



*Hounir*

TRAINING MANUAL 2021

# INTRO

A handwritten signature in black ink, appearing to read 'Miri', located in the bottom right corner of the page.

The world is for hairdressers!

Hello, our podcast today is about the products that triggered revolution in the hairdressing industry.

I am here with the creator himself

Welcome to you, Mounir.

Thank you.

Today, we are going to cover a great length of details about the products and the different ranges.

The aim of today is to pick the mind of the creator himself and bring you so much details from a formulation perspective.

We will share with you complete details about every product. How it works, how it should work, how to mix it and how to use it to get the amazing result that Mounir himself gets.

Mounir, a big welcome to you!

Thank you

We are ready to give all the needed information that they should know, and we want to deliver all the details to the relevant people.

It is a dream come true that these products are now available to hairdressers. What are the characteristics and why did I decide to do it?

Well, hairdressers know of me and know that I have been working with other famous worldwide brands. People also know that Mounir has a big passion for colors and for the hair industry. With over 20 years' experience I felt that I needed to work with a product line that represent Mounir better and look like Mounir's work and visions.

I got to a point where I could not accomplish the results with the other brands that were available in the market.

I worked to create my own products that would represent me and the important outcomes to clients at that particular time. It is a must for me to have my own product that allows me to achieve more goals.

I created this brand because of the suffer I went through as



there is no single brand that can solve all your problems and achieve the versatile results.

The aim from creating the range of colors is to make the hair dresser's life easier and simple.

And to help the hairdressers to become more creative.

The health of the hair is so important to me. I was always looking for products that protect the quality of my client's hair because I was suffering with these challenges before.

Also, the final quality of the result is also important to me since I felt I wasn't progressing anymore with previous brands.

The products we are discussing today look and represent Mounir 100%.

The range took a lot of my time to formulate to ensure it represents my style and my unique technique. It doesn't look like any other brand.

I focused on many important aspects. For example, in the cases of white or grey hair, I worked so hard to ensure that my brand will have great coverage on the grey but deposit the pigment seamlessly.

In addition, I worked in particular to make sure that the hair is shiny and strong after the dye process, so our colors really leave the hair feeling soft, shiny and stronger.

Plus, the shades that I chose in my range and that we will talk about in detail, are a great representation of my colors and look like a Mounir range.

I get asked a lot about 0.11 or if the grey color of this brand is the same as another brand?

This range that I created doesn't look or compare with any other dye because it is formulated to deliver the results differently. Let's start with the base colors.





# NATURAL

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First, the base fixes the color to get a better starting point.

The .0 is the base or natural base color, I prefer it in the cases where we have 30% to 50% white hair.

And if you have above 60% or 70% to 100% white hair, it is better to use the .00. But in principle this dye's coverage of white hair is really excellent, really strong and has tremendous coverage

The natural bases cover the white, we don't face any challenges with it at all.

To explain, natural base .0- when you for example use 5.0, it will give you the base color 5.0 100%. But if you use the 5.00, since it is more concentrated it will give you 1 shade deeper or darker and that is a level 4.





# ASH INTENSIVE

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We move to the ash intensive colors (cendrés) that I personally find really special and I really love it. **What can you explain to us about it?**

The ash is .11 and .111. Not many brands have this ash intense color that you can use in the salon.

True, these reflects are special for me and even for other people.

People see Mounir as the Grey and silver expert and hair-dressers around the world are curious as to how to get these shades.

it is known worldwide that each company builds their reflects to mimic this look. Some use blue, others use grey, others green or other colors to get the basic color of grey.

This is where I modified the formula to get a range that looks



like me. To produce the shades that my followers see me produce every day.

I changed the pigment composition and proportions of the blue and the grey to produce the best grey to suit my style and in line with the smooth results I like.

This range has really beautiful colors. The grey in it is natural, not fake or dark and doesn't give blue or green. It gives pure grey.

The colors are amazing, and the coverage is great. In addition, we created the .111 family of colors.

Personally, I find the .11 family amazing and perfect.

But we sometimes have cases that oblige you to strengthen the grey. So we invented the .111 shades to support the .11 shades in which we concentrated the grey more.

What we are talking about is really important, lots of people have these problems and I was even one of them.

I used to work with many different brands before but because

of these challenges, I decided to do my own brand that is versatile.

There is no brand in the world that can give you everything you want and let you achieve all you desire and all your techniques to get pretty colors.

It was this reason, I started to gather all my experience in one brand that looks like me and doesn't have any limitations.

Now we will talk more about the secrets of this brand and how it can help the hairdresser to facilitate and support their work. I like to connect with professional hairdressers who have a great passion to create colors.

I made many color families and mixes and ideas available for people that they can use without needing any other product or brand to get any color or result they desire.

It is a wide range and they can use the available reflects to create even more shades.



**So Mounir, many hairdressers are suffering because they are not able to get the pretty colors you are creating: beige, blonde, ashy, grey; what do you think the solution is?**

The solution is that the hairdresser should have strong tools. Like me or anyone else who loves to succeed and to produce special work, always look for the products that help you achieve your goals. Today, this brand is an extra helping hand for me: the powder, ARKITEKT, shampoo, colors, etc. I am doing all this work to get this product to all the salons that would like to get Mounir's colors. And people can see on social media the level of the results before and the levels we are achieving now. I used to use 2 tubes from one brand, a tube from another brand, 3-4 tubes from yet another brand just to obtain these colors that people can see.

What I've done is I gathered all this and put it in one brand. This doesn't mean that you cannot mix colors anymore but what is important is that you can mix them and discover new colors.

I would like to focus on this. I need to ask each person using

my brand to try to mix new formulas and colors and you will get even new special and different colors.

What is important is that when a hairdresser uses any of these colors in my range you will get a satisfying result.

This was a problem before, we used to waste so many colors trying to create new shades without knowing what the final result will be.

With this brand, there are no surprises at all with the result with a great focus on the beige and grey colors.

I used to mix 3 different colors to obtain the beige but now with only one tube I can have an amazing result.

The family I am talking about is .12 which is a really important part and its colors are amazing. Beige pink for example. Many hairdressers are trying to find a satisfying brand to develop their work to a new level.

With this brand, they won't have the need to mix different



brands to get colors, this brand gives them all the choices that they want, they will be able to obtain any color they want.

This brand will create new talents that I like to see, and in each master class I say there should not be one Mounir only. There should be other people shining too and my goal is to help them.

This brand should reach all my family of followers, the people I influence. They love me.

As you start to use my brand in your salons you will see how the level of your work and the results will change. This is another world, and as it changed my life, it will change everyone else's life too.





# ASH PEARL

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Let's talk about how to use this family of colors from 4 to 10 and the results that can be obtained. Of course, the person using this dye is a professional and knows when and why to use a number not another.

If we talk about the number 7 for example, it will give you the color on the catalogue and it doesn't have a strong red color in it.

It has %25 of violet, %50 of grey and its composition in beige is distinctive and does not compare to anything else.

It will give you these exact colors, it won't take you to red or orange colors because it has grey in it.

This .12 family will kill the red and orange in the colors. For example, if you compare the 7.3 and the 7.12 you will see how the amount of orange and red decrease in the .12 and this gives a natural color.

To get the beige color in the toners you will use from 6 and above but for sure you put the 6 for a shorter time.



Clients that have western hair, they suffer because their natural hair is level 6 - 7 - 8 but they like to be brunette.

And when you go brunette the hair always goes orange. That golden color that fades out so quickly and we see a lot of red. So, I've seen amazing results with this tint and I would like Mounir himself to mention what's the secret. How do you get the natural shade when you're going darker and depositing the color in the hair? It's natural and beautiful and lasts in the hair.

It depends on the brand. What you are talking about is really important because people suffer from this not only in European and western countries but even in the middle east.

**So first it depends on the brand used and then diagnoses of the nature of the hair. How do you diagnose it?**

If it is European or Eastern, the thickness of the hair. The diagnosis of the hair is most important because if I use the same color for two women with different hair nature, I won't get the same color.

Thin hair is easier to get the results than thick hair. Today, the dye plays a major role in the result you obtain. I worked so hard to produce shades and results that are really special and unique. I have lots of clients coming to me with orange, yellow or black hair that has been dyed before.

The transparency of the dye is what characterizes this brand. This is what I was mentioning before. With my brand, you won't face any problems from any kind with the dye no matter what result you want to get at the end.

In fact, my range of colors can solve many problems. And you can produce many natural shades that are very soft and delicate. This means, no matter what you are doing with the hair the dye is very soft on the hair and it is really smooth on the hair and the colors are really delicate and beautiful.

The coverage of the hair is really smooth, and the color is smooth to look at and this is our client's feedback.

Our clients are noticing the huge difference once they experience Mounir colors and the results are visible. They can see,



feel and touch.

I am talking about not only transformation colors but also about base colors and natural colors too.

Mounir colors have their own identity and it does not resemble anything else.

Your clients will really love it and I can guarantee that hairdressers would not have any problems with my brand as it is specially formulated to preserve and produce natural healthy hair with a balanced color.

What distinguishes our brand is that it gives you the distinct pretty and classy colors that are smooth and seducing to see. I worked hard and precisely on each family, category, color and composition; to get amazing results.

A big challenge I have is clients come to me from all walks of life and each have their own request.

This is a very important thing as it really helped me to formu-

late the colors to my clients taste and critics. This drove me to produce something amazing.

My brand will increase peoples trust in me and in my colors. I really care about people's opinions and comments. I have had such amazing feedback and I am touched by the messages I get and how much they are attached to my brand.

Clients visit my salon from all over the world to get a sense of my colors.

The most important thing is that we worked hard on the composition of this dye so that it doesn't become red, orange and yellow colors. The challenge that most hairdressers and clients in the world suffer from is the fading to unwanted red and orange.





# OLIVE

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I will explain about the 0.9 family- the olive green. This is a smooth and balanced green color. For example, if you use the 6.9 or 7.9 on blonde hair, you won't get green. The green color as is delicate.

It is best used as anti-orange and anti-red. 0.9 colors are really smooth and amazing and it will help you to counter the problems of orange and red colors.

If we have a color that is level 3/6 or 3/7, we can mix with the 0.9 and .11 or with the 0.9 alone to take out all the gold and give us the %100 natural color.

Often, I use the 0.9 family in the toners. I use it on light blonde levels also.



# BEIGE

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We will move to the beige color that is .32, it is composed more of gold than violet. Available in shades from 5.32 to 9.3.

On light colors and light bases, it will give the same colors that you see in the catalogue. You can also notice that in all the formulations and numbers, I use lots of violet and it is always present to counter the red, orange and yellow.

I focus on my colors to have the violet and the grey in the composition to counter the orange and other colors that people don't like. Same rules and explanations apply to the .12 family as the beige .32 family.

The difference between them is that in the .32 family we have the golden and violet but in .12 we have grey and violet. This means that if, for example, I want to have the hazel natural color without orange and other unwanted colors- I use the





.32. That will give an astonishing color. I am talking about using it on base levels 5/6/7/8. You will produce a beautiful neutral golden color. Lots of clients love the golden hazel colors.

I use this color a lot. Its composition and results are really beautiful. We have a beautiful mix of violet and gold that doesn't turn to orange or dark colors. It will give you the beautiful hazel color if you are talking about levels 6/7/8.

However, if I am working on toners, or on certain light hair with the .32, it will give 100% the beige color that we see in the catalog. For example, if I have a light hair level 10 and I want to do a toner with 7.32 or 8.32, it will give a warm beige color that doesn't go to gold or violet.

I want to focus on a simple point, when I am talking about toning the hair. It must be pre-lighten to a light yellow level. We talked about applying beige and ash pearl on a pre-lightened hair level such as light yellow not orange and not white. The results will differ a lot if we are applying on a lightened white or orange level and this is something everyone knows. We are talking about lightening to yellow on level 9 or 10 to

obtain the colors 100%. If you are applying on an orange lightened hair, the result won't be the same. Even if you try white lightened hair, the result won't be the same either.

We are talking about a yellow base lightening and today I would like to highlight something.

I am talking about the toners. The colors that you see Mounir doing that we apply on three levels of brightening.

**I always rely on:**

1, bright orange level.

Or 2, gold or yellow.

Or 3, light yellow.

These are three lightening levels that I aim for before toning.

If I lighten to orange/bright orange, I go for shades like caramel, hazelnut, ash and middle colors.

When I lighten to gold or yellow, I can have any result that I want from the colors in the catalogue.

You can obtain the best result and have exactly the same colors as per the catalog if you are lightening to yellow before your toners.



# COLD CHOCOLATE

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Now we will talk about the cold chocolate which is .73  
.73 brown chocolate has gold in it. It's a beautiful cold and smooth color that goes into the chocolate family and is unlike any other families in this catalog. The .73 is the golden chestnut.



# ICY CHOCOLATE

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Distinctive ICY Chocolate family is found under the .18 label offering the ideal neutral brown finish which makes it peculiar.

The perfect tool for covering greys, the range provides all the color payoff customers desire without any hint of brassiness, gold or red.



# TOBACCO

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The .23 is the tobacco family. Of course, later on we will talk about the importance of the .23 in my toners. You can use it for chocolate and tobacco colors, and it will give you a beautiful, distinct color. I will explain later on its importance in my toners. the .23 is present in most of the formulas I use.



# WARM CHOCOLATE

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We will move to 5.77 which is intense chestnut. This is more concentrated to achieve warmer colors. The .77 family includes beautiful shades and we will be launching shortly color 4.77 and 9.77.





# GOLD

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We go to golden family .3, 4.3/5.3/6.3/7.3/8.3; known colors that don't need a lot of explanation.



# INTENSE GOLD

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But what needs explanation the creation of .33.

We increased the amount of gold to make it more concentrated and intense. The colors are more golden and chestnut as the gold is very intense and concentrated.

The .3 and .33 counters the orange and gives us the natural beautiful not strong golden color. Instead it is soft cold gold. I would like to highlight again the strength of the dye, the shine and the smooth feeling it gives the hair.

The dye is very lucid, and it doesn't bother the eyes. You can see the beautiful gold; the beautiful copper and you will see all the families deliver smooth results.



## GOLD COPPER

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The .34 family contains gold and copper. This is my favorite family that I love and has the most beautiful colors. We also use it as a tint in a normal dye and for some toners I use the 10.34 and 9.34 to get colors like golden blond. It gives amazing results.



# COPPER

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**The copper family is between 5 to 8. Which is from 5 to 8, the normal copper color?**

The copper in it is concentrated but not strong. Sometimes you have a level 6 with some highlight. When you use 6/4 or 7/4 from some brands, the highlights turn to orange. The composition of the copper in our brand is very natural and beautiful and you will achieve a very natural copper.

This is why we've done the .44 (7.44) and .444 (7 and 8). To give a strong intense beautiful copper color. On level 7 base, if you use 7.444, it will give a classy modern strong beautiful copper color.



# RED

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Red family is 666 and that is very intense, a family in which we concentrated the red. You will love the red colors in this family, and it will be a different red than anything you have experienced. 666 and 444 families are from the colors that are really special and delicate, and you will love them once you try them.





# VIOLET

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The .2 is violet and we've done 7.2, 5.22, 2.2, 6.222, 7.221, and 9.221.

The 2.2 is for clients who like to do a dark dye, close to dark black and want to see violet in it.

If I have a client with a hair level 6/5/4 and would like to do black with some violet, there is no dye that I am aware

is is why I created the black/violet. We can see the color clearly if we have base level 6/5. It is beautiful black/violet, color 2.2.

It is one shade lighter than black. You can see it in the light or in the sun. A beautiful natural black with violet. 5.22 is the natural violet. 6.222 is that strong purple/violet- wild and fun to use. All triple numbers are strong intense colors, .666. ,444. ,222. The triple digits are strong and intense but produce a beautiful color.



# CORRECTORS

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The Correctors are:

Clear, 0.33 ,0.22 ,0.20 ,0.11 ,0.10 and 0.66.



I mix them with other colours to add to the intensity of the colour like red I would add 0.66. Or a violet color, I add more violet. 0.10 is grey/blue, I use it if I am doing a blue/black to add blue to it. The clear I use when I want to decrease some reflects or the intensity of a color.

To reduce the intensity of some colors I would mix them with the clear to lower their strength or intensity.

0.33 is also a special and important number that has two functions.

- 1, I add it to my mix to strengthen the gold colors.
- 2, I use it most of the time in my formulas to solve some challenges.



For example, if I am doing a formula with 5.11 or 5.23 on a light-yellow hair.

If the final result I get is grey/violet color, but I wanted the beige color, I will add 2-3 cm of 0.33 in a bowl and mix it with a 10 or 20 peroxide and with 40-50 mL of water.

This makes it liquid like a shampoo. I then apply it like a golden shampoo to the customer's hair for 1-2 minutes to remove the unwanted grey/violet color that I see.

0.11 I use in most of my formulas whether I am doing a full tint or toning. I add it to intensify the grey color.

0.20 is my favorite color as it is smooth and gentle, and I often add it to intensify the violet in the formulas. 0.22 is more intense and different to 0.20.

If I am toning the hair that is level 11 or 12 and I am using 0.11, I also like to add 0.2 in the formula as I love the violet to be present in most of my colors.

The violet pigment will give me a very beautiful brightness; when the violet is present in formulas (in small amounts of course) it will enrich and make the color more beautiful.

The violet will affect the brightness of the color and final result.



# HIGHLIFT SERIES

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The highlifts are extremely delicate colors and will help us in 2 ways.

1, I use them in my tint on natural hair or to get a low light or lighten the hair 2-3+ degrees.

2, I use them to do a toner, to get a beautiful blond color. I can use any color level 10/11/12 for example 12.11, 12.16, 12.13, 11.11 or 10.11.

Let's explain 10.11, it's a color that takes out all the yellow color 100% and gives you a natural blond color and doesn't take you to the grey color. It will give a natural beautiful blond color. Also 11.11 is the same as 10.11 but lighter.

I use 12.13 to produce beautiful golden blonde shades. It is important to mention that all these suggestions are to be applied



on light yellow bleached hair

12.16 is an amazing color that contains grey and red when applied on a light-yellow bleached hair you will get the exact tinge of violet color on the swatch you see in the catalogue.

Often, I mix the 12.16 with 10.11 or 11.11. The colors in the high lift family are really beautiful and amazing.

Also, if I want to use them on natural hair to do a low light or a sun kissed colors, I use them with peroxide 30. This lightens the hair up to 3-4 degrees.

Or if I want to lighten natural hair 2-3 degrees, I can use the highlight with peroxide 20 or 30 depending on the result that I want. So the highlifts are amazing beautiful colors with an amazing brightness and that will give us amazing results.

When doing a low light, we can also support a little bit the highlights with 0.11 that can counter the orange if we are lightening more than 3-4 degrees.



## METALIC VIOLET

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## METALIC ROSE

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Metallic violet and metallic rose are strong and bold colors. Again we use them on light bleached hair that is a bit lighter than light yellow, to achieve the colors the same as the swatches in the catalogue.

To get that melt ombre or balayage look I apply them from the roots and progressively drag them to the ends. I do not apply them like a toner from the top to end at one time.

The timing of the application is important and effects the final results. I leave the color up to 10 minutes on the roots if I am using number 7 or 8 then drag on top, the middle and then ends. The whole process or application time can take up to 20-25 minutes for the total length of the hair.

For number 7, we leave it about 10 minutes on the roots

If I am working with 9MV, I might leave on longer to increase the intensity. Or you can play and be creative as you wish with the MV and MR family 7/8/9 shades to obtain the results that you want progressively.

MR and MV it is really important that we work on a bleached hair lighter than light yellow and with mix with peroxide 20.



# TONERS

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The colours of the Toner line present the new practice for fashionable shades; thanks to the skillful use of innovative pigments combined with the solid technological base contained in the other shades of the Mounir line.

Therefore, the nuances obtained will be perfect, silky and lasting over time. Colour Codes: Pearl, Copper Ash, Pink, Copper Violet, Copper Rose, Violet Beige.

It is important to have the toners applied to clean lightened hair. It could be done for both highlighted or full bleached heads.

The focus should be to have the bleached or highlighted hair acquire the same degree of blonde and preferably light yellow degree and always mix them with peroxide 20 VOL.

You cannot apply this color to orange or uneven blonde.





# DIRECT COLOURS

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The Direct Colours of the Mounir line act without oxidation and without the use of ammonia, the pigments used have an extreme chemical purity that guarantees total fixing in the hair fibres.

The penetration speed is guaranteed by the blend used in the colour formula, as well as the duration over time.

Without silicones, it allows a result of light and clean hair.

The amphoteric surfactants with high charge density allow to preserve a hydrated hair with a shiny shaft.

Pre use: to obtain brilliant hair decolorate up to the required tone based on the color chosen.

Minimum lightening tone: level 7/8, sangria, emerald green, teal (to obtain an petroleum green), minimum lightening tone: level 9/10, light blue jeans (level 10 almost 11 - white background), blue, teal (to get a green water)"



**- Use:**

After bleaching, wash the hair with a shampoo and dry it completely.

Apply the color directly to bleached hair, without mixing it with water, masks, shampoo or oxidizing emulsions.

Pay attention to use gloves and do not put into contact with the skin. Leave on 20/40 min.

**- After use:**

rinse without shampoo, dry and bend with not too hot air and without plate.

**- Advice:**

Do not use shampoo after color, but delicate shampoos. Hot tools and hairdryers can reduce the longevity of the color.

**Tips on applying the color with less longevity life span on customer's hair, in case you face customers who want to achieve the direct color for a brief period of time:**

Use shampoo with a 3.5 PH before and after staining, protect the hair with film-forming products including silicones or liquid crystals, and apply the direct colors on wet hair.



# BONBONS DE MOUNIR

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The Bonbons explained in detail. I made the Bonbons for a certain purpose and to fulfill a certain passion.

I have created all the formulas to the Bonbons. I personally created Bonbons de Mounir.

I have brought together all my experience to create this family and make it available for you; but it is really important to follow my recommendations carefully on how to use it to get the ultimate results.

As you can see on the swatches, each color has three different shades and not only one color. Firstly, the application time is a crucial factor in the result of these colors.

Secondly, it is very important to apply these colors on light yellow bleached hair as it is important to keep some pigment in



the hair and not bleach to white blonde

The purple moon for example, you can see three shades of the color. Dark, light and lighter in one tube.

In the Bonbons range, each color in one tube can produce 3 different delicate and specially crafted reflects as per the swatches.

We adopted the grey, the violet and the gold in the Bonbons family as the main three 3 key reflects. Once you get to understand their mystery you will produce great results, they are amazing colors.

I will explain the purple moon and all the other colors in the same family.

I use the bonbon family on extra light-yellow bleached hair, and I use these colors when I am applying on a full head not highlighting. I always mix with peroxide 20 vol. I start applying on the roots 2-4 cm depending on each clients desire. I apply for 10 minutes and I will directly see the dark purple moon pigment

on the roots starting to form.

Then after 10 minutes, I start applying and bleeding the color to the second part of the hair for 5-7 minutes. Then I bleed to the ends, I get a darker color that progresses to lighter.

At the end, we need just 2-3 minutes maximum to have the light color on the end of the hair. And we will use the same formula and strategy with all the bonbon colors- desert rose, milky way, rabbit beige and more.

The Bonbon family colors are special and amazing.

**One question I am frequently asked about with the Bonbon colors is if they can only be used on full pre lightened hair.**

I do use the Bonbons on ombré hair, the hair must be bleached in a clean way. There cannot be different levels of blonde in the ombre but rather an all even blonde throughout. I don't recommend anyone using the Bonbons on a highlighted hair if you don't have the same exact color. Sometimes when you lighten the hair you might have a different orange color on the



root, or a slightly different color in the middle. These colors are a little bit delicate and need a high degree of lightening to get the same colors of the catalog.

I would like to add more information on the Bonbons range. If you want to use it, all the hair should be lightened to the same exact blonde.

You can't have different highlights or lowlights in your blonde, the blonde must be even. It can be darker to lighter blonde ombre but can't have strands of light or dark blonde through your blonde.

People ask if they can use Bonbon with highlights or ombré. You can use them in only one case- if you have a proper clean lightening which means that all the hair is lightened to one same color.

There should not be orange or any other challenges with the bleaching because the Bonbons are really delicate colors.

The color won't be the same on orange. The color of the lightening should be clean and the same for the whole hair in order

to obtain the beauty of these colors.

When you can see that the bleaching is the same, you have the exact same color in all the hair, you can apply the Bonbons.





# ARKITEKT

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Now THE ARKITEKT

It is a super plex and we will discuss its functions.  
Until the day that THE ARKITEKT super plex was created  
People ask what is Mounir's secret.

Mounir bleaches the hair from one degree to another without the hair losing its brightness and it remains strong and healthy.

Today, the ARKITEKT is the real secret because of how it works and its functions that serve the transformations I do. We should explain precisely about its importance and the functions and strengths of this product in comparison to other products.

Plex are common worldwide but this super plex or ARKITEKT is different.



The challenges I faced with the products that I used before they covered the hair from the outside to the inside. In other words, in 15-20 days the hair will return as it was after the bleach.

Today, the ARKITEKT function is to rebuild the inside of the hair to the outside. It protects and regenerates the hair; it has an amazing function.

There is one important thing I want to say. When you are doing a bleach or lightening the hair, the hair loses oxygen and water. So, it loses its moisture and vitality.

My ARKITEKT product starts rebuilding from the inside to the outside, it protects the moisture and oxygen inside the hair.

This makes the lightening process 100% healthier.

It is an important treatment to the hair with the lightening process. We can use the ARKITEKT as a treatment applied weekly or with the dye and it also locks the color and slows the fading. The ARKITEKT proves time and time again that it locks the colour and prevents fading unlike any other Plex.

Now my secret is out. I advise every hairdresser to try this product. I talk with most love and passion about ARKITEKT because it is a great product that protects us as hairdressers and helps us avoid challenges and to achieve the desired bleaching results and colors.

You all know how much risk there is in our domain of work especially in my work and the transformations that I do. The ARKITEKT is a very important tool that I rely on.



# BLEACHING POWDER

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The bleaching powder is something really important for me in order to achieve the results that I want, and I am super fussy regarding the quality.

Now I will talk about the powder that I made, its characteristics, its importance and how it can work for you.

We all know the risks that we can face with the powder.

Most powders in the market expand after 30 or 40 minutes. It overheats, becomes runny, gives uneven bleaching results or is even too strong that it breaks the hair.

Today, I solved all these challenges with my powder. The quality of the results was the driving factor and the most difficult thing in producing the powder for this line.

First, I wanted a powder that is gentle on the hair. We decreased the risks by about 99%.

I spent 20 years always paying attention to the hair of my





clients to make sure that the powder didn't expand or overheat, and the hair doesn't get damaged.

You will have to try this powder and test the difference. I sometimes wish I had done this product 10 years ago; I certainly would have been now in even a much better place.

What is impressive about this powder is that it has a silky touch and feeling on the hair.

It extends and covers fast, it doesn't become hot and it doesn't expand. It gives you the color from top to bottom 100%. It is very smooth and gentle, and it gives you more leeway if it remains more time on the client's hair.

I am using it on a hair damaged already and it is giving me amazing results. This should assure you. The ARKITEKT and the powder are revolutionary and they will have your back.

And I can see how much more productive and I am enjoying my work at the same time. I should draw attention to that. I, like everyone else, am always searching for safety in my work. The

products that I use are my weapons.

It is really important today to know the weapons you are working with to protect yourself. This is what I have always been looking for.

Many times before, we used to face challenges and test different products.

We will talk about something really important concerning the methods of lightening. The method I use with the colors and the results I choose to deliver.

This is something really important for every hairdresser to know as this helps make our life easier.

I have three levels of lightening: orange, golden yellow and light yellow. Starting with orange. When I decide to tone on an orange level, I immediately agree with the client that I am going to caramel or hazel colors from the same level.



For orange lightening to go to caramel or hazel, I use from 5 to 7. If I go higher to 8/9/10, the result won't be the same and I can face problems like remaining stains and the color won't be the one I want.

I want a deep 100% hair coverage, I use between 5 and 7 to get the coverage and results. These are the same numbers used on orange levels.

If I use higher numbers like 8/9/10, the result won't be the same and the color will fade and be patchy of course.

And something really important to note is that the result I aim for should be classy, beautiful and the color brightness should be pretty.

### **From 5 to 7, how much time do you leave it on the hair?**

It depends on each level but in general for level 5, 6, or 7 it's between 10-12 minutes maximum to get the result.

Of course, if you are using only the number 5 to obtain caramel or another color like 5.23, 5.32, 5.72; the 5 takes less time to deposit the color. Thus 5-6 minutes is enough.

The higher you go; it will take more time and this also depends on the desired level of color.

There are no rules to say that you should leave it 12 minutes to get caramel or 10 minutes to hazelnut.

It is critical to observe the color and assess the time. This is what I have been trained on and doing my whole life- to be able to assess and feel the right moment to remove the color.

Like say if you are doing the same toning with the same formula I am using, and you decide to remove it after 6 minutes because you like the tone but I leave it for 10 minutes instead. That is fine, there are no rules. Just assess the right time. This depends on tastes and opinions.

I prefer to train my eyes and feelings to do so and this is why we created toners or bonbons de Mounir- to deliver these results to hairdressers.

I am addressing professionals and the hairdressers who love the adventure, who love to be creative and enter an adventure-



ous world. The world of colors. The world of Mounir.

So, I repeat that it is extremely important to train your eyes and feelings to know when to rinse the color or keep it longer. This is really important because even 1 or 2 minutes are important for the results.

### **Of course, you will leave number 7 in for a longer time?**

This is normal because if we are doing a dark color, it is normal to tone with number 5 or 6 as it will give the color faster than number 7.

### **So we move to yellow?**

The light yellow lightening levels are my playground and the levels I work with. It is rare that I work on white or yellow.

To get the clear and lucid results like shining grey or beige or violet beige or colors we see clear light in. I always work on light yellow not on white.

So why do I work on light yellow and not white in the formulas I choose?

Well first, when you lighten to white you remove all the gold or the red pigments from the hair, it becomes light.

If I tone with any color it will give me crazy, aggressive and strong colors.

I use most of the time the light-yellow lightening because first of all, I get a very enriched color by keeping natural pigment in the hair.

Then the color doesn't fade out quickly from the hair. I rely on my formulas to work with the pigment in hair, in the light yellow bleaching levels. I also rely on my toners that are formulated to work with this level of bleaching.

Bleaching to light yellow helps me get the results that I want. The results will differ if bleaching to white, orange or yellow. The level of lightening is extremely important. Any formula you see me doing on Facebook or Instagram is based on light yellow bleaching which is even and without orange.



**So that yellow color that the hairdressers are scared of, you are using it to your advantage by keeping the pigment to get these beautiful colors.**

This is a really important subject for hairdressers.

Key points of the bleaching process are 1st, the health of the hair and 2nd, the results that you desire.

It should be clear that the bleaching to white levels is used for special cases only if a woman wants white platinum or ice grey or light pink.

These are the cases where we go to white bleaching. But I am talking about the normal usual level of bleaching that we use in salons for most of our clients. Ordinary people for who we do transformations and we are having beautiful light color in the hair.

You should not bleach to white to get Mounir's colors but rather to light yellow to have a clean level without orange or yellow. When we talk about light yellow, it is a totally different level from yellow.

The light yellow is golden, free from orange and red.

This is extremely important if you want to achieve light colors in 8 and 9 or use the bonbons toners that we created. You must bleach to light yellow not white.

No need to go to white bleaching, as it will weaken the clients hair and it is not needed.

For all yellow lightening you should go to natural colors that are not hazel nor caramel. The dark beige or the dark olive green; the natural colors.

If you bleach to gold or yellow levels, I recommend toners between 6-8 and stay away from 9-12.

So you can mix between 6 and 9 and stay on levels 7 or 8 for yellow lightening to give the results 100%.

As we said before, for orange lightening we use between 5 and 7 and now for yellow we use between 6 to 8.



And for light yellow, it's hairdressers recreation. I sometimes do the toning with level 5 or 9 or 10.

This is where your creativity plays a role. You should train your eyes to observe and feel what to use when to stop to have the desired result.

In general, hairdressers should be confident as I will show them the road to take.

Hairdressers know that I do toner with any level 4/10/5, they don't know the precise level I use.

If someone is confident with colors, he can use and play with all levels and colors when toning a light bleached hair.



# PEROXIDES

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I want to also draw attention to a simple subject around the use of the powder, the tints, peroxide and how sensitive it is.

Based on my experience, I always refused to mix the tint or powder of a certain brand with peroxide of another. I always made sure to use the peroxide and the dye of the same brand no matter which it is.

I will give you some advice. To obtain the beautiful results I am talking about, it is very necessary to use the peroxide of Mounir's brand with both the dye and the powder.

**Don't try to use our products with any other peroxide of any other brand.**

Why I am saying this?

Our peroxide is formulated very precisely to go along and



react with our products and give the desired results.

So, I am talking about the importance of using Mounir's peroxide with Mounir's products to get the perfect results and not risk facing any challenges.

Peroxide: For a normal dye, we will use the peroxide 20 and for the toner peroxide 20 as well.

If we have naturally light hair or with highlights and we want to keep it light not brighten it more, we use the peroxide 10 instead.

To get the colors on the catalog, the peroxide used must be 20 but if someone wants to brighten the colors more, they can use a higher peroxide and use 30 instead. This is recommended.

I use peroxide 20 if I am dyeing the hair or with my toners. Unless, if I want to preserve the natural color of the hair when I would use volume 10.





# MTB SHAMPOO

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Today, I will talk also about this delicate product- the silver shampoo. We all know what it is and its role is.

But what you don't know is that this shampoo is a toner boost shampoo, it is indeed a silver shampoo, but its use is different, I will explain about it.

You can all see that in the end the transformation process that I use a blue product and people always ask what it is. What's its role? To give silver or white or to take out the yellow?

What role does this toner boost play? Its composition is different than any other silver shampoo. This is why the process I will talk about now; you can't do it with any other product.

This is because its composition and ingredients are for certain purposes not like the traditional silver shampoo.







Today, if I am doing a grey or beige or any other color and I got a darker color than I wanted- this shampoo boosts the color and lightens it 1-2 degrees and makes it shine more.

In 90% of the toners I do, I always use this toner boost to lighten and make the color more shiny.

Other shampoos won't make such a difference. They might take out the yellow or give you grey, but this toner boost is giving you higher levels and lightening up to 2 degrees.

Another use of it might be for violet, it can take out the violet and weird colors; but its characteristic is to lighten the colors 1-2 degrees and make the color more shiny.



# MMS SHAMPOO

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It's not a traditional silver shampoo. The metallic silver shampoo MMS. This is a shampoo with a very strong composition, very concentrated and can be used in different processes. If I've done a highlight and I get an orange color, I do one shampoo of the metallic silver shampoo or MMS. It will take out 100% the orange and deposit pigment to transform it to grey or beige colors.

Another use is, if I am doing a highlight and I don't want to use toner I can use this shampoo to take out all the yellow and give me whiter results. This shampoo is so strong and solves many challenges.

Also, if I have a case where the hair is brown level 5 and has orange on the ends, I can use this shampoo that will give a beautiful result to eliminate the brassiness and the orange. The MMS is one of the strongest silver shampoos available in the market now and it has a very strong and sensitive role.



# OUTRO

A handwritten signature in black ink, appearing to read 'Miri', located in the bottom right corner of the page.

In the end of this discussion, I would like to take time to address all the listeners out there.

I would like to give some advice. Everything you can see and hear today, many people give importance to all these rules or details that we explained in this session.

But I would also like to point out in my whole life and in my profession- I have always believed in something.

Which is that I always refused the “laws” of hairdressing and never loved to have rules in my profession.

My work is an adventure. I should always be a person who loves adventure, a confident person that does not need rules to protect me.

In my whole life, I never relied on rules to protect me. This is why I am successful, and I reached this level. I like to break the rules and explore.

Today, I recommend any hairdresser that would like to reach

this level of success to be an adventurous person. Do not be scared and try this world of adventure as you wish with your own personality.

You should not follow any rules, you should do anything that looks like you and be strong and adventurous to achieve your goals and reach the level you want.

Today, you have an international product available in your hands. A strong weapon for the people who love the adventure. Adventurous hairdressers will benefit the most from these products and I ask them to take it on and I would love to see more creations other than Mounir.

Definitely, there are hairdressers that connect with this and I wish that the hairdressers hear these words and take the adventure and discover this world in front of them.

I am sure that they will get results like mine and create colors that I didn't do myself because I produced a wide range for the world of hairdressing.

I wish that the adventurous people take the risk in this world



like I did and reach new levels.

Mounir's gift to the world is to give you the tools to transform a blank canvas into a masterpiece.

Mounir, I thank you so much, your time is valuable here. I love spending that time with you, I feel really honored, I feel really privileged.

I feel really lucky to be in your audience and I cannot wait to take your beautiful creation to the world because it is truly amazing.

Thank you very much and I wish you all the luck!

In summary, after spending 4-5 hours with this amazing amazing master transformer and after seeing his creations...

I've got nothing, literally I am amazed.

I spent a really special day to learn about Mounir himself, the greatest influencer.

To learn about his products really all I can say is that you have these amazing tools to transform a blank canvas into an amazing masterpiece.

