Majirel
COOL COVER

- Permanent, predictable colour
- Ultra-Deep coverage
- Resistant to fade
- Resistant to turning brassy with frequent shampooing

TECHNOLOGY

IONENE G™ + INCELL reinforcing technology allows perfect colour with precision.

MIXING

Wear suitable single use gloves.

MIX 1:1½   +

1 tube (50gm)   75mls Crème Oxydant (20 volume)

Mix until a smooth creamy texture is achieved.

WHICH OXYDANT TO USE?

L'Oréal Professionnel Crème Oxydant

20 VOLUME (6%)
- Lighten up to 2 Levels.
- Optimum grey coverage.

30 VOLUME (9%)
- Lighten up to 3 Levels

WHITE HAIR COVERAGE

For less than 50% white hair:
Apply the desired colour without mixing with a natural basic shade.
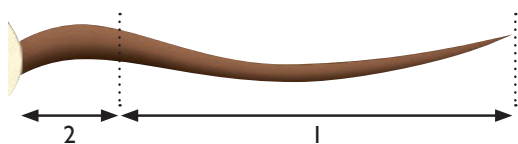
For more than 50% of white hair:
- For a natural coverage:
    Apply the desired colour without mixing a natural basic shade.
- For an opaque coverage:
    Mix the desired colour in a 50:50 ration with a corresponding natural basic shade.

Exception:
First time colour / Large regrowth application use "Virgin Hair" Techniques
- Begin application on lengths and ends.
- Them apply to roots and leave on for 35 minutes.

2   1

APPLICATION

Regrowth Application:

- Apply your chosen dream shade with a tint brush
- Begin application at the roots.
- Total Development time: 35 minutes
- Before applying to the lengths and ends, add 5-10mls of warm water to the remaining mixture.
  - If the colour of the lengths and ends is only slightly faded; take through to the lengths and ends 5 minutes before the end of the development time.
  - If the colour of the lengths and ends is missing tone; leave on for 20 minutes and then take through to the lengths and ends for 15 minutes.
  - If the colour of the lengths and ends is completely faded; take through immediately.

DEVELOPMENT

35 minutes.

EMULSIFICATION AND RINSING

Gently emulsify to remove the colour from the scalp.

Add a few drops of warm water and keep on emulsifying.

Rinse until water runs clear.

Shampoo with PRO_Classics Shampoo.

Apply Série Expert POWERDOSE COLOR.