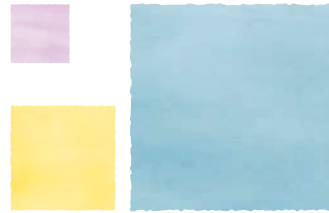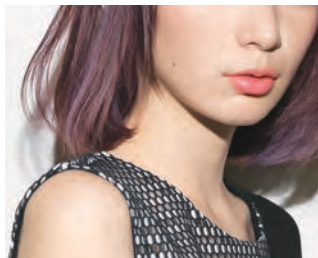# LOCOR

SERUM COLOR

Freedom to COLOR

LOCOR hair color treatment enhances the expressive power of

hair color design and texture in a short time.

LOCOR

SERUM COLOR

Color Lineup

Nuance Line <Ten colors>

Adds exquisite nuance to hair treated with highlights and high tone color in a short time to boost design quality with silky smooth hair. Comes in two tones, pale and light, to match the brightness of the base.

LOCOR/ Serum Color
Sixteen colors + Clear

Nuance Line ten colors
Amazing Line six colors + Clear

<Hair color> 300 g

	Mauve	Ash	Graige	Beige	Brown
Pale	Pale Mauve	Pale Ash	Pale Graige	Pale Beige	Pale Brown
Light	Light Mauve	Light Ash	Light Graige	Light Beige	Light Brown

<Indication of target brightness>　Pale: Level 15 to 16
　　　　　　　　　　　　　　　　　Light: Level 12 to 13
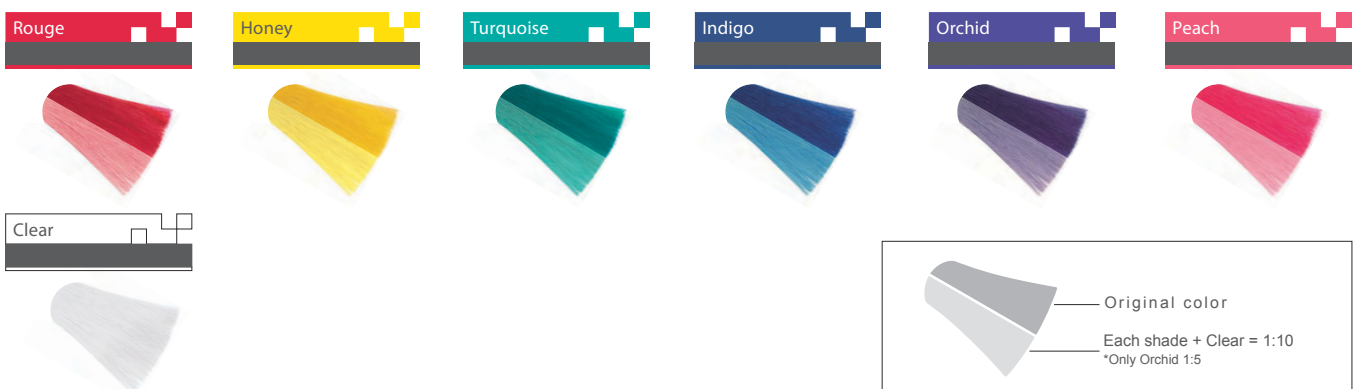
Amazing Line <Six colors + Clear>

Amazing Line adds the color you want to the target area just as you want. From surprisingly vivid colors to pastel colors by mixing clear color, the color design expands with more freedom depending on how it is used.

LOCOR/Serum Color
Sixteen colors + Clear

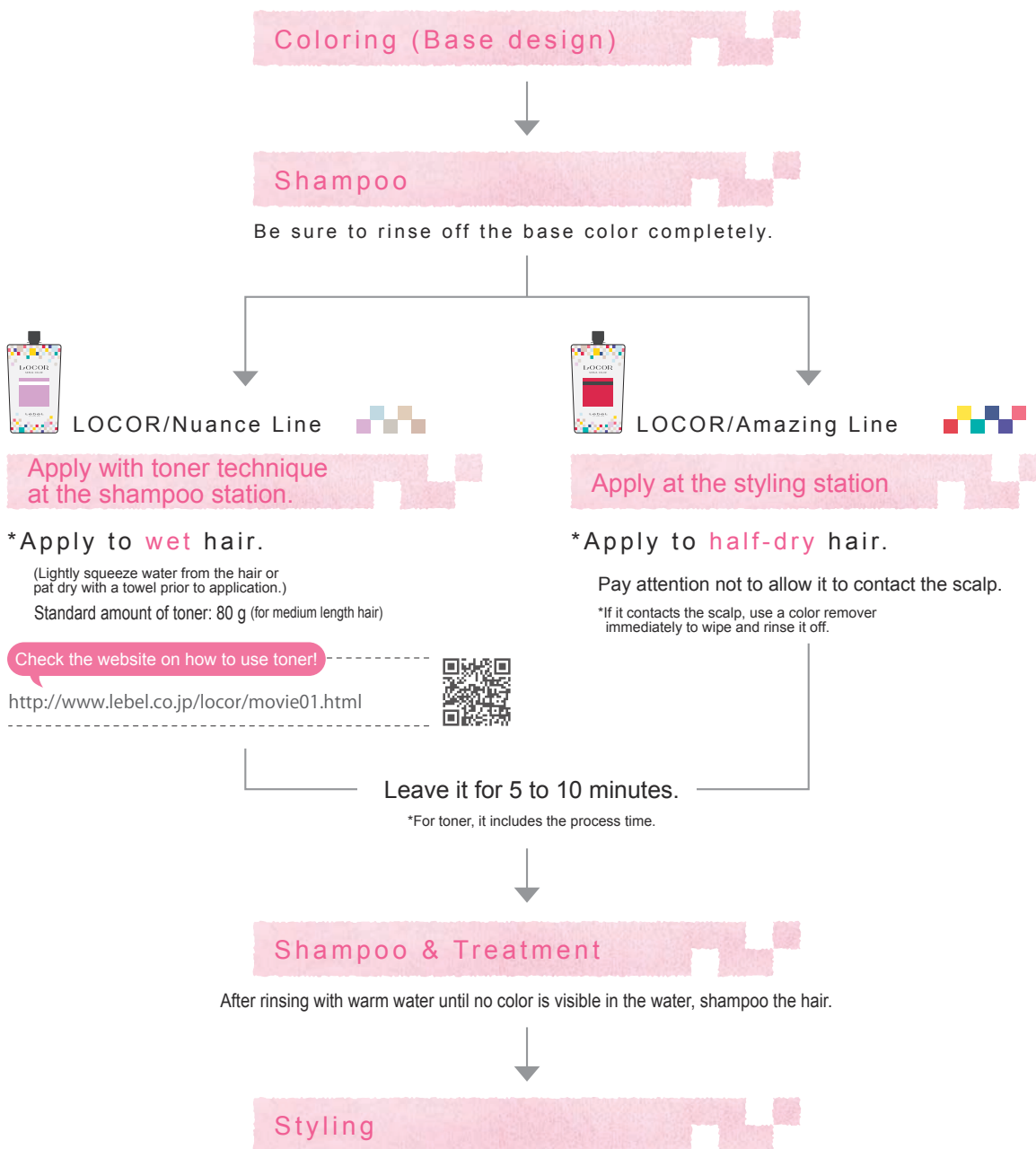Nuance Line ten colors
Amazing Line six colors + Clear
<Hair color> 300 g

Rouge	Honey	Turquoise	Indigo	Orchid	Peach

Clear

Original color
Each shade + Clear = 1:10
*Only Orchid 1:5

How to Use

Basic process

<div style="text-align:center">

Coloring (Base design)

↓

Shampoo

Be sure to rinse off the base color completely.

</div>

LOCOR/Nuance Line

Apply with toner technique at the shampoo station.

*Apply to wet hair.

(Lightly squeeze water from the hair or pat dry with a towel prior to application.)

Standard amount of toner: 80 g (for medium length hair)

Check the website on how to use toner!

http://www.lebel.co.jp/locor/movie01.html

LOCOR/Amazing Line

Apply at the styling station

*Apply to half-dry hair.

Pay attention not to allow it to contact the scalp.

*If it contacts the scalp, use a color remover immediately to wipe and rinse it off.

Leave it for 5 to 10 minutes.

*For toner, it includes the process time.

↓

Shampoo & Treatment

After rinsing with warm water until no color is visible in the water, shampoo the hair.

↓

Styling

When removing the color from hair colored by LOCOR:

Use LUQUIAS Clear (acid color) to remove the color.

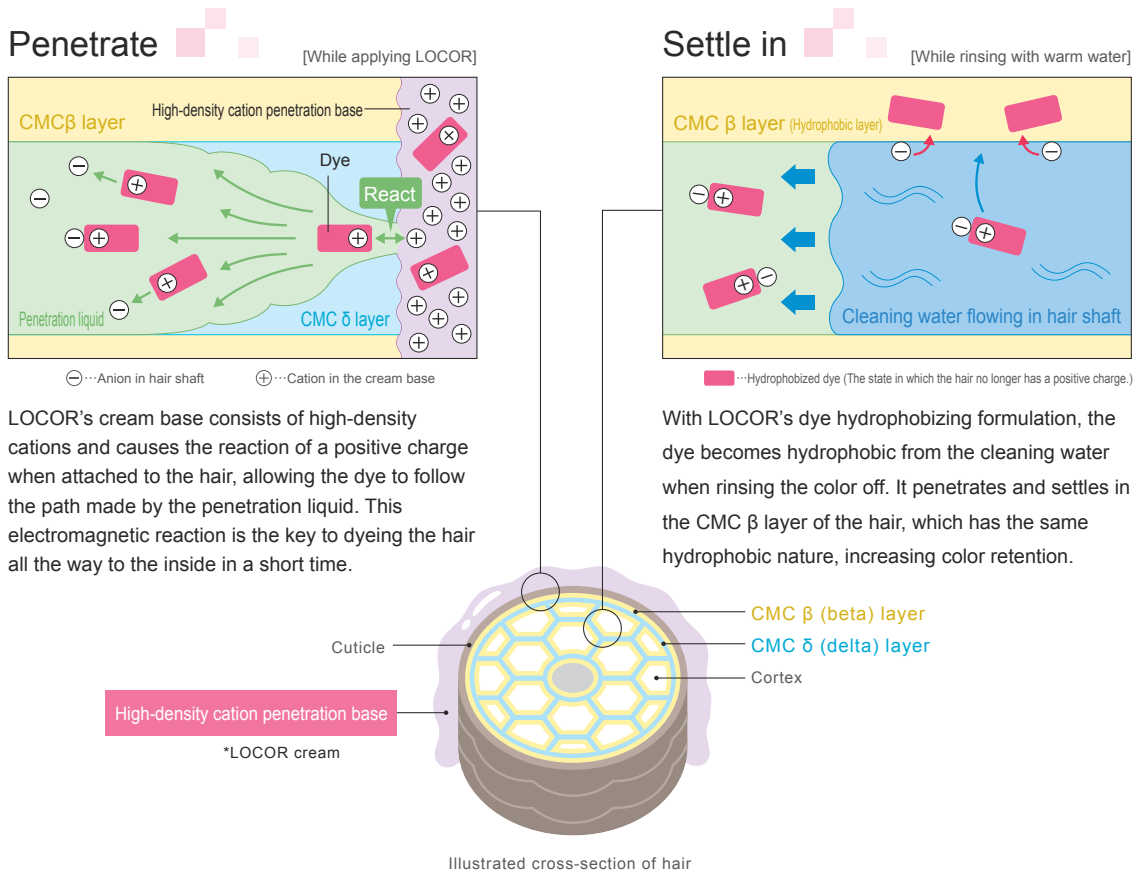| Apply Luquias Clear. | ▶ | Leave for 10 to 15 minutes while heating + Cool down for five minutes. | ▶ | Shampoo |

*Note that discoloration of the hair may occur when bleach is used to remove any color remaining deeply in the hair.
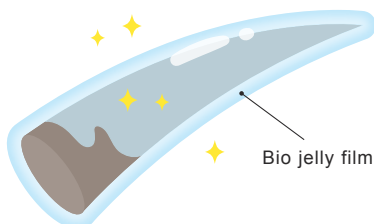
*Applying alkali color and LOCOR together may cause discoloration when mixed. Be sure to use them separately. *Be sure to use gloves during application.

Mechanism

The hair is dyed in a short time with long-lasting color.

High-density cation penetration base

Penetrate
[While applying LOCOR]

CMCβ layer
High-density cation penetration base
Dye
React
Penetration liquid
CMC δ layer

⊖···Anion in hair shaft ⊕···Cation in the cream base

LOCOR's cream base consists of high-density cations and causes the reaction of a positive charge when attached to the hair, allowing the dye to follow the path made by the penetration liquid. This electromagnetic reaction is the key to dyeing the hair all the way to the inside in a short time.

High-density cation penetration base
*LOCOR cream

Cuticle

Settle in
[While rinsing with warm water]

CMC β layer (Hydrophobic layer)
Cleaning water flowing in hair shaft

▮···Hydrophobized dye (The state in which the hair no longer has a positive charge.)

With LOCOR's dye hydrophobizing formulation, the dye becomes hydrophobic from the cleaning water when rinsing the color off. It penetrates and settles in the CMC β layer of the hair, which has the same hydrophobic nature, increasing color retention.

CMC β (beta) layer
CMC δ (delta) layer
Cortex

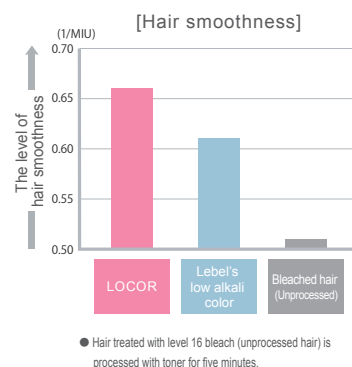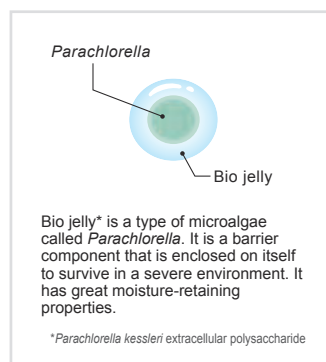Illustrated cross-section of hair

Dense jelly coating
restores the hair's silky smooth texture

Bio jelly film

The secret of LOCOR is bio jelly, which adds a dense coating to the hair surface to restore texture just as with hair treatment. The jelly film formed on the hair resists external stress* and is highly persistent for a long-lasting silky smooth texture.

*Caused by friction and cleansing agent.

Parachlorella
Bio jelly

Bio jelly* is a type of microalgae called *Parachlorella*. It is a barrier component that is enclosed on itself to survive in a severe environment. It has great moisture-retaining properties.

Parachlorella kessleri extracellular polysaccharide

[Hair smoothness]
(1/MIU)
The level of hair smoothness
0.70
0.65
0.60
0.55
0.50

LOCOR
Lebel's low alkali color
Bleached hair (Unprocessed)

● Hair treated with level 16 bleach (unprocessed hair) is processed with toner for five minutes.

LebeL

ALL YOUR OWN