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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.
Also available - Inoa Carmilane, Inoa Blond Resist & Inoa Brown Resist.

**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**
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.
Also available - Majirel Cool Cover, Majirel High Lift, Majirel Mix, Majiistrate, Majirouge.

**DIA RICHESSE**
Tone on tone rich colour.
Result: Long lasting and deep reflects.
Perfect for: Women who want incredible softness and rich reflects.
Also available - Dia Richesse Hi-Visibility, Dia Richesse Milkshakes.

**DIA LIGHT**
Tone on tone luminous colour.
Result: Natural and long lasting shine.
Perfect for: Women who want natural, glossy colour with little commitment.
Also available - Dia Light Milkshakes.
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: Blonde
Primary reflect: Copper
Secondary reflect: 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:

.04 .4 .44 .40

COPPER COPPER TRUE COPPER INTENSE COPPER

SOFTEST STRONGEST
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.

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.
SMARTBOND
FOR SOFTER, STRONGER, SHINIER HAIR
SMARTBOND

• Bond strengthening system to use with lightener, pre-lightener, colour, perm and straightening.

• Protects hair from damage or breakage, and strengthens during technical services.

• Makes hair softer, stronger and shinier.

• For use with straightening and perm solutions see page 73.

TECHNOLOGY

Smartbond limits the oxidative stress inside the hair fibre to preserve the strong bonds and captures ions to allow weaker bonds to rebuild during technical services. The hero ingredient, Maelic Acid, protects strong bonds and restores weak bonds. Smartbond is a 3 step process with steps 1 and 2 used in the salon and step 3 at home.

Step 1: Additive
• Mixed into all colours, lightening pastes and powders.
• Bond protecting and strengthening action during technical services.

Step 2: Pre-Shampoo
• Applied on hair after rinsing colour, lightening pastes or powders.
• Finishing action after the service to help rinse off all chemical residues breaking weak bonds.

Step 3: Conditioner
• Used once a week after Smartbond in salon service.
• Step 3 continuously strengthens the fibre week after week.
• Client keeps same salon result at home.

MIXING

<table>
<thead>
<tr>
<th>Product</th>
<th>Additive</th>
<th>Pre-Shampoo</th>
<th>Conditioner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elassor with water or Oxydant</td>
<td>8ml for 1 packet</td>
<td></td>
<td>Depending on length and texture</td>
</tr>
<tr>
<td>Colour, High Lift or Tone on</td>
<td>4ml for 1 tube (50g or 60g tube)</td>
<td></td>
<td>Use once a week, leave on for 1-3 minutes.</td>
</tr>
<tr>
<td>Tone.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lightening Oil</td>
<td>2ml for 30ml of oil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Majimèches</td>
<td>4ml for 1 packet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lightening powder or paste</td>
<td>4ml for 15-30gm of powder. 8ml for 30-60gm of powder.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stand alone service</td>
<td>15ml for 90ml water</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1ml = 1 Gram
1 pump = 4 Grams
Colour and Pre-Lightening Smartbond Step 1: Additive
- Prepare product and Oxidant as usual.
- Add Step 1 additive by using the dosage dispenser and scales.
- 1 colour tube = 4ml. 30g Pre-Lightener = 8ml.
- Apply onto the hair following usual development times.
- Rinse-out and towel dry. Do not shampoo.

Colour and Pre-Lightening Smartbond Step 2: Pre-Shampoo
- Apply pre-shampoo from roots to lengths and leave in for 10 minutes.
- 4-8 pumps depending on length and texture of the hair.
- Rinse out.
- Apply usual shampoo and care.

As a Stand Alone Service
- Mix Smartbond 15ml of Step 1 and 90ml of water in applicator bottle.
- Apply on dry hair, saturate and comb through. Leave on for 5 minutes.
- Without rinsing apply step 2. 4-8 pumps depending on hair length and texture.
- Leave on for 10 minutes. Rinse through.
- Apply usual shampoo and care.

Colour Cleanse: Step 1 and 2 with Efassor.
- Prepare Efassor mix as normal.
- Add Step 1 Smartbond, 1 sachet = 8ml. Once desired level of cleanse is achieved, rinse well and towel dry.
- Apply Step 2 Smartbond, 4-8 pumps depending on hair length. Leave on for 10 minutes.
- Rinse well. If colouring on the same day, proceed with normal colour routine, adding Smartbond to the colour mix to protect the hair.
- Apply usual shampoo and care.
iN()A ODS
NO DAMAGE COLOUR*
100% AMMONIA FREE PERMANENT COLOUR

iN()A 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.

*Colour after colour, hair quality is visibly improved; Consumer test, Europe, 408 women & 489 hairdressers

**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.

<table>
<thead>
<tr>
<th>Natural basic</th>
<th>Gold</th>
<th>Copper</th>
<th>Red/ Mahogany</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Warm brown/</th>
<th>Warm beige</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cool brown/</td>
<td>Cool beige</td>
</tr>
<tr>
<td>Violet/</td>
<td>Iridescent</td>
</tr>
<tr>
<td>Ash/Metallic</td>
<td></td>
</tr>
</tbody>
</table>
**Rubilane™:**
The Rubilane™ signature is pure, intense, powerful copper to copper red shades.

1st innovation:
Infini – A colour molecule with a unique structure.
Offers more saturation and intense reflects with clarity and vividness.

2nd innovation:
Rheo - Control Polymer.
Offers a supple and creamy mixture.

**Carmilane™:**
The Carmilane™ signature is intense, deep and bright red shades.

Innovation:
An intense red molecule infused with a droplet of blue to give a cool, yet rich, deep colour.
The Carmilane technology ensures a vibrant red result and unmatched fade resistance when compared to reds without the Carmilane technology.

*Note: Rubilane and Carmilane shades can only be used alone. Do not use them in combination with any other INOA shades.*
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.

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. Add 4mls Smartbond Step 1 and mix.

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 5.3

More subtle coverage:
Use only ¼ tube (15gm) of fundamental shade.
e.g. ¾ tube (45gm) 6.45 + ¼ tube (15gm) of 6.3

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

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

Grey coverage chart:

<table>
<thead>
<tr>
<th>COOL SHADES</th>
<th>WARM SHADES</th>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATURAL BASIC</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>DEEP NATURAL BASIC (.0)</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>GOLD BASIC (.3)</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

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 mid-lengths and ends mixture.
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.

### Depth on lengths and ends

<table>
<thead>
<tr>
<th>Level</th>
<th>Slightly sensitised</th>
<th>Sensitised</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Level</td>
<td>Take through immediately</td>
<td>Pre-colouration</td>
</tr>
<tr>
<td>2 Level</td>
<td>Colour balance in</td>
<td></td>
</tr>
<tr>
<td>3 Level</td>
<td>Colour balance in</td>
<td>Pre-colouration</td>
</tr>
<tr>
<td>3+ Level</td>
<td></td>
<td>Pre-colouration</td>
</tr>
</tbody>
</table>

### 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 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.

### 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.

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 and towel dry. Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well. Shampoo with INOA Post Shampoo.
**Colour balance in (CBI):**

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.

<table>
<thead>
<tr>
<th>Target Level</th>
<th>Cool Ash, Beige</th>
<th>Warm Gold, Copper, Red, Mahogany</th>
<th>Undercoat</th>
</tr>
</thead>
<tbody>
<tr>
<td>09 Very Light Blonde</td>
<td>9.3</td>
<td>9.3 or 8.34</td>
<td>07 Pale Yellow</td>
</tr>
<tr>
<td>08 Light Blonde</td>
<td>8.3</td>
<td>8.3 or 8.34</td>
<td>06 Yellow</td>
</tr>
<tr>
<td>07 Blonde</td>
<td>7.3</td>
<td>7.34 or 7.43</td>
<td>07 Yellow Orange</td>
</tr>
<tr>
<td>06 Dark Blonde</td>
<td>6.3</td>
<td>6.34 or 6.46</td>
<td>06 Orange</td>
</tr>
<tr>
<td>05 Light Brown</td>
<td>5.3</td>
<td>5.4</td>
<td>05 Orange Red</td>
</tr>
<tr>
<td>04 Brown</td>
<td>4.3</td>
<td>4.56</td>
<td>04 Red</td>
</tr>
<tr>
<td>03 Dark Brown</td>
<td>4.3</td>
<td>4.56</td>
<td>03 Dark Red</td>
</tr>
</tbody>
</table>

**Pre Colour with Inoa and Majirel:**

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 46 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 4 to determine your ideal undercoat.*

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

<table>
<thead>
<tr>
<th>Concern</th>
<th>Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incompatible reflect</td>
<td>Gentle Cleanse</td>
</tr>
<tr>
<td>Colour build up</td>
<td>Gentle Cleanse</td>
</tr>
<tr>
<td>Removal of depth</td>
<td>Deep Cleanse</td>
</tr>
</tbody>
</table>
Gentle Cleanse:
Use Efassor to remove incompatible reflects or eliminate excess colour build up.
Step 1: Mix one packet of Efassor + 60ml of very hot water. Add 8ml Smartbond Step 1.
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 6: Rinse and apply Smartbond Step 2. Leave in for 10 minutes, then rinse.
Step 7: Completely dry the hair.
Step 8: Apply dream shade to the root area.
Step 9: Begin development time after application to the roots, 35 minutes.
Step 10: Take through immediately.

Deep Colour Cleansing:
Use Efassor to remove colour to take your client to a lighter level.

Step A:
Gentle 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. Add 8ml Smartbond Step 1.
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 page 14.
Step 5: Rinse and apply Smartbond Step 2. Leave in for 10 minutes, then rinse.
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.
MIXING

Wear suitable single use gloves.

Mix 1:1

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

Mix with the INOA whip until a smooth creamy texture is achieved. Add 4mls Smartbond Step 1 and mix.

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.

LEVEL OF FADE ON LENGTHS & ENDS | 1ST APPLICATION | 2ND APPLICATION
--- | --- | ---
NO FADE OR SLIGHTLY FADED COLOUR | Take the colour through 5 mins before the end of the development time | Take the colour through 5 mins before the end of the development time
LOSS OF REFLECT | Take the colour through 15 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 HIGH RESIST
LONG LASTING
NEUTRALISING RESULTS

- Optimal scalp comfort
- Visibly improved hair quality
- Blond Resist combats brassiness for up to 8 weeks
- Brown Resist neutralises unwanted orange tones and lasts up to 42 shampoos

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. Add 4mls Smartbond Step 1 and mix.

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 length and ends (see table page 12)

WHITE HAIR COVERAGE

0- 70% White hair:
Apply the chosen shade and leave in for 35 minutes

70%-100% White hair:
For a coverage full of reflects: mix 1/2 tube of the chosen shade with 1/2 tube of a Natural basic shade of the same level, apply and leave on for 35 minutes.

Deeper and opaque coverage:
Mix 1/2 tube of the chosen shade with 1/2 tube of a deep natural basic shade (.0) of the same level, apply and leave on for 35 minutes.

Coverage for Warm shades:
Mix 1/2 tube of the chosen shade with 1/2 tube of a Gold basic.

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 and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Shampoo with INOA Post Shampoo.
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 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. Add 4mls Smartbond Step 1 and mix.

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 6.46 ➔ 7.46 result
Ex: 3/4 INOA clear + 1/4 INOA 5.15 ➔ 6.15 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 4.62 ➔ “soft pink/violet 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 and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Shampoo with INOA Post Shampoo.
INOA MIX
THE 1ST 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 Oxydant Riche (10, 20 or 30 volume)

Mix with the INOA whip until a smooth creamy texture is achieved. Add 4mls Smartbond Step 1 and mix.

CREATE NEW COLOUR EFFECTS

CREATIVE EFFECTS
Create special effects on pre-lightened hair

UTILISATION FOR A PURE RESULT

COOL BOOSTER (Blue or green)
+ OXYDANT RICHE

EXAMPLE
<table>
<thead>
<tr>
<th>INOA MIX</th>
<th>OXYDANT RICHE</th>
</tr>
</thead>
<tbody>
<tr>
<td>30g</td>
<td>30g</td>
</tr>
<tr>
<td>15g</td>
<td>15g</td>
</tr>
</tbody>
</table>

PURE
(booster only + oxydant riche)

OR

PASTEL
(booster + clear + oxydant riche)

UTILISATION FOR A PASTEL RESULT

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

EXAMPLE
<table>
<thead>
<tr>
<th>INOA MIX</th>
<th>CLEAR</th>
<th>OXYDANT RICHE</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1/2) 15g</td>
<td>(1/2)15g</td>
<td>30g</td>
</tr>
<tr>
<td>(1/4) 10g</td>
<td>(3/4)30g</td>
<td>40g</td>
</tr>
</tbody>
</table>
CREATE NEW COLOUR EFFECTS

INTENSIFIED NEUTRALISATION

Better control & avoids brassy reflects

INTERMIX WITH INOA SHADES
(except Rubilane & Carmilane)

DEVELOPMENT TIME

35 minutes.

WHITE HAIR COVERAGE

0-70% White hair:
Apply the chosen shade and leave in for 35 minutes.

70%-100% White hair:
For a coverage full of reflects: mix 1/2 tube of the chosen shade with 1/2 tube of a Natural basic shade of the same level, apply and leave on for 35 minutes.

Deeper and opaque coverage:
Mix 1/2 tube of the chosen shade with 1/2 tube of a deep natural basic shade (.0) of the same level, apply and leave on for 35 minutes.

Coverage for warmer shades:
Mix 1/2 tube of the chosen shade with 1/2 tube of a Gold basic.

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 and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Shampoo with INOA Post Shampoo.
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 stabilised 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. Add 4mls Smartbond Step 1 and mix.

**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 offer predictable coverage with beautiful reflects to complement your client’s 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 mid lengths and ends mixture.*

**See chart below.**

<table>
<thead>
<tr>
<th>Level of fade</th>
<th>Lengths &amp; ends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colour hardly altered or the same</td>
<td>Take the colour through 5 minutes before the end of development time or emulsify at the end of development time</td>
</tr>
<tr>
<td>Colour moderately altered</td>
<td>Take the colour through 10 minutes before the end of development time</td>
</tr>
</tbody>
</table>

**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 and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Shampoo with INOA Post Shampoo.

**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.
**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 22.*

---

**Colour in**

When you are changing your client’s 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.

<table>
<thead>
<tr>
<th>Desired level</th>
<th>Conditions on the lengths and ends</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Slightly Sensitised</td>
</tr>
<tr>
<td>1 Level Darker</td>
<td>Colour balance in</td>
</tr>
<tr>
<td>2 Levels Darker</td>
<td>Colour balance in</td>
</tr>
<tr>
<td>3 or more Levels Darker</td>
<td>Pre-colouration</td>
</tr>
</tbody>
</table>

**Colour Balance In**

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.

<table>
<thead>
<tr>
<th>Expected level</th>
<th>INOA Suprême with ODS shades to Colour Balance In or Pre-colouration with Inoa Supreme</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>7.34 / INOA Clear</td>
</tr>
<tr>
<td>7</td>
<td>7.34</td>
</tr>
<tr>
<td>6</td>
<td>7.34</td>
</tr>
</tbody>
</table>

**Pre-Colouration with Inoa Supreme**

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.

**Pre-Colouration with Dia Light**

Darkening 3-4 levels.

*See page 46 for instructions.*

**INOA Post Shampoo**

- Eliminates all traces of excess Oxydant to prevent colour fade.
- Enhances the cosmetic benefits of INOA ODS colour.
- Great respect for hair and skin.
- Aids in detangling and promotes lustre and shine.
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™ 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 IONÈNE G™
Brings shine, protects the Surface (Zone A) of the hair.

ACTIVE CARE INCELL
Reinforces the Cuticle (Zone B), intermediate zone.
Improves porosity, shine and hair’s protection.

1 (IONÈNE G™) + 1 (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 hydrophillic 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.

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.

DMS:
The DMS signature is pure, deep and powerful red to red violet shades, with highest intensity and fade resistance.

Carmilane™:
The Carmilane™ signature is intense, deep and bright red shades, with highest intensity and fade resistance.

Note: Majirel Rubilane, Carmilane and DMS shades must be used alone. They cannot be used in conjunction with other shades from a different Majirel technology family.
Majirel

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

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 Oxidant (20 or 30 volume)

Mix until a smooth creamy texture is achieved. Add 4mls Smartbond Step 1 and mix.

WHICH OXYDANT TO USE?

L’Oréal Professionnel Crème Oxidant

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

Note: When using Rubilan, Carmilane 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 mid-lengths and ends.

See chart below:

<table>
<thead>
<tr>
<th>Fade level</th>
<th>Lengths &amp; ends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss of reflect.</td>
<td>Condition: Slightly Sensitised</td>
</tr>
<tr>
<td>Depth &amp; reflect. Colour change.</td>
<td>Take the colour through 5 minutes before the end of development time.</td>
</tr>
<tr>
<td>Very altered colour or colour change.</td>
<td>Take the colour through 15 minutes before the end of development time.</td>
</tr>
<tr>
<td></td>
<td>Take the colour through immediately.</td>
</tr>
</tbody>
</table>

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 and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Shampoo with PRO_classics Color Shampoo.
Majirel Mix

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.

Warm shades
- copper
- red

Cool shades
- violet
- blue
- green

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’Oréal Professionnel Crème 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 1/2 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 Platinium Plus in order to obtain a yellow to pale yellow undercoat, using Easi Meche to isolate the hair
- Emulsify and rinse thoroughly, taking care to retain the isolation of the pieces
- Apply Majirel Mix shade mixed with L’Oréal Professionnel Crème 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

<table>
<thead>
<tr>
<th>Undercoat</th>
<th>Formula</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Pale Yellow</td>
<td>Yellow Undercoat + Majirel Mix Violet = Neutralised Light Blonde</td>
<td></td>
</tr>
<tr>
<td>Light Yellow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yellow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yellow Orange</td>
<td>Orange Undercoat + Majirel Mix Blue = Neutralised Blonde</td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red Orange</td>
<td>Red Undercoat + Majirel Mix Green = Neutralised Brown</td>
<td></td>
</tr>
<tr>
<td>Red</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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. Add 4mls Smartbond Step 1 and mix.
WHICH OXYDANT TO USE?

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

L’Oreal Professionnel Crème Oxydant 20 or 30 volume.

WHITE HAIR COVERAGE

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

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

<table>
<thead>
<tr>
<th>Dream level to neutralise</th>
<th>Adding Majirel Mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. Very Pale Yellow</td>
<td>Up to ½ cm</td>
</tr>
<tr>
<td>9. Light Yellow</td>
<td>Up to ½ cm</td>
</tr>
<tr>
<td>8. Yellow</td>
<td>1-2 cm</td>
</tr>
<tr>
<td>7. Yellow/Orange</td>
<td>2-3 cm</td>
</tr>
<tr>
<td>6. Orange</td>
<td>2-3 cm</td>
</tr>
<tr>
<td>5. Red Orange</td>
<td>4 cm</td>
</tr>
<tr>
<td>4. Red</td>
<td>4-6 cm</td>
</tr>
<tr>
<td>3. Dark Red</td>
<td>¼ tube</td>
</tr>
</tbody>
</table>

ADVANCED

MAJIREL AND FAMILIES

Virgin hair:
Step 1: Apply your chosen dream shade 2cm away from the scalp through to the lengths and ends.
Step 2: Apply the remaining product to the root area, blend through the lengths and ends (over 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 the remaining product to the root area, blend through the mid-lengths over the original application.
Develop for 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 27.
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.

<table>
<thead>
<tr>
<th>Depth on lengths and ends</th>
<th>Slightly sensitised</th>
<th>Sensitised</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Level</td>
<td>Take through immediately</td>
<td>Pre-colouration</td>
</tr>
<tr>
<td>2 Level</td>
<td>Colour balance in</td>
<td>Pre-colouration</td>
</tr>
<tr>
<td>3 Level</td>
<td>Colour balance in</td>
<td>Pre-colouration</td>
</tr>
<tr>
<td>3+ Level</td>
<td></td>
<td>Pre-colouration</td>
</tr>
</tbody>
</table>

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 Balance in (CBI):
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. 
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.

<table>
<thead>
<tr>
<th>Target Level</th>
<th>Cool</th>
<th>Warm</th>
<th>Undercoat</th>
</tr>
</thead>
<tbody>
<tr>
<td>09 Very Light Blonde</td>
<td>Ash, Beige</td>
<td>Gold, Copper, Red, Mahogany</td>
<td>09 Pale Yellow</td>
</tr>
<tr>
<td>08 Light Blonde</td>
<td>9.3</td>
<td>9.3 or 8.34</td>
<td>08 Yellow</td>
</tr>
<tr>
<td>07 Blonde</td>
<td>8.3</td>
<td>8.3 or 8.34</td>
<td>07 Yellow Orange</td>
</tr>
<tr>
<td>06 Dark Blonde</td>
<td>7.3</td>
<td>7.43</td>
<td>06 Orange</td>
</tr>
<tr>
<td>05 Light Brown</td>
<td>6.3</td>
<td>6.34 or 6.46</td>
<td>05 Orange Red</td>
</tr>
<tr>
<td>04 Brown</td>
<td>5.3</td>
<td>5.4</td>
<td>04 Red</td>
</tr>
<tr>
<td>03 Dark Brown</td>
<td>4.3</td>
<td>4.56</td>
<td>03 Dark Red</td>
</tr>
</tbody>
</table>

*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.
**Precolouration with DIALIGHT:**

Darkening 3-4 levels.

See page 46 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 4 to determine your ideal undercoat.

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

<table>
<thead>
<tr>
<th>Concern</th>
<th>Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incompatible reflect</td>
<td>Gentle Cleanse</td>
</tr>
<tr>
<td>Colour build up</td>
<td>Gentle Cleanse</td>
</tr>
<tr>
<td>Going lighter on coloured hair</td>
<td>Deep Cleanse</td>
</tr>
</tbody>
</table>

**Gentle Cleanse**

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

Step 1: Mix one packet of Efassor + 60ml of very hot water. Add 8ml Smartbond Step 1.

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 6: Rinse and apply Smartbond Step 2. Leave in for 10 minutes, then rinse.

Step 7: Completely dry the hair.

Step 8: Apply dream shade to the root area.

Step 9: Begin development time after application to the roots, 35 minutes.

Step 10: 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. Add 8ml Smartbond Step 1.

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 6: Rinse and apply Smartbond Step 2. Leave in for 10 minutes, then rinse.

Step 7: Completely dry the hair.

Step 8: Apply dream shade to the root area.

Step 9: Begin development time after application to the roots, 35 minutes.

Step 10: 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. Add 4mls Smartbond Step 1 and mix.

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 mid-lengths and ends.*

DEVELOPMENT

35 minutes.

EMULSIFICATION AND RINISING

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 and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Shampoo with PRO_classics Color Shampoo.
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. Add 4mls Smartbond Step 1 and mix.

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 ratio 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 and towel dry. Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well. Shampoo with PRO classics Color Shampoo.
THE METALS
by Majirel

- Shades boosted in metal reflects
- Intense visibility and chrome finish
- For light bases from 6 to 10

MIXING

Wear suitable single use gloves.

**Coloured Hair**

<table>
<thead>
<tr>
<th>MIX 1:1½</th>
<th>+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 tube (50gm)</td>
<td>75mls Crème Oxydant (20 volume ONLY)</td>
</tr>
</tbody>
</table>

**Toning**

<table>
<thead>
<tr>
<th>MIX 1:2</th>
<th>+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 tube (50gm)</td>
<td>100mls Crème Oxydant (20 volume ONLY)</td>
</tr>
</tbody>
</table>

Mix until a smooth creamy texture is achieved. Add 4mls Smartbond Step 1 and mix.

APPLICATION

**Coloured Hair**

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 and ends technique.

**Natural Hair**

Step 1: First start applying the desired shade on the lengths and ends.
Step 2: Apply the colour to the roots.
Step 3: Develop for 35 minutes and rinse thoroughly.

**Pre-Lightened Hair (application as a toner)**

Step 1: Pre-lighten to a yellow – very pale yellow undercoat.
Step 2: Apply to lightened sections.
Step 3: Develop for 20 minutes according to the intensity of reflect required.

WHITE HAIR COVERAGE

Application up to maximum 30% white hair.
For over 30% white hair, mix ½ fundamental + ½ metal shade. The coverage will be lower than a classic shade Majirel.

WHICH OXYDANT TO USE?

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

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 and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Shampoo with PRO_classics Color Shampoo.
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 neutralising iridescent pigment helps to absorb the warmth created by the undercoat.

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

MIXING

Wear suitable single use gloves.

MIX 1:2
1 tube (50gm) + 100mls Crème Oxydant (30 or 40 volume)

Mix until a smooth creamy texture is achieved. Add 4mls Smartbond Step 1 and mix.

WHICH OXYDANT TO USE?

L’Oréal Professionnel Crème Oxydant.

30 VOLUME (9%)
- Warm colour results.
- Natural base 6 and lighter.

40 VOLUME (12%)
- Pure colour results.
- Natural base 6 for optimal lightening.
- Natural base 5 and darker for fashion results.

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

WHITE HAIR COVERAGE

Majirel High Lift does not cover white hair.

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

APPLICATION

Step 1: Apply to the root area.
Step 2: Begin development time after application to the roots.
Step 3: To refresh reflect, add small amount (15ml) of warm water to remaining mixture and emulsify through to the lengths and ends for the last 5 minutes of the development time.
DEVELOPMENT

50 minutes total development time.

ADVANCED

Virgin hair:
Step 1: Apply your chosen dream shade 1-2cm away from the scalp through to the lengths and ends. Develop for 20 minutes.
Step 2: Mix fresh product and apply to the 1-2cm root area and blend back over the lengths and ends. Develop for 50 minutes.

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

COLOUR OUT TECHNIQUES:
If the lengths and ends are too dark or too heavy:
- To cleanse a shade or remove an incompatible reflect (gold, copper or too ash). Up to 1 level of difference between the shade remaining on the lengths and ends and the desired shade: cleanse with 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 – use with Crème Oxydant 20 volume (6%) and take through to the lengths and ends
- Leave on for 35 minutes

Note: Add Smartbond Step 1 when colour cleansing with Efassor after preparing mix. 1 sachet = 8ml.

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 Crème Oxydant 20 volume (6%)
- Leave on for 35 minutes
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. Add 4mls Smartbond Step 1 and mix.

WHICH OXYDANT TO USE?

L’Oréal Professionnel Crème Oxydant.

<table>
<thead>
<tr>
<th>Natural hair</th>
<th>20 VOLUME</th>
<th>30 VOLUME</th>
<th>40 VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Light Brown</td>
<td>✓</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>4. Brown</td>
<td>✓</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>3. Dark Brown</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>2. Very Dark Brown</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1. Black</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

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.

Note: To refresh lengths and ends, mix 1 part Majicontrast + 1 part warm water.
E.g. 25gm Majicontrast + 25ml warm water

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 and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Shampoo with PRO_classics Color Shampoo.
Majirel SHIMMER

- Multi-reflect sophisticated hair colour that glows
- Gives hair a translucent and metallic finish
- For dark bases from 2 to 5

MIXING

MIX 1:1½

1 tube (50gm) + 75mls Crème Oxydant

Mix until a smooth creamy texture is achieved. Add 4mls Smartbond Step 1 and mix.

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 mid-lengths and ends.

WHITE HAIR COVERAGE

Covers up to 30% grey hair

WHICH OXYDANT TO USE?

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

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 and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Shampoo with PRO_classics Color Shampoo.
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. Add 4mls Smartbond Step 1 and mix.
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.

---

**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).

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.

---

**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.

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

**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**

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 and towel dry. Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well. Shampoo with PRO_classics Color Shampoo.
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.

TECHNOLOGY

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.

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.

WHITE HAIR COVERAGE

Not recommended.
**DIACTIVATEUR**

**6 VOLUME:**
- For very sensitised hair.
- Toning highlights or global lightening service on porous sensitised hair.
- Depositing up to 2½ levels darker on very sensitised hair.
- Precoloration, colour correction techniques.
- Post wave or smoothing.

**9 VOLUME:**
- For slightly sensitised hair.
- Toning highlights or global lightening service on non-porous hair.
- Depositing up to 2½ levels darker on slightly sensitised hair.
- Post wave or smoothing.

**15 VOLUME:**
- For adding gloss and subtle reflects to natural hair.

---

**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.*

<table>
<thead>
<tr>
<th>Lengths &amp; ends technique</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refreshing coloured lengths and ends</td>
<td>5 – 20 minutes</td>
</tr>
<tr>
<td>Colour matching on lengths and ends (Majirel or INOA on the regrowth and DIALIGHT on the lengths and ends)</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Going darker (up to 2½ levels)</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Glossing on natural hair</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Toning</td>
<td>5 – 10 minutes (visual development)</td>
</tr>
<tr>
<td>Colour refreshing service</td>
<td>5 – 10 minutes (visual development)</td>
</tr>
</tbody>
</table>

**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**

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 and towel dry.
Shampoo with PRO_classics Color Shampoo.
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 ¼ to ½ clear to your mix to ensure a more controlled reflect deposit, to ensure neutralisation of unwanted reflect and avoid over toning i.e. a very blue ash result.

Examples of toning mixtures:

| Undercoats       | Colour                  | Mix |
|-------------------|-------------------------|-----|---|
| 10. Very Pale Yellow | ½ Clear + ½ | 10.21 |
| 8. Yellow         | 9.02                   |     |

Colour refreshing lengths and ends:
To deposit back missing reflect and to ensure the depth of the result doesn’t overpower the reflects.
e.g. ¼ Clear + 5.8 applied to refresh INOA ODS on lengths and ends.

Lowlighting:
Add ¼ to ½ 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 ¼ Clear to your mixture.
Levels 1-6 add ½ 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 than it is 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: In consultation, if there is a concern with the sensitivity of the lengths and ends, pre-colouration may be needed.

Pre-colouration for sensitised hair:
• Pre-colour with Dialight to prepare the hair for Majirel or INOA ODS.
• Apply only to the areas needing pre-colouration with a corresponding shade from the chart below.
• Mix 50gm + 75mls of 6 volume DIACTIVATEUR.
• Apply the cream using a brush to all the areas you want to take darker.
• Refer to the below chart for development time.
• 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.
Colour Out:
When you are removing reflect and depth on coloured hair, it is important to lighten the existing colour to the ideal undercoat (level) of the dream shade.

See chart on page 4 to determine your ideal undercoat.
Use the chart below to determine the best colour in technique for your client.

<table>
<thead>
<tr>
<th>Concern</th>
<th>Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incompatible reflect</td>
<td>Gentle Cleanse</td>
</tr>
<tr>
<td>Colour build up</td>
<td>Gentle Cleanse</td>
</tr>
<tr>
<td>Removing depth on coloured hair</td>
<td>Deep Cleanse</td>
</tr>
</tbody>
</table>

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. Add 8ml Smartbond Step 1.
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 6: Rinse and apply Smartbond Step 2. Leave in for 10 minutes, then rinse.
Step 7: Completely dry the hair.
Step 8: Apply dream shade to the root area.
Step 9: Begin development time after application to the roots, 20 minutes.
Step 10: 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. Add 8ml Smartbond Step 1.
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 6: Rinse and apply Smartbond Step 2. Leave in for 10 minutes, then rinse.
Step 7: Completely dry the hair.
Step 8: Apply dream shade to the root area.
Step 9: Begin development time after application to the roots, 20 minutes.
Step 10: Take through immediately.
BLOND STUDIO
THE ULTIMATE LIGHTENING TOOL KIT
## Ultimate Care

<table>
<thead>
<tr>
<th><strong>Platinum Plus Lightening Paste</strong></th>
<th><strong>Platinum Ammonia Free Lightening Paste</strong></th>
<th><strong>Blond Studio Nutri-Developers</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Conditioning while lightening</td>
<td>Conditioning while lightening</td>
<td>Designed to work in perfect and exclusive synergy with Blond Studio Platinum Plus and Platinum Ammonia Free Lightening Pastes.</td>
</tr>
<tr>
<td>Nutriceride and beeswax help protect and smooth the hair fibre</td>
<td>Nutriceride and beeswax help protect and smooth the hair fibre</td>
<td>30 volume, ideal for highlights and balayage. 40 volume - Balayage/open air, only.</td>
</tr>
<tr>
<td>Available in ammonia free for fine hair with a lighter base (6-7)</td>
<td>Global and partial techniques</td>
<td>20 volume and 30 volume ideal for global techniques, enclosed highlights and balayage</td>
</tr>
<tr>
<td>Global and partial techniques</td>
<td>Global and partial techniques</td>
<td></td>
</tr>
<tr>
<td>Up to 7 levels of lift</td>
<td>Up to 6 levels of lift</td>
<td></td>
</tr>
</tbody>
</table>

## Technique Specialists

<table>
<thead>
<tr>
<th><strong>Sunkissed Lightening Oil</strong></th>
<th><strong>Freehand Techniques 6</strong></th>
<th><strong>Majimêches</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Base breaking, tone correcting and light cleansing</td>
<td>Balayage specialist</td>
<td>1. Cream</td>
</tr>
<tr>
<td>Subtle lightening and colour correction</td>
<td>Creamy and thick texture encapsulates hair for precise freehand application</td>
<td>2. Sachet</td>
</tr>
<tr>
<td>Global and partial lightening</td>
<td>Partial off-scalp techniques</td>
<td>Honey blonde highlights</td>
</tr>
<tr>
<td>Ammonia free, gel texture</td>
<td>Up to 6 levels lift</td>
<td>Ammonia free lightening cream system</td>
</tr>
<tr>
<td>Up to 2 levels lift</td>
<td></td>
<td>Controlled lightening up to 5 levels in 15 minutes with heat, 35 minutes without</td>
</tr>
</tbody>
</table>

## Multi-Purpose

<table>
<thead>
<tr>
<th><strong>Multi-Techniques 8</strong></th>
<th><strong>Post Lightening Shampoo</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>High performance formula</td>
<td>Stops the action of lightening products</td>
</tr>
<tr>
<td>Accelerated lightening action</td>
<td>Eliminates powder residue</td>
</tr>
<tr>
<td>Global and partial techniques</td>
<td>Gently cleanses to protect integrity of hair fibre</td>
</tr>
<tr>
<td>Up to 8 levels lift</td>
<td>Resets pH level of the hair to normal</td>
</tr>
</tbody>
</table>

## Complementary

<table>
<thead>
<tr>
<th><strong>Majirel High Lift</strong></th>
<th><strong>Easi Meche</strong></th>
<th><strong>Sweet Meches</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Super lightening and extreme neutralising formula</td>
<td>Re-usable plastic sleeve for partial highlighting.</td>
<td>Highlighting strip perfectly compatible with all highlighting and lightening techniques</td>
</tr>
<tr>
<td>High lift blondes</td>
<td>An adhesive strip secures EASI MECHE to the hair.</td>
<td>Can be used with Blond Studio pastes and all L’Oreal Professionnel lightening or colouring products</td>
</tr>
<tr>
<td>Lightens up to 4½ levels, no need to pre-lighten</td>
<td>Clear plastic allows you to check colour while developing</td>
<td>Enhances the action of Blond Studio pastes for a precise, even lightening effect while being gentle and respectful to the integrity of the hair fibre</td>
</tr>
<tr>
<td>One-step lightening and toning</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Instrumental test vs L’Oreal Professionnel Lightening service without the heating tool.
**TECHNOLOGY**

**Hair fibre innovation**
BLOND STUDIO lightening pastes contain:
- Nutricide to strengthen and nourish the cuticle.
- White Beeswax to smooth and soften the hair fibre.
- Lightening pastes also contains Potassium Persulphate for fast action lightening and cleaner, pure blonde results.

**Comfort innovation**
2 complementary 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.
- BLOND STUDIO lightening pastes remain active for up to 2 hours.

**Lightening:**
- Up to 7 levels of lift.

**MIXING**
Wear suitable mixing gloves.
1:1 to 1:3 mixing ratio depending on desired consistency.
1 scoop of paste (20g) + 20ml or 60ml Nutri-Developer.
Add 5ml Smartbond Step 1 and mix.

**OXYDANT**

**BLOND STUDIO NUTRI-DEVELOPERS**
Enveloping Lipids with lipid-restoring properties to soften, coat and protect the hair fibre.
**Result:** The hair’s natural lipic rate is maintained at 100% ensuring optimum condition and shine.

<table>
<thead>
<tr>
<th>20 VOLUME (6%)</th>
<th>30 VOLUME (9%)</th>
<th>40 VOLUME (12%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global on-scalp techniques</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enclosed highlights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balayage techniques</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global on-scalp techniques</td>
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<tr>
<td>Balayage techniques</td>
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</tr>
<tr>
<td>Balayage techniques</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**WHITE HAIR COVERAGE**
Not recommended.
APPLICATION

**Balayage techniques**
Hand paint or use a balayage board.

**Enclosed highlights**
For a more defined highlight result, use Easi Meche, Sweet Mèches or your choice of accessory.

**Global on-scalp techniques**
Divide the hair into thin sections. Apply mixture evenly and generously.

DEVELOPMENT

**Balayage techniques**
Up to 50 minutes maximum at room temperature.

**Enclosed highlights**
Up to 50 minutes maximum. Do not use heat.

**Global on-scalp techniques**
Up to 50 minutes maximum. Do not cover the hair. Do not use heat

EMULSIFICATION AND RINSING

Rinse until water runs clear and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Use L’Oréal Professionnel Post Lightening Shampoo following lightening techniques.
In the case of colouring techniques incorporating INOA or Majirel, select the appropriate post colour shampoo.
PLATINUM AMMONIA FREE LIGHTENING PASTE

• Ultimate condition and shine
• Ammonia free formula
• Up to 6 levels lift.

TECHNOLOGY

Hair fibre innovation
BLOND STUDIO lightening pastes contain:
• Nutriceride to strengthen and nourish the cuticle.
• White Beeswax to smooth and soften the hair fibre.
• Lightening pastes also contains Potassium Persulphate for fast action lightening and cleaner pure blonde results.

Comfort innovation
2 complementary 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.
• BLOND STUDIO lightening pastes remain active for up to 2 hours.

Lightening:
• Up to 6 levels of lift.

MIXING

Wear suitable mixing gloves.
1:1 to 1:3 mixing ratio depending on desired consistency.
1 scoop of paste (20g) + 20ml or 60ml Nutri-Developer.
Add 5ml Smartbond Step 1 and mix.

OXYDANT

BLOND STUDIO 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.

<table>
<thead>
<tr>
<th>VOLUME</th>
<th>Techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 VOLUME (6%)</td>
<td>Global on-scalp techniques, Enclosed highlights</td>
</tr>
<tr>
<td>30 VOLUME (9%)</td>
<td>Global on-scalp techniques, Enclosed highlights</td>
</tr>
<tr>
<td>40 VOLUME (12%)</td>
<td>Balayage techniques</td>
</tr>
</tbody>
</table>

WHITE HAIR COVERAGE

Not recommended.
APPLICATION

Balayage techniques
Hand paint or use a balayage board.

Enclosed highlights
For a more defined highlight result, use Easi Meche, Sweet Mèches or your choice of accessory.

Global on-scalp techniques
Divide the hair into thin sections. Apply mixture evenly and generously.

DEVELOPMENT

Balayage techniques
Option 1: Up to 50 minutes maximum at room temperature.
Option 2: Up to 50 minutes with inclusion of 15 minutes maximum under heat.

Enclosed highlights
Up to 50 minutes maximum. Do not use heat.

Global on-scalp techniques
Up to 50 minutes maximum. Do not cover the hair. Do not use heat.

EMULSIFICATION AND RINSING

Rinse until water runs clear and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Use L’Oréal Professionnel Post Lightening Shampoo following lightening techniques.
In the case of colouring techniques incorporating INOA or Majirel, select the appropriate post colour shampoo.
SUNKISSED LIGHTENING OIL

- Ammonia free lightening oil
- Base breaking, tone correcting and light cleansing
- Up to 2 levels lift

MIXING

Wear suitable mixing gloves.
1:2 Mixing ratio
25ml Sunkissed Lightening Oil + 50ml 20, 30 Vol Oxydant
Add 2ml Smartbond Step 1.

OXYDANT

L’ORÉAL PROFESSIONNEL CRÈME OXYDANT DEVELOPER

<table>
<thead>
<tr>
<th>20 VOLUME (6%)</th>
<th>30 VOLUME (9%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Soft tone correction</td>
<td></td>
</tr>
<tr>
<td>• Use on lighter hair (6 and lighter)</td>
<td></td>
</tr>
<tr>
<td>• Natural sunkissed honey highlights</td>
<td></td>
</tr>
<tr>
<td>• Global and partial techniques</td>
<td></td>
</tr>
<tr>
<td>• Natural hair only</td>
<td></td>
</tr>
<tr>
<td>• Stronger tone correction</td>
<td></td>
</tr>
<tr>
<td>• Use on darker hair (4 and 5)</td>
<td></td>
</tr>
<tr>
<td>• Subtle sunkissed honey highlights</td>
<td></td>
</tr>
<tr>
<td>• Global and partial techniques</td>
<td></td>
</tr>
<tr>
<td>• Natural hair only</td>
<td></td>
</tr>
</tbody>
</table>

DEVELOPMENT

Up to 30 minutes development time without heat depending on desired result.

APPLICATION

Apply mixture from a bottle for a quick application to dry or towel dried hair.

EMULSIFICATION AND RINSING

Rinse until water runs clear and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Use L’Oréal Professionnel Post Lightening Shampoo following lightening techniques.
In the case of colouring techniques incorporating INOA or Majirel, select the appropriate post colour shampoo.
FREEHAND TECHNIQUES 6

- Infused with Pro-Keratin
- Creamy and thick texture for precise balayage application
- Up to 6 levels lift

MIXING

Wear suitable mixing gloves.
For balayage techniques:
1:1½ Mixing Ratio
40g powder + 60ml Oxydant
Add 10ml Smartbond Step 1 and mix.

OXYDANT

L’ORÉAL PROFESSIONNEL CRÊME OXYDANT DEVELOPER

<table>
<thead>
<tr>
<th>VOLUME</th>
<th>Techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 (%)</td>
<td>40g powder + 60ml Oxydant</td>
</tr>
<tr>
<td>30 (%)</td>
<td>40g powder + 60ml Oxydant</td>
</tr>
<tr>
<td>40 (%)</td>
<td>40g powder + 60ml Oxydant</td>
</tr>
</tbody>
</table>

- Partial off-scalp techniques
- Balayage techniques

DEVELOPMENT

Up to 50 minutes depending of desired result.
Do not use with heat

APPLICATION

Hand paint or use a balayage board.

EMULSIFICATION AND RINSING

Rinse until water runs clear and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Use L’Oréal Professionnel Post Lightening Shampoo following lightening techniques.
In the case of colouring techniques incorporating INOA or Majirel, select the appropriate post colour shampoo.
MAJIMÈCHES

- Ammonia free lightening cream system
- Up to 5 levels lift in 15 minutes with heat, 35 minutes without heat

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 mixing gloves.
½ tube (25g) Majimèches Ammonia Free Highlighting Crème + 1 sachet (25g) Majimèches Ammonia Free Highlighting Accelerator Crème+ 25ml Oxydant. Add 4ml Smartbond Step 1.

OXYDANT

L’ORÉAL PROFESSIONNEL CRÈME OXYDANT DEVELOPER

<table>
<thead>
<tr>
<th>20 VOLUME (6%)</th>
<th>30 VOLUME (9%)</th>
<th>40 VOLUME (12%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 volume = 3 levels of lightening.</td>
<td>30 volume = 4 levels of lightening.</td>
<td>40 volume = 5 levels of lightening.</td>
</tr>
</tbody>
</table>

DEVELOPMENT

Up to 15 minutes with heat. Up to 35 minutes without heat.

WHITE HAIR COVERAGE

Not recommended for more than 30% white hair.

APPLICATION

Apply to dry unwashed hair.
Balayage techniques Hand paint or use a balayage board.
Enclosed highlights For a more defined highlight result, use Easi Meche, Sweet Mèches or your choice of accessory.

EMULSIFICATION AND RINSING

Rinse until water runs clear and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Use L’Oréal Professionnel Post Lightening Shampoo following lightening techniques.
In the case of colouring techniques incorporating INOA or Majirèl, select the appropriate post colour shampoo.
MULTI-TECHNIQUES 8

- Accelerated multi-use, multi-technique powder lightener
- Up to 8 levels lift

MIXING

Wear suitable mixing gloves.

Balayage techniques:
1:1 Mixing Ratio
40g powder + 40ml Oxydant. Add 10ml Smartbond Step 1.

Enclosed highlights
1:1½ Mixing Ratio
40g powder + 60ml Oxydant. Add 10ml Smartbond Step 1.

Global on-scalp techniques
1:3 Mixing ratio
40g powder + 120ml Oxydant, (20 or 30 volume). Add 10ml Smartbond Step 1.

OXYDANT

L’ORÉAL PROFESSIONNEL CRÈME OXYDANT DEVELOPER

<table>
<thead>
<tr>
<th>20 VOLUME (6%)</th>
<th>30 VOLUME (9%)</th>
<th>40 VOLUME (12%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Global on-scalp techniques</td>
<td>- Global on-scalp techniques</td>
<td>- Partial off-scalp techniques</td>
</tr>
<tr>
<td>- Enclosed highlights</td>
<td>- Enclosed highlights</td>
<td>- Balayage techniques</td>
</tr>
<tr>
<td>- Balayage techniques</td>
<td>- Balayage techniques</td>
<td></td>
</tr>
</tbody>
</table>

DEVELOPMENT

Balayage techniques
Up 50 minutes depending on desired result.

Enclosed highlights
Up 50 minutes depending on desired result. Do not use heat.

Global on-scalp techniques
Up 50 minutes depending on desired result. Do not use heat. Do not cover.

APPLICATION

Balayage
Hand paint or use a balayage board.

Enclosed highlights
For a more defined highlight result, use Easi Meche, Sweet Mèches or your choice of accessory.

Global on-scalp techniques
Divide the hair into thin sections. Apply mixture evenly and generously.

EMULSIFICATION AND RINSING

Rinse until water runs clear and towel dry.
Apply Smartbond Step 2 and leave in for 10 minutes. Rinse well.
Use L’Oréal Professionnel Post Lightening Shampoo following lightening techniques.
In the case of colouring techniques incorporating INOA or Majirel, select the appropriate post colour shampoo.
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 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 4

What can I use to tone with?
INOA ODS: Not recommended.
MAJIREL: 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)
Add 4ml Smartbond Step 1

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)
Add 4ml Smartbond Step 1

DIARICHESSE HI-VISIBILITY:
1:1½ mixing ratio
1 tube (50gm) colourant + 75mls 6 volume DIACTIVATEUR (1:1½ ratio)
Add 4ml Smartbond Step 1
ADVANCED CONT.

Development time:
MAJIREL: Develop for 5 - 35 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 PRO_classics Shampoo. Apply Série Expert POWERMIX REPAIR.

LIGHTENING ACCESSORIES

POST LIGHTENING SHAMPOO
Stops the action of lightening products and eliminates powder residue.
Gently cleanses to protect integrity of hair fibre whilst resetting the pH levels of the hair to normal.
Use following global, enclosed, open air or balayage techniques.

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 Blonde Studio lightening pastes and all L’Oréal Professionnel lightening or colouring products.
Enhances the action of Blond Studio Lightening pastes for a precise, even lightening effect while being gentle and respectful to the integrity of the hair fibre.

FOIL
Premium salon foil for all colour services 18 microns thick
Composed with a controlled aluminum purity to keep the lift boost under control.
INSTANT HIGHLIGHTS

- Professional lightening system that enables hairdressers to create customised highlights in half the time* of most highlighting services.
- Up to 6 levels of lift, in half the time*.
- Perfect for partial techniques and face framing.

TECHNOLOGY

PRO-HEAT technology
- The three-part system: Instant Highlights Heating Iron, Instant Highlights Lightening Cream and Instant Highlights Aluminium Foil work together to ‘instantly’ lighten the hair.

Instant Highlights Heating Iron
- Designed with a spacer between the plates to help protect the hair from heat damage.
- Temperature is regulated every 0.2 seconds to ensure a safe temperature of 140 degrees is maintained continuously.

Instant Highlights Lightening Cream
- Enriched with oils formulated to be heat compatible, and ensure even and controlled lightening results.

Instant Highlights Aluminium Foil
- Controlled aluminium purity and thickness to maintain even lift.

MIXING & USAGE

MIX 1:2

- Mix in a 1:2 ratio, adding 4ml of Smartbond Step 1 for every 20ml of cream used.
- Mix 30ml of Instant Highlights Lightening Cream with 60ml of L’Oréal Professionnel Crème Oxydant to give approx. 15 foils.
- Use 20vol or 30vol Oxydant.

DEVELOPMENT

Application time:
- Up to 10 mins application time max.

Heating time per foil:
- 15 to 30 seconds max heating time per foil.
- We recommend working with up to 15 foils.

Development time:
- 10 mins max development time after using the Instant Highlights Heating Tool.

*Instrumental test vs L’Oréal Professionnel Lightening service without the heating tool.
APPLICATION

Step 1: Turn on iron
Plug in & turn on Instant Highlights Heating Tool with the heat separator attached. Once light is solid it is at full heat.

Step 2: Prepare foil
Prepare 18 micron aluminium foils. Match the foil length to the length of the hair. Allow an extra 5cms of foil.

Step 3: Prepare mix
Wearing gloves and in a non-metallic bowl, mix Instant Highlights Lightening Cream with L’Oréal Professionnel Crème Developers 20 or 30 vol maximum using a 1:2 ratio. Add 4mls of Smartbond.

Step 4: Apply cream
Place desired section of hair onto aluminium foil, apply lightening mixture generously and uniformly onto the hair with a brush. Thoroughly coat strands of hair in product.

Step 5: Cover hair
Cover section of hair with a second piece of aluminium foil. Do not leave the hair for more than 10 minutes in foil before applying heat.

Step 6: Fold foil
Fold the top & bottom corners of the foil.

Step 7: Iron foil
Using only the instant highlights heating tool, start at the first section that was placed in foil. Using a back-and-forth motion, start at the end of the hair and move up towards the root. keep the iron in motion for max 30 seconds on each section. Complete process on all foiled sections.

Step 8: Check result
Allow the foil to cool. Check the results by gently opening the first foil every two minutes. Allow to develop for maximum of 10 minutes total.

Step 9: Rinse and apply Smartbond
Once desired result is achieved, rinse off the hair and proceed with Smartbond Step 2, then shampoo, condition, blow-dry and style as normal.

SAFETY INSTRUCTIONS

Do not combine with any other lightening product. Do not use with any developer other than L’Oréal Professionnel crème developers 30-vol max and respect the ratio 1:2.

Do not apply very short hair, or highly sensitised hair that is not suitable for lightening.

Do not apply lightening mixture less than 3 cm from the scalp.

Do not fold the foil back on itself.

Do not use any other aluminium than the one recommended: Instant Highlights aluminium foils. Do not reuse the aluminium foils.

Do not hold the wrapped hair strand vertically while using the Instant Highlights Heating Iron. Never use the iron directly on the hair.

Do not exceed 30 minutes total processing time, from application to rinsing.
**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.

**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 POWERMIX COLOR.
Texture & Smoothing

L’Oréal Professionnel 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. The final result is glossy, silky and beautifully smooth and straight.

**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

<table>
<thead>
<tr>
<th>Degree</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

### 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:**
Natural 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.

Perfect 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
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 meche, following the instructions on page 67

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

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

- 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

Note: If in doubt carry out a test meche see page 67.
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 meche 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

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

*Note: Perform a knot test to check full development see instructions on page 68.*
Knot Test:
To optimise the straightening result for Natural Straight and Perfect 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 méche of hair in the most sensitised area about 1mm thick (6 to 10 hairs) to test elasticity.
2. Make a knot with the méche 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 méche 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:
• After drying, proceed with fixing.

Natural Straight Service:
• Iron taking 1-1.5cm sections of hair.
• After ironing, proceed with fixing.

Perfect Straight Service:
• Iron taking 2mm veils of hair.
• After ironing, proceed with fixing.

Iron 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.
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. X-Tenso® Moisturist™ Smoothing Cream application 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. X-Tenso® Moisturist™ on highlighted hair
If your client has highlights or pre-lightened hair, do not apply X-Tenso® Moisturist™.

7. X-Tenso® Moisturist™ on coloured hair
The X-Tenso® Moisturist™ service is suitable for natural hair and natural resistant hair – including coloured hair in good condition.

8. X-Tenso® Moisturist™ to soften a perm
It is not advisable to use X-Tenso® Moisturist™ to soften a perm.

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 Consumer Advisory line on: 0800 889 778
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, highlighted 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.

How is X-Tenso® Moisturist™ different to the keratin treatments containing formaldehyde?

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

Three formula strengths:
FORCE 1 Tonique: NATURAL HAIR
FORCE 2 Tonique: SENSITISED HAIR

Kit format:
75ml Perm Lotion + 100ml Neutraliser.

TECHNOLOGY

IONÈNE G™ revolutionary, licensed molecule by L’Oréal’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 Advanced 0 = 15 minutes.
  - Dulcia Tonica 1T = 15 minutes.
  - Dulcia Tonica 2T = 10 minutes.

5. Neutralising.
- Rinse out wave lotion for a minimum of 5 minutes, or longer if 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.
SMARTBOND WITH PERMANENT WAVE AND STRAIGHTENING SYSTEMS

- No doctrine change
- No impact on curl and straightening performance
- Confident application on sensitised hair

MIXING & APPLICATION

**Straightening**

Step 1: Reduction
• Do a pre-form shampoo then rinse and towel dry. Apply the reducer and leave according to usual protocol. Rinse and towel dry the hair.

Step 2: Smartbond Step 1
• In an applicator bottle, mix 1 dose of Step 1 with 3 doses of water (for quantities see table). Apply into hair evenly. Leave on for 10 minutes. Rinse thoroughly with water and towel dry hair well to remove excess of humidity.

Step 3: Neutralising
• Cold straightening: Apply neutraliser as per usual protocol. Leave on for 10 minutes then rinse.
• Hot straightening: Pre-dry hair to 90% with hair dryer. Straighten with iron as usual. Apply the neutraliser as per usual protocol. Leave on for 10 minutes and rinse.

Step 4: Smartbond Step 2
• Apply Smartbond Step 2 between 4-8 pumps all over the hair (for quantities refer to table below). Leave on for 10 minutes at room temperature. Rinse thoroughly. Proceed to usual post-straightening styling.

**Cold Permanent**

Step 1: Reduction
• Do a pre-form shampoo, then rinse and towel dry. Wind the hair around rods. Apply the reducer and leave on according to usual protocol. Rinse-off. Blot dry hair on rods.

Step 2: Smartbond Step 1
• In an applicator bottle, mix 1 dose of Step 1 with 3 doses of water and drench hair on rods (for quantities see table). Leave on for 10 minutes. DO NOT RINSE OFF.

Step 3: Neutralising
• Apply the neutraliser on the rods following usual protocol. Leave on for 10 minutes. Remove rods, then rinse thoroughly for at least 5 minutes. If needed, apply care routine as usual. Proceed to styling.

Step 4: Smartbond Step 2
• Do not apply Step 2 in order not to weigh down the curl.

**Hot Permanent**

Step 1: Reduction
• Do a pre-form shampoo, then rinse and towel dry. Apply the reducer and leave on according to usual protocol. Then rinse. Wind rods and process as per usual protocol for digital perm.

Step 2: Neutralising
• Apply the neutraliser following usual protocol. Leave on for 5 minutes. DO NOT RINSE OFF.

Step 3: Smartbond Step 1
• In an applicator bottle, mix 1 dose of Step 1 with 3 doses of water and drench hair on rods (for quantities see table). Apply directly on neutraliser. Leave on for 5 minutes. Rinse-off. Remove rods. If needed, apply care routine as usual.

Step 4: Smartbond Step 2
• Do not apply Step 2 in order not to weigh down the curl.

<table>
<thead>
<tr>
<th>Smartbond Step 1</th>
<th>Short Hair</th>
<th>Mid-Lengths Hair</th>
<th>Long Hair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity to apply</td>
<td>10ml + 30ml of water</td>
<td>15ml + 45ml of water</td>
<td>20ml + 60ml of water</td>
</tr>
</tbody>
</table>
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 practice 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 all L'Oréal Professionnel colouration products.

Step 1: Professional consultation
Your preliminary professional consultation is a short questionnaire which will enable you to determine if you can use colour on your clients’ hair. Read the safety instructions contained with the product before use.

<table>
<thead>
<tr>
<th>Question</th>
<th>NO</th>
<th>YES</th>
<th>STOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is your client under 16 years of age?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Does your client have a RASH on their FACE or a SENSITIVE, IRRITATED or DAMAGED SCALP?</td>
<td>NO</td>
<td>YES</td>
<td>Explain to your client that you cannot colour their hair</td>
</tr>
<tr>
<td>Has your client ever experienced a reaction after colouring their hair, or after a temporary black henna tattoo?</td>
<td>NO</td>
<td>YES</td>
<td></td>
</tr>
</tbody>
</table>

Step 2: Carry out a skin allergy test
1. Wear suitable disposable gloves and remove client’s earrings.

2. Standard Colourant:
   - Clean 1cm² (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 without washing the area.

3. Lightening Product:
   - Mix a small quantity of powder with water (equivalent quantities) in a non-food container, with a non-metallic utensil.
   - Clean 1cm² (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 oxycants. 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 do not wait 48 hours, 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.
If you require urgent technical assistance

CONSUMER ADVISORY NUMBER
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