

L'ORÉAL  
PROFESSIONNEL  
PARIS



Discover

**NEW**

**Majirel**

**[OTT] ODOUR TRAPPING TECHNOLOGY**



**NEW**

# Majirel

**[OTT] ODOUR TRAPPING TECHNOLOGY**

Iconic colour performance you trust, with up to 2x less ammonia odour\* & up to 3x softer hair.\*\*

- Up to 100% white hair coverage\*\*
- Even rich colour from root to tip
- Faster, smoother mixing & easier application\*
- Vegan formula\*\*\*

**NEW**

## Bigger format.

- +20% more product
- More profit potential



**Before**  
Natural base: 5



**After**  
Majirel  
Roots: 4.56  
+20vol oxydant

**NEW**

## [OTT] Odour Trapping Technology.

This brand-new technology functions by trapping ammonia molecules for **less odour**.



# Expand your colour palette with the NEW Majirel.

## Core range.

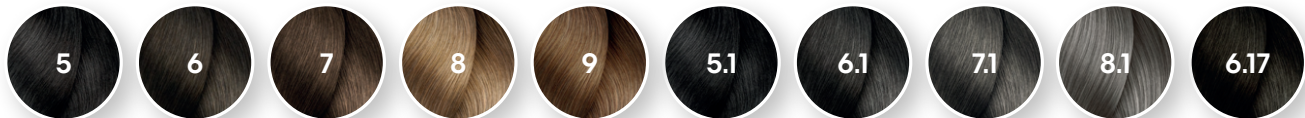
Majirel keeps its DNA of deep, rich colour from root to tip, together with up to 100% white hair coverage\*\* that you have come to know and trust.

Our top 20 shades:



## Cool Cover range.

High neutralisation, high resistance, extreme coverage, ultra-cool reflects. Perfect for clients with warmer natural bases wanting to maintain a cool result.



## NEW Boosters 2-in-1 range.

The NEW Majirel boosters are the 2-in-1 service, offering the benefits of both the existing Contrast & Mix sub franchises.



Mix

NEUTRALISATION & INTENSIFICATION

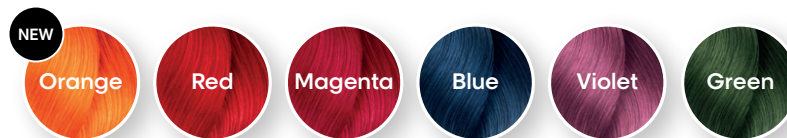
Same as current Majirel Mix service.

Contrast

HIGHLIGHTS ON DARK BASES

Same as current Majirel Contrast service.

Booster



Personalise & intensify warm shades with Orange, Red or Magenta warm boosters. Alternatively, add extra neutralisation with Blue, Violet or Green ash cool boosters.

## Discover NEW Majirel shades.



Base contrast

The base carrier for MajiContrast.



Clear

Increase the transparency of the target shade.



5.26

New DM5 shade.



9.11

Extra cool shade on a lighter level.



8.11

Extra cool shade on a lighter level.



5.17 CC

For extra neutralisation and coverage.

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**NEW**

# Majirel Your pro information support.

**[OTT] ODOUR TRAPPING TECHNOLOGY**

Scan the QR codes to explore more on the NEW Majirel.

**01.**

**Easy access to product information**



Linktree  
For all bitesize, go-to education for Majirel.



Technical guides

**02.**

**Consult with Education Partner.**



scan for Jonnie's Linktree

**03.**

**In-store consultation.**



## Experience NEW Majirel

Shop in store & online.



Pair your new Majirel with our **[OTT] Odour Trapping Technology oxydants.**

Designed to be used with Majirel family and Blond Studio Multi-technique 8 levels powder.



**Are you already a part of the L'Oréal Professionnel family?**

Want to be socially sensational?

Share your content and tag **#majirelmagic**

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