



#COLOR — CORRECTION

— SERVICE GUIDE

L'ORÉAL
PROFESSIONNEL
PARIS



#MYFLASH #LUMINIZER

LACKING SHINE?

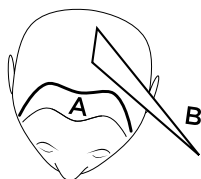
#MYFLASHLUMINIZER brings an extra shot of shine to the hair; the perfect pick me up for dull and lifeless looking hair colour.

THE TECHNIQUE

Add a few subtle touches of glittering gold colour to frame the face throughout the front sections of the hair and illuminate the overall result by lightening areas of the hair in the same way a make-up artist adds touches of light to the face.

SECTIONING

- **Section A:** Create a 3cm deep section following the natural hairline and isolate.
- **Section B:** Select pieces either side of the natural parting and through the sides for lightening.



MIXING

- MIX 1** • In a 1:2 ratio, mix **Blond Studio Platinum Plus** + **Blond Studio Nutri Developer 20 vol.**

- MIX 2** • In a 1:1.5 ratio, mix **Majirel 5.32** + 75ml of **L'Oréal Professionnel 20 vol. oxydant**

Alternative Shades:

Dia Richesse 5.32
Inoa 5.32

- MIX 3** • In a 1:1.5 ratio, mix **Dia Light 6.3** + 75ml of **Dia Activeur 6 vol.**

- MIX 4** • In a 1:1.5 ratio, mix **Dia Light 8.3** + 75ml of **Dia Activeur 6 vol.**

Add **Smartbond Step 1** to your colour mix to protect the hair while colouring:

- 4ml of Smartbond Step 1 with every 1 tube of colour used
- 5ml of Smartbond Step 1 with every 20g of lightener used

COLOUR APPLICATION

If needed, apply an **Efassor** cleanse before the colour process to remove unwanted colour, lift out excess of artificial tones or even go to a lighter shade.

- STEP 1** • Apply your pre-lightening mix to section A in fine weaves and thicker slices in section B using a balayage technique starting at the nape and work toward the front
- Isolate with **L'Oréal Professionnel Easi Meche**.
 - Develop for up to 50 minutes

- STEP 2** • Apply your **Majirel** mix to the root area and develop for up to 35 minutes
- Take your **Dia Light 6.3** mix through the lengths and ends including all remaining hair between Easi Meche packs and develop for up to 20 minutes
 - Rinse and shampoo with **L'Oréal Professionnel Pro Classics Colour Shampoo**

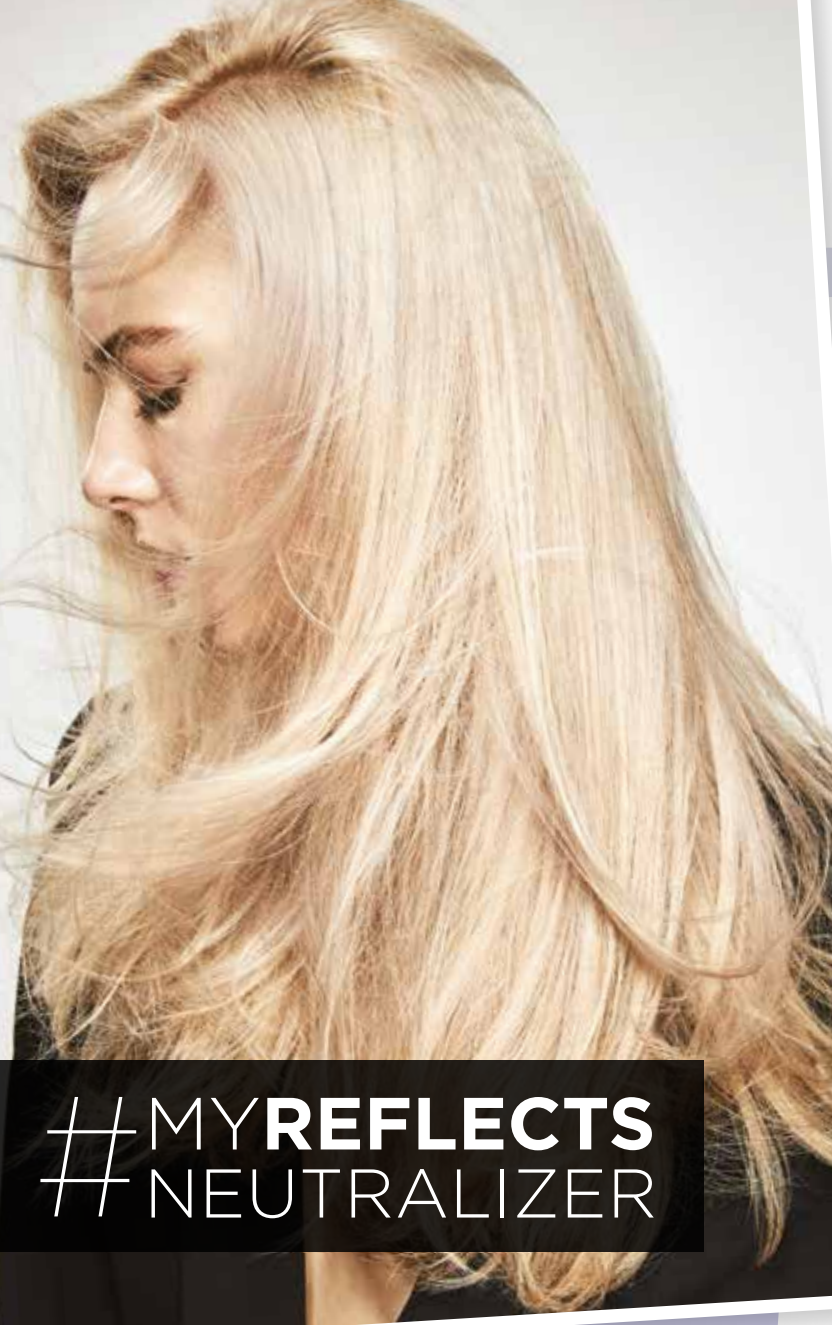
- STEP 3** • Add a finishing touch to the lightened areas with your **Dia Light 8.3** mix
- Develop for up to 10 minutes

Once all technical steps are complete, Apply 4-8 pumps of Smartbond Step 2 and leave on for 10 minutes.

Rinse thoroughly and shampoo with L'Oréal Professionnel Pro Classics Colour Shampoo and condition with Série Expert Vitamino Colour Masque.

STYLING

- **PREP:** Prep with Tecni.ART Full Volume Extra
- **FINISH:** Finish with Tecni.ART Next Day Hair Spray



#MYREFLECTS #NEUTRALIZER

BRASSY COLOUR?

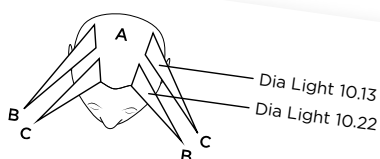
#MYREFLECTSNEUTRALIZER is the ideal service to get rid of brassiness and unwanted yellow reflects to add dimension and restore natural looking hair.

THE TECHNIQUE

Adjust your client's brassy colour and unwanted copper and yellow reflects by neutralising with cool shades.

SECTIONING

Global application to Section A, the root area, then for the lengths and ends split into sections B & C.



MIXING

- MIX 1** • In a ratio of 1:1.5 ratio, mix **Majirel 9.22** + 75ml of **L'Oréal Professionnel 20 vol. oxydant**

Alternative Shades:

Inoa 9.22
Dia Richesse 9.02

- MIX 2** • In a 1:1.5 ratio, mix **Dia Light 10.13** + 75ml of **Dia Activeur 6 vol.**

- MIX 3** • In a 1:1.5 ratio, mix **Dia Light 10.22** + 75ml of **Dia Activeur 6 vol.**

Add **Smartbond Step 1** to your colour mix to protect the hair while colouring. Simply add 4ml of **Smartbond Step 1** with every 1 tube of colour used.

COLOUR APPLICATION

If needed, apply an **Efassor** cleanse before the colour process to remove unwanted colour, lift out excess of artificial tones or even go to a lighter shade.

- STEP 1** • Apply your **Majirel 9.22** mix globally to the root area
- Develop for up to 35 minutes

- STEP 2** • Apply your two **Dia Light** mixes through the lengths and ends in alternate sections
- Develop for up to 20 minutes

Once all technical steps are complete, Apply 4-8 pumps of Smartbond Step 2 and leave on for 10 minutes.

Rinse thoroughly and shampoo with L'Oréal Professionnel Pro Classics Colour Shampoo and condition with Série Expert Vitamino Colour Masque.

STYLING

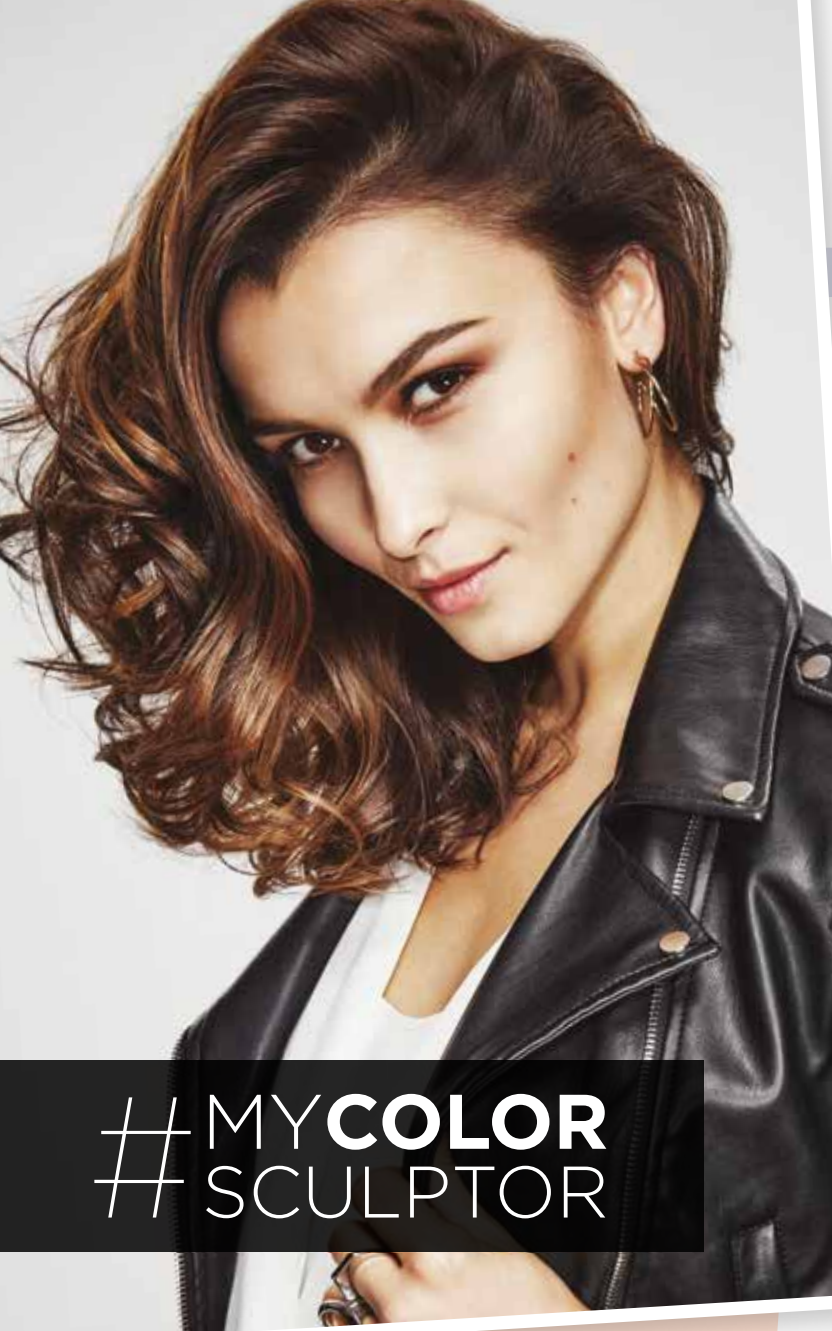
- **PREP:** Prep with Tecni.ART Volume Lift
- **FINISH:** Finish with Tecni.ART Fix Design

UNDERCOATS & NEUTRALISATION

Understanding the rules of neutralisation is an essential tool for any colourist. Knowing how to deal with excessive warm tones makes colour adjustment simple and straight forward.

To neutralise:

- An orange undercoat: use blue = .11, .1, .01 or Blue mix
- A yellow undercoat: use mauve = .02, .02 or Violet mix
- A red undercoat: use green = .17, .07 or Green mix



#MYCOLOR #SCULPTOR

FLAT HAIR COLOUR?

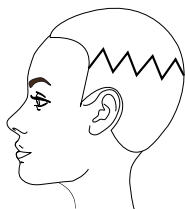
#MYCOLORSCULPTOR gives more depth and dimension to the hair by creating different elements of light and shadow.

THE TECHNIQUE

Apply a global colour to the roots with a subtle blend of reflects through the lengths and ends in alternate sections to give more volume and to sculpt your client's hair.

SECTIONING

Draw a zig zag section from the temple back to the occipital bone on both sides.





MIXING

MIX

1

- In a ratio of 1:2, mix **Blond Studio Platinum Plus** + **Blond Studio Nutri Developer 20 vol.**

MIX

2

- In a 1:1.5 ratio, mix **Majirel 5.15** + 75ml of **L'Oréal Professionnel 20 vol. oxydant**

Alternative Shades:

Dia Richesse 5.15

Inoa 5.15

MIX

3

- In a 1:1.5 ratio, mix **Dia Light 8.23** + 75ml of **Dia Activateur 6 vol.**

Add **Smartbond Step 1** to your colour mix to protect the hair while colouring:

- 4ml of Smartbond Step 1 with every 1 tube of colour used
- 5ml of Smartbond Step 1 with every 20g of lightener used

COLOUR APPLICATION

If needed, apply an **Efassor** cleanse before the colour process to remove unwanted colour, lift out excess of artificial tones or even go to a lighter shade.

STEP

1

- Apply your pre-lightening mix using the zig zag sectioning pattern as a guide, starting the pre-lightening where the point of the zig-zag is. Isolate with **L'Oréal Professionnel Easi Meche**
- Develop for up to 50 minutes

STEP

2

- Apply your **Majirel** mix to the roots and through the lengths and ends. Develop for up to 35 minutes
- Rinse and shampoo with **L'Oréal Professionnel Pro Classics Colour Shampoo**

STEP


3

- Add a finishing touch to the lightened areas with your **Dia Light 8.23** mix
- Develop for up to 10 minutes

Once all technical steps are complete, Apply 4-8 pumps of Smartbond Step 2 and leave on for 10 minutes.

Rinse thoroughly and shampoo with L'Oréal Professionnel Pro Classics Colour Shampoo and condition with Série Expert Vitamino Colour Masque.

STYLING

- **PREP:** Prep with Tecni.ART Volume Architect
 - **FINISH:** Finish with Tecni.ART Crêpage de Chignon
- 

Majirel

SOPHISTICATED. CLASSIC. RICH.



OFFER A MAJIREL SERVICE WITH:

- Deep, rich, long-lasting colour results
- Up to 100% white hair coverage
- Reliable permanent colour
- Hair full of body, with more reflect and soft to touch
- Unlimited colour choice with over 120 shades

THE SCIENCE BEHIND:



Incell



Ionène G™



Strengthens and reinforces the hair by reaching the surface cuticle and cortex

HOW TO MIX:

- Ratio: 1 to 1.5
- L'Oréal Professionnel Cream Oxydant: 20 vol. or 30 vol.



Development time

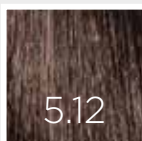
YOUR Majirel

#COLORCORRECTION

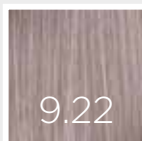
PALETTE

#MYREFLECTS #NEUTRALIZER

Use strong neutralising agents to control brassy tones.



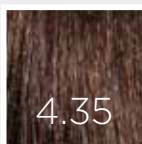
The ash, iridescent reflects give a long-lasting, anti-brassy brown.



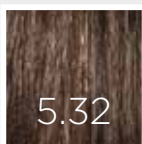
A very light blonde with deep iridescent reflects for strong neutralising power.

#MYFLASH #LUMINIZER

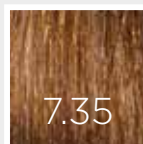
Mix a shot of gold to lighten hair colour.



Truly deep, rich mahogany brown with a hint of golden warmth.



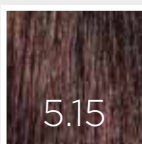
A warm brown shade with touches of golden warmth and subtle iridescent reflects.



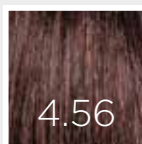
A warm blonde shade enriched with bronzed golden and mahogany reflects.

#MYCOLOR #SCULPTOR

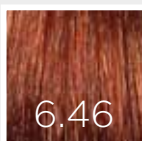
Combine a selection of complementary shades to offer a multi-dimensional effect.



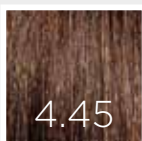
A cool finish with a mahogany reflect.



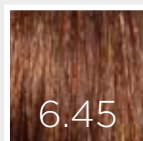
A sophisticated balance of deep chestnut brown and rich mahogany.



Our most exciting blend of dazzling copper and intense red reflects.



A dark brunette base infused with intense copper and a drop of mahogany.



Fiery copper reflects dominate this shade with a touch of mahogany sophistication.

COMPLETE YOUR PROFESSIONAL #COLORCORRECTION TOOL BOX

WITH

smartbond

For stronger and protected hair

To enable your clients to reach their hair goals, discover L'Oréal Professionnel bond strengthening system: **Smartbond**.

WHAT IS SMARTBOND?

Smartbond is a new generation bond strengthening system by L'Oréal Professionnel that has been specifically formulated to work in synergy with our pre-lighteners, colour, straightening services and perms.

Smartbond is a **two-step process** in salon which allows the colourist to protect the hair and prevent damage during a technical service.

Use Smartbond with:

- Pre-lightener
- Colour
- Efactor
- Use as a stand alone treatment
- Perms & Straighteners

Recommend clients use the at **home conditioner** once a week to reinforce the salon service and strengthen the hair fibre week after week.



WHY CHOOSE SMARTBOND?

Smartbond **prevents** breakage, **protects** the hair from damage and maintains the integrity of the hair fibre. Smartbond is smart, it adapts to you, not the other way around.

NO

**IMPACT
ON LIFT**

NO

**DOCTRINE
CHANGE**

no change in oxydant
or development time

NO

**IMPACT
ON COLOUR
RESULT**

WHO IS SMARTBOND FOR?

Always use Smartbond when colouring your client's hair whether they hesitate to colour or if they are prone to follow the colour trends.



THE TRANSFORMIST

Younger clients looking to maintain shine & strength



THE BLONDE

Seeking shine but worried frequent colouring will damage their hair



THE SCEPTIC BRUNETTE OR FIRST TIME COLOURIST

Protect their hair while colouring and maintain strength, shine and softness



THE FAITHFUL COLOURED

More mature clients that struggle with grey and unruly hair, ideal for softness



THE STRENGTH SEEKER

Non-colour appointments looking to build up strength in their hair

BECOME A SMARTBOND EXPERT

Join an education live event near you

Discover the latest innovation from L'Oréal Professionnel and be confident in recommending this amazing new service to your client.

Follow our accessible e-education online



youtube.com/user/lorealprofessionnel



lorealprofessionnel.co.uk

follow us on:



/LOrealProUK