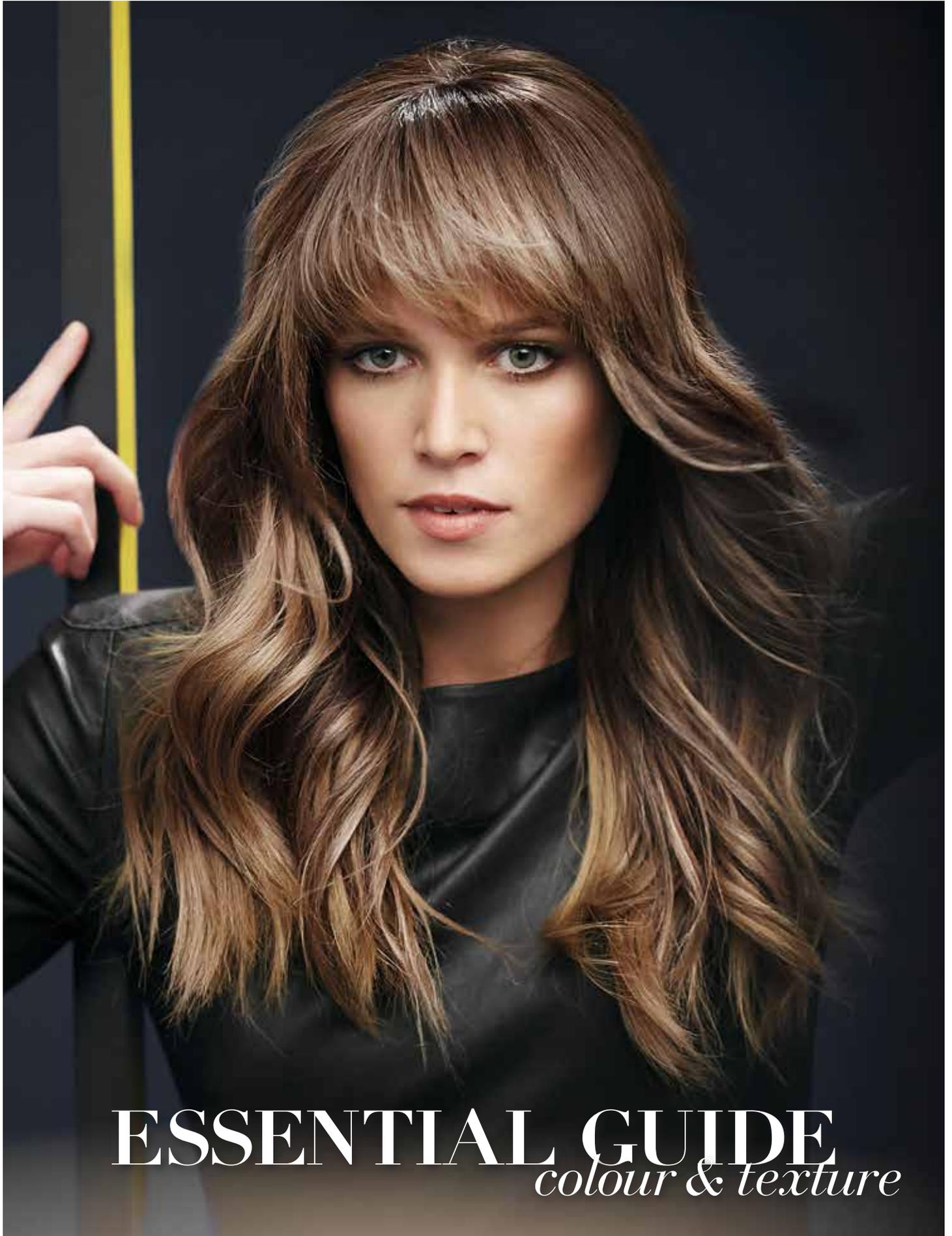


L'ORÉAL  
PROFESSIONNEL  
PARIS



ESSENTIAL GUIDE  
*colour & texture*

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# A colour for every client...



**INOA**

**Ammonia free permanent colour. No odour, optimum scalp comfort.**

**Result:** Fashionable & multidimensional.

**Perfect for:** Women who want permanent colour with a modern result.



**INOA SUPRÊME**

**Secret weapon for 70%+ white hair coverage. Ammonia free permanent colour.**

**Result:** Luminous reflects and added volume.

**Perfect for:** Women who want a multi-dimensional result and white hair coverage.



**Majirel** IONÈNE G  
in cell

**Classic, rich permanent colour that treats the hair while colouring.**

**Result:** Intense and long lasting colour.

**Perfect for:** Women who want the ultimate radiant colour results with absolute confidence.



**DIARICHESSE**

**Tone on tone rich colour.**

**Result:** Long lasting and deep reflects.

**Perfect for:** Women who want incredible softness and rich reflects.



**DIALIGHT**

**Tone on tone luminous colour.**

**Result:** Natural and long lasting shine.

**Perfect for:** Women who want natural, glossy colour with little commitment.

# Numbering System

LEVEL OF SHADE	UNDERCOAT	NEUTRALIZATION
10 Lightest blonde	10 Very pale yellow	10 .2 Iridescent
9 Very light blonde	9 Light yellow	9 .2 Iridescent
8 Light blonde	8 Yellow	8 .2 Iridescent
7 Blonde	7 Yellow Orange	7 .1 Ash .2 Iridescent
6 Dark blonde	6 Orange	6 .1 Ash
5 Light brown	5 Orange Red	5 .1 Ash
4 Brown	4 Red	4 .7 Metallic .1 Ash
3 Dark brown	3 Dark red	3 .7 Metallic
2 Very dark brown	2 Very dark red	2 .7 Metallic
1 Black	1 Very very dark red	1 .7 Metallic

## Numbering system

10 levels and 7 reflects

### Levels:

- 10 Lightest Blonde
- 9 Very Light Blonde
- 8 Light Blonde
- 7 Blonde
- 6 Dark Blonde
- 5 Light Brown
- 4 Brown
- 3 Dark Brown
- 2 Very Dark Brown
- 1 Black

### Reflects:

- .1 Ash
- .2 Iridescent
- .3 Gold
- .4 Copper
- .5 Mahogany
- .6 Red
- .7 Metallic
- .8 Mocha

All colours have a number that gives the following information:

The first number indicates the level of colour.

The first number after the point indicates the primary reflect.

The second number after the point indicates the secondary reflect.

## Reading a number



**Level of colour**   **Primary reflect**   **Secondary reflect**

Blonde   Copper   Gold

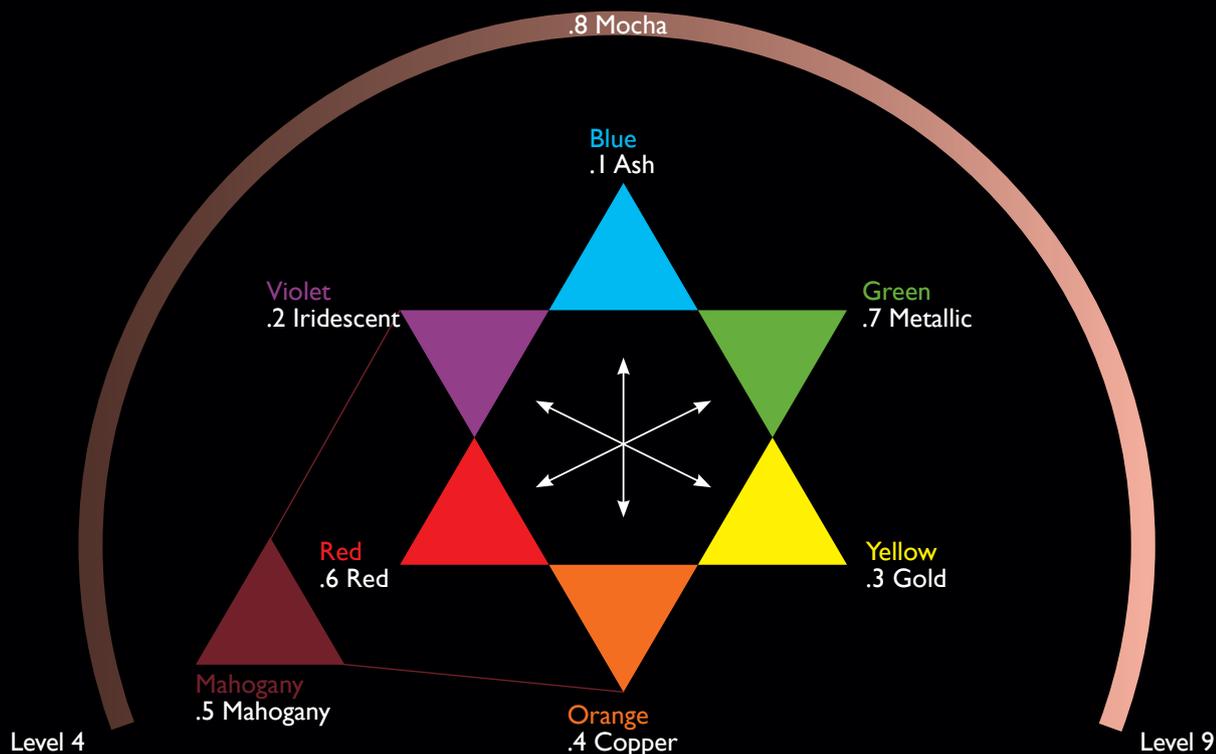
= Golden Copper Blonde

## Reflect intensity

The strength of a reflect is indicated by its number.

The following scale shows the intensity of a copper reflect:





Note : Mocha .8

Association of cool and warm reflects. A cool reflect formulation adapted to each level. .8 Mocha is a unique calibration of Mahogany, iridescent, ash, green and gold, ranging from level 4 to 9.

Darker shades are a combination of .5, .2, .1.

Lighter shades are a combination of .1, .7, .3.

# Colour Selection Guide

Step-by-step selection:

- 1. Determine the natural level.**
- 2. Select the dream shade.**
- 3. Determine the levels of lightening.**  
This tells you which strength of Oxydant you need to use to achieve the dream result.
- 4. Determine which undercoat will be achieved.**  
Will the undercoat blend with and support the dream shade to achieve the ideal result or will it interfere with it?  
Remember: The end colour is a combination of the shade applied + the undercoat obtained.

**5. If the answer is:**

**Yes, supports** – Use the dream shade to achieve the end result.

**No, interferes with the dream shade** – You may need to neutralise or subdue the undercoat and use a different shade to achieve the end result.

Examples:

1. Natural level: 5 Light Brown.
  2. Dream shade: 7.45.
  3. Levels of lightening:  
2 = 20 volume (6%)
  4. Undercoat: Yellow/orange.
  5. Result: The yellow/orange undercoat will support the dream shade. Use 7.45 + 20 volume (6%) Oxydant.
- 
1. Natural level: 6 Dark Blonde.
  2. Dream shade: 8 Light Blonde.
  3. Levels of lightening:  
2 = 20 volume (6%)
  4. Undercoat: Yellow.
  5. Result: The yellow undercoat will interfere with the dream shade and will need to be neutralised. Use 8.2 + 20 volume (6%) Oxydant.

# INOA ODS

## INNOVATION NO AMMONIA

100% **AMMONIA-FREE** PERMANENT COLOUR



# INOA ODS

## REVOLUTIONARY BENEFITS

- ↘ NO MORE ODOUR. NO AMMONIA.
- ↘ OPTIMAL SCALP COMFORT.
- ↘ OPTIMAL RESPECT\* FOR THE HAIR.
- ↘ INFINITE COLOUR POWER. SUBLIME SHINE.
- ↘ REINFORCE COVERAGE OF WHITE HAIR. UP TO 100%.
- ↘ 6 WEEKS OF INTENSE HYDRATION AND NUTRITION.
- ↘ HAIR IS SOFTER AND SHINIER THAN BEFORE HAIR COLOURING.

\*Helps maintain the hair's natural level of lipids and essential amino acids



## UNPRECEDENTED COMFORT

**The ultimate in-salon experience for your clients.**

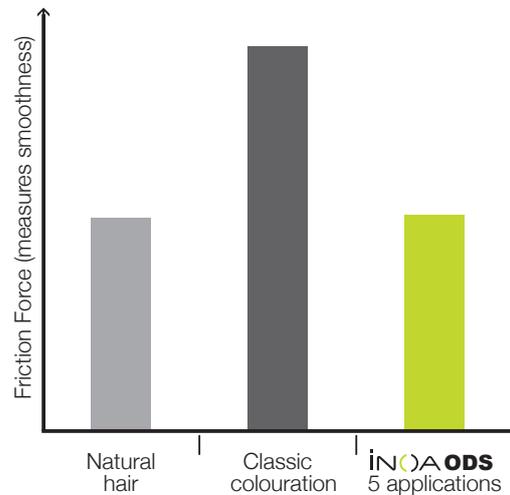
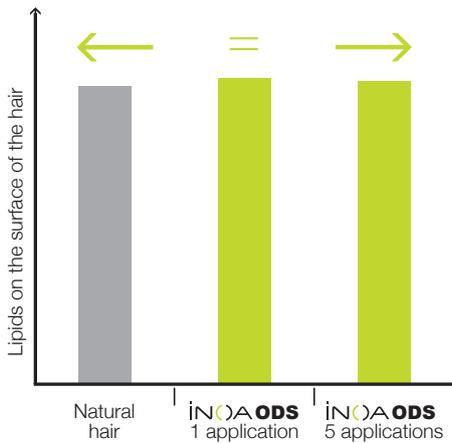
- ↘ Odourless, ammonia-free.
- ↘ Optimised scalp comfort.

**Extra benefits for hairdressers.**

- ↘ Rapid self-emulsifying mixture.
- ↘ Velvety, skincare-like texture.



## OPTIMISED RESPECT FOR THE HAIR\*



↘ **The hair fibre is better protected, application after application.**

- ↘ After each application of INOA ODS, the lipids on the surface of the hair are maintained and comparable to natural hair.
- ↘ Lipids within the cortex of the hair are also maintained and comparable to natural hair.

*\*Helps maintain the hair's natural level of lipids and essential amino acids*

↘ **Hair as smooth as before colouration\*\*, for a softer touch.**

- ↘ After each application the smoothness of the hair surface is maintained when compared to classic colouration.
- ↘ After 5 applications tests show that hair coloured with INOA ODS is as smooth as natural hair\*\*.

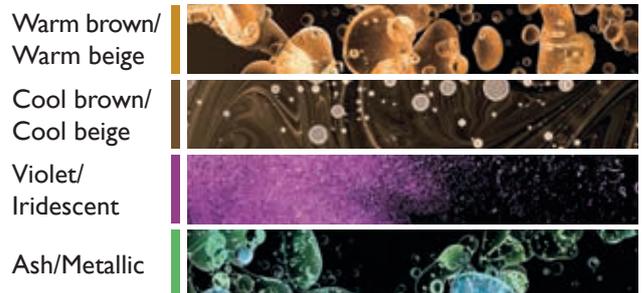
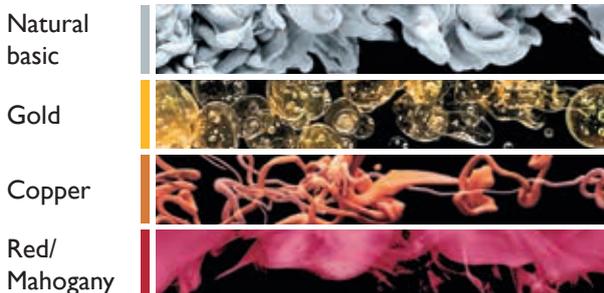
*\*\*Instrumental test after 5 applications*



## UNLIMITED COLOUR RESULTS

- ↘ True and predictable shades: neutralising cool shades, vibrant and luminous warm shades.
- ↘ Lightens up to 3 levels in 35 minutes.

- ↘ Exceptionally even colour from roots to ends.
- ↘ 100% coverage of white hair.



## INOA COLOURING ODS TECHNOLOGY (OIL DELIVERY SYSTEM)

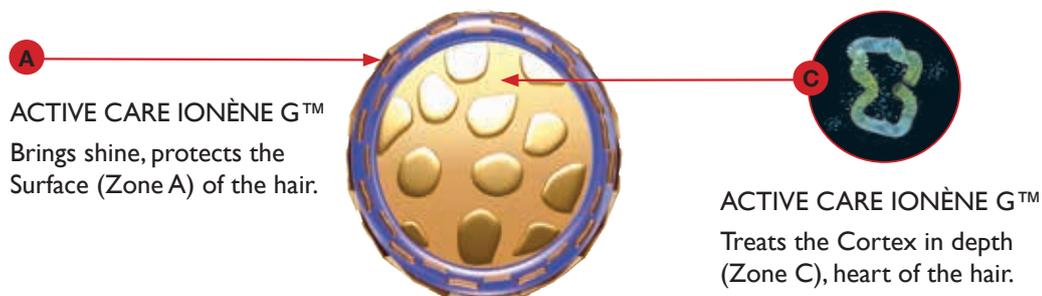
**New 'Bi-Captiv' Agent with innovative structure binds the oil phases together. The combination of aqueous and oily phase is stabilised for more performance, simpler and faster application.**

INSIDE THE HAIR



-  Oily Phase
-  Aqueous Phase
-  Colourant
-  Alkaline Agent MEA (monoethanolamine)
-  Bi-Captiv Agent

IONÈNE G™ protects and reinforces the hair whilst a surface protecting agent offers nutrition and shine to the hair's fibre.



### Rubilane™:

The Rubilane™ signature is pure, intense, powerful copper to copper red shades.

1st innovation:

Infini – A colour molecule with a unique structure.

Offering more saturation and intense reflects with clarity and vividness.

2nd innovation:

Rheo - Control Polymer.

Offers a supple and creamy mixture.

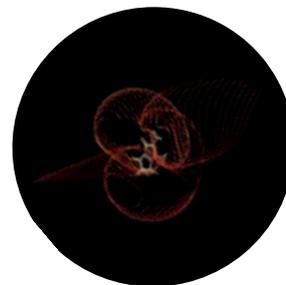


### DM5:

The DM5 signature is pure, deep and powerful red to red violet shades.

Innovation:

Very chromatic colour molecule with a unique structure that reflects pure, intense, deep red lights. This ensures pure intense and deep red to red violet reflects with an even colour from roots to ends with long lasting vibrancy.



*Note: DM5 shades are only intermixable with each other. Do not intermix them with INOA shades that do not contain DM5 technology.*

MIXING

Wear suitable single use gloves.



Mix with the INOA whip until a smooth creamy texture is achieved.

WHICH OXYDANT TO USE?

**INOA ODS Riche Oxydant**

**10 VOLUME (3%)**

- Darken natural hair.
- Colour level on level.
- Lengths and ends techniques.

**20 VOLUME (6%)**

- Lightening up to 2 levels.
- White hair coverage.

**30 VOLUME (9%)**

- Lightening up to 3 levels.

WHITE HAIR COVERAGE

**0- 70% White hair:**

Use desired shade.

**70%- 100% White hair:**

Mix ½ tube (30gm) dream shade + ½ tube (30gm) natural fundamental on the same level + 60mls 20 volume Riche Oxydant ONLY (1:1 ratio).

**Deeper/more opaque coverage:**

Mix with a fundamental shade one level darker than the dream shade.

e.g. ½ tube (30gm) 6.45 + ½ tube (30gm) of 5

**More subtle coverage:**

Use only ¼ tube (15gm) of fundamental shade.

e.g. ¾ tube (45gm) 6.45 + ¼ tube (15gm) of 6

**Resistant white hair:**

Use white hair rules for 50% or more white hair.

*Note: When using Rubilane or DM5 shades for white coverage, no natural basic shade is required and intense results will be achieved.*

**Grey coverage chart:**

	COOL SHADES	WARM SHADES	RESULTS
NATURAL BASIC	X	X	Reinforced coverage, accurate cool or warm reflect.
DEEP NATURAL BASIC (.0)	X		Deep and intense coverage. Perfect for thick, difficult hair.
GOLD BASIC (.3)		X	Ensure excellent coverage, accurate result without compromising the visibility of the warm reflect.

APPLICATION

Step 1: Apply to the root area.

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

Step 3: Take through using the appropriate lengths & ends technique.

**Fade level**

**Lengths and Ends**

Colour hardly altered or the same

Colour moderately altered

Very altered colour or colour change

**Lengths & ends**

**Condition: Slightly Sensitised**

Take the colour through 5 minutes before the end of development time

Take the colour through 20 minutes before the end of development time

Take the colour through immediately

*Note: Do not add warm water to midlengths and ends mixture. See chart below*

**DEVELOPMENT TIME**

35 minutes.

**EMULSIFICATION AND RINSING**

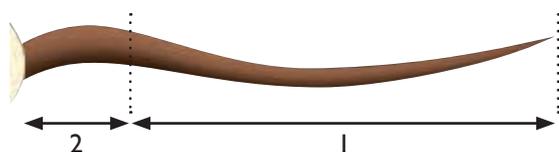
Gently emulsify to remove the colour from the scalp.  
 Add a few drops of warm water and keep on emulsifying.  
 Rinse until water runs clear.  
 Shampoo twice with INOA Post Shampoo.  
 Apply Série Expert POWERDOSE COLOR.



**ADVANCED**

**Virgin hair:**

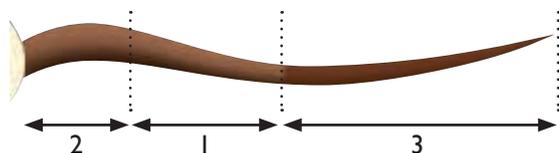
Step 1: Apply your chosen dream shade 2cm away from the scalp through to the lengths and ends.  
 Step 2: Immediately apply to the 2cm root area and blend through the original application.  
 Develop for 35 minutes.



**Long regrowth:**

Step 1: Apply your dream shade to the long regrowth 2cm away from the scalp through to the regrowth line.  
 Step 2: Immediately apply to the 2cm root area and blend through the original application.  
 Develop for 35 minutes.  
 Step 3: Apply dream shade to the lengths and ends using the appropriate lengths and ends technique.

See chart page 7



**Colour In:**

When you are changing your clients hair colour and going darker it is important to replace the missing undercoat to ensure a beautiful and even colour result.  
 Use the chart below to determine the best colour in technique for your client.

Desired level	Conditions on the lengths and ends	
	Sensitised	Very Sensitised
1 Level Darker	Colour in 1 step	Colour in 2 step
2 Levels Darker	Colour in 1 step	Colour in 2 step
3 or more Levels Darker	Colour in 2 step	Colour in 2 step

**Take Through Immediately:**

Step 1: Apply dream shade to the root area.  
 Step 2: Begin development time after application to the roots, 35 minutes.  
 Step 3: Take through immediately.

ADVANCED CONT.

**Colour in 1 Step:**

Step 1: Apply dream shade to the roots.

Step 2: To the remaining mixture, add 3 to 6cm (out of tube) of the INOA ODS colour shade.

*Please see table below for shade selection.*

Step 3: Begin development time after application to the roots, 35 minutes.

Step 4: Take through immediately on the lengths and ends.

Desired level	INOA Shades
9	8.3
8	8.3
7	7.43
6	6.45 / 6.46 / 6.64
5	5.4 / 5.45
4	4.45 / 4.56

**Colour in 2 Step:**

Step 1: Apply only to the areas needing pre-colouration with a corresponding shade from the chart above - do not mix with warm water or Riche Oxydant.

Step 2: Apply the cream using a brush and downward pressure to ensure that the product is pushed into the hair and absorbed.

Step 3: Use a fine-tooth comb to remove excess - do not rinse.

Step 4: Apply dream shade to the root area.

Step 5: Begin development time after application to the roots, 35 minutes.

Step 6: Take through immediately.

**Precolouration with DIALIGHT:**

Darkening 3-4 levels.

*See page 38 for instructions.*

**Colour Out:**

When you are changing your clients hair colour and going lighter it is important to lighten the existing colour to the ideal undercoat (level) of the dream shade.

*See chart on page 2 to determine your ideal undercoat.*

Use the chart below to determine the best colour out technique for your client.

Concern	Technique
Incompatible reflect	Colour Cleansing
Colour build up	Colour Cleansing
Going lighter on coloured hair	Deep Colour Cleansing

**Colour Cleansing:**

**Use Efassor to remove incompatible reflects or eliminate excess colour build up.**

Step 1: Mix one packet of Efassor + 60ml of very hot water.

Step 2: Pour some very hot water into another larger bowl.

Step 3: Place the smaller bowl into the larger bowl.

Step 4: Apply rapidly with a sponge or brush to the areas needing cleansing.

Step 5: Develop 5-20 minutes, until the incompatible reflect or depth has been removed.

Step 5: Shampoo with INOA Post Shampoo.

Step 6: Completely dry the hair.

Step 7: Apply dream shade to the root area.

Step 8: Begin development time after application to the roots, 35 minutes.

Step 9: Take through immediately.



**Deep Colour Cleansing:**

**Use Efassor to remove colour to take your client to a lighter level.**

**Step A:**

Colour cleanse first to search out the sensitised areas and any areas where the colour will remove easily. See above.

**Step B:**

Step 1: Mix 1 packet Efassor + 75ml of 20 or 30 volume.

Step 2: Taking fine sections, apply to the darkest areas first.

Step 3: Protect the natural regrowth with cotton wool.

Step 4: Check regularly until the ideal undercoat is achieved- see table above.

Step 5: Develop up to 50 minutes or when the ideal undercoat has been achieved.

Step 5: Shampoo with INOA Post shampoo.

Step 6: Completely dry the hair.

Step 7: Apply dream shade to the root area.

Step 8: Begin development time after application to the roots, 35 minutes.

Step 9: Take through immediately.

# INOA Carmilane™

## ULTIMATE TENACITY REDS BY L'ORÉAL PROFESSIONNEL

- New colourant Carmilane™, 15 Patents
- High intensity
- Ultimate tenacity
- For a cooler colour taste

### MIXING

Wear suitable single use gloves.



Mix with the INOA whip until a smooth creamy texture is achieved.

*Note: INOA Carmilane shades must be used alone. Do not mix with any other shade.*

### WHICH OXYDANT TO USE?

#### INOA ODS Riche Oxydant

##### 20 VOLUME (6%)

- Lightening up to 2 levels.
- White hair coverage.

##### 30 VOLUME (9%)

- Lightening up to 3 levels.

### WHITE HAIR COVERAGE

INOA Carmilane shades cover up to 100% of white hair without mixing with a Natural Basic shade. In this case, results will be intense.

### APPLICATION

Step 1: Apply to the root area.

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

Step 3: Take through using the appropriate lengths & ends technique.

**If necessary take through to the lengths and ends (see table below)**

*Note: All take through colour must be done WITHOUT adding water. If needed, prepare extra product to ensure even and vibrant colour.*

STATE OF HAIR	1 <sup>ST</sup> APPLICATION	2 <sup>ND</sup> APPLICATION
NO FADE OR SLIGHTLY FADED COLOUR	Take the colour through 10 mins before the end of the development time	Take the colour through 10 mins before the end of the development time
MEDIUM FADED COLOUR	Take the colour through 10 mins before the end of the development time	Emulsify at the end of the development time

*Note: INOA Carmilane shades must be used alone. Do not mix with any other shade.*

### DEVELOPMENT TIME

35 minutes.

# INOA CLEAR

## ONE SHADE INFINITE POSSIBILITIES

- Create new Colour Effects
- Enlarge the existing shade palette
- Light Pull-through

### MIXING

Wear suitable single use gloves.



Mix with the INOA whip until a smooth creamy texture is achieved.

### CREATE NEW COLOUR EFFECTS

**Mixed with other INOA shades, Clear creates new possible colour effects.**

Ex: 7/8 INOA clear + 1/8 INOA Carmilane 6.66 → beautiful pink reflect

*Note: This technical usage is only possible with a low percentage of grey hair.*

### ENLARGE SHADE PALETTE

**Mixed with other INOA shades, Clear increases the transparency and can lift a colour result up to 1 tone.**

Ex: 1/4 INOA clear + 3/4 INOA 6.52 → 7.52 result

Ex: 3/4 INOA clear + 1/4 INOA 6.15 → 7.15 result

### LIGHT PULL THROUGH

**Create new colour effects by mixing INOA Clear with existing INOA shades to soften the reflect and give a “lighter” look and feel.**

**Add INOA Clear to your ends mix, to pull-through, producing a softer overall result.**

Ex: 1/4 INOA Clear + 3/4 INOA 4.20 → “plum veil” result

*Note: This light pull-through is possible on natural hair only.*

### DEVELOPMENT TIME

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 twice with INOA Post Shampoo.
- Apply Série Expert POWERDOSE COLOR.



# INOA MIX

## THE 1<sup>ST</sup> CONCENTRATED COLOUR BOOSTERS WITHOUT AMMONIA

- Create new Colour Effects
- Enlarge the existing shade palette
- Colour neutralisation thanks to professional - exclusive colourant concentration.
- 2 Ready-to-use Colour Boosters; Blue, Green

### MIXING

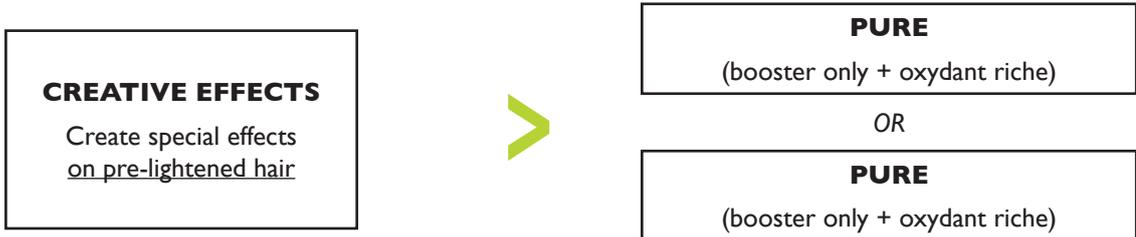
Wear suitable single use gloves.

**MIX 1:1**

1 tube (60gm) + 60mls Riche Oxydant (10, 20 or 30 volume)

Mix with the INOA whip until a smooth creamy texture is achieved.

### CREATE NEW COLOUR EFFECTS



#### UTILISATION FOR A PURE RESULT

1 COOL BOOSTER (Blue or green) + 2 OXYDANT RICHE

**PURE**

#### EXAMPLE

INOA MIX	+	OXYDANT RICHE
30g		30g
15g		15g

#### UTILISATION FOR A PASTEL RESULT

1 COOL BOOSTER (Blue or green) + 1 CLEAR + 1 OXYDANT RICHE

#### EXAMPLE

INOA MIX	CLEAR	+	OXYDANT RICHE
(1/2) 15g	(1/2) 15g		30g
(1/4) 10g	(1/4) 30g		40g

## INTENSIFIED NEUTRALISATION



Better control & avoids brassy reflects



**INTERMIX WITH INOA SHADES**

(except Carmilane & DM5)



## DEVELOPMENT TIME

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 twice with INOA Post Shampoo.  
Apply Série Expert POWERDOSE COLOR.





YOUR SECRET WEAPON FOR:

70% +  
WHITE HAIR  
COVERAGE

**WITH ODS TECHNOLOGY + DENSILUM**

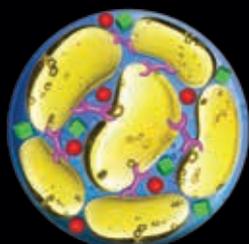
Up to 100% white hair coverage with dual reflects that illuminate the skin tone.  
Easy to mix, no need to mix with a base shade for coverage.

**TECHNOLOGY**

**ODS TECHNOLOGY (OIL DELIVERY SYSTEM)**

New 'Bi-Captiv' Agent with innovative structure binds the oil phases together.  
The combination of aqueous and oily phase is stabilized for more performance, simpler and faster application.

INSIDE THE HAIR



- Oily Phase
- Aqueous Phase
- Colourant
- Alkaline Agent MEA (monoethanolamine)
- ✂ Bi-Captiv Agent

**DENSILUM**



- Re-densified fibre and bodified hair
- Hair is stronger than before hair colour\*

**ODS**



- 6 weeks intense hydration and nutrition and 50% more shine\*
- Optimum scalp comfort
- Ammonia free

\*Instrumental tests, shades with 20 volume

## MIXING

Wear suitable single use gloves.

**MIX 1+1**

NO NEED TO ADD BASE



1 tube (60gm)

+



60mls Riche Oxydant (20 volume ONLY)

Mix with the INOA whip until a smooth creamy texture is achieved.

## WHICH OXYDANT TO USE?

### INOA ODS Riche Oxydant.

#### 20 VOLUME (6%) ONLY

- Lightening up to 2 levels.
- White hair coverage.

## WHITE HAIR COVERAGE

**0- 70% White hair:** Not recommended.

**70%- 100% White hair:** Mix 1 tube (60gm) dream shade + 60mls 20 volume Riche Oxydant ONLY (1:1 ratio)

Pre-mixed double reflect shades take the guess work out and offers predictable coverage with beautiful reflects to complement your clients skin tone.

## APPLICATION

Step 1: Apply to the root area.

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

Step 3: Take through using the appropriate lengths & ends technique.

*Note: Do not add warm water to midlengths and ends mixture.*

*See chart below.*

Level of fade	Lengths & ends
Colour hardly altered or the same	Take the colour through 5 minutes before the end of development time or emulsify at the end of development time
Colour moderately altered	Take the colour through 10 minutes before the end of development time

## DEVELOPMENT TIME

30 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 twice with INOA Post Shampoo.

Apply Série Expert POWERDOSE COLOR.

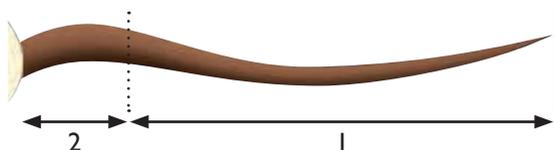


## MIXING

### Virgin hair

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

Step 2: Immediately apply to the 2cm root area and blend through the original application, develop for 30 minutes.

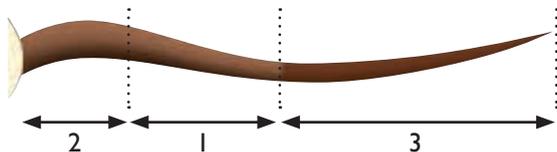


MIXING CONT.

**Long regrowth**

- Step 1: Apply your dream shade to the long regrowth 2cm away from the scalp through to the regrowth line.
- Step 2: Immediately apply to the 2cm root area and blend through the original application.
- Step 3: Apply dream shade to the lengths and ends using the appropriate lengths and ends technique.

See chart page 12.



**Colour In**

When you are changing your clients hair colour and going darker it is important to replace the missing undercoat to ensure a beautiful and even colour result.

Use the chart below to determine the best colour in technique for your client.

Desired level	Conditions on the lengths and ends	
	Sensitised	Very Sensitised
1 Level Darker	Colour in 1 step	Colour in 2 step
2 Levels Darker	Colour in 1 step	Colour in 2 step
3 or more Levels Darker	Colour in 2 step	Colour in 2 step

**Colour In 1 Step**

- Step 1: Apply dream shade to the roots.
- Step 2: To the remaining mixture, add 3 to 6cm (out of tube) of the INOA SUPRÊME colour shade. *Please see table below for shade selection.*
- Step 3: Begin development time after application to the roots, 30 minutes.
- Step 4: Take through immediately on the mid-lengths and ends.

Expected level	INOA Suprême with ODS shades to colour in 1 step or in 2 steps
8	7.34 / INOA Clear
7	7.34
6	7.34

**Colour In 2 Step**

- Step 1: Apply only to the areas needing pre-colouration a corresponding shade from the chart above-do not mix with warm water or Riche Oxydant.
- Step 2: Apply the cream using a brush and downward pressure to ensure that the product is pushed into the hair and absorbed.
- Step 3: Use a fine-tooth comb to remove excess - do not rinse.
- Step 4: Apply dream shade to the root area.
- Step 5: Begin development time after application to the roots, 30 minutes.
- Step 6: Take through immediately.

**PRECOLOURATION WITH DIALIGHT**

Darkening 3-4 levels.  
See page 38 for instructions.

**INOA Post Shampoo**

- Eliminates all traces of excess oxidant to prevent colour fade.
- Enhances the cosmetic benefits of INOA ODS colour.
- Great respect for hair and skin.
- Aid in detangling and promotes lustre and shine.





Majirel **IONÈNE G<sup>™</sup>**  
incell

### BEAUTY COLOURING CREAM

The highly advanced Majirel technology allows your colour creating power to take on a new dimension.

Majirel introduces the ultimate technology in colour – a unique alliance between Absolute colour, Absolute care and Absolute confidence.

Hair becomes strong and shiny, the colour is intense and long-lasting.

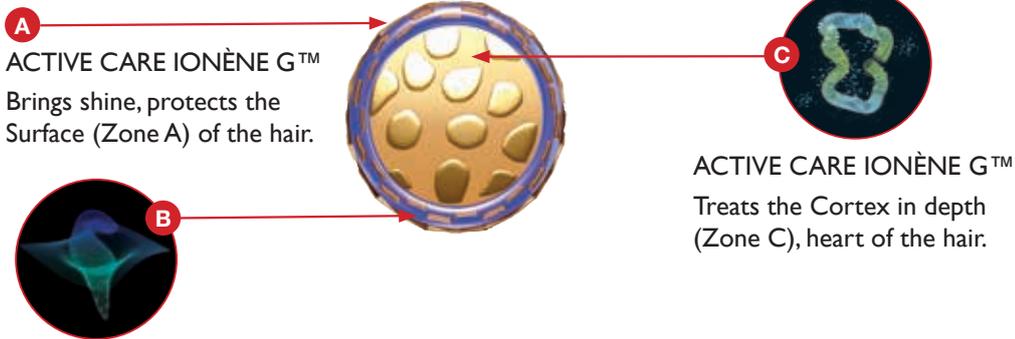
Majirel advanced technology with IONÈNE G<sup>™</sup> and INCELL for hair that stays healthy with glorious colour.



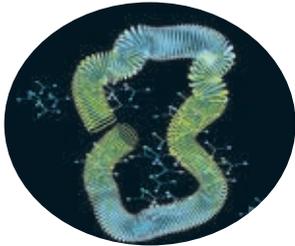
## TECHNOLOGY

**ABSOLUTE CARE**

The complete hair fibre is treated with 2 complementary active care ingredients: IONÈNE G™ and INCELL.

**ACTIVE CARE INCELL**

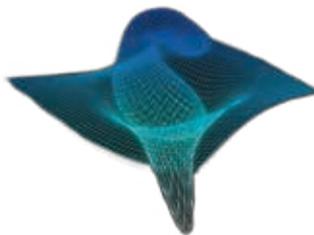
Reinforces the Cuticle (Zone B), intermediate zone.  
Improves porosity, shine and hair's protection.

**I (IONÈNE G™) + I (INCELL) = 3 ZONES PROTECTED AND TREATED****Cosmetic molecule: IONÈNE G™**

A molecule in the form of a long, linear chain, around a hundred times smaller than a normal polymer.

A hydrophilic compound with the ability to change its shape.

Penetrates deeply to the core of the hair and bonds to the cortex.

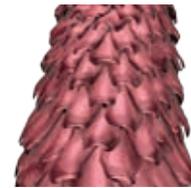
**The haircare innovation: INCELL**

For the first time included in an oxydation colour.

A molecule with a multi-dimensional structure.

A hydrophobic lipid compound, identical to natural protective ceramides, created to reinforce the structure of the hair.

Penetrates the hair and bonds durably to the inter-cellular cement of the cuticle.



Classic hair colour



Hair coloured with Majirel

**Rubilane™:**

The Rubilane™ signature is pure, intense, powerful copper to copper red shades.

1st innovation:

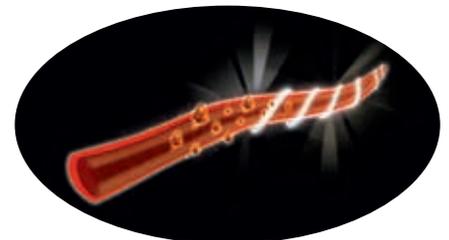
Infini – A colour molecule with a unique structure.

Offering more saturation and intense reflects with clarity and vividness.

2nd innovation:

Rheo - Control Polymer.

Offers a supple and creamy mixture.

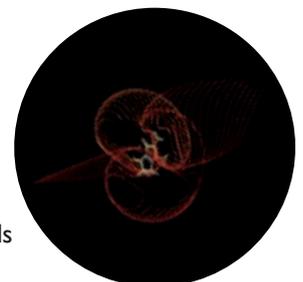
**DM5:**

The DM5 signature is pure, deep and powerful red to red violet shades.

Innovation:

Very intense colour molecule with a unique structure that reflects pure, intense, deep red lights.

This ensures pure intense and deep red to red violet reflects with an even colour from roots to ends with long lasting vibrancy.



*Note: Majirel DM5 shades are only intermixable with each other. Do not intermix them with Majirel/Majirouge shades that do not contain DM5 technology.*



Majirel IONÈNE G  
in cell



### MAJIREL

- 100% white hair coverage.
- 10 reflect families ideal for subtle blondes to vibrant colours.
- Fresh, light floral fragrance.



Majirouge IONÈNE G  
in cell



### MAJIROUGE

- Ultimate intense reds.
- Can be mixed with other Majirel shades to enhance colour intensity.

## MIXING

Wear suitable single use gloves.

**MIX 1:1½**



+



1 tube (50gm)

75mls Crème Oxydant (20 or 30 volume)

Mix until a smooth creamy texture is achieved.

## WHICH OXYDANT TO USE?

### L'Oréal Professionnel Crème Oxydant

#### 20 VOLUME (6%)

- Darken natural hair.
- Colour level on level.
- Lightening up to 1 level.
- Lightening up to 2 levels.
- Covering over 70% white hair.
- Lengths and ends techniques.

#### 30 VOLUME (9%)

- Lightening up to 3 levels.

*Exception: on natural levels 1 to 3, 20 volume lightens 1 level and 30 volume lightens 2 levels.*

## WHITE HAIR COVERAGE

### 0-50% White hair:

Use desired shade.

### 50%-100% White hair:

Mix ½ tube (25gm) dream shade + ½ tube (25gm) natural basic, golden or golden natural basic shade on the same level + 75mls 20 volume Crème Oxydant (1:1½ ratio)

Cool reflects .1 .2 .7 .8: mix with a corresponding natural basic shade

e.g. ½ 7.23 + ½ 7

Warm reflects .3 .4 .5 .6: mix with a corresponding golden or golden natural basic shade

e.g. ½ tube (25gm) 7.43 + ½ tube (25gm) 7.3 or ½ tube (25gm) 7.35 + ½ tube (25gm) 7.03

*Note: When using Rubilane™ or DM5 shades for coverage, no basic shade is required and intense results will be achieved.*

## APPLICATION

Step 1: Apply to the root area.

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

Step 3: Take through using the appropriate lengths & ends technique.

*Note: add 5-10ml warm water to remaining mixture prior to taking through midlengths and ends. See chart below.*

<b>Fade level</b>	<b>Lengths &amp; ends</b>
Lengths and Ends	Condition: Slightly Sensitised
Colour hardly altered or the same	Take the colour through 5 minutes before the end of development time
Colour moderately altered	Take the colour through 20 minutes before the end of development time
Very altered colour or colour change	Take the colour 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 Color Shampoo.

Apply Série Expert POWERDOSE COLOR.

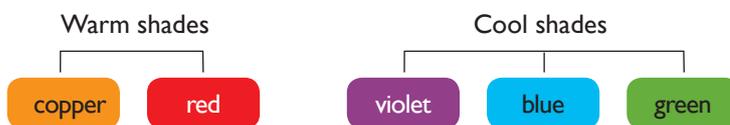




Majirel mix IONÈNE G Incell



5 Pure reflect colours to personalise, create special effects or neutralise.  
To be mixed with Majirel and/or Majirouge shades.  
Can be used alone on pre-lightened hair for special effects.



**Neutralising technique (blue, green, mauve):**

- 0% to 50% white hair: apply the desired colour, mixed with up to 1/4 tube of Majirel Mix
- 50% to 100% white hair: on the roots, apply the chosen shade, mixed with the corresponding basic shade. On the lengths and ends, apply the chosen shade, mixed with up to 1/4 tube of Majirel Mix
- Mix only with L’Oreal Professionnel Cream Oxydant -20 volume (6%) or 30 volume (9%) as required
- The Majirel/Majirouge and Majirel Mix mixture perfectly covers white hair

**Intensifying technique (copper, copper red, red, yellow):**

- 0% to 50% white hair: apply the desired colour, mixed with up to 1/4 tube of Majirel Mix
- 50% to 100% white hair: increase the proportion of Majirel Mix up to 1h tube

**Special effects:**

- Use Majirel Mix alone on select pieces of pre-lightened hair to create intensely coloured highlights on your client’s hair
- Lighten selected pieces of hair with Platinum Plus in order to obtain a yellow to pale yellow undercoat, using Easi-Meche® Ultra or Easi-Meche® Foil to isolate the hair
- Emulsify and rinse thoroughly, taking care to retain the isolation of the pieces
- Apply Majirel Mix shade mixed with L’Oreal Professionnel Cream Oxydant 20 volume (6%)

**Application and development:**

- As for Majirel and Majirouge

*Note: For hair with more than 30% white hair, it is recommended to only use Majirel Mix when taking through to the lengths and ends.*

**Undercoats**

10. Very Pale Yellow	
9. Light Yellow	Yellow Undercoat + Majirel Mix Violet = Neutralised Brown
8. Yellow	
7. Yellow Orange	
6. Orange	Orange Undercoat + Majirel Mix Blue = Neutralised Brown
5. Red Orange	
4. Red	Red Undercoat + Majirel Mix Green = Neutralised Brown

**MIXING**

Wear suitable single use gloves.

**MIX 1:1½**



1 tube (50gm)

+



¼ Majirel Mix tube (12.5gm)

+



75mls Crème Oxydant (20 or 30 volume)

Mix until a smooth creamy texture is achieved.

*1:1½ ratio - no extra oxydant required for the extra ¼ tube (12.5gm) of Majirel Mix used.*

**WHICH OXYDANT TO USE?**

**L'Oréal Professionnel Crème Oxydant 20 or 30 volume.**

Use the same rules for oxydant selection as for Majirel and Majirouge shades.

**WHITE HAIR COVERAGE**

Personalising technique using warm shades:

**0% to 50% white hair:** Apply dream shade, mixed with up to ¼ tube (12.5gm) of Majirel Mix.

**50% to 100% white hair:** Increase the proportion of Majirel Mix to ½ tube (25gm).

Neutralising technique using cool shades:

**0% to 50% white hair:** Apply dream shade, mixed with up to ¼ tube (12.5gm) of Majirel Mix using the table below as a guide.

Do not use cool Majirel Mix shades on over 50% white hair.

*Note: For hair with more than 30% white, you may need to reduce the quantity of Majirel Mix when using the neutralising technique.*

**Neutralisation using Majirel Mix**

Dream level to neutralise	Adding majirel mix
10. Very Pale Yellow	Up to ½ cm
9. Pale Yellow	Up to ½ cm
8. Yellow	1-2 cm
7. Yellow/Orange	2-3 cm
6. Orange	2-3 cm
5. Red Orange	4 cm
4. Red	4-6 cm
3. Dark Red	¼ tube

**ADVANCED**

**MAJIREL AND FAMILIES**

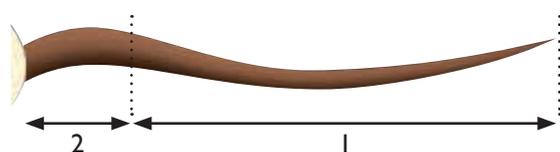
**Virgin hair:**

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

Develop for 15 minutes.

Step 2: Apply the remaining product to the root area, blend through the lengths and ends (over the original application).

Develop for a further 35 minutes.



**Long regrowth:**

Step 1: Apply your dream shade to the long regrowth 2cm away from the scalp through to the regrowth line.

Develop for 15 minutes.

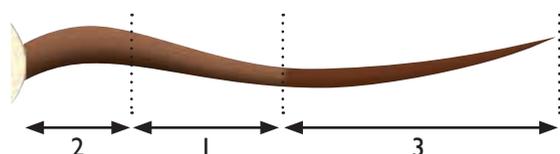
Step 2: Apply the remaining product to the root area, blend through the mid-lengths over the original application.

Develop for a further 35 minutes.

Step 3: Apply dream shade to the lengths and ends using the appropriate lengths and ends technique.

*Note: Add 5-10mls of warm water to the mixture prior to taking it through the mid-lengths and ends.*

*See chart page 17.*



**Colour In:**

When you are changing your clients hair colour and going darker it is important to replace the missing undercoat to ensure a beautiful and even colour result.

Use the chart below to determine the best colour in technique for your client.

Desired level	Conditions on the lengths and ends	
	Sensitised	Very Sensitised
1 Level Darker	Colour in 1 step	Colour in 2 step
2 Levels Darker	Colour in 1 step	Colour in 2 step
3 or more Levels Darker	Colour in 2 step	Colour in 2 step

**Take Through Immediately:**

Step 1: Apply dream shade to the root area.

Step 2: Begin development time after application to the roots, 35 minutes.

Step 3: Take through immediately.

**Colour in 1 Step:**

Step 1: Apply dream shade to the roots.

Step 2: To the remaining mixture, add 3 to 6cm (out of tube) of the Majirel or Majirouge colour shade.

*Please see table below for shade selection*

Step 3: Begin development time after application to the roots, 35 minutes.

Step 4: Take through immediately on the mid-lengths and ends.

*Note: Add 5-10mls of warm water to the mixture prior to taking it through the mid-lengths and ends.*

Desired level	Majirel/majirouge Shades
9	8.30 / 8.34
8	8.30 / 8.34
7	7.40* / 7.43 / 7.44 / 7.45*
6	6.34 / 6.45 / 6.46 / 6.64*
5	5.4
4	4.45 / 4.56 / 4.65*

*\*Majirouge shades*

**Colour in 2 Step:**

Step 1: Apply only to the areas needing pre-colouration a corresponding shade from the chart above. 1 tube (50gm) colourant + 100mls warm water (1:2 ratio).

Step 2: Apply the cream using a brush and downward pressure to ensure that the product is pushed into the hair and absorbed.

Step 3: Use a fine-tooth comb to remove excess - do not rinse.

Step 4: Apply dream shade to the root area.

Step 5: Begin development time after application to the roots, 35 minutes.

Step 6: Take through immediately.

*Note: Add 5-10mls of warm water to the mixture prior to taking it through the mid-lengths and ends.*

ADVANCED CONT.

**Precolouration with DIALIGHT:**

Darkening 3-4 levels.  
 See page 38 for instructions.



**Colour Out:**

When you are changing your clients hair colour and going lighter it is important to lighten the existing colour to the ideal undercoat (level) of the dream shade.

See chart on page 2 to determine your ideal undercoat.

Use the chart below to determine the best colour in technique for your client.

Concern	Technique
Incompatible reflect	Colour Cleansing
Colour build up	Colour Cleansing
Going lighter on coloured hair	Deep Colour Cleansing

**Colour Cleansing:**

**Use Efassor to remove incompatible reflects or eliminate excess colour build up.**

- Step 1: Mix one packet of Efassor + 60ml of very hot water.
- Step 2: Pour some very hot water into another larger bowl.
- Step 3: Place the smaller bowl into the larger bowl.
- Step 4: Apply rapidly with a sponge or brush to the areas needing cleansing.
- Step 5: Develop 5-20 minutes, until the incompatible reflect or depth has been removed.
- Step 5: Shampoo with PRO\_Classics Color Shampoo.
- Step 6: Completely dry the hair.
- Step 7: Apply dream shade to the root area.
- Step 8: Begin development time after application to the roots, 35 minutes.
- Step 9: Take through immediately.



Note: Add 5-10mls of warm water to the mixture prior to taking it through the mid-lengths and ends.

**Deep Colour Cleansing:**

**Use Efassor to remove colour to take your client to a lighter level.**

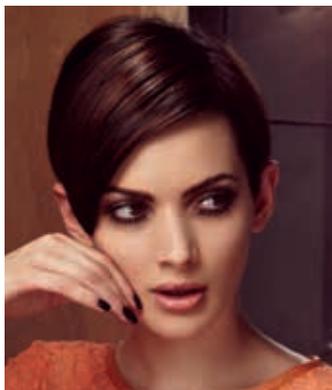
**Step A:**

Colour cleanse first to search out the sensitised areas and any areas where the colour will remove easily. See above.

**Step B:**

- Step 1: Mix 1 packet Efassor + 75ml of 20 or 30 volume.
- Step 2: Taking fine sections, apply to the darkest areas first.
- Step 3: Protect the natural regrowth with cotton wool.
- Step 4: Check regularly until the ideal undercoat is achieved - see table above.
- Step 5: Develop up to 50 minutes or when the ideal undercoat has been achieved.
- Step 5: Shampoo with PRO\_Classics Color Shampoo.
- Step 6: Completely dry the hair.
- Step 7: Apply dream shade to the root area.
- Step 8: Begin development time after application to the roots, 35 minutes.
- Step 9: Take through immediately.

Note: Add 5-10mls of warm water to the mixture prior to taking it through the mid-lengths and ends.



## Majirel Deep Natural

- True, long-lasting and ultra-natural looking colour results.
- 100% deep and ultra-natural coverage of white hair.
- Neutralisation of unwanted warmth, thanks to an extra high concentration of base colourants.
- Low concentration of ammonia.
- Shades 6.0 - 9.0 can lighten up to 2 levels.
- Shades 3.0 - 5.0 can lighten up to 1 level.
- The hair is completely protected thanks to IONÈNE G™ and INCELL.

### MIXING

Wear suitable single use gloves.

**MIX 1:1½**



1 tube (50gm)

+



75mls Crème Oxydant (20 volume ONLY)

Mix until a smooth creamy texture is achieved.

### WHICH OXYDANT TO USE?

**L'Oréal Professionnel Crème Oxydant.  
20 VOLUME (6%) ONLY.**

### WHITE COVERAGE

100% white hair coverage.

Do not intermix with any other Majirel families.

### APPLICATION

Step 1: Apply to the root area.

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

Step 3: Take through using the appropriate lengths & ends technique.

*Note: Add 5-10ml warm water to remaining mixture prior to taking through midlengths and ends.  
See chart page 17.*



## 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.

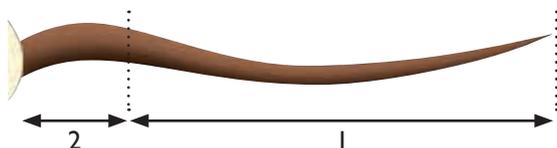
#### For more than 50% of white hair:

- 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.
- Then apply to roots and leave on for 35 minutes.



## 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.





## Majiblond<sup>ultra</sup>



- Ultimate blonde, ultra-soft touch.
- High-lift blondes.
- Lightens up to 4½ levels.
- One-step lightening and toning, no need to pre-lighten.

### TECHNOLOGY

#### Neutra B technology

Ultra neutralizing Pigment Neutra B helps to absorb the warmth created by the undercoat. IONENE G™ + INCELL reinforcing technology.

### 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

Not recommended for hair with more than 30% white hair.

### APPLICATION

Step 1: Apply to the root area.

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

Step 3: Take through using the appropriate lengths & ends technique.

*See chart below.*

Fade level	Lengths & ends
None or slightly faded colour	Emulsify through for the last 5 minutes
Medium faded colour	5-20 minutes refresh with DIALIGHT
Very faded colour	5-20 minutes refresh with DIALIGHT



*Note: To ensure a consistent result it is important to refresh your midlengths and ends every time your client has a regrowth application, 4-6 weeks (1½cm).*

## 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 Efassor 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 Efassor and L'Oréal Professionnel Crème Oxydant 20 volume (6%) or L'Oréal Professionnel Crème Oxydant 30 volume (9%)
- After cleansing or deep cleansing, apply Majiblond 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.*



## 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 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.

### 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

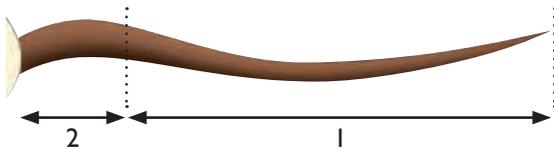
### Virgin hair:

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 Efassor 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 Efassor 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.*



# Majicontrast



- For dark natural or coloured hair.
- One step vibrant colour highlighting cream for dark natural or coloured hair.
- Lightens natural or coloured hair in 15 minutes under heat with no pre-lightening.

## TECHNOLOGY

Contains Hi.chroma™ technology for exceptional durability and colour intensity. IONÈNE G™ and INCELL reinforces the hair fibre.

## MIXING

Wear suitable single use gloves.

**MIX 1:1½**



+



1 tube (50gm)

75mls Crème Oxydant (20, 30 or 40 volume)

Mix until a smooth creamy texture is achieved.

## WHICH OXYDANT TO USE?

### L'Oréal Professionnel Crème Oxydant.

Natural hair	20 VOLUME	30 VOLUME	40 VOLUME
5. Light Brown	√	x	x
4. Brown	√	√	x
3. Dark Brown	√	√	√
2. Very Dark Brown	√	√	√
1. Black	√	√	√

*Note: 20 Volume ONLY for coloured hair.*

## WHITE HAIR COVERAGE

Not recommended for hair with more than 30% white hair.

## APPLICATION

Apply with a brush on dry unwashed partial mèches.

Develop 15 minutes with heat or

Develop 35 minutes without heat.

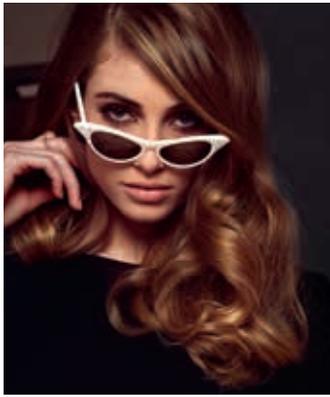
To remove, add water, emulsify and rinse thoroughly.

Shampoo with PRO\_classics Color Shampoo.

Apply Série Expert POWERDOSE COLOR.

*Note: To refresh lengths and ends, mix 1 part Majicontrast + 1 part warm water.*

*E.g. 25gm Majicontrast + 25ml warm water*



# Majilift



- Extra lightening and toning for dark natural levels.
- Global or partial colour.
- Lightens up to 4½ levels in one step.
- Ideal on natural levels 1 black – 4 brown.
- High neutralisation: perfect control of warmth, for natural looking results.

## TECHNOLOGY

IONENE G™ + INCELL reinforcing technology.

## MIXING

Wear suitable single use gloves.

**MIX 1:2**



1 tube (50gm)



100mls Crème Oxydant (20 or 30 volume)

Mix until a smooth creamy texture is achieved.

## WHICH OXYDANT TO USE?

### L'Oréal Professionnel Crème Oxydant

#### 20 VOLUME (6%)

- Natural levels 1-4.
- Cool light brown results.

#### 30 VOLUME (9%)

- Extra lightening and less deposit of reflect.
- **NOT RECOMMENDED** if you desire a cool light brown result.

*Note: Take fine sections and apply a liberal amount of Majilift to ensure maximum lightening. For optimum neutralising use 613. For extra lightening use 631S.*

## APPLICATION

### Two easy techniques:

Global technique: 30 minutes without heat.

Highlighting technique: 15 minutes with heat or 30 minutes without heat.

Global Technique:

Step 1: Apply to the root area.

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

Step 3: Take through using the appropriate lengths & ends technique.

*See chart below.*

Fade level	Lengths & ends
None or slightly faded colour	Emulsify through for the last 5 minutes
Medium faded colour	5-20 minutes refresh with DIALIGHT 
Very faded colour	5-20 minutes refresh with DIALIGHT 

*Note: to ensure a consistent result it is important to refresh your midlengths and ends every time your client has a regrowth application, 4-6 weeks (1½cm).*

## WHITE HAIR COVERAGE

Not recommended for hair with more than 30% white hair.

### ADVANCED

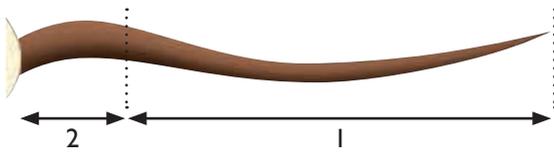
#### Virgin hair:

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

Develop for 15 minutes.

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

Develop for 30 minutes.



#### Long regrowth:

Step 1: Apply your dream shade to the long regrowth 1-2cm away from the scalp through to the regrowth line.

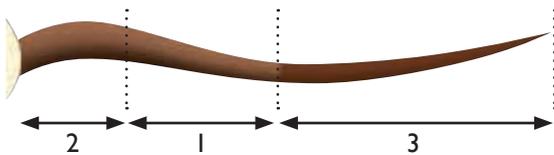
Develop for 15 minutes.

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

Develop for 30 minutes.

Step 3: Apply DIALIGHT dream shade to the lengths and ends using the appropriate lengths and ends technique.

*See chart page 36.*



#### PRO\_Classics Color Shampoo

- Specifically designed for use after colour.
- Eliminates all traces of excess oxydant to prevent colour fade.
- Enhances the cosmetic benefits of IONÈNE G™.
- Great respect for hair and skin.
- Aid in detangling and promotes lustre and shine.



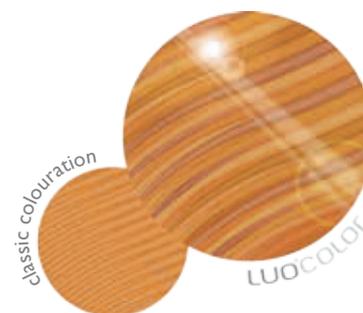
# LUOCOLOR<sup>®</sup>

LUMINOUS PERMANENT COLOUR IN 20 MINUTES



## FRESH, LUMINOUS AND MULTI-DIMENSIONAL COLOURS

Fresh colour and shine, hair by hair.



- Permanent colour lightens up to 2½-3 levels.
- Up to 70% white coverage.

### TECHNOLOGY

#### Colour Innovation

- Photo-reflective colourants.
- Each LUOCOLOR shade has a unique combination of photo-reflective colourants to enhance the personality of each hair's own reflect.

#### Texture innovation

- Nutrishine technology with grape seed oil for:
- Nourished hair fibre.
- Hair vitality.
- Brilliant colour.



#### 1. Protect shine – Internal nutrition.

The Nutrishine ingredients penetrate and nourish the hair fibre. The formula protects the cortex of the hair during the colouration process.

#### 2. Reflect shine – External nutrition.

Renowned for its nourishing properties, grape seed oil contributes to smoothing the surface of the hair fibre improving the reflection of light to increase the hair's shine.

#### 3. Colour after colour the shine intensifies\*.

Colour after colour, the condition of the hair is improved allowing its shine to intensify.

\*According to lab test results.

TECHNOLOGY CONT.

**Cosmetic Innovation**

Pearlescent Nutri-gel – Quick service in 20 minutes.

Appealing texture with the combination of a cream and a gel:

- The comfort of a cream.
- The ease of a gel.
- Fruity fragrance.

MIXING

Wear suitable single use gloves.



Mix until a smooth creamy texture is achieved.

*Note: Pastel shades can be mixed on the same mixing ratio or, to soften the reflect mix: 1 tube (50gm) of LUOCOLOR pastel shade + 100ml of LUOCOLOR Releaser (1:2 ratio)*

WHICH OXYDANT TO USE?

**LUOCOLOR Releaser.**

**25 VOLUME (7%)**

- Darken natural hair.
- Colour level on level.
- Lightening up to 1 level.
- Lightening up to 2 levels.
- Lighten up to 3 levels.
- Covering up to 70% white hair.
- Lengths and ends techniques.

*Exception: On natural levels 1 to 3, LUOCOLOR Releaser lightens up to approximately 1 1/2 levels.*

WHITE HAIR COVERAGE

**0- 70% White hair:** Use desired shade.

APPLICATION

Step 1: Apply to the root area.

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

Step 3: Take through using the appropriate lengths & ends technique.

*See chart below.*

Fade level Lengths and Ends	Lengths & ends	
	Condition: Slightly Sensitised	Condition: Highly Sensitised
Colour hardly altered or the same	Take through for the last 5 minutes	LUOCOLOR is not recommended
Colour moderately altered	Take through for the last 10 minutes	
Very altered colour or colour change	Take through immediately	

*Note: When tasking colour through to lengths and ends 5ml of warm water is NOT required.*

## DEVELOPMENT

20 minutes.

## EMULSIFICATION AND RINSING

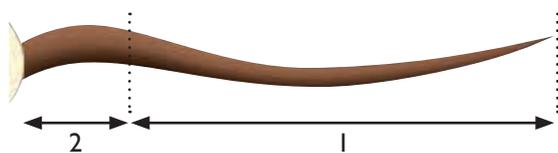
Gently emulsify to remove the colour from the scalp.  
Add a few drops of warm water and keep on emulsifying.  
Rinse until water runs clear.  
Shampoo with Luo Post Shampoo.  
Apply Série Expert POWERDOSE COLOR.



## ADVANCED

### Virgin hair:

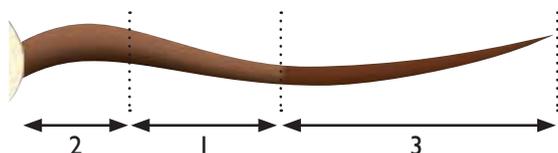
Step 1: Apply your chosen dream shade 1-2cm away from the scalp through to the lengths and ends.  
Step 2: Immediately apply to the 1-2cm root area and blend through the original application.  
Develop for 20 minutes.



### Long regrowth:

Step 1: Apply your dream shade to the long regrowth 1-2cm away from the scalp through to the regrowth line.  
Step 2: Immediately apply to the 1-2cm root area and blend through the original application.  
Step 3: Apply dream shade to the lengths and ends using the appropriate lengths and ends technique.

See chart page 29.



### Colour In:

LUOCOLOR is not recommended for colour correction.

### Colour Out:

When you are changing your clients hair colour and going lighter it is important to lighten the existing colour to the ideal undercoat (level) of the dream shade.

See chart on page 2 to determine your ideal undercoat.  
Use the chart below to determine the best colour in technique for your client.

Concern	Technique
Incompatible reflect	Colour Cleansing
Colour build up	Colour Cleansing
Going lighter on coloured hair	Deep Colour Cleansing

## ADVANCED CONT.

**Colour Cleansing:**

**Use Efassor to remove incompatible reflects or eliminate excess colour build up.**

- Step 1: Mix one packet of Efassor + 60ml of very hot water.  
 Step 2: Pour some very hot water into another larger bowl.  
 Step 3: Place the smaller bowl into the larger bowl.  
 Step 4: Apply rapidly with a sponge or brush to the areas needing cleansing.  
 Step 5: Develop 5-20 minutes, until the incompatible reflect or depth has been removed.  
 Step 5: Shampoo with PRO\_Classics shampoo.  
 Step 6: Completely dry the hair.  
 Step 7: Apply dream shade to the root area.  
 Step 8: Begin development time after application to the roots, 35 minutes.  
 Step 9: Take through immediately.

**Deep Colour Cleansing:**

**Use Efassor to remove colour to take your client to a lighter level.**

**Step A:**

Colour cleanse first to search out the sensitised areas and any areas where the colour will remove easily. See above.

**Step B:**

- Step 1: Mix 1 packet Efassor + 75ml of 20 or 30 volume.  
 Step 2: Taking fine sections, apply to the darkest areas first.  
 Step 3: Protect the natural regrowth with cotton wool.  
 Step 4: Check regularly until the ideal undercoat is achieved - see table above.  
 Step 5: Develop up to 50 minutes or when the ideal undercoat has been achieved.  
 Step 5: Shampoo with PRO\_Classics shampoo.  
 Step 6: Completely dry the hair.  
 Step 7: Apply dream shade to the root area.  
 Step 8: Begin development time after application to the roots, 35 minutes.  
 Step 9: Take through immediately.



*Note: When cleansing, the warm shades may darken excessively (during the first few minutes) when Efassor is applied, due to oxidation. DO NOT REMOVE. Allow Efassor to work during the required development time.*

**Pastel shades - toning**

- The pastel shades should always be applied to pre-lightened hair.  
 Ensure the pre-lightened base (level 9 or 10) is even and suitable for the desired pastel shade.  
 Develop for 5-20 minutes, visual development, depending on the intensity of the reflect required.

*Note: LUOCOLOR is a permanent colour and therefore toning highlights to remove warmth is not recommended. You will lighten the natural hair producing a warm undercoat.*



## ALKALINE CREAM AMMONIA-FREE TONE ON TONE COLOUR

### IDEAL FOR NATURAL HAIR

- Long lasting rich and deep reflects.
- Up to 1½ levels of lightening on natural hair.
- Up to 70% white hair coverage.
- Darken up to 4 levels on coloured hair.
- Variable intensity.
- Discreet regrowth.
- Incredible softness.
- Extraordinary shine.



### TECHNOLOGY

#### Alkaline tone on tone technology:



How does it work?

BEFORE THE COLOURING PROCESS of natural hair, the cuticle scales of the surface are closed.



DURING THE COLOURING PROCESS the alkaline agents of DIARICHESSE gently swell the hair fibre allowing the colourants to slightly penetrate the cuticle where they can develop.

Within the hair, DIARICHESSE has the ability to gently lighten natural hair, cover white hair and create rich reflects.

## MIXING

Wear suitable single use gloves.

**MIX 1:1½**



1 tube (50gm)

+



75mls DIACTIVATEUR  
(6,9 or 15 volume)

Mix until a smooth creamy texture is achieved.

## WHICH OXYDANT TO USE?

**DIACTIVATEUR****6 VOLUME:**

- For very sensitised hair.
- For light natural bases.
- For coloured lengths and ends.
- Post wave or smoothing.
- Toning highlights or global lightening service on porous sensitised hair.

**9 VOLUME:**

- For slightly sensitised hair.
- Maintain the same level of colour.
- Cover up to 30% white hair.
- Post wave or smoothing.

**15 VOLUME:**

- Cover up to 70% white hair.
- More visible rich reflects, especially on dark natural bases.
- Lighten natural hair up to 1½ levels.



6 Vol.



9 Vol.



15 Vol.



ALKALINE TECHNOLOGY = LIGHTENING and DEPOSIT

## WHITE HAIR COVERAGE

**Up to 30% white hair coverage:**

Following normal mixing instructions.

**30–70% white hair coverage:**

½ tube (25gm) of the chosen DIARICHESSE shade + ½ tube (25gm) of the DIARICHESSE base shade of the same level + 75ml DIACTIVATEUR 15vol (1:1½ ratio)

## APPLICATION

Step 1: Apply to the root area with a brush or the applicator bottle to dry unwashed hair.

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

Step 3: Take through using the appropriate lengths & ends technique.

See chart page 34.

## APPLICATION CONT.

<b>Lengths &amp; ends technique</b>	<b>Time</b>
White hair coverage	20 minutes
Subsequent application	15 minutes on natural root area and 5 minutes on coloured lengths and ends
Going darker (up to 4 levels)	20 minutes
Refreshing coloured lengths and ends	5 – 20 minutes
Toning	5 – 10 minutes (visual development)
Post wave or smoothing	5 – 10 minutes (visual development)

## DEVELOPMENT

Up to 20 minutes.

*NOTE: If left on longer than the recommended development time your results may appear 1-2 shades darker.*

## EMULSIFICATION AND RINSING

Add water, emulsify and rinse thoroughly.  
Shampoo with PRO\_classics Color Shampoo.  
Apply Série Expert POWERDOSE COLOR.





## ACID GEL-CREAM AMMONIA-FREE TONE ON TONE COLOUR

IDEAL FOR COLOURED OR SENSITISED HAIR

- Long lasting luminous reflects.
- Zero lightening of natural hair.
- Darken up to 2½ levels on coloured hair.
- Exceptionally even colour on sensitised hair.
- Resurfacing smoothing effect on the fibre.
- No regrowth.
- Intense care.
- Vinyl shine.



### TECHNOLOGY

#### Acid tone on tone technology:



How does it work?

**BEFORE THE COLOURING PROCESS** of sensitised or coloured hair, the cuticle scales of the surface are already open. The hair may appear dull, feel fragile and be difficult to colour.



**DURING THE COLOURING PROCESS**, the pH acid formula of DIALIGHT (which is close to the natural pH of the hair) has a gentle action on the hair where it very gently penetrates the colourants slightly into the cuticle where they can develop.

It does NOT lighten the natural hair but creates shiny and even colour results on coloured or sensitised hair whilst simultaneously smoothing the cuticle's surface for maximum shine and long lasting luminous reflects.

## MIXING

Wear suitable single use gloves.



Mix until a smooth creamy texture is achieved.

## WHICH OXYDANT TO USE?

### DIACTIVATEUR

#### 6 VOLUME:

- For very sensitised hair.
- Toning highlights or global lightening service on porous sensitised hair.
- Going up to 2½ levels darker on very sensitised hair.
- Precolouration, colour correction techniques.
- Post wave or smoothing.

#### 9 VOLUME:

- For slightly sensitised hair.
- Toning highlights or global lightening service on non-porous hair.
- Going up to 2½ levels darker on slightly sensitised hair.
- Post wave or smoothing.

#### 15 VOLUME:

- For adding gloss and subtle reflects to natural hair.



ACID TECHNOLOGY = ZERO LIGHTENING. DEPOSIT ONLY

## WHITE HAIR COVERAGE

Not recommended.

## APPLICATION

Step 1: Apply to the root area with a brush or the applicator bottle to dry unwashed hair.

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

Step 3: Take through using the appropriate lengths & ends technique.

See chart below.

Lengths & ends technique	Time
Refreshing coloured lengths and ends	5 – 20 minutes
Colour blending on lengths and ends (Majirel or INOA on the regrowth and DIALIGHT on the lengths and ends)	20 minutes
Going darker (up to 2½ levels)	20 minutes
Glossing on natural hair	30 minutes
Toning	5 – 10 minutes (visual development)
Post wave or smoothing	5 – 10 minutes (visual development)

## DEVELOPMENT

Up to 20 minutes.

*Exception: Development time can be extended to 30 minutes for virgin hair to add a very subtle gloss only.*

*NOTE: If left on longer than the recommended development time your results may appear 1-2 shades darker.*

## EMULSIFICATION AND RINSING

Add water, emulsify and rinse thoroughly.

Shampoo with PRO\_classics Color Shampoo.

Apply Série Expert POWERDOSE COLOR.



## ADVANCED

### DIALIGHT-Clear

Clear is the ultimate colourist tool. It has many valuable uses and allows more control over the colour process and the result.

#### How do I use it?

##### Toning:

Add  $\frac{1}{4}$  to  $\frac{1}{2}$  clear to your mix to ensure a more controlled reflect deposit. And to ensure neutralisation of unwanted reflect and not over toning. I.e. a very blue ash result.

*Examples of toning mixtures:*

##### Undercoats

10.	Very Pale Yellow	$\frac{1}{2}$ Clear + $\frac{1}{2}$ 10.21
9.	Pale Yellow	$\frac{1}{2}$ Clear + $\frac{1}{2}$ 9.12
8.	Yellow	9.02

##### Refreshing lengths and ends:

To deposit back missing reflect and to ensure the depth of the result doesn't over power the reflects.

e.g.  $\frac{1}{4}$  Clear + 4.20 applied to refresh INOA ODS on lengths and ends

e.g.  $\frac{1}{2}$  Clear + 6.66 applied to refresh Majirouge 6.66 on lengths and ends

##### Lowlighting:

Add  $\frac{1}{4}$  to  $\frac{1}{2}$  clear to your chosen dream shade to ensure that the low lights don't go too dark due to the length of time the low lights are left on the hair.

##### How much do I mix?

Levels 7-10 add  $\frac{1}{4}$  Clear to your mixture.

Levels 1-6 add  $\frac{1}{2}$  Clear to your mixture.

*Note: This is a guide only and should be personalised to meet your clients desires. It is always easier to go darker next time then to remove depth, therefore we recommend to proceed with caution for the first application.*

##### Colour In techniques:

##### Darkening up to 2½ levels:

Step 1: Apply dream shade to the roots.

Step 2: Immediately apply the mixture to the lengths and ends.

*Note: It is sometimes necessary to reapply. This is due to the lightness and sensitivity of the hair. If necessary you may need to reformulate. E.g. initial application  $\frac{1}{2}$  5 + 5.35, second application 5.35 only.*

**Precolouration- going 3-4 levels darker:**

- DIALIGHT is the ideal colourist tool to precolour with. Regrowth area can be coloured with Majirel, or INOA ODS families.
- Apply only to the areas needing pre-colouration a corresponding shade from the chart below.
- Mix 50gm + 75mls of 6 volume DIACTIVATEURS
- Apply the cream using a brush to all the areas you want to take darker.
- Develop for 20minutes.
- Rinse, shampoo with PRO\_classics Color Shampoo and dry.
- Apply the permanent dream shade to the root, set the timer for 35 minutes and take through immediately on the mid-lengths and ends.

*Note: Add 5-10mls warm water with Majirel ONLY.*

Target level	Cool (ash, beige gold)	Time		Warm (copper, mahogany red)	Undercoat
9. Very Light Blonde	9.03	5min	↑ 5min	9.03	Pale Yellow
8. Very Blonde	9.03	5min	10min	9.3	Yellow
7. Blonde	8.3	10min	10min	8.34	Yellow Orange
6. Dark Blonde	8.3	10min	15min	8.34	Orange
5. Light Brown	6.3	15min	15min	6.34	Red Orange
4. Brown	6.3	15min	↓ 20min	6.34	Red

**Colour Out:**

When you are changing your clients hair colour and going lighter it is important to lighten the existing colour to the ideal undercoat (level) of the dream shade.

*See chart on page 2 to determine your ideal undercoat.*

*Use the chart below to determine the best colour in technique for your client.*

Concern	Technique
Incompatible reflect	Colour Cleansing
Colour build up	Colour Cleansing
Going lighter on coloured hair	Deep Colour Cleansing

**Colour Cleansing:**

**Use Efassor to remove incompatible reflects or eliminate excess colour build up.**



- Step 1: Mix one packet of Efassor + 60ml of very hot water.
- Step 2: Pour some very hot water into another larger bowl.
- Step 3: Place the smaller bowl into the larger bowl.
- Step 4: Apply rapidly with a sponge or brush to the areas needing cleansing.
- Step 5: Develop 5-20 minutes, until the incompatible reflect or depth has been removed.
- Step 5: Shampoo with PRO\_classics Color Shampoo.
- Step 6: Completely dry the hair.
- Step 7: Apply dream shade to the root area.
- Step 8: Begin development time after application to the roots, 20 minutes.
- Step 9: Take through immediately.

**Deep Colour Cleansing:****Use Efaktor to remove colour to take your client to a lighter level.****Step A:**

Colour cleanse first to search out the sensitised areas and any areas where the colour will remove easily. See above.

**Step B:**

Step 1: Mix 1 packet Efaktor + 75ml of 20 or 30 volume.

Step 2: Taking fine sections, apply to the darkest areas first.

Step 3: Protect the natural regrowth with cotton wool.

Step 4: Check regularly until the ideal undercoat is achieved- see table above.

Step 5: Develop up to 50 minutes or when the ideal undercoat has been achieved.

Step 5: Shampoo with PRO\_classics Color Shampoo.

Step 6: Completely dry the hair.

Step 7: Apply dream shade to the root area .

Step 8: Begin development time after application to the roots, 20 minutes.

Step 9: Take through immediately.



# LIGHTENING PRODUCTS



### INFINIE PLATINE

- Up to 8 levels of lift.
- Enriched with Pro-Keratin.
- Dust free lightening powder.
- Ideal for global and partial lightening techniques.



### PLATINIUM Ammonia-free

- White compact lightening paste.
- Up to 7 levels of lightening.
- For medium to light natural or coloured hair.
- Use on level 6 and lighter for optimum results.
- Optimum condition and shine.
- Suitable for global and partial lightening techniques.



### Blondys

- Easy and quick application Blondys.
- Unique formula for on-scalp applications.
- Up to 6 levels of lightening.
- Remains cool and comfortable on scalp.



### PLATINE PRECISION

- Up to 7 levels of lightening on natural hair.
- Up to 5 levels of lightening on coloured hair.
- For natural and coloured hair.
- White compact dust-free lightening powder.
- Ideal for partial lightening techniques ONLY.



### PLATINIUM Nutri-Developers

- Designed to work in perfect and exclusive synergy with PLATINIUM lightening pastes.
- 20 volume and 30 volume ideal for full-head techniques, wrapped highlights and balayage.
- 30 volume and 40 volume ideal for unwrapped highlights and balayage.



### EASI MECHE

- Re-usable plastic sleeve for partial highlighting.
- An adhesive strip secures EASI MECHE to the hair.
- Clear plastic allows you to check colour while developing.



### PLATINIUM Plus

- Blue compact lightening paste.
- Up to 7 levels of lightening.
- For dark natural or coloured hair.
- Use on level 5 and darker for optimum results.
- Optimum condition and shine.
- Suitable for global and partial lightening techniques.



### Majimèches

- Ammonia-free double cream.
- Controlled lightening of up to 5 levels in 15 minutes under heat.
- Ideal for natural and coloured hair.
- Maintains optimum condition and shine of the hair.
- Partial lightening techniques ONLY.



### SWEET MÈCHES

- Highlighting strip perfectly compatible with all highlighting and lightening techniques.
- Can be used with Platinum lightening pastes and all L'Oréal Professionnel lightening or colouring products.
- Enhances the action of Platinum lightening pastes for a precise, even lightening effect while being gentle and respectful to the integrity of the hair fibre.



## INFINIE PLATINE

PRO-KERATINE

- The 1st lightening powder enriched with Pro-Keratine, for shiny and luminous hair.
- Non-volatile powder.
- High adherence texture.
- All techniques: enclosed highlights, global lightening, open air.

### TECHNOLOGY

Pro-Keratine is a group of synthetic molecules which reproduce the components of the hair's keratin. They strengthen the structure and the hair surface, thus revealing a blonde more pure and more luminous

Lightening: Up to 8 levels of lightening.

### MIXING

Wear suitable single use gloves.

1:1 - 1:3 mixing ratio with 20, 30 or 40 volume Crème Oxydant

*Note: Due to the extra lightening power it is recommended to stir gently until mixed. Do NOT mix or whip excessively.*

#### Enclosed highlights:

40g of powder + 60ml of 20, 30 or 40 volume Crème Oxydant (1:1½ ratio)

#### Global lightening:

40g of powder + 120ml of 20 or 30 volume Crème Oxydant (1:3 ratio)

*Note: In the case of enclosed highlights mixed with 40 volume we recommend NOT to fold in the ends of the foil as this may lead to excessive oxygen being trapped, resulting in the product swelling.*

#### Open air techniques:

40 g of powder + 40 ml of 20, 30 or 40 volume Crème Oxydant (1:1 ratio)

### WHICH OXYDANT TO USE?

#### L'Oréal Professionnel Crème Oxydant.

##### 20 VOLUME (6%)

- On scalp techniques bases 6 and lighter.
- Wrapped highlights.
- Balayage (open air techniques)  
- subtle results.

##### 30 VOLUME (9%)

- On scalp techniques bases 5 and darker.
- Wrapped highlights.
- Balayage (open air techniques)  
- subtle to noticeable results.

##### 40 VOLUME (12%)

- Unwrapped highlights.
- Wrapped highlights.
- Balayage (open air techniques)  
- optimum lightening results.

### WHITE HAIR COVERAGE

Not recommended.

### DEVELOPMENT

Up to 50 minutes without heat.

### APPLICATION

Apply to dry unwashed hair.

Recommended for both on and off scalp lightening.

### EMULSIFICATION AND RINSING

When the desired lightening level/undercoat has been achieved.

Rinse well and shampoo with L'Oréal Professionnel PRO\_classics Color Shampoo.

Apply Série Expert ABSOLUT REPAIR LIPIDIUM or POWER KERA-RECHARGE.



## PLATINE PRECISION



- White compact dust-free lightening powder.
- Ideal for partial lightening techniques ONLY.
- Up to 7 levels of lightening on natural hair.
- Up to 5 levels of lightening on coloured hair.

### MIXING

#### For open air techniques:

1 level scoop of powder (30gm) + 45ml of 20, 30 or 40 volume L'Oréal Professionnel Crème Oxydant

#### For enclosed highlighting techniques:

1 level scoop of powder (30gm) + 60ml of 20 or 30 volume L'Oréal Professionnel Crème Oxydant

### WHICH OXYDANT TO USE?

#### L'Oréal Professionnel Crème Oxydant.

##### 20 VOLUME (6%)

- Natural base 6 and lighter.
- Wrapped highlights.
- Balayage (open air techniques) - subtle results.

##### 30 VOLUME (9%)

- Natural base 5 and darker.
- Wrapped highlights.
- Balayage (open air techniques) - subtle to noticeable results.

##### 40 VOLUME (12%)

- Hard to lighten dark hair.
- Unwrapped highlights.
- Wrapped highlights.
- Balayage (open air techniques) - optimum lightening results.

### WHITE HAIR COVERAGE

Not recommended.

### DEVELOPMENT

Up to 50 minutes without heat.

### APPLICATION

Apply to dry unwashed hair.  
Ideal for partial lightening only.

### EMULSIFICATION AND RINSING

When the desired lightening level/undercoat has been achieved.  
Rinse well and shampoo with L'Oréal Professionnel PRO\_classics Color Shampoo.  
Apply Série Expert ABSOLUT REPAIR LIPIDIUM or POWER KERA-RECHARGE.





# PLATINIUM

## Revolutionary lightening paste technology

**Blondness Innovation:** 2 paste lighteners.



### **PLATINIUM PLUS** (blue paste)

Ideal for:

- Dark natural or coloured hair.
- Level 5 and darker for optimum results.
- Difficult cases.



### **PLATINIUM Ammonia-free** (white paste)

Ideal for:

- Medium to light natural or coloured hair.
- Level 6 and lighter for optimum results.
- Easy cases.

## TECHNOLOGY

### **Hair fibre innovation**

- PLATINIUM lightening pastes contain:
- Nutricéride™ to strengthen and nourish the cuticle.
- White Beeswax to smooth and soften the hair fibre.
- PLATINIUM PLUS also contains Potassium Ammonia Persulphate for fast action lightening and cleaner pure blonde results.

### **Comfort innovation**

- 2 complimentary texture polymers combine to give:
- A creamy and pleasant texture for easier mixing.
- A stable lightening ability.
- No swelling, drying or moving on the hair.

### **Maximum health and safety:**

- ZERO volatility.
- Less odour.
- PLATINIUM lightening pastes remain active for up to 2 hours.

### **Lightening:**

- Up to 7 levels of lightening.

## MIXING

Wear suitable single use gloves.

1:1 - 1:3 mixing ratio with 20, 30 or 40 volume Nutri-developer

1 spoon of PLATINIUM paste = 20gm

e.g.: 1 spoon + 20–60ml Nutri-developer

### **For free-hand techniques:**

1 spoon of lightening paste (20gm) + 20ml of 20, 30, or 40 volume PLATINIUM Nutri-developer (1:1 ratio)

### **For wrapped techniques:**

1 spoon of lightening paste (20gm) + 40ml of 20, 30 or 40 volume PLATINIUM Nutri-developer (1:2 ratio)

### **For global application:**

1 spoon of lightening paste (20gm) + 60ml of 20 or 30 volume PLATINIUM Nutri-developer (1:3 ratio)

## WHICH OXYDANT TO USE?

### PLATINIUM Nutri-developers.

Enveloping Lipids with lipid-restoring properties to soften, coat and protect the hair fibre.

**Result:** The hair's natural lipidic rate is maintained at 100% ensuring optimum condition and shine.

#### 20 VOLUME (6%)

- On scalp techniques bases 6 and lighter.
- Wrapped highlights.
- Balayage - subtle results.

#### 30 VOLUME (9%)

- On scalp techniques bases 5 and darker.
- Wrapped highlights.
- Balayage - subtle to noticeable results.

#### 40 VOLUME (12%)

- Unwrapped highlights.
- Balayage - optimum lightening results.

## WHITE HAIR COVERAGE

Not recommended.

## DEVELOPMENT

15–50 minutes without heat.

For free-hand techniques PLATINIUM PLUS and PLATINIUM Ammonia-free can be developed for up to 15 minutes with heat.

## APPLICATION

Apply to dry unwashed hair.

Recommended for both on and off scalp lightening.

## EMULSIFICATION AND RINSING

When the desired lightening level/undercoat has been achieved.

Rinse well and shampoo with L'Oréal Professionnel PRO\_classics Color Shampoo.

Apply Série Expert ABSOLUT REPAIR LIPIDIUM or POWER KERA-RECHARGE.





## Majimèches

- Ammonia-free double cream.
- Ideal for natural and coloured hair.
- Maintains optimum condition and shine of the hair.
- Partial lightening techniques ONLY.
- Easy and quick application.
- Fruity fragrance.

### TECHNOLOGY

**Double Action:** Double Cream ammonia-free technology.

**Combination of two creams:** Ammonia-free Highlight Controller Cream (tube).

Ammonia-free Highlight Activator Cream (sachet).

When mixed, creates a rich creamy texture for soft, natural highlights.

**Double Protection:** Oleosphere Conditioning System contained in both creams:

Works in synergy for double protection of the hair fibre.

Ensures the preservation of the cuticle's lipid level during lightening.

Hair is protected, luminous, soft and shiny.

**Double Confidence:** Stop and Go innovation for high precision lightening and even colour results:

**GO:** When mixed Majimèches takes on a fluid creamy texture for ease of application.

**STOP:** Upon application Majimèches becomes a non-drip thick cream which adheres to the hair instantly allowing for high precision placement.

**Lightening:** Up to 5 levels – ideal from natural level 5 and lighter.

*Note: May use on darker levels for more subtle lightening.*

### MIXING

Wear suitable single use gloves.

½ tube (25gm) of Highlight Controller Cream

+ 1 sachet Highlight Activator Cream

+ 25ml of 20, 30 or 40 volume Crème Oxydant (1:1:1 ratio)

Mix until a smooth creamy texture is achieved.

### WHICH OXYDANT TO USE?

**L'Oréal Professionnel Crème Oxydant.**

**20 VOLUME (6%)**

• 20 volume = 3 levels of lightening.

**30 VOLUME (9%)**

• 30 volume = 4 levels of lightening.

**40 VOLUME (12%)**

• 40 volume = 5 levels of lightening.

### WHITE HAIR COVERAGE

Not recommended for more than 30% white hair.

### DEVELOPMENT

Up to 15 minutes with heat.

Up to 35 minutes without heat.

### APPLICATION

Apply to dry unwashed hair.

Not recommended for on scalp lightening.

### EMULSIFICATION AND RINSING

When the desired lightening level/undercoat has been achieved.

Rinse well and shampoo with L'Oréal Professionnel PRO\_classics Color Shampoo.

Apply Série Expert ABSOLUT REPAIR LIPIDIUM or POWER KERA-RECHARGE.





## Blondys

- Prescription-like formula to guarantee desired levels of lightening.
- Unique formula for on-scalp applications.
- Remains cool and comfortable on scalp.

### TECHNOLOGY

Unique formula for on-scalp applications.  
Remains cool and comfortable on scalp.

#### Lightening:

Up to 6 levels of lightening.

### MIXING

Wear suitable single use gloves.

In a shaker, prepare the following mix in this order:

60ml of Blondys gel

+ add 1-3 booster sachets

+ add 120ml of 20 or 30 volume L'Oréal Professionnel Crème Oxydant

Boosters:

3–4 levels of lift = 1 booster

4–5 levels of lift = 2 boosters

5–6 levels of lift = 3 boosters

*Note: The above mix is for 1 regrowth application. Mixture cannot be halved. For maximum lightening ensure all product mixed is applied to the regrowth.*

### WHICH OXYDANT TO USE?

#### L'Oréal Professionnel Crème Oxydant

##### 20 VOLUME (6%)

- Natural level 6 and lighter.

##### 30 VOLUME (9%)

- Natural level 5 and darker.

### WHITE HAIR COVERAGE

Not recommended for more than 30% white hair.

### DEVELOPMENT

Develop up to 50 minutes or when correct undercoat has been achieved.

NEVER ADD HEAT.

### APPLICATION

Apply to dry, unwashed hair.

Take fine mèches.

Apply sufficient product by pressing onto the re-growth area.

Ideal for a small re-growth of 1-2cm.

### EMULSIFICATION AND RINSING

When the desired lightening level/undercoat has been achieved.

Rinse well and shampoo with L'Oréal Professionnel PRO\_classics Color Shampoo.

Apply Série Expert ABSOLUT REPAIR LIPIDIUM or POWER KERA-RECHARGE.



## Toning lightened hair

Toning is all about adding or removing reflect/undercoat to the hair. This could be neutralising unwanted warmth or adding subtle to strong warmth to over lightened hair. For optimal results ensure you are always toning on the correct undercoat/lightening level.

For example:

Pale yellow = level 9

Yellow = level 8

Yellow/orange = level 7

Orange = level 6

See chart page 2

## What can i use to tone with?

INOA ODS: Not recommended.

Majirel: Ideal for toning on scalp lightening applications.

LUOCOLOR pastels: Ideal for toning on scalp lightening applications.

DIARICHESSE: Ideal for toning on and off scalp lightening applications.

DIALIGHT: Ideal for toning on and off scalp lightening applications.

## Application:

All toners should be applied to shampooed, thoroughly towel dried hair.

Rapid application starting at the areas that are either too warm or too cool.

## Mixing:

Wear suitable single use gloves.

Mix until a smooth creamy texture is achieved.

## Majirel:

1:2 or 1:3 mixing ratio

1 tube (50gm) colourant + 100mls 20 volume Crème Oxydant (1:2 ratio)

1 tube (50gm) colourant + 150mls 20 volume Crème Oxydant (1:3 ratio)

## LUOCOLOR pastels:

1:1½ or 1:2 mixing ratio

1 tube (50gm) colourant + 75mls LUOCOLOR Releaser (1:1½ ratio)

1 tube (50gm) colourant + 100mls LUOCOLOR Releaser (1:2 ratio)

## DIALIGHT:

1:1½ mixing ratio

1 tube (50gm) colourant + 75mls 6 volume DIACTIVATEUR (1:1½ ratio)

## DIARICHESSE:

1:1½ mixing ratio

1 tube (50gm) colourant + 75mls 6 volume DIACTIVATEUR (1:1½ ratio)



## ADVANCED CONT,

**Development time:**

Majirel: Develop for 5-35 minutes (visual development).  
 LUOCOLOR pastels: 5-20 minutes (visual development).  
 DIARICHESSE: 5 – 10 minutes (visual development).  
 DIALIGHT: 5 – 10 minutes (visual development).

*Note: Toners have a visual development time, depending on the intensity of the reflect required remember to wipe the toner off and check.*

**Emulsification and rinsing:**

When the desired reflect has been achieved.

Rinse well and shampoo with the recommended L'Oréal Professionnel Shampoo.  
 Apply Série Expert ABSOLUT REPAIR LIPIDIUM or POWER KERA-RECHARGE.



## LIGHTENING ACCESSORIES

**EASI MECHE**

Re-usable plastic sleeve for partial highlighting.  
 An adhesive strip secures EASI MECHE to the hair.  
 Clear plastic allows you to check colour while developing.

**SWEET MÈCHES**

Highlighting strip perfectly compatible with all highlighting and lightening techniques.  
 Can be used with Platinum lightening pastes and all L'Oréal Professionnel lightening or colouring products.  
 Enhances the action of Platinum lightening pastes for a precise, even lightening effect while being gentle and respectful to the integrity of the hair fibre.



### **STILLCAP**

Scalp protecting treatment.

First scalp treatment designed to protect the scalp during colour services.

#### **Technology:**

- Creates a 'second skin' effect to prevent sensations of discomfort during colour services.
- Rebalances the scalp.
- Provides an instant soothing effect.
- Fragrance-free.
- Pleasant cream texture.
- Contains Polysorbate-2.
- Proven results, dermatologically tested.

#### **Application:**

Apply Stillcap directly on the scalp, section by section prior to the colour application.

Massage lightly with fingertips to spread the product evenly.

**DO NOT RINSE.**

Proceed with colour application as per normal.

#### **Important:**

Do not mix Stillcap together with any colour, texture or smoothing products.

Stillcap does not eliminate the need for a skin allergy test which should be conducted 48 hours prior to each colour application.



### **Efassor Wipes**

Facial colour remover towelettes gently remove unwanted staining from the hairline, nape and ears.

# HOMME



## COVER 5'

### WHITE BLENDING IN 5 MINUTES

For the first time, an ammonia-free gel enriched with Incell to blend away white hair in just 5 minutes and restore the hair's natural strength.

#### 4 natural shades:

- 4 – Brown
- 5 – Light brown
- 6 – Dark blonde
- 7 – Blonde



### TECHNOLOGY

- Perfect neutral result, neither too warm or too cool
- Fades away naturally over time with no regrowth effect
- Quick service: 5 minute discreet application at the basin
- Ammonia-free gel blends up to 50% white hair

White hair is not completely masked with a uniform colour. Instead, it is subtly covered giving discreet colour highlights which blend into the rest of the hair, hence the term "grey blending". The hair looks "refreshed", not coloured, as the overall colour result is enhanced, masculine and very natural looking.



Before



After

### WHICH OXYDANT TO USE

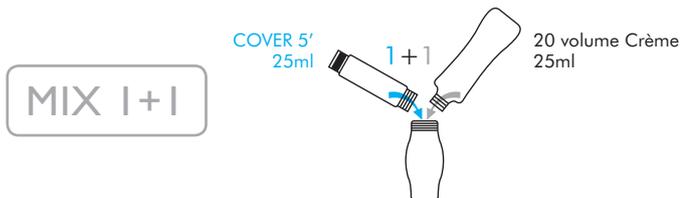
**L'Oréal Professionnel Crème Oxydant.  
20 volume (6%) ONLY.**

### WHITE HAIR COVERAGE

Blends up to 50% white hair.

### MIXING

In an applicator bottle, measure and mix: 25ml COVER 5' + 25ml 20 volume Crème Oxydant  
One 50ml bottle = 2 applications (less if using on long or overly dense hair)



### APPLICATION

Using the applicator bottle, at the basin apply COVER 5' quickly to dry unwashed hair.

### DEVELOPMENT

5 minutes.

### EMULSIFICATION AND RINSING

To remove, add water; emulsify and rinse well, then shampoo with L'Oréal Professionnel PRO\_classics Color Shampoo. Apply Série Expert POWERDOSE COLOR.



# Texture & Smoothing



L'Oréal Professionnel now offers X-Tenso® Moisturist™ for long-lasting smoothness and straightening.

This service not only offers your clients long-lasting style results, but also the most innovative technology which provides optimum care and condition for the hair so that the final result is glossy, silky and beautifully smooth and straight.

This technical guide is designed to provide you with all the information to create long-lasting smooth and straight hair for your clients.

## TECHNOLOGY

### **Nutri-Cationic Technology**

CATIONIC ACTIVES specifically target weakened areas of the hair to re-structure, smooth and protect.

EMOLLIENTS AND SOFTENING WAXES smooth and boost the hair's softness for a silky-soft natural finish. This treatment cocktail leaves the hair shiny, soft, supple and easy to manage.

## RESULTS

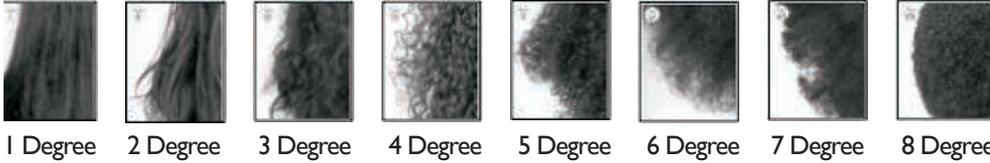
### **Smoother**

- Volume control
- Tamed frizz
- Easier to blow-dry

### **Silkier & Shinier**

- More conditioned
- Healthy looking

DEGREE OF CURL



DEGREE OF SMOOTHING

**Non-Iron Service:**

- Up to 2 degrees reduced  
e.g. A curl degree of a 5 end result would be up to a curl degree of a 3

**Iron Service:**

- Up to 4 degrees reduced  
e.g. A curl degree of a 5 end result would be up to a curl degree of a 1

SERVICES

**Non-Iron Service:**

De-volumising service

Reduce the volume; smooth the texture and tame unruly, wavy or frizzy hair for easier and longer lasting styling. The result is de-volumised hair with movement and a smooth and shiny finish.

**Iron Service:**

Brazilian Straight:

Straighten to natural straight, smooth the texture and tame unruly, wavy or frizzy hair for easier and longer lasting styling. The result is natural looking straight hair with body and a smooth and shiny finish.

Japanese Straight:

Straighten to perfectly straight, smooth the texture and tame unruly, wavy or frizzy hair for easier and longer lasting styling. The result is ultra-straight hair with a smooth and shiny finish.

PRODUCT STRENGTH

**Natural Resistant cream:**

- For strong, voluminous hair, with no colour and in good condition

**Natural cream:**

- For hair in good condition, with no colour, which is slightly wavy, frizzy or unmanageable

**Sensitised cream:**

- For sensitised hair including coloured hair in good condition, curly and/or frizzy hair and hair with up to 30% evenly distributed highlights



**Step 1: Diagnosis**

- Examine the scalp and check the skin is free of irritation or abrasions
- Check the quality of the hair from roots to ends, to make sure it is in good condition before carrying out this service
- Consult the client on the past history of their hair and use the table below to choose the appropriate cream for their hair
- If in any doubt, carry out a test mèche, following the instructions on page 65

*Note: If the hair is damaged or broken after the test, do not continue with the application.*

Hair type	Cream selection		
	X-Tenso® Moisturist™ Natural Resistant	X-Tenso® Moisturist™ Natural	X-Tenso® Moisturist™ Sensitised
Naturally strong, resistant hair	Yes	No	No
Strong, voluminous straight or wavy hair	Yes	No	No
Natural hair	No	Yes	No
Natural hair to natural fine, fly-away hair	No	Yes	No
Texturised hair	No	No	Yes
Previously smoothed hair with X-Tenso®	No	No	Yes
Coloured hair in good condition	No	No	Yes
Partially coloured hair (<50%)	No	Yes	Yes
Very sensitised coloured hair	No		
Bleached hair	No		
Hair with more than 30% of highlights	No		
Hair with 30% evenly distributed highlights	No	No	Yes
Previously straightened hair	Test Meche	Test Meche	Test Meche
Hair treated with henna or metallic salts	Do not use X-Tenso® Moisturist™		

- Identify the degree of curl in the client's hair
- Decide upon the degree of smoothing the client desires
- Determine the thickness of the hair

**Step 2: Determine the sensitivity of the hair**

- Natural (e.g. hair in good condition, with no colour, which is slightly wavy, frizzy or unmanageable)
- Sensitised (e.g. hair has been coloured and remains in good condition, which is slightly wavy, frizzy or unmanageable)
- Very sensitised (e.g. hair has been coloured and is now weak, brittle, porous and has more than 30% evenly distributed highlights, which is slightly wavy, frizzy or unmanageable)

**Step 3: Smoothing Cream**

- Determine the strength of the smoothing cream
  - Natural resistant cream
  - Natural cream
  - Sensitised cream

*Note: If in doubt carry out a test mèche see page 65.*

STEPS CONT.

**Test Meche Application**

- Isolate a small 2cm x 2cm section
- On wet hair apply X-Tenso® Moisturist™ Smoothing cream suitable for the hair type to the section. (Do not cover)
- Allow to develop for the recommended time
- Rinse thoroughly
- Apply X-Tenso® Moisturist™ Neutralising Cream for 10 minutes.
- Rinse thoroughly for 3 minutes
- Check results. If the hair is damaged or broken after the test, do not continue with the application

*Note: Test mèche can be carried out before or on the day of the client's appointment*

**Step 4: Application**

- Shampoo using PRO\_Classics Colour Shampoo
- Towel-dry
- Apply Présifon advanced evenly to the hair

**Clients With Highlights:**

For up to 30% evenly distributed highlights:

- Over the top of Présifon advanced, apply Série Expert LISS UNLIMITED masque sparingly to the highlighted sections of hair
- Do not rinse and continue onto application
- If your client has more than 30% highlights, do not proceed with the X-Tenso® Moisturist™ service

Application should take approximately 5 minutes



- Place approximately half a tube (125ml) of your chosen X-Tenso® Moisturist™ Smoothing Cream into a non-metallic bowl
- Detangle the hair and divide into 4-6 sections
- Secure with non-metallic clips



- Start your timer as soon as you begin application
- Starting with the nape area, apply Smoothing Cream 1cm from the scalp, mèche by mèche, to the mid-lengths and ends
- Do not allow the product to touch the scalp
- Using your fingers, smooth the hair mèche by mèche during application



- Do not pull on the hair during the application

**Partial or Regrowth Application**

- In the case of regrowth applications it is necessary to have at least 4cm of regrowth
- Detangle the hair and identify the areas requiring an X-Tenso® Moisturist™ smoothing service
- Protect remaining hair and proceed with application steps

**Step 5: Development**

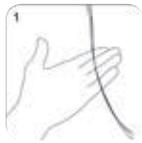


- Develop at room temperature
- Natural and Natural Resistant cream: up to 20 minutes
- Sensitised cream: up to 15 minutes

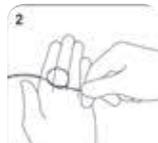
*Note: Perform a knot test to check full development see instructions on page 66.*

**Knot Test:**

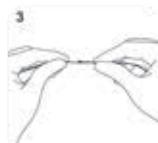
To optimise the straightening result for Brazilian Straight and Japanese Straight services, the development time may be extended by 5 -10 minutes. ONLY when performing the knot test.



1. At the end of development time isolate a mèche of hair in the most sensitised area about 1mm thick (6 to 10 hairs) to test elasticity.



2. Make a knot with the mèche of hair.



3. Gently tighten the knot by holding it between 2 hands and try to loosen it by pushing on the 2 ends of the mèche towards each other.



4. If the knot holds firm, proceed with rinsing. If the knot loosens, develop for another 5 minutes and then re-do the knot test again. After the second knot test, if the knot holds firm, proceed with rinsing. If the knot loosens, develop for another 5 minutes and then proceed with rinsing.

*Note: Do not exceed the development time for more than 10 minutes maximum (2 x knot tests).*

**Step 6: Drying the hair**

- Rinse carefully and thoroughly for 3 minutes
- Gently towel dry the hair
- Using a dryer, dry until hair is 80% dry

*Note: 80% dry means dry to the touch, not damp.*

**De-Volumising Service:**

- No steam pod ironing required.
- After drying, proceed with fixing.



**Brazilian Straight Service:**

- Steam pod iron taking 1-1.5cm sections of hair.
- After ironing with steam pod, proceed with fixing.

**Japanese Straight Service:**

- Steam Pod iron taking 2mm veils of hair.
- After ironing with steam pod, proceed with fixing.

**Steam Pod Temperature:**

- 170-180°C: Fine and/or sensitised hair.
- 180-200°C: Normal and/or natural hair.
- 200-210°C: Thick and/or natural resistant hair.



**Step 7: Fixing**

- Apply at least 80ml of X-Tenso® Moisturist™ Neutralising Cream section by section to dry hair.
- Develop for 10 minutes.
- Smooth regularly so that the hair remains quite straight during the development time.
- Rinse thoroughly for 3 minutes.
- Apply LISS UNLIMITED masque all over the hair and leave on for a few minutes.
- Rinse thoroughly.
- Blow-dry and style as client desires.



TIPS

**1. Colouring hair on the same day?**

You may colour the hair with a tone-on-tone colour application immediately after rinsing the neutralising cream. Select the DIALIGHT or DIARICHESSE shade and mix as usual. Apply to wet hair and reduce the development time as follows:

- DIALIGHT: 5 -10 minutes (visual).
- DIARICHESSE: 5 -10 minutes (visual).

After development, gently rinse the colour from the hair (do not shampoo), apply LISS UNLIMITED masque, rinse and style. Two weeks after an X-Tenso® Moisturist™ service you can colour the hair with: a permanent colour, tone on tone or lightening product.

A skin allergy test must be done 48 hours before every use of any hair colourant product.

**2. Can you apply X-Tenso® Moisturist™ Smoothing Cream to the scalp?**

Do not apply X-Tenso® Moisturist™ Smoothing Cream to the scalp. Make sure you apply the product at least 1cm from the scalp.

**3. When to shampoo after X-Tenso® Moisturist™**

It is recommended to wait 48 hours after the service.

**4. Application**

Do not carry out an X-Tenso® Moisturist™ service on unwashed or dry hair. For the perfect smooth look, it is necessary to shampoo the hair before application.

**5. Partial effects or follow-up applications**

You can use X-Tenso® Moisturist™ to obtain partial effects.

**6. Highlighted hair over 30%?**

- If the highlighted area is localised, for example at the front, isolate the front section using easi-meche® foil, then apply X-Tenso® Moisturist™ to the remaining hair.
- If your client has no more than 30% of evenly distributed highlights (see image opposite), apply LISS UNLIMITED masque sparingly to the highlighted sections of hair. Do not over-saturate and do not rinse. Continue onto Steps 3, 4, 5, 6 and 7.
- If your client has more than 30% of highlights, do not apply X-Tenso® Moisturist™.

**7. X-Tenso® Moisturist™ on coloured hair?**

The X-Tenso® Moisturist™ service is suitable for natural hair, natural resistant hair and sensitised hair – including coloured hair in good condition. For optimum results apply Présifon Advanced before your application.

**8. X-Tenso® Moisturist™ to soften a perm?**

You can use X-Tenso® Moisturist™ to soften a perm, but remember to use the X-Tenso® Moisturist™ Smoothing Cream for sensitised hair.

**9. Follow-up application**

Before you repeat an X-Tenso® Moisturist™ Smoothing service, it is necessary to have a minimum of 4cm fresh regrowth before you reapply X-Tenso® Moisturist™: approximately 3 months.

**10. Very thick hair**

If your client has extremely thick hair, divide the hair into two sections (front and back). Use X-Tenso® Moisturist™ on the back section first and develop, fix and neutralise. Now repeat the whole process on the front section to ensure you respect application and development times.

If you have any other questions, please contact the L'Oréal Professionnel Technical Advice line on: 1 300 659 359

**Follow these Health & Safety instructions when carrying out an X-Tenso® Moisturist™ service.**

- Avoid contact of products with the skin or eyes. Rinse immediately with water if the product comes into contact with them
- Follow directions carefully
- Do not apply if the scalp is irritated, or if your client has previously experienced sensitivity/an allergic reaction to this type of product
- Check if the client has had any previous technical services and is compatible with X-Tenso® Moisturist™
- Wear suitable gloves during mixing, application and removal of the product from the hair
- Keep out of the reach of children
- For professional use only
- Do not apply to very sensitised hair, pre-lightened hair using more than 20 volume, hair with more than 30% highlights or hair coloured with permanent colour using more than 30 volume
- Do not use on the same day as a permanent oxidation process. However, an application of DIALIGHT or DIARICHESSE can be made with reduced development time
- Do not use X-Tenso® Moisturist™ on hair that has been previously relaxed/straightened with a relaxing cream containing SODIUM HYDROXIDE ('lye')
- Do not use on hair relaxed with a product ('non-lye') containing either POTASSIUM HYDROXIDE (potash), or LITHIUM HYDROXIDE (lithine), or GUANIDINE CARBONATE

**Q. Why/how is X-Tenso® Moisturist™ different to the keratin treatments containing formaldehyde ?**

A. X-Tenso® Moisturist™ is not a "Keratin-based" treatment (which sits on the hair cuticle) and thus does not need a chemical like Formaldehyde to activate and re-set the Keratin. Instead X-Tenso® Moisturist™ restructures the hair fibre from the inside, breaking down the bonds and then re-setting. It works via Nutri-Cationic technology and is one of the first straightening creams to combine a smoothing service with the cosmetic benefits of a treatment. Cationic active ingredients target weaknesses in the hair fibre to protect and restructure, and emollient agents and softening waxes leave the hair smooth and silky soft. The result of this technology means there is no need for Keratin or formaldehyde to be present in the product.

L'Oréal Professionnel test results also show that X-Tenso® Moisturist™ has better cosmetic properties:

Hair is easier to manage, with more control and volume

More flexible product texture, creamy, easier to rinse off and apply

More neutral fragrance and is mild on the scalp

For more information on Formaldehyde and its associated risks and recall information, visit:

Recall Website: <http://www.recalls.gov.au/content/index.phtml/itemId/952401>

SUSMP: <http://www.tga.gov.au/ndpsc/susdp.htm#thesusmp>

ACCC Website: <http://www.accc.gov.au/content/index.phtml/itemId/142>



**A perm formula that creates a more ‘classic’, ‘traditional’, longer-lasting curl result.**

**Two formula strengths:**

FORCE 1 Tonique: NATURAL HAIR

FORCE 2 Tonique: SENSITIZED HAIR



**Kit format:**

75ml Perm Lotion + 100ml Neutralizer.

**TECHNOLOGY**

IONÈNE G™ revolutionary, licensed molecule by L’Oreal’s advanced research.

Linear morphology polymer IONÈNE G™ easily penetrates into the core of the hair.

Highly cationic, it has a strong attraction to negatively charged damaged zones of the hair to strengthen, smooth and protect the areas of the hair that need it.

**DIRECTIONS**

**1. Selecting the lotion.**

- Analyse the hair type and condition to determine the correct lotion.
- When in doubt, choose the weaker solution.

**2. Preparation.**

- Shampoo hair with PRO\_Classics Colour Shampoo and towel dry thoroughly.
- Select the rod size appropriate to the required amount of curl and movement.

**3. Application of the Wave lotion.**

- Wear suitable disposable gloves.
- Wind with water taking care to avoid tension.
- Apply lotion once winding is complete.
- Apply the lotion to each curler 3 times to ensure even saturation.

**4. Development.**

- Place processing cap over whole head.
- Do not use with heat.
- Follow the development times as follows.
- Test curl is necessary during processing time.
- Dulcia Tonica 1T = 15 minutes.
- Dulcia Tonica 2T = 10 minutes.

**5. Neutralising.**

- Rinse out wave lotion for a minimum of 5 minutes, or longer than necessary.
- Apply Neutraliser to each curler.
- Leave for 10 minutes.
- Unwind each rod carefully.
- Massage gently into the lengths and ends of the hair.
- Rinse thoroughly for at least 3 minutes.

## ACCESSORIES

**PRO\_classics Texture Shampoo****What does it do?**

A shampoo to prepare the hair before a permanent wave or smoothing service:

- Anionic cleaners work deeply to remove residue.
- Amino Essence Complex replaces lost protein of chemically-treated hair.
- Neutral pH is gentle on hands.

**When to use it?**

Immediately before any texture or smoothing service:

- As a technical shampoo before any in-salon service.
- As a deep cleanser for all hair types with build-up of styling products.

**The result?**

- Prepares the hair to guarantee the perfect texture result.
- Deeply cleanses the hair leaving it feeling light and free from residue.

**OPTIMISE YOUR TEXTURE SERVICE!**

PRO\_classics TEXTURE.

Pre-texture service shampoo.

Prepares hair for straightening or perming service.

**3 Reasons to use PRO\_classics TEXTURE**

1. Specific for pre-texture service.
2. Removes excess substances & residue.
3. Optimises the action of straightening or perming.



## Présifon Advanced

### What does it do?

Pre-forme protection for use immediately prior to any permanent wave or smoothing service:

- Amino Essence Complex replaces lost protein of chemically-treated hair.
- Evens out the porosity of the surface cuticle layers to guarantee an even absorption of the wave or smoothing lotion.

### When to use it?

Immediately prior to any texture or smoothing service carried out in the salon:

- Shampoo the hair using PRO\_Classic Colour Shampoo.
- Towel dry the hair.
- Distribute Présifon Advanced directly onto sensitised areas of the hair from the single-dose bottle.
- Gently blot any excess liquid.
- Proceed with the wave or smoothing lotion.

### The result?

- Guarantees an even wave or smoothing result from roots to ends.
- Protects naturally sensitised or coloured hair during the wave or smoothing process.
- Gives added softness and shine to any type of wave or smoothing result.
- Helps to prolong the life of the wave or smoothing service.



# Health & Safety

## The safety of you and your clients is as important as the beauty of their hair.

We offer you products developed with safety in mind. To achieve this follow the safety instructions for use so that they become daily practise in your salon.

### It is necessary to create a record card to record client history.

The following 3-STEP consultation with your client should accompany the application of a all L'ORÉAL PROFESSIONAL COLOURATION products.

#### Step 1: Professional consultation

Your preliminary PROFESSIONAL CONSULTATION is a short questionnaire which will enable you to determine:

- You need to carry out a skin allergy test
- You can use colour on your clients' hair

The consultation is your opportunity to show your EXPERTISE AS THEIR PROFESSIONAL HAIRDRESSER and talk them through different colour products available in your salon and what the result will be.

Is your client under 16 years of age?	NO ↓	YES →	<b>STOP</b> Explain to your client that you cannot colour their hair
Does your client have a RASH on their FACE or SENSITIVE, IRRITATED or a DAMAGED SCALP?	NO ↓	YES →	
Is this a NEW COLOUR CLIENT to your salon or are you using a DIFFERENT COLOURANT BRAND or SHADE?	NO ↓	YES →	<b>WARNING</b> Carry out an appropriate skin allergy test (Step 2)
Has it been more than 6 months since your client had a colour in your salon?	NO ↓	YES →	
Has your client had any type of skin TATTOO including henna or permanent MAKE-UP since their last colouration?	NO ↓	YES →	
Has your client had any ALLERGIC REACTIONS to HAIR COLOURANT products?	NO ↓	YES →	
Has your client had an ALLERGIC REACTION to any type of skin TATTOO including henna or to permanent MAKEUP?	NO ↓	YES →	

If all answers were **NO** you can make an immediate application of colour to your clients hair

#### Step 2: Carry out a skin allergy test - where required

##### 1. Wear suitable disposable gloves and remove clients earrings.

##### 2. Standard Colourant:

- Clean 1cm<sup>2</sup> (with surgical spirit) behind the ear and apply to it, using a cotton bud, a little of the colourant product.
- Re-apply 2 or 3 times allowing it to dry between each application.
- Leave 48 hours with washing it.

##### 3. Lightening Product:

- Mix a small quantity of powder with water (equivalent quantities) in a non food container, with a non metallic utensil
- Clean 1cm<sup>2</sup> (with surgical spirit) behind the ear
- Using a cotton bud apply a small amount of product to this area
- Leave 48 hours without washing the area.

If during the course of this period your client notices any abnormal reactions such as intense reddening, itching or swelling in or around the test area, DO NOT APPLY THE COLOURANT and recommend that your client contact the salon to advise and seek medical advice before any further colour applications are made.

If after 48 hours the skin allergy test is negative, you can proceed to apply the colour to your client.

### Step 3: Carry out a colour application if applicable

#### Please Note:

- Do not use if the hair has been coloured with henna or with a progressive colour.
- Use only with recommended oxydants. Use only the proportions indicated.

#### 1. Why should I carry out a skin allergy test on my regular clients once a year (even when they have been visiting my salon every 12 weeks for colour)?

Allergies may develop over time, which is why it is important that you have a full history of previous colour applications and that you check for allergies to hair colourants at least once a year.

#### 2. What colour should I use to carry out the skin allergy test?

- If you know which brand and shade you will be applying you should use this to carry out the skin allergy test.
- If you do not know which shade you will be applying you should choose the darkest shade from the chosen brand (1-3 depth).

#### 3. My client has a lightening product applied, do I need to do the skin allergy test?

Yes

#### 4. Why do I have to leave the skin allergy test on my client for 48 hours?

The reaction can take up to 48 hours to develop, if you cut corners you risk missing a skin reaction.

#### 5. Should I clean the skin with alcohol before I carry out the skin allergy test?

Yes.

#### 6. Why does my client's skin tattoo make a difference?

Certain substances found in some permanent or temporary tattoos may cause an allergic reaction therefore in this case a skin allergy test must be carried out as the skin can become more sensitive.

#### 7. What do I do if my client has a reaction to the skin allergy test?

Do not apply the colour and recommend that they seek medical advice before colouring their hair.

#### 8. What do I do if my client has a reaction such as an irritation or a burning sensation during a colour application?

Immediately rinse the hair thoroughly with lukewarm water and cleanse the hair with a diluted shampoo. If irritation persists recommend that they consult a doctor.

**L'ORÉAL**  
**PROFESSIONNEL**  
**PARIS**

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