



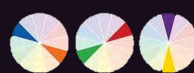
Back to Cool

Our neutralization service that balances unwanted warm tones through a deep understanding of colour theory, base colors, undercoats and reflects.



« Touch »
where you want
to go

CULTURE



HAIR ART



TECHNIQUE



SCIENCE

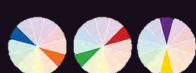


BUSINESS

L'ORÉAL
PROFESSIONNEL
PARIS



CULTURE



 Environmental exposure

 Brassy

 Colour wheel



 Neutralization

 Neutral colour

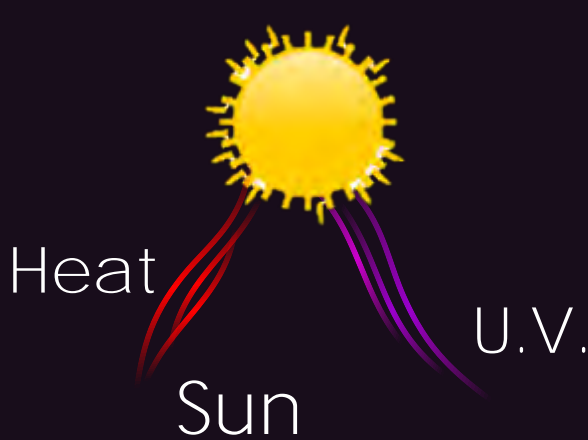
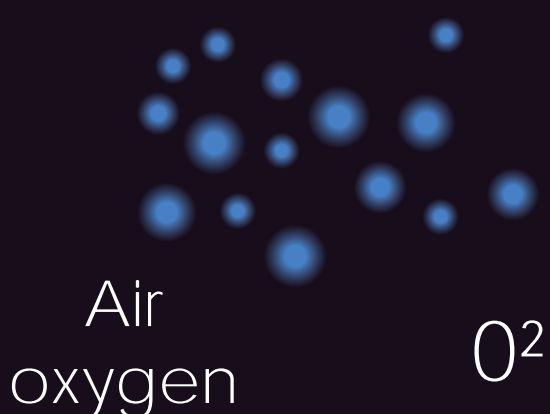


CULTURE

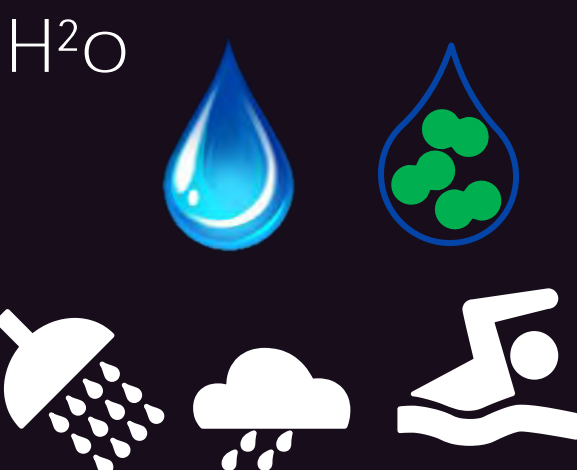


● ENVIRONMENTAL EXPOSURE

English term pointing the apparition of warmth on hair after several shampoos have washed out the cool compound of the hair colour.



Mechanical



The first enemy of haircolour is water, way before sun exposure, heat, U.V. & air oxygen.

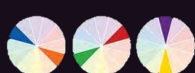
#BackToCool

● BRASSY

Brassy is a term used to describe the apparition of warmth in the hair after cool compounds are removed (via natural or chemical processes).



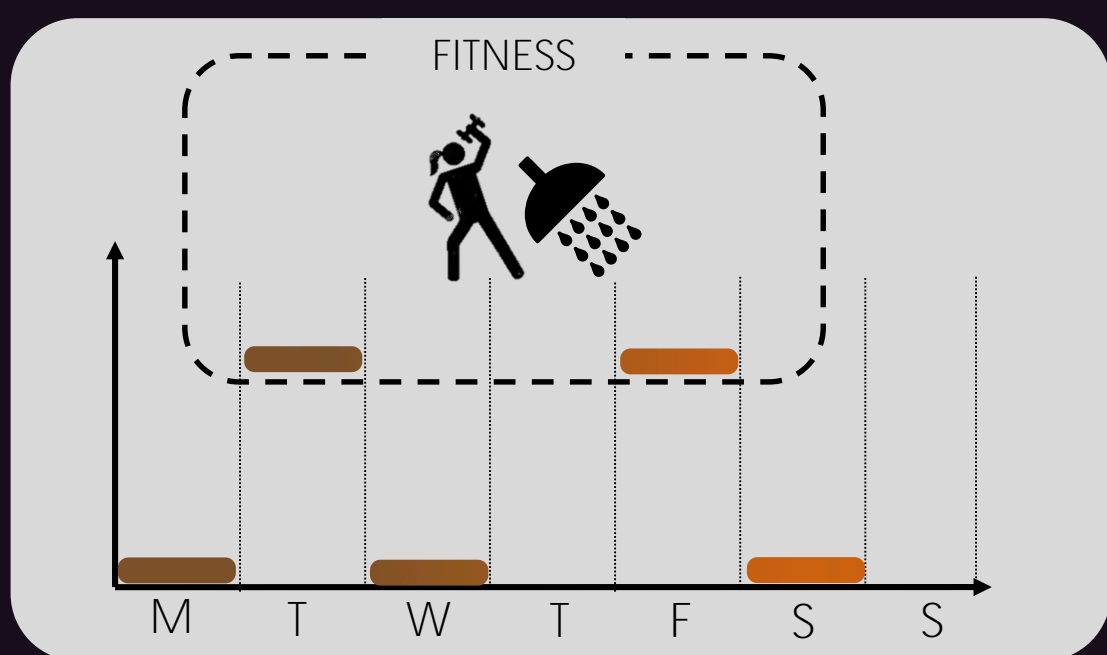
CULTURE



ANTI BRASSINESS

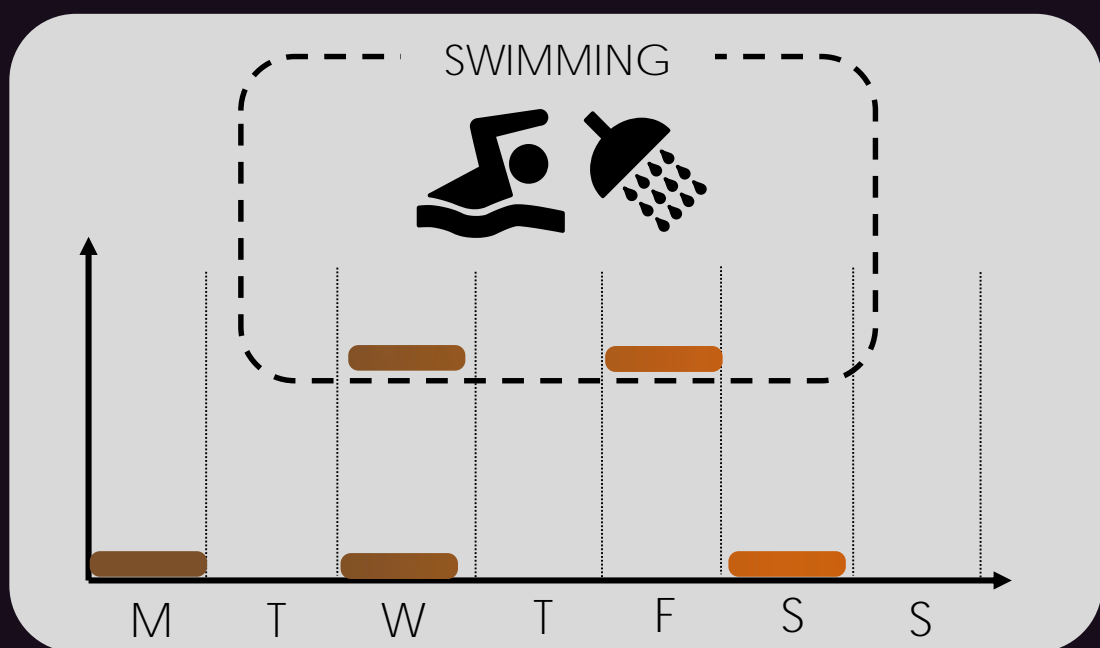
Exposure to water can influence colour tenacity

Hair shampooed 5 times instead of 3.
Exposures to sebum & sweat



2 TIMES MORE EXPOSED TO SEBUM, SWEAT & SHAMPOO

Hair shampooed 5 times instead of 3.
Repeated exposure to chlorinated water

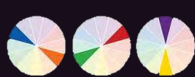


EXCESSIVELY WASHED OUT COLOURS





CULTURE

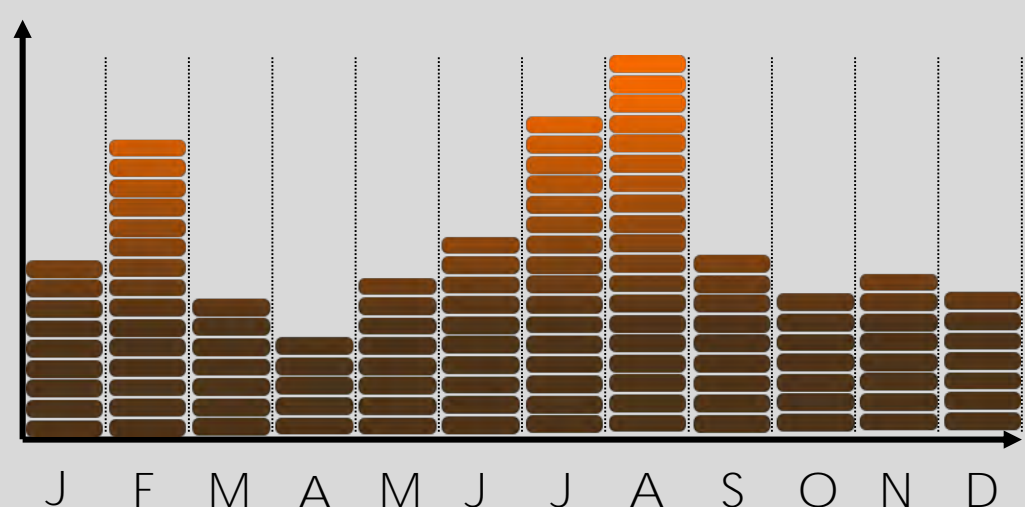


ANTI BRASSINESS

All year long, different factors can influence hair colour tenacity

Going to the beach

SEASONALITY

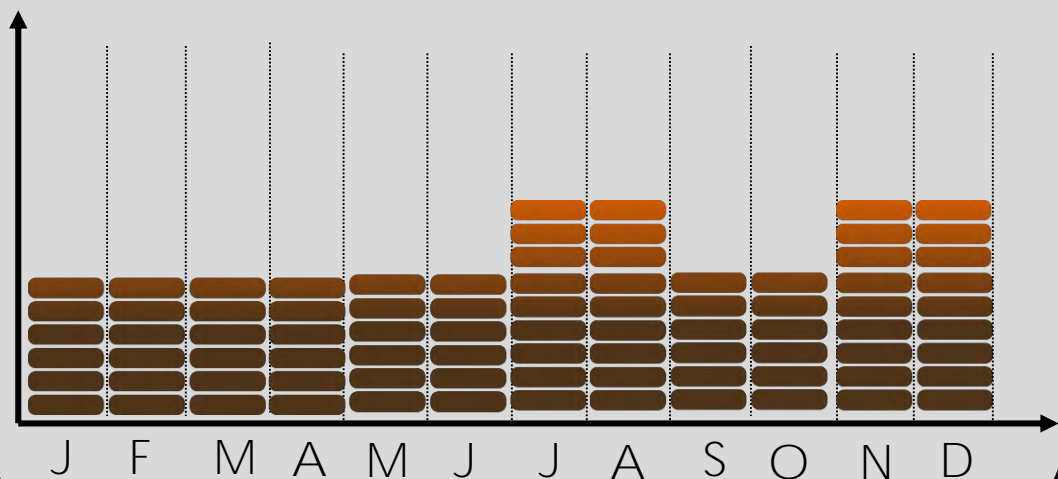


EXCESSIVELY WASHED OUT COLOURS



Choosing unadapted shampoos can reduce the tenacity of the hair colour as well

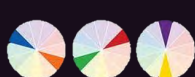
UNADAPTED SHAMPOO / TREATMENT



WASHED OUT COLOURS

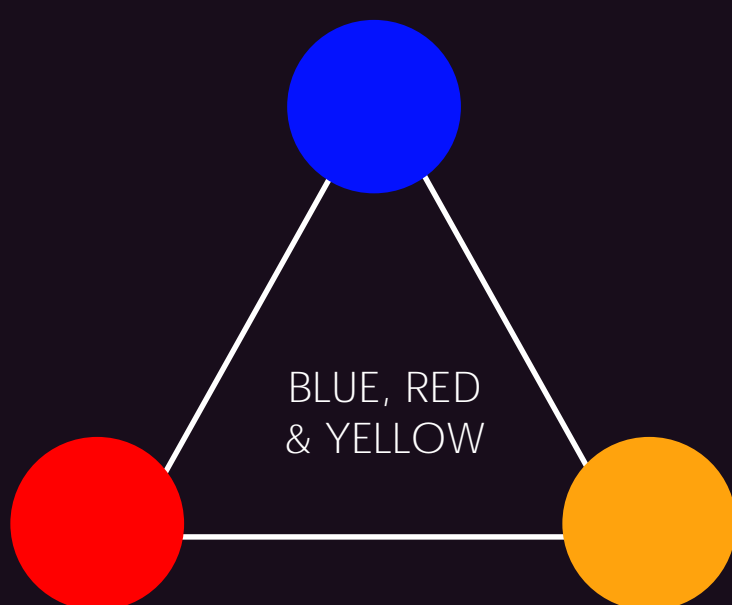


CULTURE

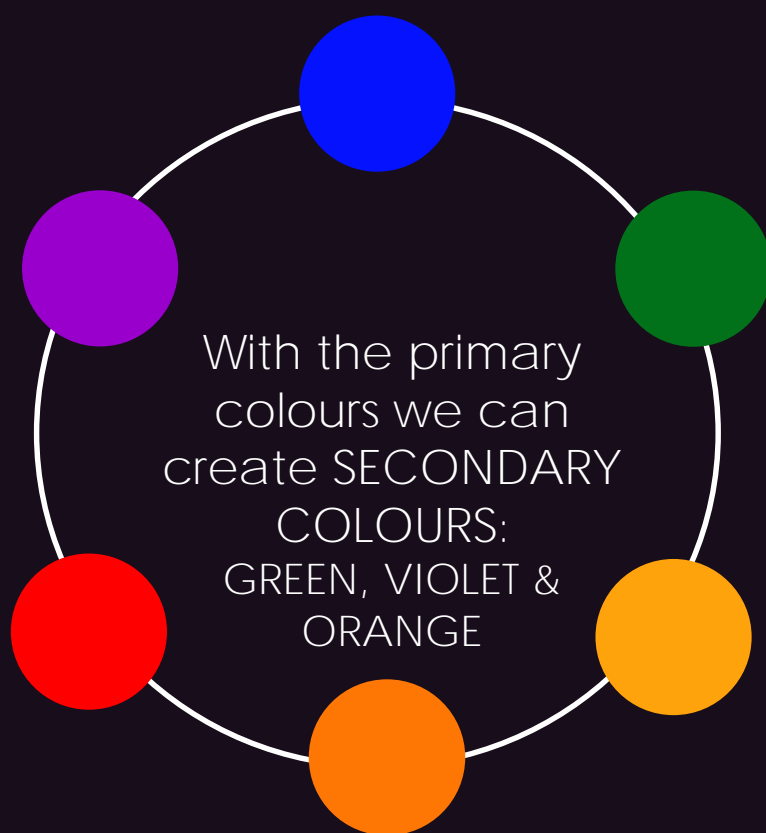


● COLOUR WHEEL

It all starts with primary colours...
Pure colours that can't be obtain from
the mix of other colours



Whether applied to hair colour,
photographic work, painting or any other
fields related to colour... all universally need
to follow the same colour science rules.



WARM UNDERTONES

Gold/yellow (.3),
copper/orange (.4) & red (.6)
are warm tones.

COOL TONES

Ash/blue (.1), iridescent/violet
(.2), & matte/green (.7) are
cool tones.

3

4

6

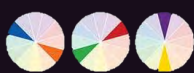
1

2

7

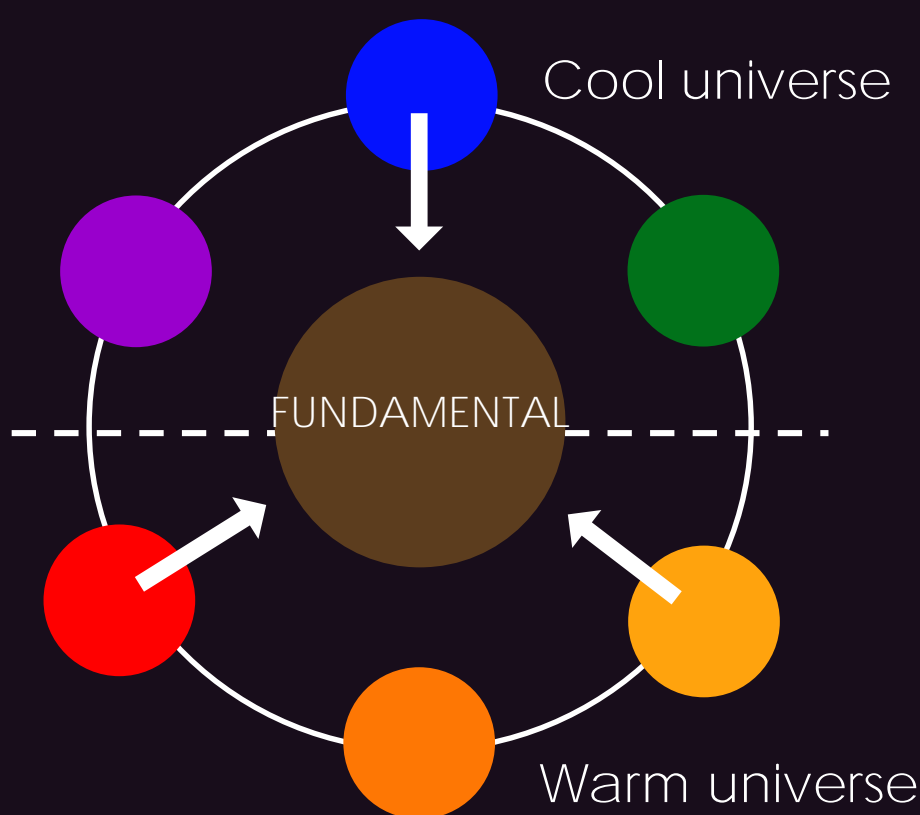


CULTURE



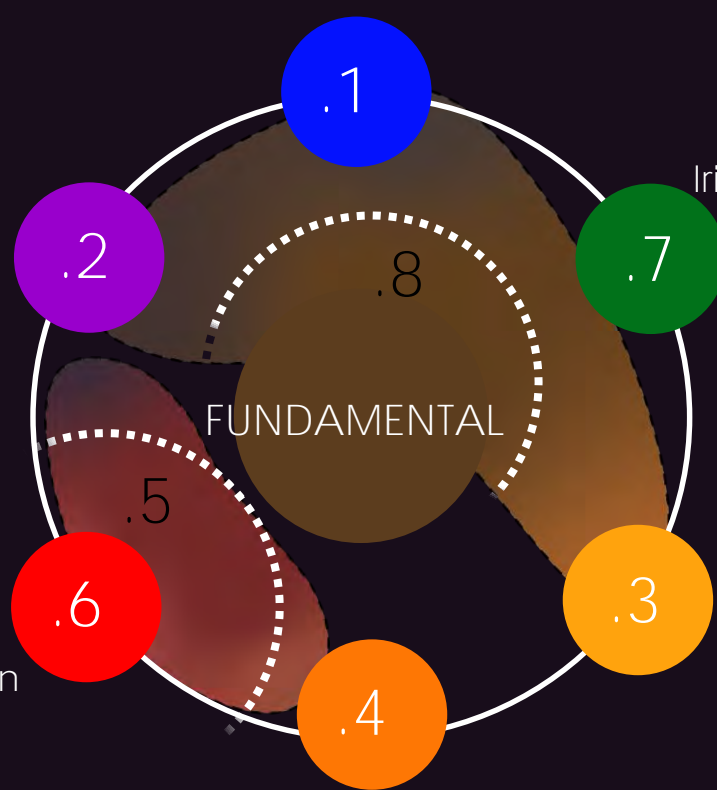
COLOUR WHEEL

Brown is a neutral colour



Brown is neutral because it is composed of **BLUE** (COOL COLOUR) & **RED + YELLOW** (WARM COLOURS)

This explains why, out of the 3 primary colours, our chimists created fundamentals to mimic a natural base.



MOCHA is influenced by 3 reflects: Iridescent, ash & gold

MAHOGANY is influenced by 2 reflects :

- iridescent when darker
- copper when lighter

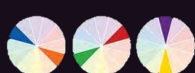
COLOURIMETRY

HAIRCOLOUR

blue	.1	ash
violet	.2	iridescent
yellow	.3	gold
orange	.4	copper
mahogany	.5	mahogany
red	.6	red
green	.7	matte
brown	.8	mocha



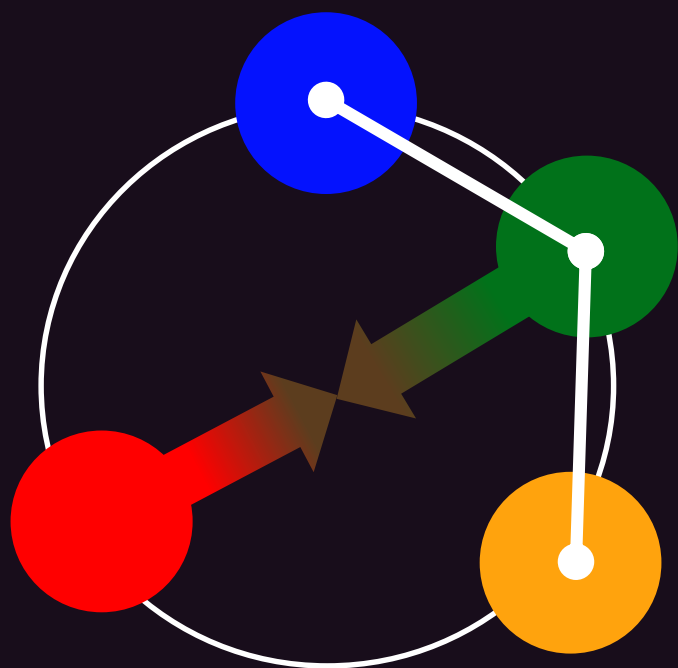
CULTURE



NEUTRALIZATION

Neutralizing means creating a neutral colour : brown. Neutrality is achieved when equals part of warmth & of cool are coming together.

HOW TO FIND THE OPPOSITE YOU NEED TO NEUTRALIZE RED?

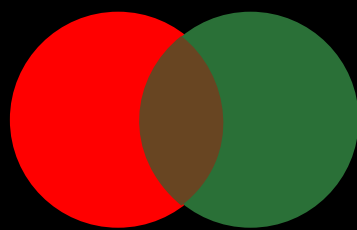


What are the 2 missing primary colours to create brown ?

Blue & Yellow : So **GREEN** is the opposite

AUREVOIR UNWANTED RED TONES

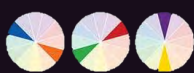
Neutralize red tones with cool shades for a natural colour result.



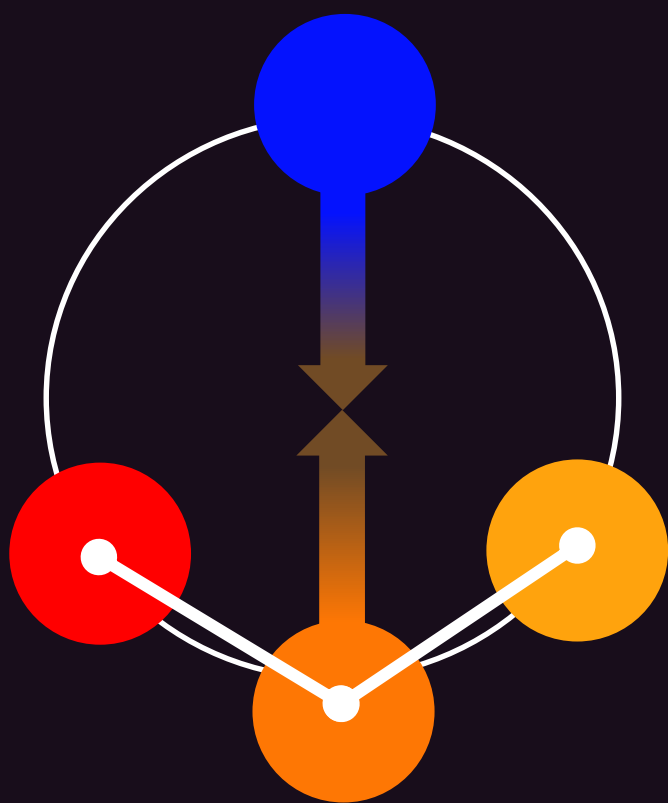
NATURAL HAIR LEVELS FROM 4 - 2 HAVE RED UNDERTONES	Brown	04	Matte	TO NEUTRALIZE RED, USE A COLOUR WITH MATTE (.7) TONES
	Dark Brown	03	Dark Matte	
	Darkest Brown	02	Darkest Matte	



CULTURE



HOW TO FIND THE OPPOSITE YOU NEED TO NEUTRALIZE ORANGE?

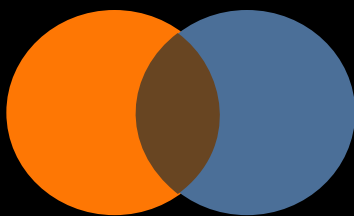


Which primary colours create orange?
Red & Yellow

What is the missing primary color to create brown?
BLUE

AUREVOIR UNWANTED ORANGE TONES

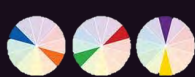
Neutralize orange tones with cool shades for a natural colour result.



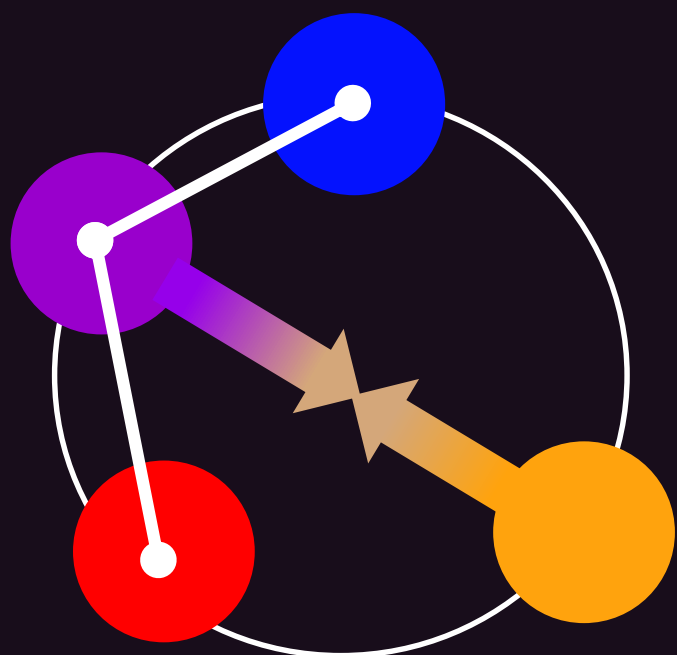
NATURAL HAIR TONES FROM 5 -7 HAVE ORANGE UNDERTONES	Blonde	07	Iridescent Ash	TO NEUTRALIZE ORANGE, USE A COLOUR WITH ASH (.1) TONES
	Dark Blonde	06	Ash	
	Light Brown	05	Matte Ash	



CULTURE



HOW TO FIND THE OPPOSITE YOU NEED TO NEUTRALIZE YELLOW?

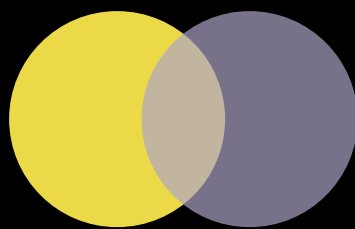


What are the 2 missing primary colours to create brown ?

Blue & Red :
So **VIOLET** is the opposite

AUREVOIR UNWANTED YELLOW TONES

Neutralize yellow tones with cool shades for a natural colour result.



NATURAL HAIR TONES FROM 10 - 8 HAVE YELLOW UNDERTONES.

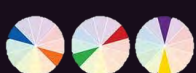
- Lighest Blonde 10
- Very Light Blonde 9
- Light Blonde 8

- Most pale Iridescent
- Pale Iridescent
- Iridescent

TO NEUTRALIZE YELLOW, USE A COLOUR WITH IRIDESCENT (.2) TONES.



CULTURE



... AND WHEN IT COMES TO WORKING ON A NATURAL BASE.

NATURAL BASE	UNDERCOATS	NEUTRALIZING COLOURS	NEUTRALIZING SHADES
10	Very pale yellow	Very pale iridescent	10.02
9	Pale yellow	Pale iridescent	9.02
8	Yellow	Iridescent	8.2
7	Yellow orange	Iridescent ash	7.12
6	Orange	Ash	6.1
5	Red orange	Ash matte	5.17 **
4	Red	Matte	4.7 **
3	Dark red	Dark matte	
2	Very dark red	Very dark matte	
1	Darkest red	Darkest matte	

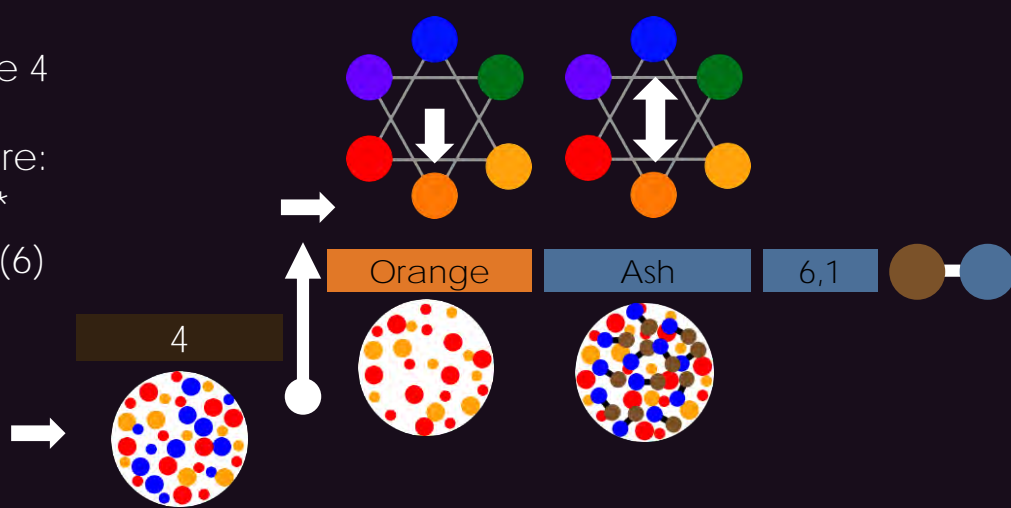
**Use the green mix to personalize neutralisation. Majirel only.

COLOUR REASONING

NATURAL BASE UNDERCOATS NEUTRALIZING COLOURS NEUTRALIZING SHADES

Natural base 4

Client's desire:
A natural* dark blond (6)



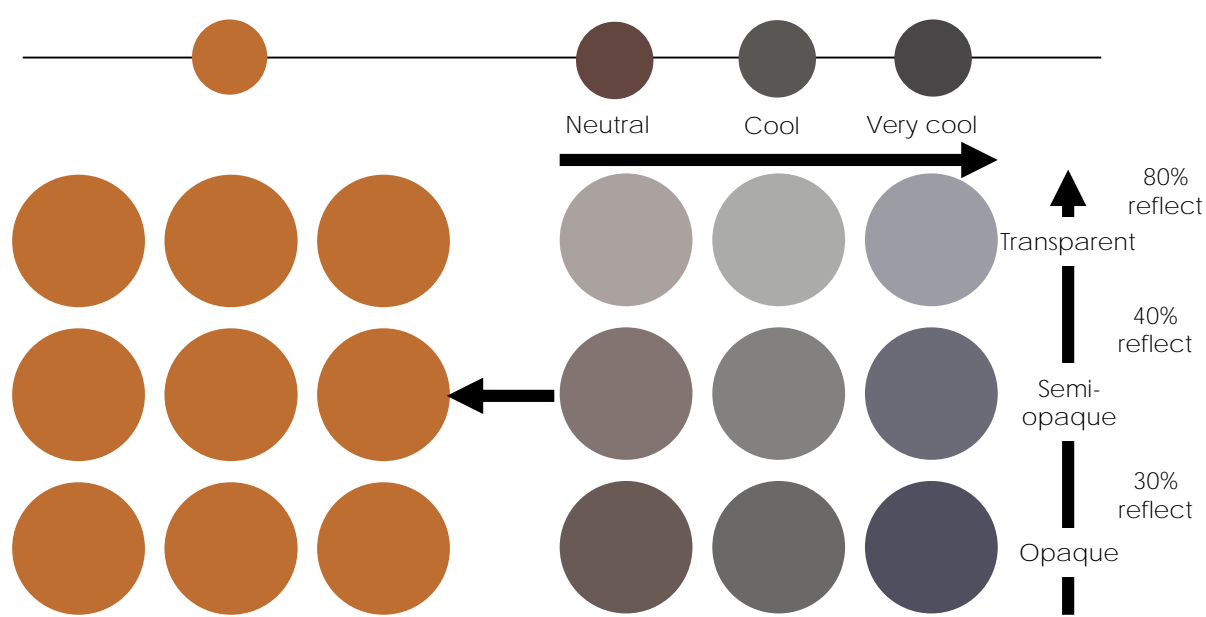
* Neutralized



NEUTRAL COLOUR

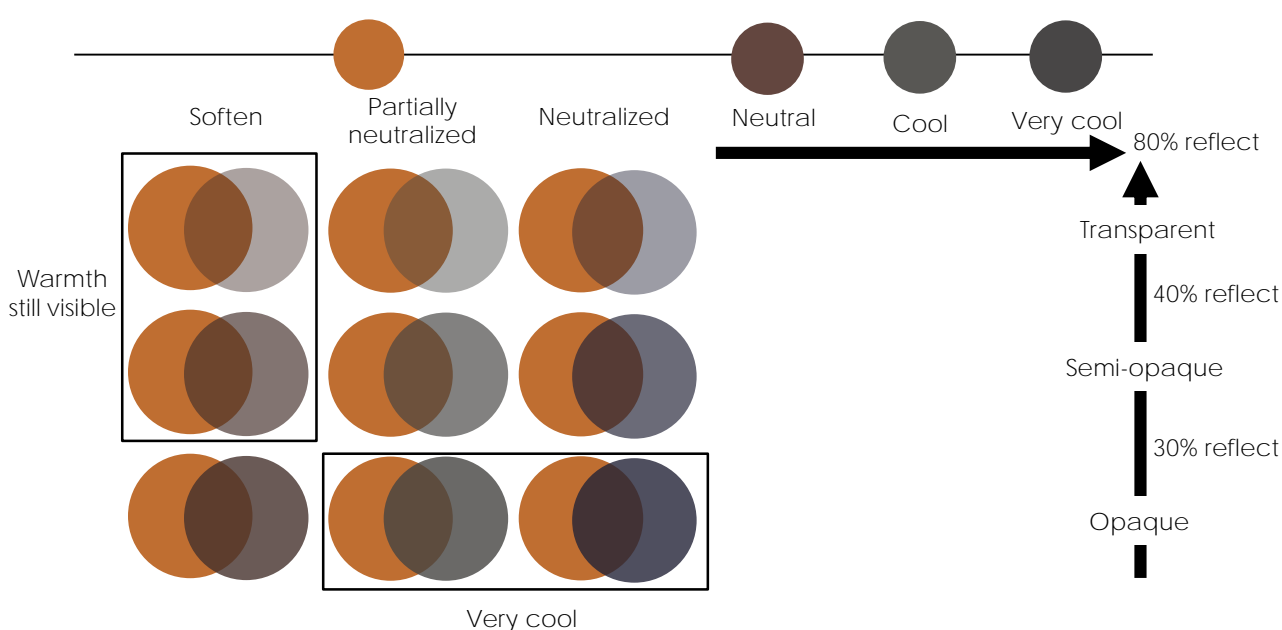
Neutral colour is created when cool pigments are applied to warm hair tones. Applying a cool shade doesn't always lead to a cool result.

Where to put the cursor on transparency & temperature



↓ Neutralize Orange tone

Where to put the cursor on transparency & temperature





Hair Art



BACK TO COOL

Back to Cool is our neutralization service that balances unwanted warm tones through a deep understanding of colour theory, base colours, undercoats and reflects.

#BackToCool

Back to Cool services AUREVOIR UNWANTED RED TONES

REGROWTH:
Majirel 50 ml
3N + 75ml 12.5 VOL
developer
(1 + 1.5)

BEFORE & BACK TO COOL.
NATURAL BASE 4 lift up to
Red undertone

LENGTHS & ENDS:
Majirel 50 ml 3
+ 75ml 12.5 vol
developer
(1 + 1.5)

LENGTHS & ENDS:
Majirel Glow 50 ml
D17 + 75ml 30 vol
developer
(1 + 1.5)

Au revoir **red tones**

**Green
neutralizes
red**

#BackToCool

#BackToCool



Hair Art



BACK TO COOL

Back to Cool is our neutralization service that balances unwanted warm tones through a deep understanding of colour theory, base colours, undercoats and reflects.

#BackToCool

BACK TO COOL SERVICES AUREVOIR UNWANTED ORANGE TONES

REGROWTH:
Majirel 20 ml 7.1 + 5ml 7.8 + Majirel 25 ml 6N + 75ml 20 vol developer (1 + 1.5)

BEFORE & BACK TO COOL. NATURAL BASE 5 lift up to Yellow orange undertone

LENGTHS & ENDS:
Majirel 20 ml 7.1 + 5ml 7.8 + Majirel 25 ml 6N + 75ml 20 vol developer (1 + 1.5)

LENGTHS & ENDS:
Majirel 20 ml 7.1+ 5ml 7.8 + Majirel 25 ml Glow clear + 75ml 12.5 vol developer (1 + 1.5)

Au revoir orange tones

Blue neutralizes orange

#BackToCool

#BackToCool



Hair Art



BACK TO COOL

Back to Cool is our neutralization service that balances unwanted warm tones through a deep understanding of colour theory, base colours, undercoats and reflects.

#BackToCool

BACK TO COOL SERVICES AUREVOIR UNWANTED YELLOW TONES

BEFORE & BACK TO COOL.
NATURAL BASE 6 lift up to
Yellow & very pale yellow
undertone



REGROWTH:

Majirel 50 ml 7.1
Cool Inforced
+ 75ml 20 vol
developer (1 + 1.5)

LENGTHS & ENDS:

Majirel 50 ml 10.1
Cool Inforced + 75ml
30 vol developer
(1 + 1.5)

Au revoir yellow tones

Violet
neutralizes
yellow

#BackToCool



#BackToCool





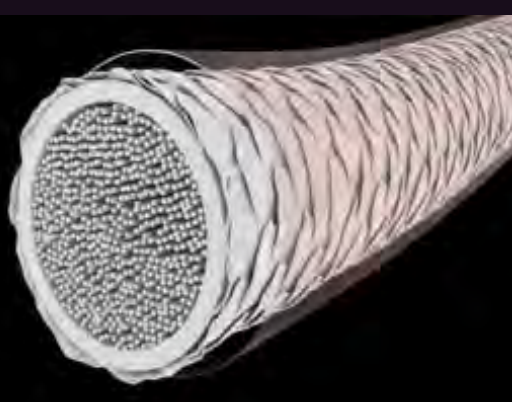
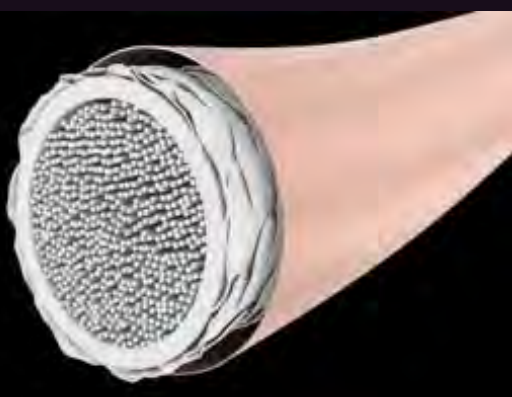
TECHNIQUE

INSPIRE & EDUCATE



WHERE TO PUT THE CURSOR ON TRANSPARENCY

0% clear	Very rich Saturated Very cool
100% clear	Opaque Rich Saturated
	Translucent Fresh Light



Introducing a new palette of long lasting cool shades. With 3 custom finishes from transparent to opaque

#BackToCool

THE WIDEST PALETTE OF COOL POSSIBILITIES

Majirel
Glow

Majirel
Cool
Inforced

Majirel
Cool cover

COLOUR



PRODUCT

PRODUCT

PRODUCT

No level,
tone-focused
luminous
Sheer colour

True-to-tone
long-lasting
colour boosted
with cool
reflects

Cool, opaque
coverage to
fight brass,
fade, and
resistant grey
hair.

Dialight

FAST
TONING

PRODUCT



Ultra care &
shine to gloss
any
colour and tone
any balayage.

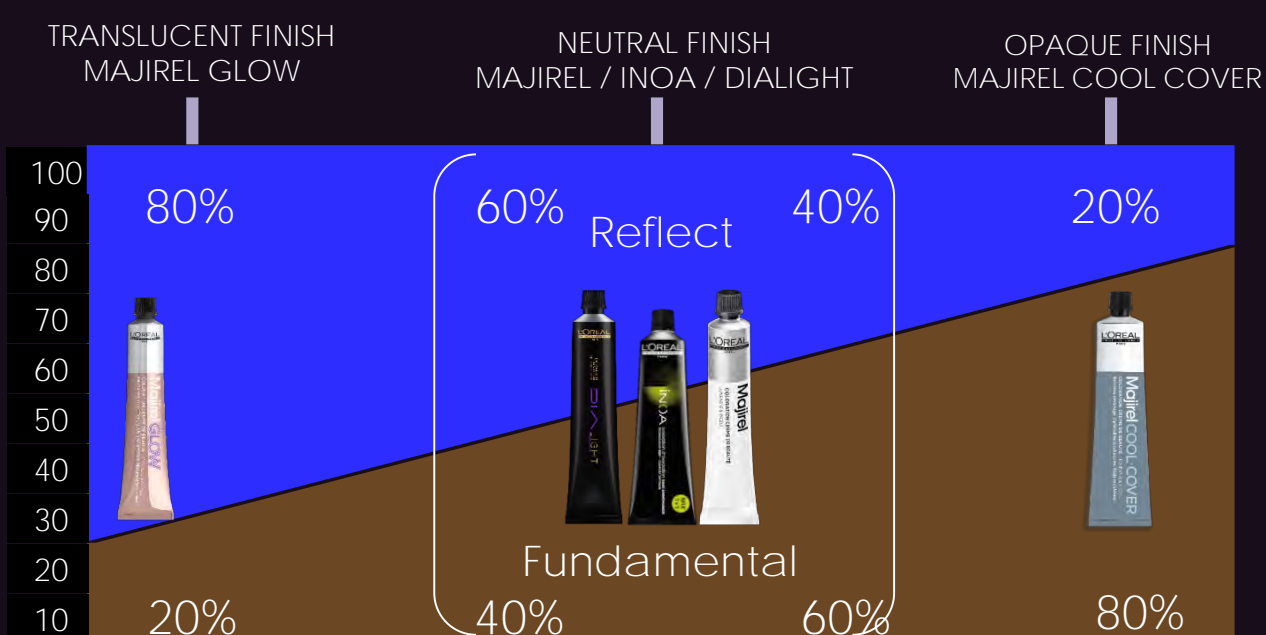


TECHNIQUE

INSPIRE & EDUCATE



WITH THE RIGHT LEVEL OF TRANSPARENCY OR OPACITY



#BackToCool

BECOME A REAL COOL MASTER WHAT CAN HAPPEN & HOW TO REACT TECHNICALLY

<p>THE FACTS Just like skin tan lasts better when skin is properly moisturized, colour lasts better when hairs nourished & less porous.</p>	<p>THE FACTS Heavy users are prone to see warmth even when not there.</p>
<p>THE PROBLEM</p> <p>Hair porosity is high</p>	<p>THE PROBLEM</p> <p>Unwanted reflects can appear</p>
<p>THE SOLUTION Optimize the developer level when possible</p>	<p>THE SOLUTION Colour in technique is also useful to avoid unwanted tones</p>
<p>YOUR ALLY</p> <p>Majicrème 12.5VOL developer</p>	<p>YOUR ALLY</p> <p>Inoa & Majirel star shades 7.43 – 6.45 – 5.4</p>



TECHNIQUE

INSPIRE & EDUCATE



BECOME A REAL COOL MASTER WHAT CAN HAPPEN & HOW TO REACT TECHNICALLY

THE FACTS

With the right approach, colourist can control results.

THE FACTS

When too loaded, cool tones can sometimes turn dull.

THE PROBLEM

Tenacity can be challenging



THE PROBLEM

Cool is taking the lead



THE SOLUTION

Colour in technique is a good solution to increase tenacity when the undercoat is too light.

THE SOLUTION

A quick colour reset service can unload colour, offering a new fresh start.

YOUR ALLY

Inoa & Majirel star shades
7.43 – 6.45 – 5.4

Protect the hair fiber from sun exposure with
SERIE EXPERT Solar
Sublime range

YOUR ALLY

Soft
cleansing
in 5 minutes





TECHNIQUE

INSPIRE & EDUCATE



ADAPT THE TRANSPARENCY WITH MAJIREL



5.1
Majirel
COOL COVER



Majirel
6.1

or

5.1
Majirel
COOLINFORCED



Majirel
GLOW
L11

ON THE REGROWTHS, INCREASE THE OPACITY & COOL IT DOWN

REINFORCE
THE REGROWTH OPACITY
WITH MAJIREL
COOL COVER

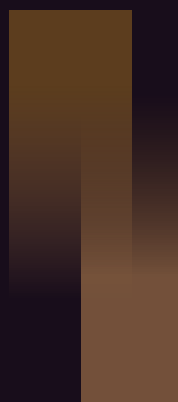


6.23

+

6.1

Majirel
COOL COVER



Majirel
8.23



SCIENCE



Majirel Cool Cover

PRODUCT

Cool, opaque coverage to fight brass, fade and resistant grey hair.



PACK FOR BACK TO COOL! PRODUCTS TO PACK:

- Majirel COOL COVER is distinctively cool & deeper than regular Majirel shades for extreme cool coverage & opacity.
- Majirel COOL COVER is designed with 60% of base & 40% of reflects.
- 80% of the reflects are cool reflects.

20 Majirel Cool Cover shades available

Majirel Cool Inforced

PRODUCT

True-to-tone long-lasting colour boosted with cool reflects



PACK FOR BACK TO COOL! PRODUCTS TO PACK:

The ashes & beiges you already know from our Majirel core range only have a hint of blue reflects.

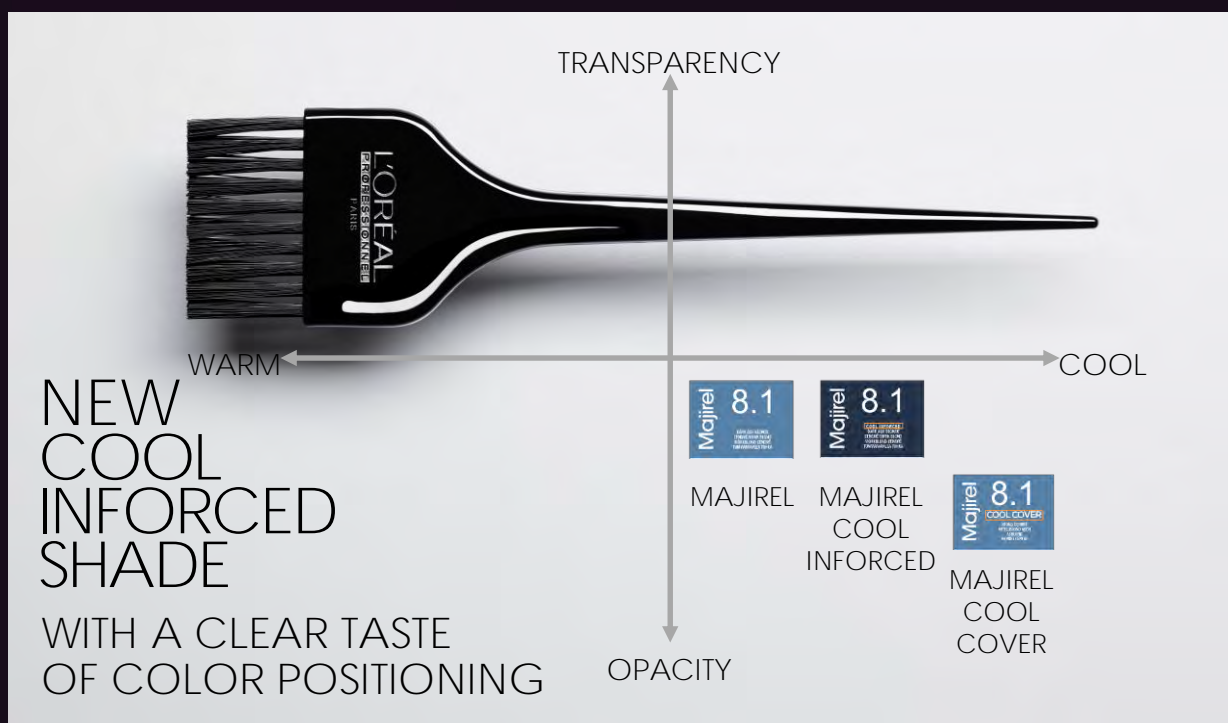
In comparison, the Majirel Cool Inforced shades are boosted with cool reflects which make them cooler & more neutralizing providing a more modern & much more natural-looking result.

11 new shades

4.1 / 5.1 / 6.1 / 7.1 / 8.1 / 9.1 / 10.1 / 6.13 / 7.13 / 8.13 / 9.13

- Up to 6 weeks of neutralization
- Boosted in 60% of cool reflects
- +37% cooler on day 1 vs competition
- +18% cooler after 21 shampoos vs competition

They still have the same level of depth than shades from the Majirel core range.



Majirel Glow

PRODUCT

No level, tone-focused luminous Sheer colour



PACK FOR BACK TO COOL! PRODUCTS TO PACK:

Inspired by the glow - natural and radiant - trend in the makeup and skincare worlds, this innovative and permanent hair colour is what you need to elevate your hair aesthetic for cool natural results. Based on the glow technology, it provides high neutralization and extreme luminosity.

With a palette of 19 Glow shades, from ash, to iridescent, beige and mocha.

- Boosted in cool reflects For ultimate neutralized colour result
- +50% light reflection For extreme luminosity
- 4X more transparency Thanks to a specific pigment balance

*BY L'ORÉAL PROFESSIONNEL

**INSTRUMENTAL TEST

***INSTRUMENTAL TEST VS MAJIREL CORE RANGE



Business

PROPOSITION PATH

DIAGNOSTIC

Ask the right questions
Think about
the 2 main possible
technical opportunities

Identify

Will you charge a
1 step or 2 step
service?

PROPOSITION

Make your clients
dream.
Explain how totally
personalized
the result will be

Explain

Opaque?
Neutral?
Transparent?
Partially neutralized ?
Totally neutralized ?

PRICING

Valorize the service
Visibility on service
prices

Announce

It is not a simple
neutralization service
...but an exclusive
and personalized
BACK TO COOL
service

THE SERVICE

Make it a must
An ultra-professional
gesture: key
differentiating factor.

Proceed

After the service,
take a moment to
both admire the
final result: a subtle
colour gradient.

SERIE EXPERT



VITAMINO COLOR RESVERATROL

THE 1ST COLOURED HAIR
PROFESSIONAL MAINTENANCE
SERVICE.
THAT LOCKS IN COLOUR PIGMENTS
SHINE IS LOCKED-OUT,
COLOUR REMAINS VIBRANT
BETWEEN TWO VISITS IN SALON

8 WEEKS OF PROTECTION
AGAINST COLOUR FADING*
6x MORE SHINE RIGHT AFTER
APPLICATION**



Back to Cool

#BackToCool

THANK YOU

You want to know more about Back to Cool?

Please contact your professional educator.

You want to explore more digital learning resources for stylists?

Join our online learning platform.



ACCESS

L'ORÉAL

WWW.LOREALACCESS.COM

LPEDUCATION.CA

L'ORÉAL
PROFESSIONNEL
PARIS