Blond Studio 9 Oil Developer

GLOSS

½ Majirel 10/10N
+ ½ Majirel GLOW L.12/BV
+ 20-vol. Majicrème Developer



"I love Majirel and it has helped me grow my career by giving me a tool to combat every client need. Perfect grey coverage? You got it! Icy platinum? It has that too!"

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



AUTUMN SUN

HOLLY OSBORNE | @HOLLYOSBO_HAIRSTYLIST

REGROWTH

**½ Majirel 6/6N +
½ Majirel Cool Cover 6.1/6B**
+ 20-vol. Majicrème Developer

MIDLIGHT

Majirel Cool Inforced 6.13/6BG
+ 20-vol. Majicrème Developer

HIGHLIGHT

Blond Studio Majimeches
+ 30-vol. Majicrème Developer



"I love Majirel because of its flexibility. I can use Majirel to cover grey hair, change the overall tones of the hair, and create block coloring for a dimensional and natural look."

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



SUMMER COOL

TAYLER SHEPHARD AND ASHLEY DAVIS
📷 **SALONCENTRICPORTLANDMAINE**

REGROWTH

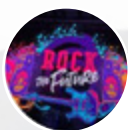
Majirel Cool Cover 7.1/7B
+ 20-vol. Majicrème Developer

HIGHLIGHT

Majirel Cool Cover 8.1/8B

LOWLIGHT

Majirel GLOW L.21/VB +20-vol. Majicrème Developer



"Majirel has long lasting vibrancy and shine.
There is an incredible deposit of tone with zero
brassiness and a huge color portfolio to choose from."

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



COOL MAHOGANY

ANNA CECCHI SMITH | [@ANNACECCHISMITH](#)

REGROWTH

½ Majirel Cool Cover 7/7N
+ ½ Majirel Cool Cover 7.3/7G
+ 20-vol. Majicrème Developer

HIGHLIGHT

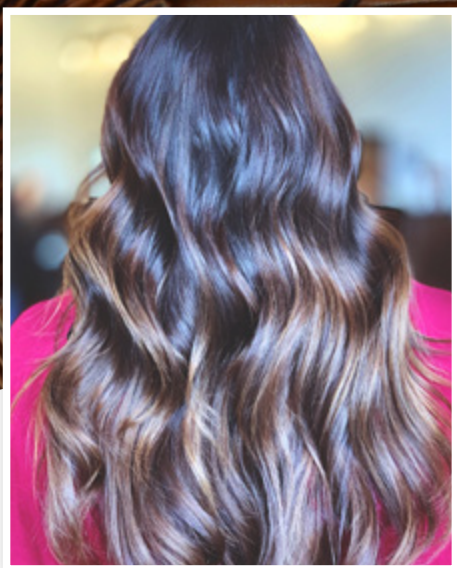
Majirel 10.01/10NB + 20-vol. Majicrème Developer



"I love Majirel because it has over 120 shades, so I have to do the minimum to mix and create what I need to customize hair color magic on my clients. I can really let my creativity flow from the more conservative client to the edgy and fashionista one that loves to wear her hair as an accessory."

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



BOURBON BRUNETTE

JACKIE EPPERSON | [@JACKIEEPP](#)

REGROWTH

**½ Majirel Cool Cover 6.1/6B
+ ½ Majirel Cool Cover 6/6N
+ 20-vol. Majicrème Developer**

BALAYAGE

Blond Studio Majimeches + 40-vol. Majicrème Developer

GLOSS

DIA Light 7.12/7BV + 9-vol. DIActivateur Developer



"I love Cool Cover because it allows me to give my clients that darker color she desires while also being more resistant to fading."

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



SUNKISSED BRUNETTE

FAITH PARSONS | @ECLEKTICASALON

REGROWTH

½ Majirel 6/6N + ½ Majirel 6.13/6BG
+ 20-vol. Majicrème Developer

PULL-THROUGH

½ Majirel 7/7N + ½ Majirel 7.13/7BG
+ 20-vol. Majicrème Developer

GLOSS

DIA Light 9.13/9BG + 6-vol. DIActiveur Developer



"I use Majirel for more control, and for better grey coverage. The various options in lighter tones really help me give my clients' hair a perfect tone customized to them. Whether that be deepening their color with Cool Cover, Majirel has had a huge impact on my success as a stylist."

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



WINTER BRUNETTE

JENNIE LATONA | @JENNIELATONA

REGROWTH

Majirel Cool Cover 5.3/5G

+ 20-vol. Majicrème Developer

HIGHLIGHT 1

DIA Richesse 7.01/7NB + 9-vol. DIActiveur Developer

HIGHLIGHT 2

DIA Richesse 7.24/7VC + 9-vol. DIActiveur Developer

HIGHLIGHT 3

Blond Studio Multi-Techniques 8 Bonder Inside

+ 30-vol. Majicrème Developer



“Majirel Cool Cover is my favorite multi-dimensional coverage! It provides me excellent grey coverage with vibrant cool tones that resist unwanted warmth in-between salon visits.”

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



ASH BLONDE

TARA BRZYCKI | @TARAFAYEHAIR

REGROWTH

Majirel 6.11/6BB

+ 20-vol. Majicrème Developer

HIGHLIGHT 1

½ Majirel 8.11/8BB + ½ Majirel 9.11/9BB

+ 20-vol. Majicrème Developer

HIGHLIGHT 2

Majirel 7.11/7BB + 20-vol. Majicrème Developer



“While Majirel is great for covering greys,
I also love using it on my clients
desiring a blonde look!”

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



BLONDE FROST

XHANAN VILLA | @XHANAHAIRPROFESSIONAL

HIGHLIGHTS

Blond Studio Multi-Techniques 8 Bonder Inside
+ 30-vol. Majicrème Developer

REGROWTH

½ Majirel 7/7N + ½ Majirel GLOW L.12/BV
+ 12.5-vol. Majicrème Developer

PULL-THROUGH

Majirel GLOW L.12/BV + 20-vol. Majicrème Developer



“Majirel has a limitless palette. With so many technologies and shades, I have something for every client!”

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



CHAI MOCHA

MICHELLE LINDSAY | @COLORGEEKCHIC

REGROWTH

½ Majirel Cool Cover 7/7N
+ ½ Majirel Cool Cover 7.11/7BB
+ 20-vol. Majicrème Developer

GLOSS

Majirel GLOW L.18/BM + 12.5-vol. Majicrème Developer



“Majirel GLOW allows me to give my clients a whole new look without having to spend extra time in the salon.”

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



BLUSHING BRUNETTE

JENNIE LATONA | @JENNIELATONA

REGROWTH

Majirel Cool Cover 6/6N

+ 20-vol. Majicrème Developer

BALAYAGE

Blond Studio Multi-Techniques 8 Bonder Inside

+ 20-vol. Majicrème Developer

GLOSS

½ DIA Light 10.12/10BV + ½ DIA Light Clear

+ 6-vol. DIActiveur Developer



“Majirel Cool Cover does an amazing job fighting warmth caused by exposure to the sun and water.”

L'ORÉAL
PROFESSIONNEL
PARIS

BLONDE/DARK BLONDE



COOL BLONDE

XHANAN VILLA | @XHANAHAIRPROFESSIONAL

HIGHLIGHTS

Multi-Techniques 8 Bonder Inside
+ 20-vol. Majicrème Developer

REGROWTH

½ Majirel Cool Cover 6/6N
+ ½ Majirel Cool Cover 6.1/6B
+ 20-vol. Majicrème Developer

GLOSS

DIA Light 10.12/10BV + 9-vol. DIActiveur Developer



"I can always count on Majirel to do a great job correcting my clients who come in with brassy color."

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



SHEER VIOLET

TANJA WELLER | @DIVAOFBEAUTY

REGROWTH

½ Majirel 5/5N + ½ Majirel GLOW D.20/VV
+ 20-vol. Majicrème Developer

PULL-THROUGH

Majirel GLOW D.20/VV + 30-vol. Majicrème Developer



“Majirel GLOW has allowed me to give another level of haircolor magic and prismatic shine that no other color can match. My guests come in asking to be “Glowed Up” and I have been able to grow my income by adding a GLOW layer to their typical hair color!”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



MOCHA GOLD

PIERRICK BERINGER |  PIERRICKBERINGER

REGROWTH + PULL-THROUGH

$\frac{3}{4}$ Majirel 4.8/4M + $\frac{1}{4}$ Majirel 3/3N

+ 12.5-vol. Majicrème Developer

BALAYAGE

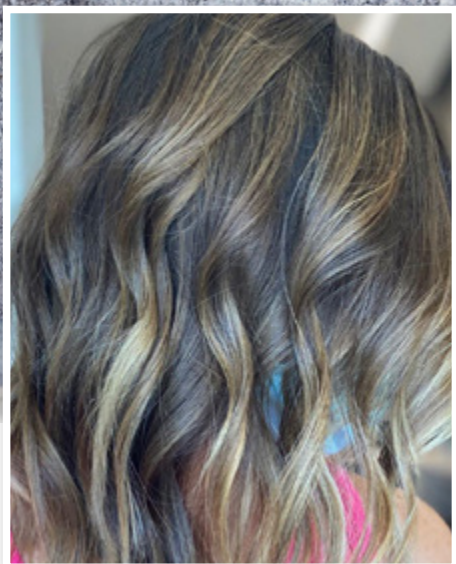
Majirel 6.32/6GV + 12.5-vol. Majicrème Developer



"I love that Majirel leaves the hair in superb condition. I know that I can trust this color and I can always guarantee a beautiful result."

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



NATURAL DIMENSION

HOLLIE HASKINS | @HOLLIEHASKINSHAIR

REGROWTH

**½ Majirel Cool Cover 5.1/5B
+ ½ Majirel Cool Cover 6.11/6BB
+ 20-vol. Majicrème Developer**

GLOSS

DIA Light 8.12/8BV + 9-vol. DIActivateur Developer



“I love Majirel Cool Cover because it allows my clientele to maintain coolness and richness without the unwanted warm tones.”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



VIOLET WINE

RACHEL COSTELLO | @COSTELLORACHEL

REGROWTH

½ Majirel 4.26/4VR + ½ Majirel 4/4N
+ 20-vol. Majicrème Developer

PULL-THROUGH

Majirel GLOW D.20/VV+ 20-vol. Majicrème Developer



“I love how Majirel’s long-lasting color gives the most incredible shine and healthy feel to the hair! Refreshing her ends with Majirel Glow revived my guest’s tired and faded ends to a new luster of vibrancy!”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



BRUNETTE CHOCOLATE

TARA BRZYCKI | @TARAFAYEHAIR

REGROWTH

Majirel Cool Inforced 5.1/5B

+ 20-vol. Majicrème Developer

HIGHLIGHT 1

Majirel Cool Inforced 6.13/6BG + 20-vol. Majicrème Developer

HIGHLIGHT 2

Majirel Cool Inforced 8.13/8BG + 20-vol. Majicrème Developer



“Majirel is a versatile line that I use during almost every haircolor service. It's the foundation to most of my looks. The new Cool Inforced shades are a perfect combination of a permanent cool color blend that you can use alone or add into any other formulas within Majirel. The possibilities are endless!”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



DIMENSIONAL MOCHA

JESSICA GARZA | @JESSICA.GARZA_HAIR

REGROWTH + PULL-THROUGH

**½ Majirel Cool Cover 5/5N
+ ½ Majirel Cool Cover 6/6N
+ 20-vol. Majicrème Developer**

GLOSS

Majirel GLOW L.28/VM + 12.5-vol. Majicrème Developer



“I absolutely love Majirel because it can be formulated to achieve a wide range of looks. It makes the hair feel great and look amazing!”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



CHOCOLATE CARAMEL

CHRISTINA MADDEN | @CHRISTINAMADDENHAIR

REGROWTH

½ Majirel 5.0/5NN
+ ¼ Majirel 5.1/5B
+ 12.5-vol. Majicrème Developer

GLOSS

½ Majirel GLOW Clear + ¼ Majirel GLOW L.02/NV
+ 12.5-vol. Majicreme Developer



“Majirel has wonderful grey coverage
and leaves the hair healthy with amazing shine.”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



FRENCH BROWN

BRANDON CURTIS | @ BRANDONCURTIS

REGROWTH

Majirel 5.1/5B

+ 20-vol. Majicrème Developer

PULL-THROUGH

$\frac{3}{4}$ Majirel 6.1/6B + $\frac{1}{4}$ Majirel 7.1/7B

+ 20-vol. Majicrème Developer

GLOSS

DIA Light 8.1/8B + 6-vol. DIActiveur Developer



"I love using Majirel to combat brassiness and neutralize."

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



DESERT BLONDE

JACKIE EPPERSON |  JACKIEEPP

REGROWTH

½ Majirel Cool Cover 4/4N
+ ½ Majirel Cool Cover 5.1/5B
+ 20-vol. Majicrème Developer

BALAYAGE

Blond Studio Multi-Techniques 8 Bonder Inside
+ 20-vol. Majicrème Developer

GLOSS

½ DIA Light 8/8N + ½ DIA Light 8.23/8VG
+ 9-vol. DIActiveur Developer



“I love using Cool Cover on my clients that desire a more opaque finish.”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



CRUSHED DIAMOND

TANJA WELLER | @DIVAOFBEAUTY

REGROWTH

Majirel 4/4N

+ 20-vol. Majicrème Developer

GLOSS

Majirel GLOW D.20/VVV + 20-vol. Majicrème Developer



"I love Majirel GLOW because it rocks on both curly and straight hair and my client loves the crushed diamond effect!"

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



ASH MOCHA

GRACE DALGLEISH | @GRACEDALGLEISHX

REGROWTH

Majirel Cool Inforced 5.1/5B

+ 12.5-vol. Majicrème Developer

PULL-THROUGH 1

Majirel Cool Inforced 5.1/5B + 20-vol. Majicrème Developer

PULL-THROUGH 2

Majirel 7.8/7M + 20-vol. Majicrème Developer



“I love using the Majirel Cool Inforced shades to provide a seamless blend of cool tones.”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



COOL ASH

MIN KIM | [@MINKIMCOLORIST](#)

REGROWTH

½ Majirel 5/5N
+ ½ Majirel Cool Inforced 6.1/6B
+ 20-vol. Majicrème Developer

PULL-THROUGH

½ Majirel GLOW L.21/VB + ½ Majirel GLOW L.11/BB
+ ¼ Majirel GLOW Clear + 12.5-vol. Majicrème Developer



“I love using the Majirel Cool Inforced shades to maintain depth and neutralize for those on-trend results.”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



DEEP ASH

JACKIE EPPERSON | @JACKIEEPP

REGROWTH

Majirel Cool Cover 4/4N

+ 20-vol. Majicrème Developer

HIGHLIGHT 1

Majirel Cool Inforced 9.13/9BG + 20-vol. Majicrème Developer

HIGHLIGHT 2

Blond Studio Multi-Techniques 8 Bonder Inside
+ 20-vol. Majicrème Developer



"I love the Majirel Cool Inforced shades.
The tone is beautiful and the shine is unbelievable."

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



CHOCOLATE MAUVE

HEATHER PSORAS | @HEATHERPSORAS

REGROWTH

½ Majirel Cool Cover 5.3/5G
+ ½ Majirel Cool Cover 6.17/6BGr
+ 20-vol. Majicrème Developer

PULL-THROUGH

Majirel GLOW L.21/VB + Ribbon Majirel GLOW D.20/VV
+ 12.5-vol. Majicrème Developer



“I’ve been obsessed with Majirel Glow since its debut! It’s great for adding a pop of color or cool tone lowlights to a routine touch up service.”

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



GOLDEN BROWN

CHARLOTTE CATHERIN | @CHARLOTTE_CATHERIN

REGROWTH

Majirel 5.0/5NN

+ 20-vol. Majicrème Developer

PULL-THROUGH

Majirel 7.3/7G + 20-vol. Majicrème Developer



"I love using Majirel at the root for my Balayage clients because it allows me to add depth. I also love using Majirel to French Balayage."

L'ORÉAL
PROFESSIONNEL
PARIS

BROWN



FRENCH COCOA

XHANAN VILLA | @XHANAHAIRPROFESSIONAL

REGROWTH + PULL-THROUGH

½ Majirel 4/4N + ¼ Majirel 5/5N

+ ¼ Majirel 5.8/5M

+ 20-vol. Majicrème Developer

BALAYAGE

Multi-Techniques 8 Bonder Inside

+20-vol. Majicrème Developer

GLOSS

½ DIA Light 6.8/6M + ½ DIA Light 8.23/8VG

+ 9-vol. DIActivateur Developer



“Majirel allows me to express my creativity while also creating beautiful hair!”

L'ORÉAL
PROFESSIONNEL
PARIS

RED/COPPER



VIBRANT PLUM

XHANAN VILLA | @XHANAHAIRPROFESSIONAL

REGROWTH

**½ Majirel 5/5N + ¼ Majirel 5.6/5R
+ ¼ Majirel 6.66/6RR
+ 20-vol. Majicrème Developer**

PULL-THROUGH

**½ Majirel 6.6/6R + ½ Majirel 6.66/6RR
+ 12.5-vol. Majicrème Developer**

GLOSS

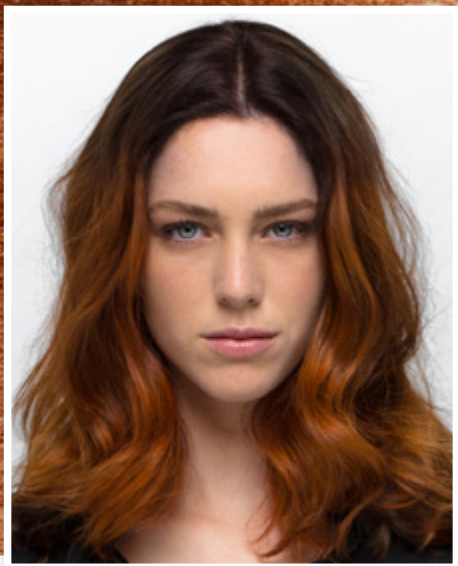
DIA Light 7.34/7GC + 9-vol. DIActiveur Developer



“With Majirel, I can continually change my client’s look without compromising the integrity of the hair.”

L'ORÉAL
PROFESSIONNEL
PARIS

RED/COPPER



GOLDEN FIRE

PIERRICK BERINGER | @PIERRICKBERINGER

REGROWTH

½ Majirel 6/6N + ½ Majirel 6.45/6CRv
+ 12.5-vol. Majicrème Developer

PULL-THROUGH

Majirel 7.43/7CG + Ribbon Majirel Mix Copper
+ 20-vol. Majicrème Developer



“When I use Majirel, I know exactly what the color will look like even before it’s finished processing and that gives me such confidence when working behind the chair.”

L'ORÉAL
PROFESSIONNEL
PARIS

RED/COPPER



COPPER GOLD

XHANAN VILLA | @XHANAHAIRPROFESSIONAL

REGROWTH

½ Majirel 7.3/7G + ¼ Majirel 7.43/7CG
+ 20-vol. Majicrème Developer

PULL-THROUGH

Majirel 7.43/7CG + 12.5-vol. Majicrème Developer

GLOSS

DIA Light 10.32/10GV + 9-vol. DIActiveur Developer



"I love using Majirel for my hair transformations."

L'ORÉAL
PROFESSIONNEL
PARIS

RED/COPPER



COPPER FIRE

CARA HUGHES | @CARAHUGHES_STYLIST_MOBILE

REGROWTH

½ Majirel 8.3/8G + ½ Majirel 7.4/7C
+ 20-vol. Majicrème Developer

PULL-THROUGH

½ Majirel 8.3/8G + ½ Majirel 7.4/7C
+ 30-vol. Majicrème Developer



"I love Majirel because it covers grey but keeps it natural and 'real.' My clients love that people can't really tell they've been coloring their hair!"

L'ORÉAL
PROFESSIONNEL
PARIS

RED/COPPER



COPPER SUN

SADI EVANS | @SADILYNNE

REGROWTH

½ Majirel 6/6N + ½ Majirel 7.43/7CG
+ 20-vol. Majicrème Developer

MIDLIGHT

Majirel 7.43/7CG + 12.5-vol. Majicrème Developer

HIGHLIGHT

Majirel 8.43/8CG + 12.5-vol. Majicrème Developer



“When in doubt, Maji it out! Majirel is absolutely amazing on all hair types. It is my go-to permanent color line because it is consistent, it’s grey coverage is one of the best and it’s vibrancy amongst the shades is exceptional. My clients always comment about how the color has longevity.”

L'ORÉAL
PROFESSIONNEL
PARIS

RED/COPPER



COPPER SUNSET

BY: BRENNA CURTIS | @HAIRBYBREN.SALONONE19

REGROWTH + PULL-THROUGH

½ Majirel 8.34/GC + ½ Majirel 7.43/CG
+ ¼ Majirel Copper Mix
+ 20-vol. Majicrème Developer



"Majirel has amazing coverage
and adds great pigment and shine to the hair."

L'ORÉAL
PROFESSIONNEL
PARIS

RED/COPPER



COPPER LOVE

BRANDON CURTIS | @ BRANDONCURTIS

REGROWTH

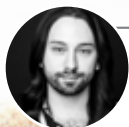
$\frac{3}{4}$ Majirel 6.45/6CRv + $\frac{1}{4}$ 6.8/6M
+ 20-vol. Majicrème Developer

HIGHLIGHT

Blond Studio Platinum + 20-vol. Blond Studio Nutri-Developer

GLOSS

DIA Light 7.40/7CCC + 6-vol. DIActiveur Developer



"I love Majirel because there is a tube of color for every look, for every individual. There are unlimited possibilities with the Majirel shade range, and that is why I love this color."

L'ORÉAL
PROFESSIONNEL
PARIS

RED/COPPER



COPPER ROSE

HEATHER PSORAS | @HEATHERPSORAS

ALTERNATING FOIL 1

1/4 Majirel 9/9N + 1/4 Majirel 9.3/9G
+ 1/4 Majirel 8.03/8NG
+ 30-vol. Majicrème Developer

ALTERNATING FOIL 2

Majirel 7.43/7CG + 20-vol. Majicrème Developer

ALTERNATING FOIL 3

Majirel 6.45/6CRv + 20-vol. Majicrème Developer



“Majirel is the ultimate permanent color line. The tones are rich, yet vibrant and the longevity is amazing!”

L'ORÉAL
PROFESSIONNEL
PARIS

RED/COPPER



COPPER GLOW

CLAIRE JAMISON | @CLAIRE_JAMISON

REGROWTH + PULL-THROUGH
½ Majirel GLOW L.02/NV
+ ½ Majirel 9.3/9G
+ 12.5-vol. Majicrème Developer



“I love Majirel because I’m able to formulate colors based on all my client’s needs- whether it’s grey coverage, neutralizing unwanted tones, brightening dull ends or adding depth and dimension. Majirel never fails to create beautiful, long lasting, healthy looking hair.”

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



CRYSTAL ICE

MICHELLE LINDSAY | @COLORGEEKCHIC

REGROWTH

Majirel GLOW L.18/BM

+ 12.5-vol. Majicrème Developer

PULL-THROUGH

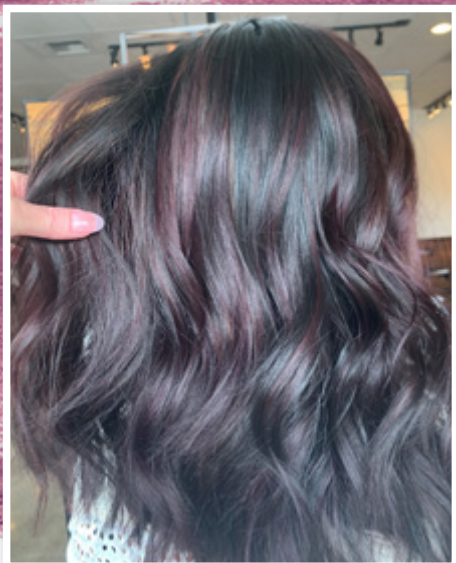
Majirel GLOW L.18/BM + 20-vol. Majicrème Developer



"The Majirel color toolbox offers a solution for any head of hair that walks into my salon. I especially love the luxurious finishes of Majirel Glow. Adding Glow is an easy, quick, 1-step update that looks like high-end color. Clients love getting a whole new look without having to spend extra time in the salon."

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



ASH VIOLET

JACKIE EPPERSON |  JACKIEEPP

BALAYAGE

Majirel GLOW D.20/VV

+ 30-vol. Majicrème Developer



"I love Majirel GLOW because it's tone-only permanent color that lifts and deposits all at once. I know that her color will always stay that fresh and bright!"

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



GOLDEN MOCHA

HELEN LOIACONO | @HELENLOIACONOHAIR

BALAYAGE

Blond Studio 9 + 20-vol. Blond Studio 9 Oil Developer

GLOSS

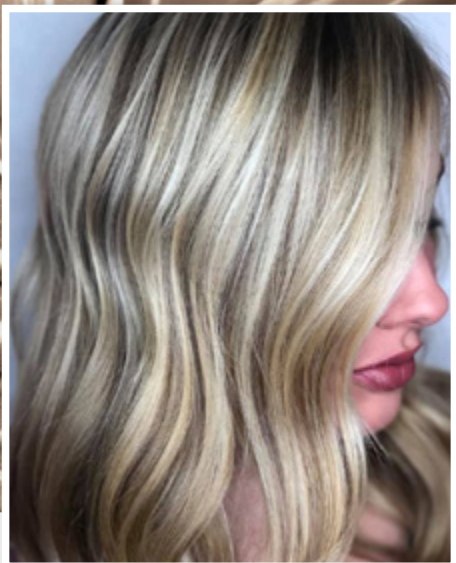
$\frac{3}{4}$ Majirel GLOW L.28/VM
+ $\frac{1}{4}$ Majirel GLOW Clear
+ 12.5-vol. Majicrème Developer



"I love Majirel for its versatility,
conditioning, and shine!"

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



MILKSHAKE GLOW

DJ MCGINLEY | @DJLP_PRO

LOWLIGHT

Majirel GLOW L.28/VM

+ 20-vol. Majicrème Developer



“Majirel has been a staple in my salon for three generations. The color fits every need, whether it's grey coverage, lightening, darkening or changing tone. Majirel leaves the hair conditioned, shiny and smooth with beautiful reflective color.”

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



SUMMER ROSÉ

MICHELLE LINDSAY | @COLORGEEKCHIC

REGROWTH

½ Majirel GLOW L.02/NV
+ ½ Majirel GLOW Clear
+ 12.5-vol. Majicrème Developer

PULL-THROUGH

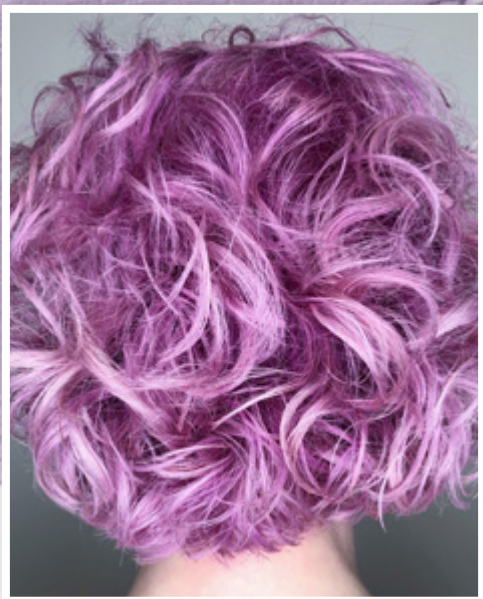
½ Majirel GLOW L.02/NV + ½ Majirel GLOW Clear
+ 20-vol. Majicrème Developer



"I love the luxurious finishes of Majirel Glow."

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



LAVENDER LOVE

MEG BASSETT | @MEGBASSETTDESIGNS

GLOBAL PRE-LIGHTEN

Blond Studio Multi-Techniques 8 Bonder Inside
+ 30-vol. Majicrème Developer

REGROWTH + PULL-THROUGH

Majirel GLOW D.20/VV

+ 12.5-vol. Majicrème Developer



"I love all of the Majirel shades because they offer amazing coverage, light reflection, and leave the hair in incredible condition. My clients and I love the scent and the 35 minute processing time is perfect for creating a new look in a small amount of time."

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



VIOLET MOCHA

MICHELLE LINDSAY | @COLORGEEKCHIC

GLOBAL APPLICATION

Majirel GLOW L.28/VM

+ 12.5-vol. Majicrème Developer



"Adding Majirel Glow is an easy, quick, 1-step update that looks like high-end color."

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



DEEP ROSE

JODY LONGO | @JODYLAMPI

PULL-THROUGH

Majirel GLOW L.02/NV

+ 12.5-vol. Majicrème Developer



"Majirel and I have had a long love affair together since 1987. I have been fortunate to experience so many great launches and advancements within this beautiful brand from Cool Cover to High Lift to GLOW. Majirel has always kept me inspired and on trend."

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



BRUNETTE GLOW

ABBIE ADDOTTA | @ABBIEADDOTTA

REGROWTH

$\frac{3}{4}$ Majirel GLOW D.13/BG
+ $\frac{1}{4}$ Majirel GLOW D.11/BB
+ 12.5-vol. Majicrème Developer

PULL-THROUGH

Majirel GLOW D.13/BG + 20-vol. Majicrème Developer



“Majirel GLOW is so much fun to play with
and I love how pretty and soft the results are.”

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



ICE CREAM BLONDE

SOPHIA AVERA | @SSOPHIACOLOR

BALAYAGE

Blond Studio Platinum Plus
+ 30-vol. Blond Studio Nutri-Developer

GLOSS

**½ Majirel GLOW L.13/BG
+ ½ Majirel GLOW L.12/BV
+ 20-vol. Majicrème Developer**



“Majirel is my go-to because I can always count on it for consistent, predictable, shiny results and it's also an economical choice for my business. Being able to utilize my retouch formula for low lights and Balayage allows me to provide dimensional color without having to mix any additional product.”

L'ORÉAL
PROFESSIONNEL
PARIS

MAJIREL GLOW



VIOLET GLOW

JENNIFER LUSZCZAK |  HAIRPAINTEDBYJEN

VIRGIN APPLICATION

Majirel GLOW D.20/VV

+ 30-vol. Majicrème Developer



"I love having unlimited creativity with Majirel.
With so many shade options, especially
cool tones I can customize every color service!"
























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PARIS

Majirel

IONÈNE G + INCELL®

RICH PERMANENT CRÈME HAIRCOLOR

L'ORÉAL
PROFESSIONNEL
PARIS















GREEN		BLUE			VIOLET	
.07		.01	.1	CI .1	.02	.22
10		10.01/10NB	10.1/10B	CI 10.1/10B		
						
		9.01/9NB	9.1/9B	CI 9.1/9B	9.02/9NV	9.22/9VV
						
	8.07/8NGr	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						
1						

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IONÈNE G + INCELL[®]

RICH PERMANENT CRÈME HAIRCOLOR

L'ORÉAL
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	.12	.13	CI .13	.21	.23
10				10.21/10VB 	
9	9.12/9BV High Resist 	9.13/9BG 	CI 9.13/9BG 	9.21/9VB 	
8		8.13/8BG 	CI 8.13/8BG 		
7	7.12/7BV High Resist 	7.13/7BG 	CI 7.13/7BG 		7.23/7VG 
6			CI 6.13/6BG 		6.23/6VG 
5					5.23/5VG High Resist 
4					
3					
1					

IONÈNE G + INCELL®

L'ORÉAL
PROFESSIONNEL
PARIS

***Extra Coverage Shades**

IONÈNE G + INCELL®

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PARIS

1

Majirel

IONÈNE G + INCELL[®]

RICH PERMANENT CRÈME HAIRCOLOR

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REDS							
	.5	.56	.6	.60	.62	.64	.65
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		4.56/4RvR					4.65/4RRv
3							
1							

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RICH PERMANENT CRÈME HAIRCOLOR

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Majirel COOL·COVER

GREEN & BLUE

CC 7.17/7BGR



CC 9.11/9BB



CC 7.11/7BB



CC 10.1/10B



CC 8.1/8B



CC 6.1/6B



CC 6.17/6BGR



CC 8.11/8BB



CC 6.11/6BB



CC 9.1/9B



CC 7.1/7B



CC 5.1/5B



NATURAL

CC 10/10N



CC 8/8N



CC 6/6N



CC 4/4N



CC 9/9N



CC 7/7N



CC 5/5N



CC 3/3N



GOLD

CC 7.3/7G



CC 5.3/5G



CC 6.3/6G



Majirel GLOW

CLEAR



L.01/NB



L.11/BB



L.10/BBB



L.12/BV



L.02/NV



L.21/VB



L.22/VV



L.13/BG



L.18/BM



L.28/VM



D.01/NB



D.11/BB



D.12/BV



D.20/VVV



D.21/VB



D.22/VV



D.13/BG



D.17/BGr



COOL MIX

GREEN/.70



VIOLET/2.0



BLUE/1.0



Majirel HIGH·LIFT

ASH+ .11/BB



ASH .1/B



VIOLET .2/V



NEUTRAL .0/N



BEIGE .13/BG



900S/NN



901S/NB



WARM MIX

COPPER/.40



RED/.60



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RICH PERMANENT CRÈME HAIRCOLOR

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MAJIREL

True-to-tone,
long-lasting
color



MAJIROUGE

Intense, vibrant,
long-lasting
reds & coppers

MIXING GUIDELINES

1.5 : 1 mixing ratio:

2.6 oz. Majicrème Developer + 1 tube

LEVELS OF LIFT	20-VOL Up to 2 levels	30-VOL Up to 3 levels
USAGE	Coverage of white	Maximum lift

DEVELOPER
2.6 oz.



+



TUBE
1.7 oz.

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.

COVERAGE OF WHITE

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

Majirel

IONÈNE G + INCELL[®]

RICH PERMANENT CRÈME HAIRCOLOR

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MAJIREL COOL COVER

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



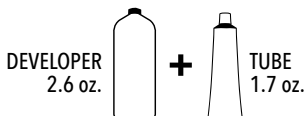
MAJIREL GLOW

Iridescent tone shades with a natural, sheer effect

MIXING GUIDELINES

1.5 : 1 mixing ratio:
2.6 oz. Majicrème Developer + 1 tube

LEVEL OF LIFT	20-VOL Up to 2 levels	30-VOL Up to 3 levels
USAGE	Coverage of white	Maximum lift



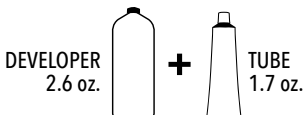
MIXING GUIDELINES

1.5 : 1 mixing ratio:
2.6 oz. Majicrème Developer + 1 tube

LEVELS OF LIFT	20-VOL Up to 2 levels	30-VOL Up to 3 levels
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PRO TIP:

Use the undercoat of the hair to inform which GLOW shade you choose.



COVERAGE OF WHITE

LEVEL 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

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

WHITE 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.

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RICH PERMANENT CRÈME HAIRCOLOR

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MAJIREL HIGH-LIFT

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

MIXING GUIDELINES

2 : 1 mixing ratio:

3.4 oz. Majicrème Developer + 1 tube

LEVELS OF LIFT	30-VOL Up to 4 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

DEVELOPER
3.4 oz.



TUBE
1.7 oz.

DEVELOPMENT TIME: 50 MINUTES

WHITE BLENDING

Majirel High-lift is not designed for
white coverage

% OF WHITE	MIXING INSTRUCTIONS
UP TO 30% WHITE	Apply target shade + 30-vol. Majicrème Developer

APPLICATION AND RINSING GUIDELINES

FOR ALL MAJIREL TECHNOLOGIES

APPLICATION

VIRGIN APPLICATION

- Apply mixture to the mid-lengths
and ends ½ inch from the scalp
- Develop for 15 minutes
- Apply mixture to the re-growth
and
re-apply to mid-lengths/ends
- Process for full development time

RE-GROWTH APPLICATION

- Apply to dry, unwashed re-growth
- Process for full development time

RINSING

When development time is
complete, add a little warm water
to the hair and gently emulsify.
Thoroughly rinse color from the
hair and shampoo twice with
L'Oréal Professionnel Post-Color
Shampoo.