

COMPLETE YOUR PROFESSIONAL TOOLBOX

WITH

smartbond

For stronger and protected hair

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

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 all technical services:

- Pre-lightener
- Colour
- Efactor
- Perms & straightening services
- Also use as a stand alone treatment

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.



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THE METALS
by Majirel

SERVICE GUIDE

L'ORÉAL
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PARIS

MASTER THE METALLIC LOOK WITH THE METALS

by Majirel

THE TECHNOLOGY

New shade family in Majirel

NEW BALANCE SYSTEM BETWEEN THE REFLECT & BASE

Discover your Metallic Palette

5 NEW HIGH SHINE SHADES



.11

SILVER STAR

For a pastel grey look or an on-trend ash colour.



.12

CRYSTAL ASH

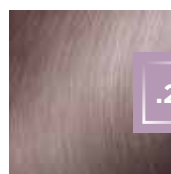
For a fashionable result with a sophisticated ash iridescent blend.



.13

ASH GOLD

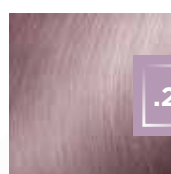
For a desirable soft shimmery champagne blonde.



.21

PINK ASH

For a beautifully soft pink result, a mix of ash and iridescent.

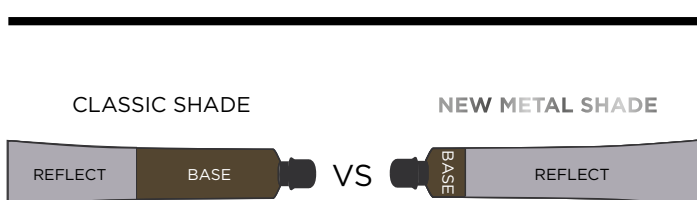


.22

HI-LILAC

For neutralising yellow and leaving a balanced iridescent hue.

WE HAVE INCREASED THE PROPORTION OF REFLECTS AND DECREASED THE PROPORTION OF BASE, FOR A VISIBLE AND TRANSLUCENT EFFECT.



5 SHADES

NEW NUMBERING SYSTEM: ONLY REFLECTS, NO BASE LEVEL
,11/,12/,13/,21/,22

SUITABLE FOR LIGHT LEVELS OF NATURAL BASE

6 to 10 without pre-lightening.

PRE-LIGHTEN FIRST

For visibility on natural bases from 2 to 5.

HOW TO APPLY?

MIXING

- 1 Majirel Tube = 50ml
- + 75ml L'Oréal Professionnel Cream Oxydant 20 vol (6%)
- + 4ml of Smartbond Step 1



APPLICATION

Wear suitable disposable gloves, and remember to allergy alert test 48 hours prior to colour application.

STEP 1

- Apply your mix to the roots.

STEP 2

- Apply to the lengths and ends as required. Total development time up to 35 minutes.

STEP 3

- Once all technical steps are complete, rinse the hair and proceed with **Smartbond Step 2**. Leave on for 10 minutes, and rinse off.

STEP 4

- Shampoo with **L'Oréal Professionnel Pro Classics Colour Shampoo** and condition with **Serie Expert Vitamino Color Conditioner**.

Alternative

USE AS TONERS ON PRE-LIGHTENED HAIR

MIXING

- 1 Majirel Tube = 50ml
- + 75ml L'Oréal Professionnel Cream Oxydant 20 vol (6%)
- + 4ml of Smartbond Step 1



TOP TIP: For pastelised results, mix 1 tube of Majirel Metals with 100ml of L'Oréal Professionnel Cream Oxydant 20 vol.

APPLICATION

Wear suitable disposable gloves, and remember to allergy alert test 48 hours prior to colour application.

STEP 1

- Pre-lighten the hair.
- Add 8mls of **Smartbond Step 1** for every 30g of Powder/Paste used. We recommend to lighten to yellow, very pale yellow undercoat.

STEP 2

- Apply your Majirel Metal mix to the lightened areas. Develop for 5 to 20 minutes according to the intensity of reflect required. Gently emulsify and rinse the hair thoroughly until all colour is removed.

STEP 3

- Once all technical steps are complete, Rinse the hair and proceed with **Smartbond Step 2**. Leave on for 10 minutes, and rinse off.

STEP 4

- Shampoo with **L'Oréal Professionnel Pro Classics Colour Shampoo** and condition with **Serie Expert Vitamino Color Conditioner**.

THE LOOK

Supernova Root Smudge

Striking dark metallic roots that are smudged to melt into softer gradients of colour.



Preparation

MIX 1

- In a 1:1.5 ratio, mix **Blond Studio Platinum Plus** with **Blond Studio Nutri Developer 30 vol** (9%).
- Once mixed, add 8mls of **Smartbond Step 1** for every 30g of pre-lightener used.



MIX 2

- In a ratio of 1:1.5, mix **New Majirel Metal ,11** + **L'Oréal Professionnel Cream Oxydant 20 vol** (6%).
- Once mixed, add 4mls of **Smartbond Step 1** for every 1 tube of colour used.



MIX 3

- In a ratio of 1:2, mix **New Majirel Metal ,11** + **L'Oréal Professionnel Cream Oxydant 20 vol** (6%).
- Once mixed, add 4mls of **Smartbond Step 1** for every 1 tube of colour used.



Application

STEP 1

- Apply **Mix 1** to the regrowth of previously lightened hair.
- Develop for up to 50 minutes.
- Gently emulsify and rinse the hair thoroughly until all product is removed.
- Do not shampoo.
- Dry thoroughly.

STEP 2

- Apply **Mix 2** to the root area.
- Develop for up to 20 minutes.
- 10 minutes before the end of the development time. Apply **Mix 3** to the remaining lengths and ends, and develop for 10 minutes.
- Gently emulsify and rinse the hair thoroughly until all colour is removed.
- Do not shampoo or condition at this time.

Alternative: Tone with **Dia Richesse ,11** + **DIActiveateur 9 vol** (3%).

STEP 3

- Once all technical steps are complete, follow with **Smartbond Step 2**. Leave on for 10 minutes, and then rinse off.
- Shampoo with **L'Oréal Professionnel Pro Classics Colour Shampoo** and condition with **Serie Expert Vitamino Color Conditioner**.

Finish the look



PREP:
Tecni.ART
Volume Lift



FINISH:
Tecni.ART
Fix Design