



MATERIA *G*

---

Grege & Mauve

Debut



# For beautiful hair, skin and lifestyle.

Grege & Mauve for mature women.

Mature women are highly conscious about improving their looks to remain young. That is because they want to feel confident about themselves for all time. Increasing number of women live a forward-looking life with the times.

Just to cover gray hair beautifully is not satisfying enough. The mature women of today want to select the hair color with enjoyment as a form of fashion as in their early days.

In addition, if one treatment of hair coloring can bring the effects that make the hair look beautiful, such as gloss and a fluffy feeling, and that make the skin fine, such as decreasing dullness of the skin, the desire for beauty will be satisfied at once.

MATERIA G Grege and Mauve, which are highly fashionable and sophisticated nuance color and also have the effect for the beautiful hair and skin, respond to a positive feeling of mature women to be more beautiful.

## Trend

### Fashion

Relaxed and effortless styles have been on the scene.

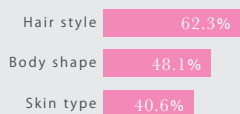
### Hair Color

The colors to express softness and gloss such as ash, beige and brown colors are popular.

Soft nuanced color and a glossy feeling to produce an elegant atmosphere are trends of hair color for mature women.

## Real opinions of mature women

### Focus point for beauty



### Troubles that they are concerned about

- 1 Body line
- 2 Gray hair
- 3 Spots and wrinkles on face

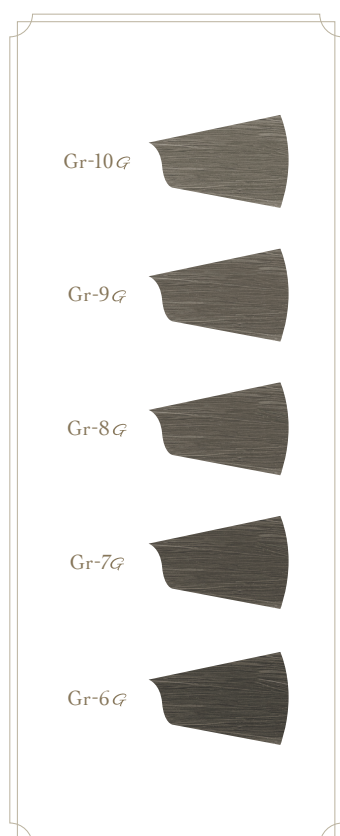
The beauty proposals to make both hair and skin beautiful satisfy the needs of mature women.

<Beauty census in the second half of 2015 by Recruit Lifestyle Co., Ltd.> (Women in 40s n=1200)

# MATERIA G

For mature women  
who have a high sense of beauty.

Nuance veil color with trend and the effect

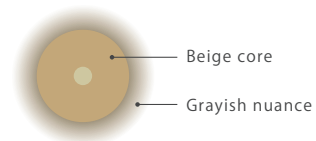


# Grege

Fluffy elegant Grege 

〈How the color looks〉

The beige core is draped with a grayish nuance.



Beautiful hair

Gives fluffy look with a sheer luster for the hair that needs volume.



Beautiful skin

Beige core blends well with skin color. The skin does not look dull even in cool color.

for beautiful hair and skin.

**Nuance veil color**

The nuance of colors on base color gives the hair softness and adds shine as if it were covered with a thin veil.



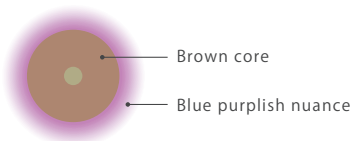
Ma

Softly glossy Mauve

*Mauve*

<How the color looks>

The brown core is dressed with a blue purplish nuance.



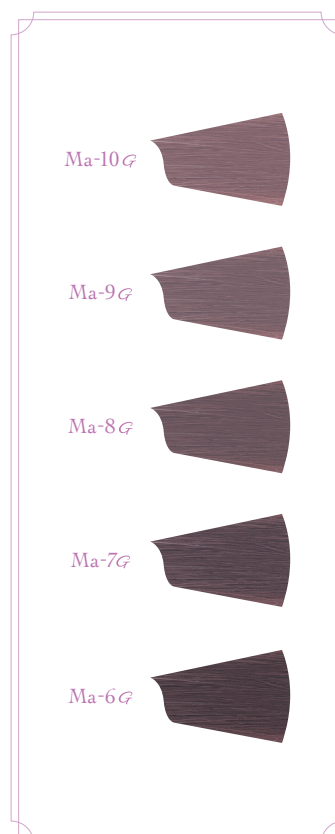
**Beautiful hair**

Moisturized gloss gives damage-less look for the hair prone to dry.



**Beautiful skin**

Brown core makes the skin color look good. The skin becomes brighter and lively.



※The pictures illustrated the hair. ※The color chart illustrates when MATERIA G is used to dye white hair.

# MATERIA

Transparent color from the core of the hair shaft 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**  
84 colors

<Quasi drug> 120g



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

**MATERIA μ**  
67 colors + Clear

<Quasi drug> 80g



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

**MATERIA**  
100 colors + Lightener LT,LT-EX

<Quasi drug> 80g



**MATERIA OXY W**  
6%・3%

<Quasi drug> 1000mL

※Please use MATERIA OXY W 3% for the use of MATERIA μ.

## Support items for hair coloring

More comfortable and more satisfying salon color for every one who enjoys hair coloring.



### Protective cream for scalp

PRE SKIN CREAM protects your scalp from sensory irritation, itching, tightness, etc., caused by hair coloring, and supports the comfort of your scalp when treating hair.

**PRE SKIN CREAM**  
**MATERIA PRE SKIN CREAM**

150g

※This product does not prevent skin rashes.



### Emulsification support oil

Ensures that the hair is in a stable condition as it gently cleanses the scalp, enhancing comfort and color retention during the emulsification process.

**SMOOTHING OIL**  
**MATERIA SMOOTHING OIL**

500mL・1000mL (Refill)

●Please remember to conduct a skin allergy test (patch test) each time before using hair dyes. ●Please read the instructions carefully before use.

**Lebel**  
ALL YOUR OWN



This catalog was printed using environmentally friendly recycled paper and soy ink. The copying, reproduction, display of the pictures, articles, and information in this catalog is prohibited. Lebel hair products are intended for use under professional instruction and guidance.

Lebel / [www.lebel-takara.com](http://www.lebel-takara.com)  
Takara Belmont Corp.

ISO 14001  
認証番号: 0772695