



Majirel High Lift



- Super lightening and extreme neutralising formula.
- High-lift blondes.
- Lightens up to 4½ levels, no need to pre-lighten.
- One-step lightening and toning.

TECHNOLOGY

ICIUM+

Ultra neutralizing iridescent pigment helps to absorb the warmth created by the undercoat.

IONENE G™ + INCELL

Reinforcing technology allows perfect colour with precision.

MIXING

Wear suitable single use gloves.

MIX 1+2



+



1 tube (50gm)

100mls Crème Oxydant (30 or 40 volume)

Mix until a smooth creamy texture is achieved.

WHICH OXYDANT TO USE?

L'Oréal Professionnel Crème Oxydant.

30 VOLUME (9%)

- Warm colour results.
- Natural base 6 and lighter.

40 VOLUME (12%)

- Pure colour results.
- Natural base 6 for optimal lightening.
- Natural base 5 and darker for fashion results.

Note: Ideal for natural level 6 and lighter for optimum results. Can be used on darker levels for warmer results.

WHITE HAIR COVERAGE

Majirel High Lift does not cover white hair.

It is possible however, to apply Majirel High Lift to hair that has a small percentage (30% max.) of evenly distributed white hair. The best shade to use in this case on a small amount of white hair is Neutral

APPLICATION

Step 1: Apply to the root area.

Step 2: Begin development time after application to the roots.

Step 3: To refresh reflect, add small amount (15ml) of warm water to remaining mixture and emulsify through to the lengths and ends for the last 5 minutes of the development time.

DEVELOPMENT

50 minutes total development time.

ADVANCED

Virgin hair:

Step 1: Apply your chosen dream shade 1-2cm away from the scalp through to the lengths and ends.

Develop for 20 minutes.

Step 2: Mix fresh product and apply to the 1-2cm root area and blend back over the lengths and ends.

Develop for 50 minutes.



Lengths and Ends that are too dark (or have incompatible reflects):

COLOUR OUT TECHNIQUES:

If the lengths and ends are too dark or too heavy:

- To cleanse a shade or remove an incompatible reflect (gold, copper or too ash). Up to 1 level of difference between the shade remaining on the lengths and ends and the desired shade: cleanse with Efactor mixed with water
- To cleanse a darker shade in order to obtain a lighter shade. Over 1 level of difference between the shade remaining on lengths and ends and the desired shade: cleanse with Efactor and L'Oréal Professionnel Crème Oxydant 20 volume (6%) or L'Oréal Professionnel Crème Oxydant 30 volume (9%)
- After cleansing or deep cleansing, apply Majirel High Lift to the roots
- Leave on for 15 minutes
- Select a suitable Majirel shade, avoid contact with mixture applied to the roots – used with Crème Oxydant 20 volume (6%) and take through to the lengths and ends
- Leave on for 35 minutes

Lengths and Ends that are too light (or very sensitised):

COLOUR IN TECHNIQUES:

If the lengths and ends are too light or highly sensitised:

- Apply Majirel High Lift to the roots to obtain the desired lightening effect
- Leave on for 15 minutes
- Avoiding contact with the mixture applied to the roots, take through with a suitable Majirel shade (golden or copper) used with Cream Oxydant 20 volume (6%)
- Leave on for 35 minutes

Note: Consider applying Stillcap to alleviate possible scalp sensations of discomfort during this colour service.