

MATERIA *G*

Vibrant and electrifying anti-aging hair color

For women who are positive about changing hair color just as they change wardrobes for the arrival of a new season—MATERIA G was developed to make the wishes of mature women a reality and offer beauty to express the glamour of hair coloring from the core while responding to the changing conditions of the hair.

At the moment of achieving the perfect hair color that best complements them, their faces light up more beautifully and brilliantly.

Transparent color from the core of the hair.

MATERIA *G*



MATERIA G

Lebel
ALL YOUR OWN

Anti-aging hair color formulated with WOW Cream Base to dye the hair in delightful colors.

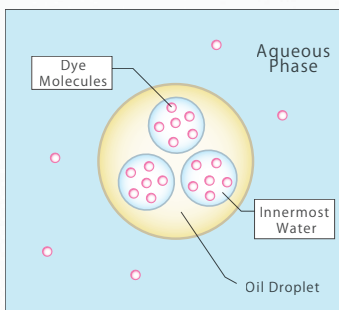
The WOW cream base has evolved to satisfy the wishes of mature women and to produce rich,
fade-resistant hair color as imagined while ensuring excellent coverage of
gray hair for long-lasting silky, bouncy hair.



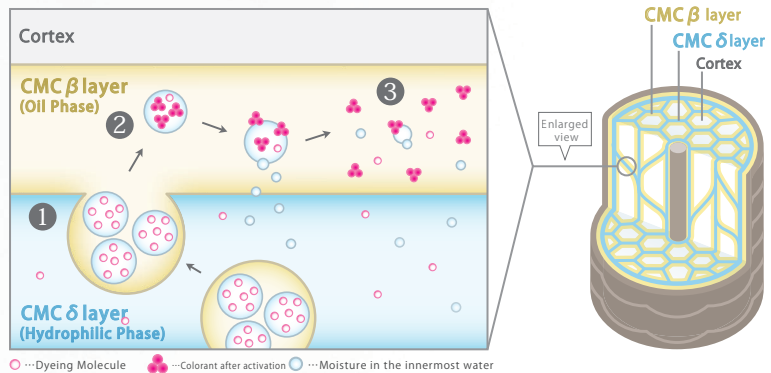
The mechanism of MATERIA's unique WOW cream base ensures penetration of the colorant into the CMC β layer to create beautiful color from the core of the hair.

The colorant and dyeing components in the hair dye usually exist in an aqueous phase. In MATERIA's 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. This helps the colorant to reach the CMC β layer (oil phase) in the hair shaft for effective coloring.

W/O/W structure

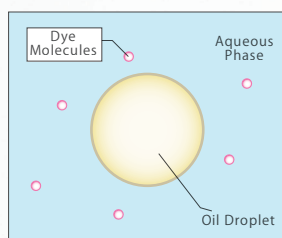


Dyeing Mechanism

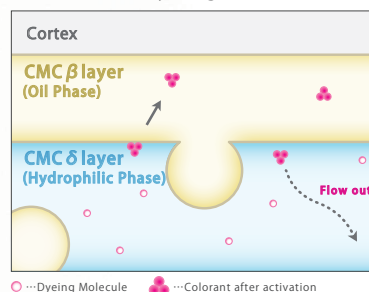


- 1 The oil droplet penetrates into the CMC β layer (oil phase) in the hair shaft and blends well deeply inside.
- 2 The innermost water in the oil droplet disperses and the colorant begins coloring the hair.
- 3 The colorant after activation is delivered to the core of the hair shaft and settles on the hair without flowing out.

Traditional O/W Structure



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.

Prescription

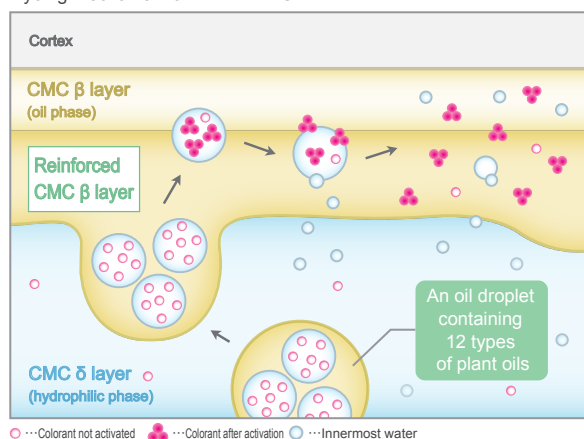
MATERIA G is formulated with components that produce beautiful color for black and gray hair from the core of the hair.

Plant Oil Twelve kinds of plant oils

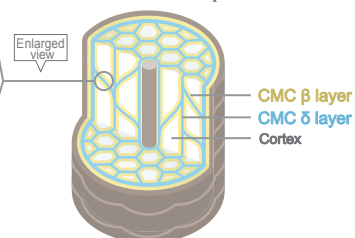
Nourishing plant oils reinforce the declining CMC β layer (oil phase) due to aging.

The domain where the colorant activates, becomes established, and adds natural shine to the hair.

Dyeing mechanism of MATERIA G



By reinforcing the oil content in the CMC β layer (oil phase) to make up for deficiencies due to aging, the colorant activates, becomes established, and expands to support the dyeing action of the WOW cream base. By ensuring stable delivery of the colorant to the core of the hair, gray hair is treated effectively, boosting the effectiveness of color representation and retention.



Twelve kinds of plant oils

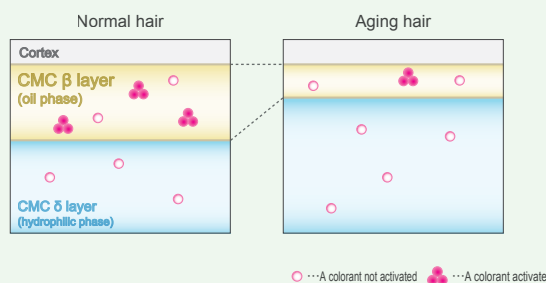
Contains free fatty acid-rich plant oils that constitute the CMC β layer.

- Rapeseed oil
- Joboba oil
- Camellia oil
- Avocado oil
- Evening primrose oil
- Shea butter
- Macadamia nut oil
- Almond oil
- Grape seed oil
- Meadow foam oil
- Rice germ oil
- Rosehip oil

Point

In the hair shaft, the domain of the CMC β layer, where the colorant becomes established, declines with age.

While the colorant activates and becomes established in the CMC β layer (oil phase), the CMC β layer starts thinning with age, making it difficult for the hair to hold onto the colorant. In addition, hair becomes prone to damage and tends to lose shine.



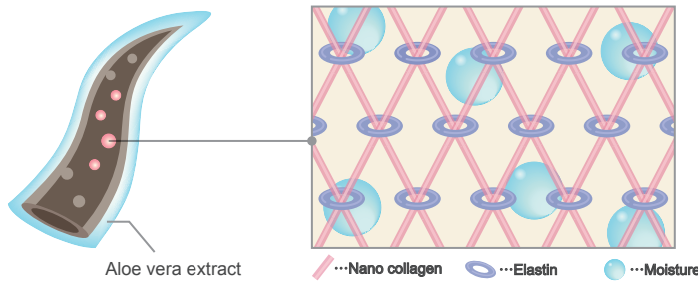
Beauty Essence

Cosmetic beauty essence components

Aloe vera extract
Nano collagen×Elastin

Hair cuticle care
Internal hair care

Formulated with beauty essence to restore elasticity and moisture to the hair just like firm, elastic skin, the product leaves the hair soft, bouncy, manageable, and luxurious.



Spring structure

Nano collagen and elastin work to form a spring structure in the gaps and hollow spaces of the hair to give the hair body and bounce while locking in moisture and keeping the hair hydrated.

	<p>Aloe vera extract [Hydration] Contains a high concentration of components with a high water retention capability and supports hydration by forming a moisture film on the cuticles.</p>		<p>Nano collagen [Damage repairing] The small molecular weight penetrates the cortex to effectively strengthen the hair from within.</p>		<p>Elastin [Moisturizing] Elastin is a fibrous protein that is highly moisturizing and works to connect collagen, thereby giving elasticity to the hair.</p>
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Herbal Essence

Five kinds of herbal extracts

Formulated with five herbal extracts with moisturizing and protecting effects for the hair and scalp.



Licorice



Rosemary



Chamomile



Lithospermum Root



Tilia miqueliana

Contains a high amount of licorice with excellent moisturizing properties.

Color Line-up

Three shade groups to choose from to match the desired needs and hair conditions.

		Brown Shade <small>Brown Shades</small> Designed to create the natural color for any gray hair			Texture Shade <small>Texture Shades</small> Designed to create nuanced color and address anti-aging needs for airy, moisturized, shiny hair.				
		CB Cool Brown	B Brown	WB Warm Brown	PBe Pink Beige	OBe Orange Beige	Be Beige	ABe Ash Beige	MT Metallic
10									
		CB-10 _G	B-10 _G	WB-10 _G	PBe-10 _G	OBe-10 _G	Be-10 _G	ABe-10 _G	MT-10 _G
9									
		CB-9 _G	B-9 _G	WB-9 _G	PBe-9 _G	OBe-9 _G	Be-9 _G	ABe-9 _G	MT-9 _G
8									
		CB-8 _G	B-8 _G	WB-8 _G	PBe-8 _G	OBe-8 _G	Be-8 _G	ABe-8 _G	MT-8 _G
7									
		CB-7 _G	B-7 _G	WB-7 _G	PBe-7 _G	OBe-7 _G	Be-7 _G	ABe-7 _G	MT-7 _G
6									
		CB-6 _G	B-6 _G	WB-6 _G	PBe-6 _G	OBe-6 _G	Be-6 _G	ABe-6 _G	MT-6 _G
5									
		CB-5 _G	B-5 _G	WB-5 _G					
4									
		CB-4 _G		WB-4 _G					
3									
		CB-3 _G		WB-3 _G					

〈Standard Mixed Ratio〉 MATERIA G 1+1 MATERIA OXY W (Second Agent)

■The color numbers for MATERIA G: E.g.: C9-3G -> CB/Color Tone, 3/Brightness

Primary Shade

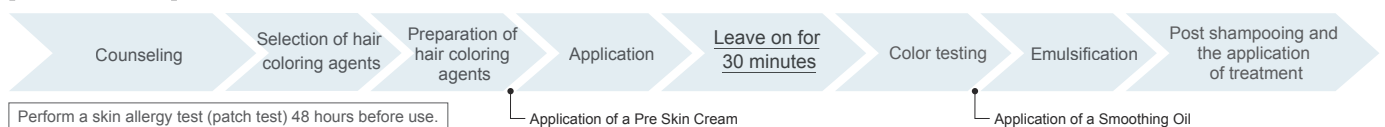
Primary Shades

For enhanced hair color to enjoy color characteristics just like you enjoy fashion colors.

R	K	O	G	M	A	CA	V	P
Red	Copper	Orange	Gold	Matt	Ash	Cobalt Ash	Violet	Pink
 R-10 _G	 K-10 _G	 O-10 _G	 G-10 _G	 M-10 _G	 A-10 _G	 CA-10 _G	 V-10 _G	 P-10 _G
R-10 _G +R-8 _G 2:1	K-10 _G +K-8 _G 2:1	O-10 _G +O-8 _G 2:1	G-10 _G +G-8 _G 3:1	M-10 _G +M-8 _G 2:1	A-10 _G +A-8 _G 2:1	CA-10 _G +CA-8 _G 2:1	V-10 _G +V-8 _G 2:1	P-10 _G +P-8 _G 2:1
 R-8 _G	 K-8 _G	 O-8 _G	 G-8 _G	 M-8 _G	 A-8 _G	 CA-8 _G	 V-8 _G	 P-8 _G
R-8 _G +R-6 _G 2:1	K-8 _G +K-6 _G 2:1	O-8 _G +O-6 _G 1:1	G-8 _G +G-6 _G 1:1	M-8 _G +M-6 _G 2:1	A-8 _G +A-6 _G 2:1	CA-8 _G +CA-6 _G 2:1	V-8 _G +V-6 _G 2:1	P-8 _G +P-6 _G 2:1
 R-6 _G	 K-6 _G	 O-6 _G	 G-6 _G	 M-6 _G	 A-6 _G	 CA-6 _G	 V-6 _G	 P-6 _G

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

[Basic Process]



MATERIA

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



Anti-aging hair color developed to express the glamour of hair coloring from the core of the hair while responding to changing conditions.

MATERIA *G*

MATERIA G
Seventy-four colors

Brown Shades: Twenty-two colors
Texture Shades: Twenty-five colors
Primary Shades: Twenty-seven colors

<Quasi Drug> 120 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



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

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

LINE UP MATERIA series

Items for hair color treatment



Scalp protection cream

Protects the scalp from sensory irritation, itching, and tightness caused by hair dye, offering comfort while coloring the hair.

materia
PRE SKIN CREAM
MATERIA Pre Skin Cream

150 g

*Please note that this product is not intended to prevent irritated scalp.



Emulsification supporting oil

Conditions the hair while gently removing impurities from the scalp for better comfort and color retention during the emulsification process.

materia
SMOOTHING OIL
MATERIA Smoothing Oil

500 ml/1000 ml (refill)

LebeL

ALL YOUR OWN



ISO 14001

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