



### CHARACTERISTICS

- Rich, deep and long-lasting colours
- Predictable and precise results with reliable numbering system
- Up to 3 levels of lift
- Up to 100% grey hair coverage
- Smooth creamy texture, easy to apply and comfortable for your client

### PREPARATION



Mix the colour into a rich, creamy texture using a shaker (non-metallic).

### APPLICATION

RATIO: 1:1.5 **35**

#### GREY HAIR COVERAGE

- LESS THAN 50% GREY HAIR**  
Simply use your target shade.
- MORE THAN 50%**  
In a 1:1 ratio\*, mix your target shade with its corresponding base level.

#### COOL REFLECTS

1/2 target shade + 1/2 same level basic shade.

#### WARM REFLECTS

1/2 target shade + 1/2 same level golden basic shade.

### EMULSION AND RINSING

- Start by gently emulsifying the colour.
- Add water and keep on emulsifying.
- Rinse until water runs clear.
- Shampoo twice with Serie Expert Metal Detox Shampoo.



### COLOUR MAINTENANCE

#### VIRGIN HAIR

Apply colour 1/2 inch off scalp to lengths and ends. Process 20 mins. Reapply new mixture to scalp and over lengths and ends. Process 35 mins.

#### LONG REGROWTH

Begin application on intermediate zone, then apply to regrowths. Take through and leave on for 35mn.

### FRENCH GLOSSING

The ideal salon service for gradient colour with an exclusive glossing treatment.



### FRENCH GLOSSING

#### CHOOSE THE DIA LIGHT SHADE

- Always 2 or 3 levels lighter.
- Mix with the new Clear for more transparent deposit.

**Development time 10 to 20min.**  
Organize your Dia light application to rinse both formulas (regrowths and lengths) at the same time.

#### CHOOSE THE RIGHT DIACTIVATEUR

**6 vol.:** Subtle reflect perfect to achieve tone on tone colour.

**9 vol.:** Perfect balance to reveal reflection and depth, darkens up to 2 levels.

### PRO TIPS

To create an even colour from regrowths to tips (back to « natural ») use a pure Dia light shade (without any clear) to get a stronger colour deposit. To darken the lengths and ends. Select the target shade and mix with 9 vol. « Diactivateur » and develop for 20min.



Flash the QR code to go on the French Glossing e-learning on ACCESS.



### MAJIREL SHADES CHART



### MAJIREL GLOW



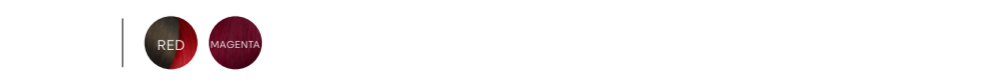
### HIGH LIFT + MAJIBLOND



### MAJIREL MIX



### MAJICONTRAST



## Majirel COOL COVER

Majirel's cooler sibling for shimmering cold reflects AND optimal neutralization, even on dark bases.

### CHARACTERISTICS

- Extreme and long-lasting neutralization.
- Perfect, deep and long-lasting coverage, high resistance to extreme conditions.
- Predictable & precise results with reliable numbering.
- 100% grey hair coverage. No need to mix with a fundamental.

## Majirel COOL INFORCED

To meet your customer's cool desires, we added 11 cool inforced shades to the Majirel family.

### CHARACTERISTICS

- 60 % of cool reflects.
- Up to 6 weeks of neutralization.

### APPLICATION & DEVELOPMENT

#### GREY HAIR COVERAGE

Mix your Inforced Majirel Cool shade with the corresponding base level.

## Majirel GLOW

Majirel's translucent sibling for neutralized finish and extreme luminosity.

### CHARACTERISTICS

- Boosted with cool reflects for an optimal neutralized result.
- 50%+ light reflection for extreme luminosity.
- 4x more transparency thanks to a new pigment balance.
- Flexible technique: one shade for different levels of depth.
- Up to 3 levels of lift.
- 18 intermixable shades + 1 clear for multiple possibility

### APPLICATION & DEVELOPMENT

On natural and coloured bases 5 & 6, it is possible to mix light shades and dark shades to create medium shades. i.e: L11 + D11 = M11

#### CLEAR USAGE

The translucency of majirel glow can be enhanced by using the clear shade. On natural or compatible coloured bases, if the chosen shade comes out too neutralized or has reflects that are too intense, anticipate by integrating from 1/4 to 1/2 of CLEAR in the mix in order to reduce its intensity. On prelightened bases, to create delicate pastels & maintain a glow effect, 4 times more CLEAR than colouring mix can be added in the mix.

#### GREY HAIR COVERAGE

- 0 TO 30%:**  
No perfect coverage but an aesthetic result. Ultra glow result guaranteed.
- 30 TO 50%:**  
Add 1/4 of fundamental Majirel core range shade on the roots to better cover white hair.
- MORE THAN 50%:**  
NO GLOW RESULT POSSIBLE

However, for regrowth maintenance, it is possible to use Majirel or Majirel COOL COVER on the roots in order to obtain a perfect coverage or even a slightly deeper "shadow roots" effect and then, use Majirel GLOW on the lengths and ends.