MATERIA

A new sense of transparency synchronized with sensitivity

At the moment when you envision how you want your hair to look,
MATERIA synchronizes with the imagination to create the hair
color of your dreams, and the result is even longer lasting.
That’s the goal of the new version of MATERIA.
With the finely tuned power of expression and higher dyeing
performance along with excellent manageability that
synchronizes with sensitivity,
MATERIA changes the traditional concept of hair coloring to bring
you newly evolved transparency.

Transparent color from the
core of the hair shaft.

MATERIA

MATERIA μ
Lebel
ALL YOUR OWN
MATERIA
Lebel
ALL YOUR OWN

WOW cream base penetrates the core of the hair shaft.

Beautiful, long-lasting color as imagined and the creation of soft silky hair begins with dyeing ingredients that penetrate the core of the hair shaft. From penetration to affinity, MATERIA is a cream-based hair coloring system that pursues new possibilities.

Transparent and
beautifully bright
Color
By penetrating the core to create
beautiful color that is
Long-lasting
Formulated to penetrate into the
CMC □ layer of the hair shaft
WOW Cream Base
Water-holding ingredients
give the appearance of
Smooth,
Moisturized
Hair.
Formulated with a
decrease in alkaline*
+
Cosmetics beauty essence for
Enhanced
Hair Treatment
Abilities
*Compared with our
existing products

Water in Oil in Wate

Formulated with WOW cream base to produce beautiful color from the core of the hair shaft for long-lasting luminous hair color.

Structure

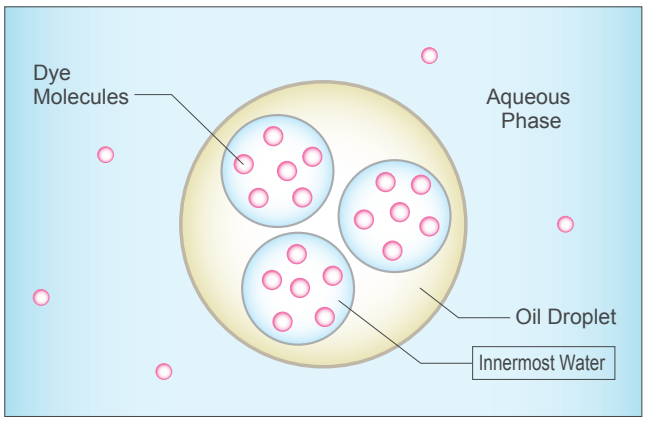
W/O/W Structure

* W/O/W: Water in Oil in Water

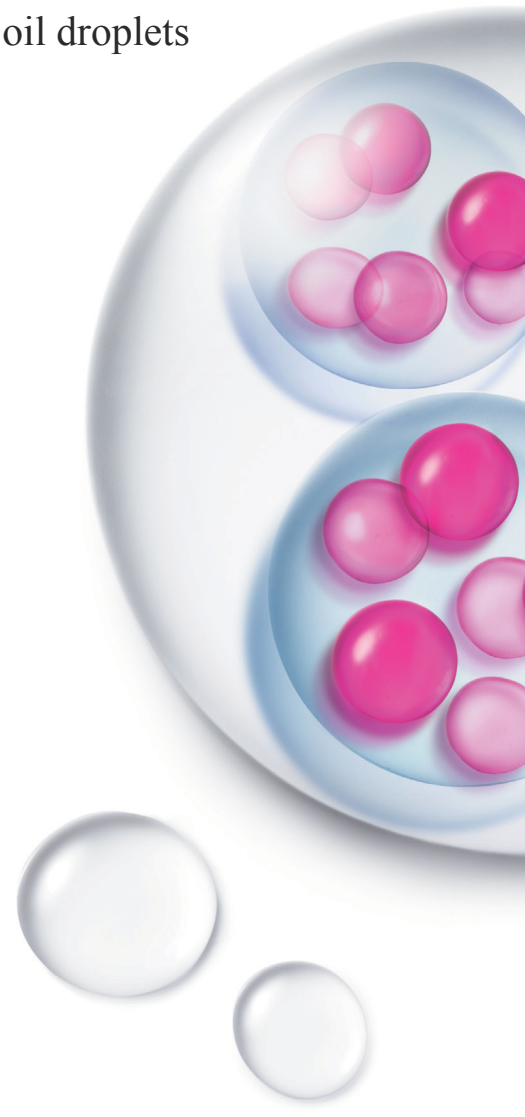
The innermost water (aqueous phase) is generated in oil droplets to create highly dense capsules of colorant.

The colorant and dyeing components in the hair dye usually exist in the aqueous phase. In the W/O/W structure, the innermost water (aqueous phase) is generated in oil droplets (oil phase) in the aqueous phase to create highly dense capsules of colorant.

W/O/W structure

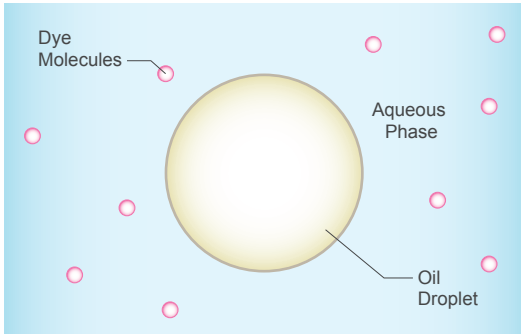


<Illustrated image>



Traditional O/W Structure

The colorant exists only in the aqueous phase around oil droplets.



<Illustrated image>

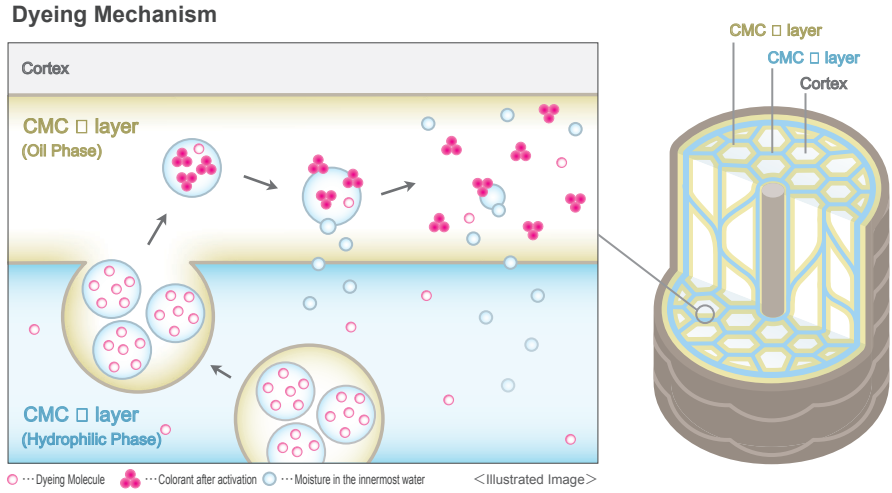
Mechanism

Dyeing Mechanism

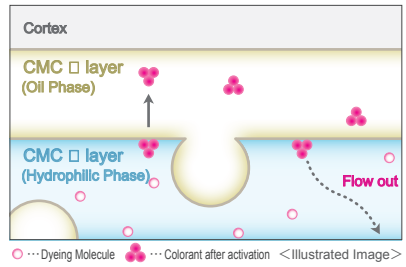
The colorant penetrates into the CMC β layer to bring out color from the core of the hair shaft.

The oil droplet is the same oil component as the CMC β layer and penetrates into the CMC β layer (oil phase) in the hair shaft to lock in the color and settle (affinity). The innermost water in the oil droplet disperses and the colorant begins coloring the hair. After that, the moisture of the innermost water partially moves to the CMC δ layer (hydrophilic phase) in stages to ensure that the colorant delivered to the core of the hair shaft settles on the hair without flowing out.

Dyeing Mechanism



Traditional Dyeing Mechanism

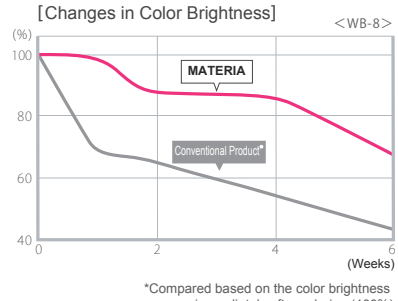


Conventional cream based-hair color with the O/W structure delivers colorant only to the CMC δ layer (hydrophilic phase) and brings out color at the interface with the CMC β layer (oil phase). Although the colorant partially penetrates the CMC β layer (oil phase) and settles in, the colorant remaining in the CMC δ layer (hydrophilic phase) tends to flow out of the hair.

Formulated to maintain fresh out-of-the-salon hair color

By penetrating into the core of the hair shaft, the vibrant color lasts longer compared to conventional products.* It also leaves the hair beautiful for a longer period of time because there are fewer changes in brightness.

*Previous version of MATERIA



*Compared based on the color brightness immediately after coloring (100%)

Care

Cosmetics beauty essence component to care for the hair like the skin

Formulated with beauty essence used for skin care, the product moisturizes and leaves the hair smooth and silky while repairing damage.

Cuticle Repair

High-Purity Fucoidan *1

Moisture Retaining Component

Fucoidan is a highly water-retentive component found mainly in seaweed. In particular, MATERIA is formulated with the fucoidan produced in Tonga, which is known for its great durability.

Micro Collagen *2

Improved Texture

It protects the cuticles by providing a flexible, sturdy barrier to the hair, leaving the hair smooth and silky.

Hair Shaft Repair

Sorbitol*

Moisture Generating Component

Sorbitol is a natural component found in apples and works to restore moisture to the hair shaft.

Nano Collagen *3

Damage Repair

The molecular weight is small enough to penetrate the cortex of the hair and effectively repairs each hair shaft.

Hair and Scalp Care

Herbal Extracts

Licorice *4

Rosemary *5

Chamomile *6

Lithospermum Root *7

Tilia miqueliana *8

Protection for Hair and Scalp

MATERIA is formulated with five herbal extracts with moisturizing and protecting effects for the hair and scalp.

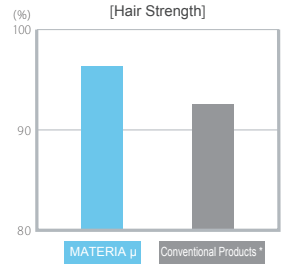
*1: Seaweed extract-1, *2: Water-soluble collagen, *3: Hydrolysis collagen liquid, *4: glycyrrhizic acid 2K (Not contained in MATERIA μ), *5: Oil-soluble rosemary extract-1, *6: Oil-soluble chamomile extract, *7: Oil-soluble *Lithospermum* root extract-1, *8: Oil-soluble Japanese linden extract
*Contained in MATERIA OXY W.

<Above photos are for illustrative purposes only>

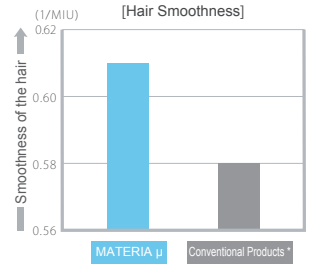
Dual-collagen's excellent treatment abilities

The two types of collagen in MATERIA μ are formulated to repair the hair from the inside out and protect against further damage. Compared to conventional products,* MATERIA μ reduces the loss of hair strength after coloring, delivering smoother, silkier hair. By reducing further damage to color-treated hair, MATERIA μ conditions the hair for a healthy appearance and creates a base for long-lasting color.

*Previous version of MATERIA μ.



*Comparison based on the non-color treated hair with damage level 3 (100%)
*The hair is treated with chemical agents three times.



*The hair is treated with chemical agents once.

Color Line-up

Extensive lineup of colors that expand the color design capabilities with transparent color

Three shades create a natural look, beautiful texture, and rich color tones according to the desired image.

Brown Shade　Brown Shades　<Twenty-two colors/Sixteen colors for μ>

For creating natural hair color that blends well

Introducing three brown shades for expressing natural, beautiful color. The Cool Brown and Warm Brown simply correct the redness of the undertones while the Brown, which is a neutral shade, can be used to control the intensity of color without interfering with the color characteristics, offering excellent control capabilities according to each hair type and aim. These brown shades provide the extensive functionality needed for hair coloring.

Texture Shade　Texture Shade　<Twenty-two colors/Seventeen colors for μ>

For creating the hair texture with the nuanced color for airy, soft, silky hair

With four beige-based shades, Texture Shades are designed to create an airy, soft texture like wearing a veil.
Pearl and Metallic can be used as control colors since these are designed to add shine to the hair.

Primary Shade　Primary Shades　<Forty-one colors/Twenty-eight colors for μ>

Finely tuned color intensity for expressing precise color characteristics

Unique high intensity shades are designed to express the characteristics of each color to match the desired images and designs.
With a finely tuned color phase and intensity, the lineup allows hairstylists to make wide-ranging recommendations.

Special colors for hair foiling for creating color with a single process

Make-up Line

Make-up Line　<Seven colors>

Combined with approximately 14 levels of hair lift and eight levels of high intensity coloring, the Make-up Line offers special colors for hair foiling. It designs hair color in a single process using the contrasts of color, not the hair foiling that simply colors the hair using differences in brightness.

Color Line-up

Brown Shade

Texture Shade

control		CB Cool Brown	B Brown	WB Warm Brown	PBe Pink Beige	OBe Orange Beige	Be Beige	ABe Ash Beige	Pe Pearl	MT Metallic
LT-EX	Make-up Line ◀ 1+3 ▶						M-Be			M-MT
	14 1+2	CB-14								
	13									
	12 1+2	CB-12			PBe-12	OBe-12	Be-12	ABe-12	Pe-12	
	11									
LT	10	CB-10 ■	B-10 ■	WB-10 ■	PBe-10 ■	OBe-10 ■	Be-10 ■	ABe-10 ■	Pe-10 ■	MT-10 ■
	9	CB-9	B-9 ■	WB-9 ■						
	8	CB-8 ■	B-8 ■	WB-8 ■	PBe-8 ■	OBe-8 ■	Be-8 ■	ABe-8 ■	Pe-8 ■	MT-8 ■
	7	CB-7	B-7 ■	WB-7 ■						
	6	CB-6 ■	B-6 ■	WB-6 ■	PBe-6 ■	OBe-6 ■	Be-6 ■	ABe-6 ■		MT-6 ■
	5	CB-5 ■	B-5 ■	WB-5 ■						
	4									
	3	CB-3		WB-3						
	2									
CLR μ ■	mix-tone									

<Standard Mixed Ratio>

MATERIA
- Level 2-10, LT — MATERIA (First Agent) 1+1 MATERIA OXY W (Second Agent)
- Level 12-14 — MATERIA (First Agent) 1+2 MATERIA OXY W (Second Agent)
- Make-Up Line, LT-EX — MATERIA (First Agent) 1+3 MATERIA OXY W (Second Agent)

MATERIA μ — MATERIA μ (First Agent) 1+1 MATERIA OXY W 3% (Second Agent)

Primary Shade

R	K	O	G	M	L	A	CA	V	P
Red	Copper	Orange	Gold	Matt	Lime	Ash	Cobalt Ash	Violet	Pink
M-R		M-O					M-CA	M-RV	M-P
		O-12	G-12	M-12	L-12	A-12	CA-12		P-12
R-10 ■	K-10 ■	O-10 ■	G-10 ■	M-10 ■	L-10 ■	A-10 ■	CA-10 ■	V-10 ■	P-10 ■
R-8 ■	K-8 ■	O-8 ■	G-8 ■	M-8 ■	L-8 ■	A-8 ■	CA-8 ■	V-8 ■	P-8 ■
R-6 ■	K-6 ■	O-6 ■		M-6 ■		A-6 ■	CA-6 ■	V-6 ■	P-6 ■
R-4								V-4	
						BB			
R-mix				M-mix		A-mix			

■ The color numbers for MATERIA: E.g.: CB-3 -> CB/Color Tone, 3/Brightness

■ The "M-" of the make-up line indicates the initial of the name of line.

■ The lower half portion of LT and LT-EX indicates the level of lift when coloring the hair with level 5.

■ : MATERIA μ

*This color chart provides an illustrative image of the hair color after dyeing white hair with MATERIA.
*Please note that the actual color may differ slightly because this is printed material.

MATERIA MATERIA

Transparent color from the core of the hair shaft for freely bringing out the beauty of each woman.

Clear color lineup that brings out color from the core of the hair to create beautiful color with transparency.

MATERIA

MATERIA
Ninety-two colors + Lightener LT, LT-EX

Brown Shades: Twenty-two colors
Texture Shades: Twenty-two colors
Primary Shades: Forty-one colors
Make-up Line: Seven colors
<Quasi Drug> 80 g

Low-alkaline type for long-lasting beautiful color while repairing color-treated hair

MATERIA μ

MATERIA μ Low-Alkaline Type
Sixty-one colors + Clear

Brown Shades: Sixteen colors
Texture Shades: Seventeen colors
Primary Shades: Twenty-eight colors

<Quasi Drug> 80 g

Special OXY holds the same W/O/W structure as the first agent. It works to deliver hydrogen peroxide to the CMC β layer to lock in color.

MATERIA OXY W
6%, 3%

<Quasi Drug> 1000 ml

Lebel

ALL YOUR OWN

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YY-LC-M-P 1306

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