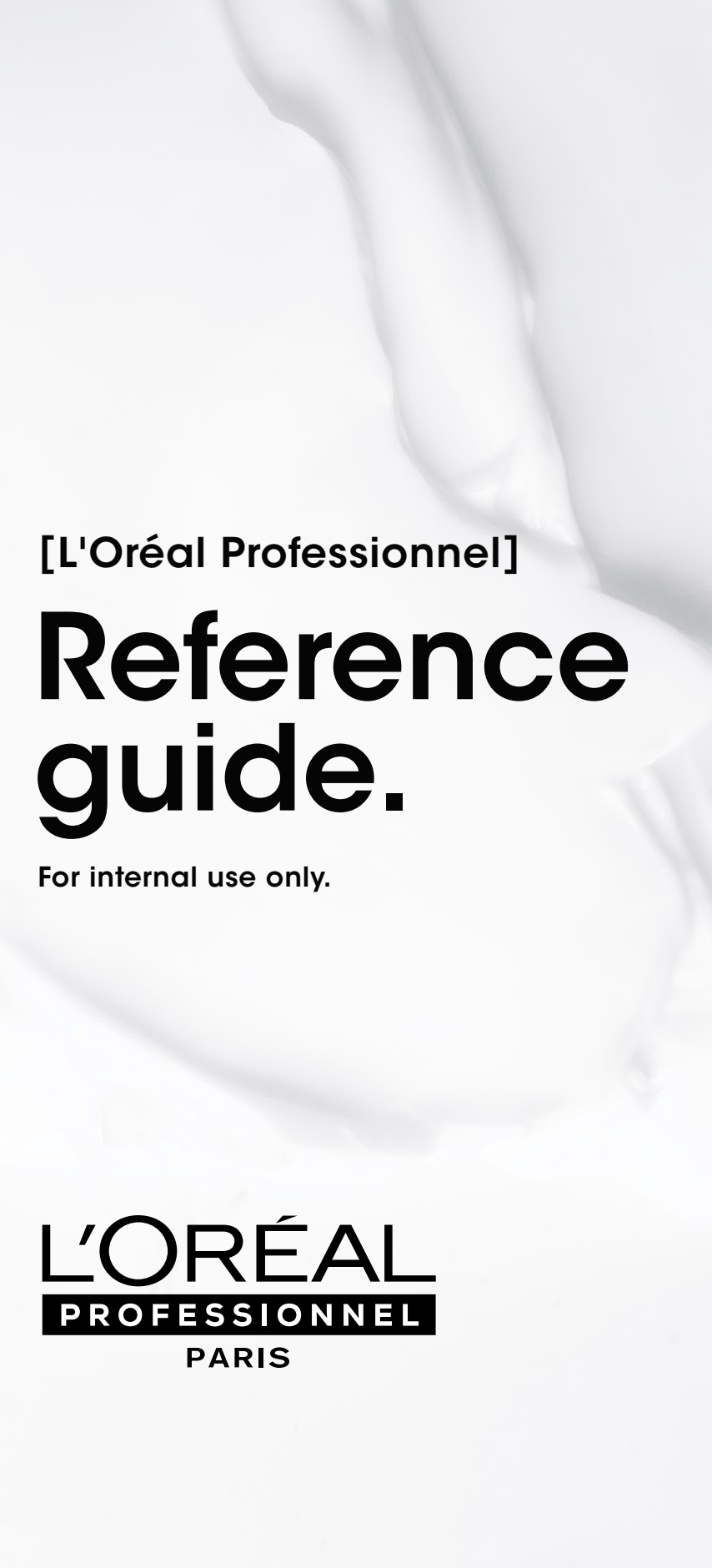




[L'Oréal Professionnel]

Reference guide.

For internal use only.

L'ORÉAL
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PARIS

Transitioning to L'Oréal Professionnel.

We asked professionals with experience in various brands to emphasize what the most relevant information is when salons are transitioning to L'Oréal Professionnel.

Transitioning from Goldwell.

- Goldwell Tonal families are very similar to L'Oréal Professionnel Majirel (ex. 8.31 L'Oréal Professionnel 8GB Goldwell).
- Both brands have N and NN for extra coverage so stylists will understand right away when they are to be used.
- Color theory taught by Goldwell is very similar to L'Oréal Professionnel, so shade matching and converting formulas is very straightforward and comes natural to stylists with color experience.



Transitioning from Wella.

- Wella results tend to be darker than L'Oréal Professionnel Majirel. Wella stylists tend to gravitate towards Cool Cover and Cool Infused ranges in Majirel because they contain the depth they are accustomed to.
- Wella has Stroke 7 and L'Oréal Professionnel has the Mochas series, however mochas provide a cooler color result.
- Wella recent formulation changes have made their end results very unreliable and warmer than stylists are used to. L'Oréal Professionnel Majirel formulations provide reliable results.
- Even though L'Oréal Professionnel can have a warmer result in the N series, Cool Cover is the key to success in new Wella doors.

Transitioning from Schwarzkopf.

- Schwarzkopf provides very cool results therefore Majirel Cool Cover and Cool Infused work well as an entry product for stylists wanting to experience similar results.
- ESSENSITY line is Schwarzkopf's ammonia free range however it does not cover 100% of white hair and has a small palette. INOA would be great entry product due to its no ammonia, 100% white coverage and larger color palette.

[Color]

Frequently asked questions.

How do I achieve 100% white coverage?

Inoa & Majirel

- If you target shade is warm, mix ½ tube of the chosen shade + ½ tube of the Gold or Gold Natural shade at the same level.
- If target shade is cool, mix ½ tube of the chosen shade + ½ tube Natural shade at the same level.
- For white coverage on redheads, Carmilane, Rubilane, Lumax and DM5 technologies will cover without mixing with an N or G (.3).
- Majirel Cool Cover will allow you to achieve 100% Grey coverage with a more opaque result.



How do I achieve more depth at my desired level?

- **Option 1:** Majirel Cool Cover will give you a more opaque result.
- **Option 2:** Formulate 1 level darker than target shade. For example, if you desire a level 6 use a level 5 and add warm tones (.3 or .34) to create a natural result.

How can I achieve a 'grey' formula?

- Dia Light 10.01, 10.02 and 9.11
- Glow L.11 for silver L.11 + drop of D.11

Is L'Oréal Professionnel PPD free?

Only INOA is PPD Free Color.



[Blonding] Frequently asked questions.

How do I know which Blond Studio product to use?

- **Majiméches:** Honey blonde highlights
- **Clay 7:** French Balayage
- **Platinum Plus:** Extra conditioning
- **Multi-Techniques 8:** Foiling techniques
- **Multi-Techniques 8 Bonder Inside:**
Protecting strong bonds
- **Blond Studio 9:** Lifting dark bases

How do I use Blond Studio 9 properly to avoid overheating?

- Mix in small batches.
- 1:2 ratios can cause **less** heating than 1:1 ratio.
- Gently shake both powder and developer before using. Settling can cause improper mixing of lifting and balancing agents.
- Measure when mixing for exact ratios, BS9 relies on the oil in the developer for stability.
- We recommend using L'Oréal Professionnel foils.
- Do not place product under heat.

Color correction tips.



Light cleanse.

For removing gloss, color that went ½ level too dark, or banding in the hair.

1 Part Majirel Glow Clear + 1.5 parts Majicreme 20 volume Developer +1-part Post Color Shampoo process up to 20 mins.

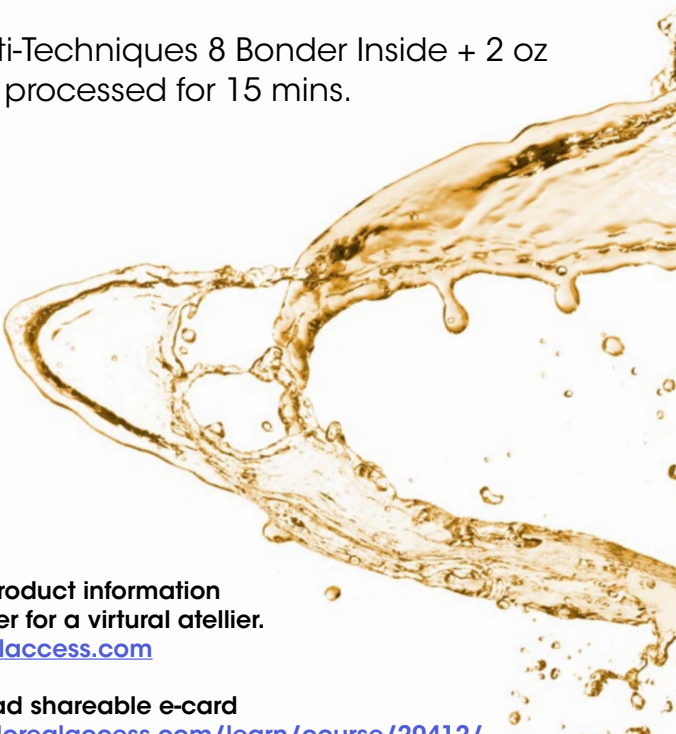
OR

1 Part INOA Clear + 1 Part INOA Oil Rich 20 volume Developer +1-part Post Color Shampoo process up to 20 mins.

Cleanse.

For removing more than 1 level.

1 oz Multi-Techniques 8 Bonder Inside + 2 oz hot H2O processed for 15 mins.



For more product information or to register for a virtual atelier.
[www.lorealaccess.com](https://us.lorealaccess.com)

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