



*Houmiz*

# *Nounir*

My vision is to empower hairdressers by providing them with the colour tools they need to get the results they want. For many years, I had to dig deep to find ways to create the shades I wanted with what was available on the market. I found myself on a quest to track down the perfect range of colours that would rebuild the hair, create shine and bring about the transformations I envisaged. As I couldn't find a brand offering all of this, our colour revolution was born! I am delighted to share it with you, and hope you will love it just as much as my team and I do.

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



## TABLE OF CONTENTS

- |    |                         |
|----|-------------------------|
| 01 | Le Bon Bon Colours      |
| 02 | Tints                   |
| 03 | Toners                  |
| 04 | Direct Colours          |
| 05 | Arkitekt - Hair Builder |
| 06 | Peroxides               |
| 07 | Colour Catalogue        |
| 08 | Shampoos                |



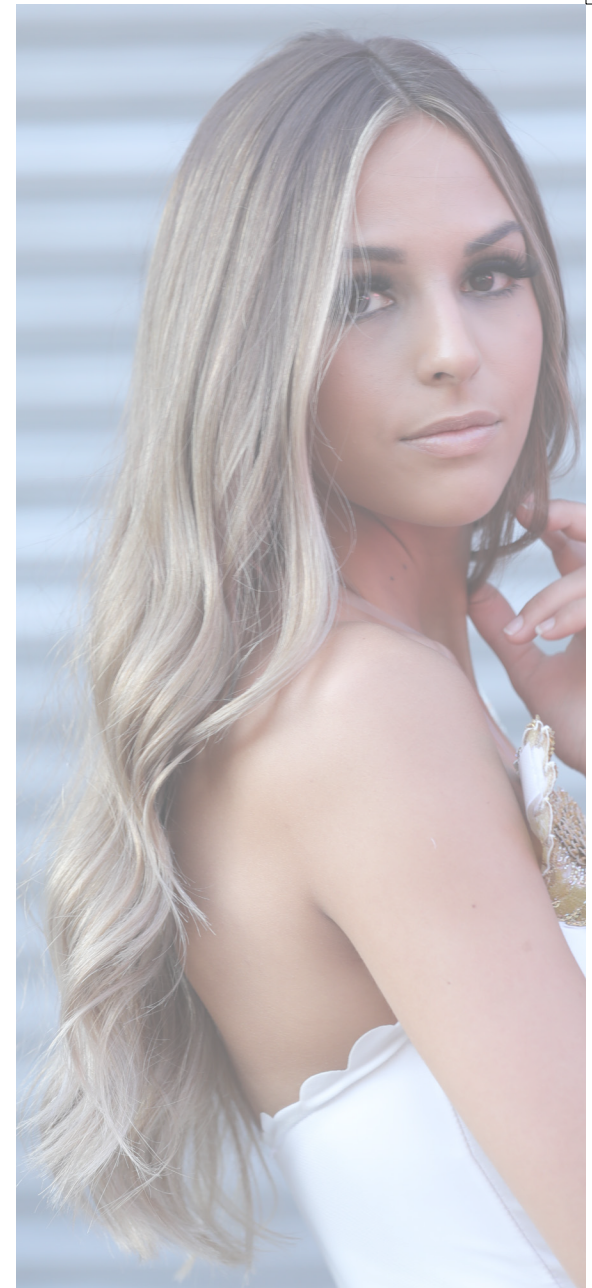


Moumir  
THE REVOLUTION

A WORLD OF  
**COLOURS**  
ENTER THE WORLD OF MOUNIR



BY MOUNIR™  
PROFESSIONAL





تكنولوجيا  
 REVOLUTION  
 DE COULEUR  
**BY MOUNIR™  
 PROFESSIONAL**  
 COLOR & CARE  
 TECHNOLOGY

*Mounir*

3 fl.oz-90 ml  
 3 | 102-80 ml/g

تكنولوجيا  
 REVOLUTION  
 DE COULEUR  
**BY MOUNIR™  
 PROFESSIONAL**  
 COLOR & CARE  
 TECHNOLOGY

*Mounir*

3 fl.oz-90 ml  
 3 | 102-80 ml/g

تكنولوجيا  
 REVOLUTION  
 DE COULEUR  
**BY MOUNIR™  
 PROFESSIONAL**  
 COLOR & CARE  
 TECHNOLOGY

*Mounir*

3 fl.oz-90 ml  
 3 | 102-80 ml/g

تكنولوجيا  
 REVOLUTION  
 DE COULEUR  
**BY MOUNIR™  
 PROFESSIONAL**  
 COLOR & CARE  
 TECHNOLOGY

*Mounir*

3 fl.oz-90 ml  
 3 | 102-80 ml/g

تكنولوجيا  
 REVOLUTION  
 DE COULEUR  
**BY MOUNIR™  
 PROFESSIONAL**  
 COLOR & CARE  
 TECHNOLOGY

*Mounir*

3 fl.oz-90 ml  
 3 | 102-80 ml/g

تكنولوجيا  
 REVOLUTION  
 DE COULEUR  
**BY MOUNIR™  
 PROFESSIONAL**  
 COLOR & CARE  
 TECHNOLOGY

*Mounir*

3 fl.oz-90 ml  
 3 | 102-80 ml/g

تكنولوجيا  
 REVOLUTION  
 DE COULEUR  
**BY MOUNIR™  
 PROFESSIONAL**  
 COLOR & CARE  
 TECHNOLOGY

*Mounir*

3 fl.oz-90 ml  
 3 | 102-80 ml/g

تكنولوجيا  
 REVOLUTION  
 DE COULEUR  
**BY MOUNIR™  
 PROFESSIONAL**  
 COLOR & CARE  
 TECHNOLOGY

*Mounir*

3 fl.oz-90 ml  
 3 | 102-80 ml/g

تكنولوجيا  
 REVOLUTION  
 DE COULEUR  
**BY MOUNIR™  
 PROFESSIONAL**  
 COLOR & CARE  
 TECHNOLOGY

*Mounir*

3 fl.oz-90 ml  
 3 | 102-80 ml/g

# BONBONS DE MOUNIR

BY MOUNIR™  
 PROFESSIONAL

Mounir



Mounir's signature sweetie colours really are the range's icing on the cake with a mouthwatering selection spanning everything from Purple Moon, Desert Rose and Milkyway to Rabbit Beige, Casper, Sand, Sand Rose, Naughty Grey and Russian Blue. Best applied to hair to have been lightened to level 9 by adding to the roots and then melting down to the ends.

For best results, apply to level 9 tones free of golds, oranges or reds. Hair must be fully bleached for use on the roots, where the concentrate should be applied gradually before being worked down to the ends. Our 0.20 toner can also be applied to lend a subtle violet touch, while reds and golds can be countered with toners Naughty Grey or Russian Blue for use on level 8 blondes and higher.

#### Color Codes:

- |                  |                  |              |
|------------------|------------------|--------------|
| ■ - SAND ROSE    | ■ - PURPLE MOON  | ■ - CASPER   |
| ■ - NAUGHTY GREY | ■ - RABBIT BEIGE | ■ - SAND     |
| ■ - RUSSIAN BLUE | ■ - DESERT ROSE  | ■ - MILKYWAY |



3 fl.oz-90 ml e

Mounir



# ASH INTENSIVE

Our .11 shades are the elusive ash tones you need to ensure hair looks natural and free from brassiness. Aside from creating soft cool tones, they can also be blended with other colours to boost natural cool tones, making them the perfect weapon for countering yellow or gold. The triple .111 tones are our deepest greys, ideal for eradicating coppers, golds and reds.

Color Codes: 1.10, 4.11, 5.11, 6.11, 7.11, 8.11, 9.11, 5.111, 6.111, 7.111, 8.111, 9.111



Mounir



# ASH PEARL

---

Shades 4.12 to 10.12 are our beige grey tones, known as the ash pearls. An expert blend of ash and violet, these will have you well on your way to producing beautiful beige tones.

Color Codes: 4.12, 5.12, 6.12, 7.12, 8.12, 9.12, 10.12



Mounir



# BEIGE

---

Our beige family running from 5.32 to 9.32 represents the ideal blend of gold and beige, with the 3 representing gold and the 2 beige. Our beige has been specially developed to produce the luxurious cool-toned beige customers dream of, steering clear of the copper tones most brands provide.

Color Codes: 5.32, 6.32, 7.32, 8.32, 9.32



Mounir



# COLD CHOCOLATE

---

Our delicious cold chocolate family is found under the .73 label, offering the ultimate natural brunette finish. The perfect tool for covering greys, the range provides all the colour payoff customers desire without a hint of brassiness.

Color Codes: 5.73, 6.73, 7.73, 8.73



Mounir



# COPPER

---

Our .4 range is the perfect copper for adding a touch of fire to the hair, with the .44 and .444 shades running progressively deeper.

Color Codes: 5.4, 6.4, 7.4, 8.4, 7.44, 7.444, 8.444



Mounir



# CORRECTORS

---

Our corrector concentrates are your secret weapon for both boosting and countering tones, or simply adding glow at the end of colour work. While 0.06 is red, 0.2 is violet, 0.10 is blue, 0.33 is gold, 0.11 is ash and 0.00 is clear.

Color Codes: 0.00, 0.10, 0.11,  
0.20, 0.22, 0.33, 0.66



Mounir



# GOLD

---

A cooler rather than coppery gold, the .3 portfolio spans shades 5.3, 6.3, 7.3 and 8.3. With the cooler undertone making them the perfect tool for achieving the natural golden tones customers crave, this is your secret weapon to creating luxurious blonde looks.

Color Codes: 5.3, 6.3, 7.3, 8.3



Mounir



# GOLD COPPER

Our beautiful .34 range blends gold and copper to meet the needs of customers in search of rich warm tones without leaning orange. Apply them on their own or mix with your toners for a perfect result.

Color Codes: 6.34, 7.34, 8.34, 9.34,  
10.34



Mounir



# HIGHLIFT SERIES

Our Highlift range has been specially created to lift colour and showcase the tones at their very best, countering any brassiness to have built up.

Color Codes: 10.11, 11.11, 12.11, 12.13, 12.16



Mounir



# ICY CHOCOLATE

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

Color Codes: 4.18, 5.18, 6.18, 7.18



Mounir



# INTENSE GOLD

Our .33 range is a stunning set of intense golds that are ideal for mixing with other tones or for use as stand-alone shades. They are equally suited to countering ash or grey as to adding beautiful sunny nuances.

Color Codes: 5.33, 6.33, 7.33, 8.33, 9.33



Mounir

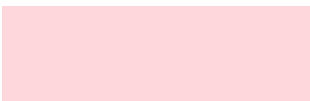


# METALIC ROSE

---

MR, or metallic rose, delivers a sweet rush of shimmering pink to the hair for the perfect on-trend pastel.

Color Codes: 7MR, 8MR, 9MR



Mounir



# METALIC VIOLET

---

MV stand for metallic violet, perfect for adding a cool purple tone to the hair while delivering a dose of shimmering shine.

Color Codes: 7MV, 8MV, 9MV



Mounir



# NATURAL

The backbone of the line, our natural shade range delivers amazing coverage and shine, leaving the hair smoother than ever. The shade numbers are directly reflected in the final results, making the selection process entirely straightforward. If you use a number 7 on a customer, for example, a level 7 will be the result. Easy!

Color Codes: 1.0, 3.0, 4.0, 5.0, 6.0, 7.0, 8.0, 9.0, 10.0, 4.00, 5.00, 6.00, 7.00,



Mounir



# OLIVE

---

4.9 to 9.9 encompasses our olive green range, perfect for adding richness to the hair and neutralising any warm tones for a highly natural finish.

Color Codes: 4.9, 5.9, 6.9, 7.9, 8.9, 9.9





# RED

---

Our .666 family delivers opaque reds for beautiful coverage and amazing shine, providing customers with the intensity they've been dreaming of.

Color Codes: 5.666, 6.666, 7.666



Mounir



# TOBACCO

---

Our .23 tobacco range provides an expert blend of cooler and warmer chocolate shades, producing soft, neutral results. The .23 family is also highly versatile, popular both as a stand-alone range and for blending with your toners.

Color Codes: 4.23, 5.23, 6.23, 7.23, 8.23, 9.23



Mounir



# VIOLET

---

As our family of violets is represented by .3, .2 and .2 blend gold and violet, forming a warm beige, while .1 and .2 blend ash and violet to form a cooler beige. Mix and match to your heart's content and get the nuances you're looking for.

Color Codes: 2.2, 7.2, 5.22, 6.22, 7.221, 9.221



Mounir



# WARM CHOCOLATE

An irresistible rich brown, our .77 warm chocolate range serves up the perfect golden brown for timeless brunette looks that never go out of style.

Color Codes: 5.77, 6.77, 7.77, 8.77



Mounir



# TONERS

---

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.



Mounir



# Direct Colours

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.

Colour Codes: SANGRIA, LIGHT BLUE JEANS, EMERALD GREEN, BLUE, TEAL



# Why Mounirs colour range ?

**So many brands and colour ranges in the market. Why launch another colour range**

I couldn't find the variety of nuanced shades that I needed and loved from a single company, and found myself forced to combine 3 or 4 colour brands to satisfy my thirst. Mounir's innovative range targets this very problem by providing hairdressers with the freedom to select from beautiful natural blondes, cool ashy tones, deep greys, beige golds and many other nuances all in a single portfolio from a single company.

**How do the colours differ from others on the market? What were Mounir's criteria for the colour range?**

My journey towards finalising the colour range took years, and I couldn't be happier with the final result. The colour spreads evenly, covers greys, has a pleasant scent, and, critically, also nourishes the hair, providing amazing shine.

The range is the perfect tool for any hairdresser striving to give their customers the transformations they've been dreaming of, that they can even use themselves at home.





## THE DESIGNER

*Mini*

Revolution  
in every way  
Extreme shine....  
soft ....rebuild .... coverage.



*Mounir*

# ARKITEKT HAIR BUILDER

---

Repair damage, rebuild the hair. The Arkitekt is the first step to restoring your hair's vitality by protecting, reconstructing and strengthening the bonds deep down. Activate your hair's natural defences by locking in moisture on a cellular level and injecting it with protein. Healthier hair means hair that can defend itself. The Arkitekt gives your hair the tools to rebuild its foundations, bouncing back stronger than ever.

BY MOUNIR™  
PROFESSIONAL





*Mounir*

# OXIDIZING EMULSION CREAM

Used by mixing with the colours and the bleaching powder. Mounir has worked tirelessly to make it extra special to create shine and make the colour extra smooth, soft and hydrated during colouring and bleaching treatments. Oxidising lotion is so gentle you can achieve a beautiful tones and preserve the structure of the hair.

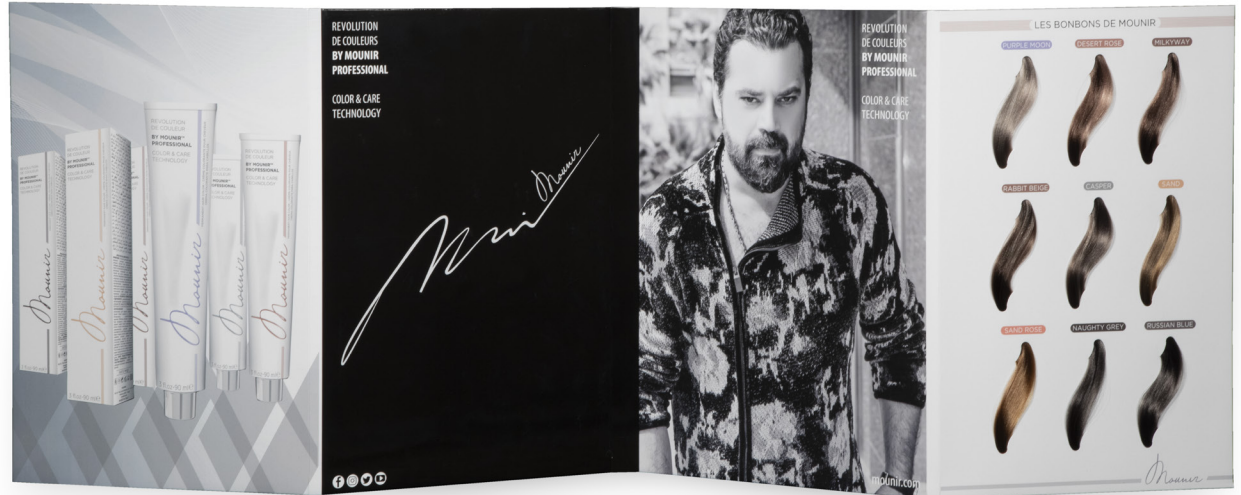
BY MOUNIR™  
PROFESSIONAL



Available in 10 Vol, 20 Vol, 30 Vol and 40 Vol

Mounir

# Colour Catalogue



Enter the world of Mounir's colours, this catalogue is a blank canvas to aid you create your master piece.



BY MOUNIR™  
PROFESSIONAL

Mounir

# Direct Colour Catalogue



Enter the world of Mounir's colours, this catalogue is a blank canvas to aid you create your master piece.



BY MOUNIR™  
PROFESSIONAL



*Mounir*



*Mounir*

# SHAMPOOS

## MTB & MMS

---

Remove the unwanted yellow and orange tones from your hair. MTB & MMS shampoos are designed specifically for blond, grey and silver-toned hair, and help you to instantly counteract undesirable brassy undertones to give you the brightest look yet! Brilliant visible results even after single use.

BY MOUNIR™  
PROFESSIONAL





## Neutralizing **Shampoo** 300ml & 1000ml

Mounir Metallic Silver Neutralizing Shampoo is a powerful weapon against the brassiness. Apply the MMS shampoo when highlighting your client's hair without the need of a toner after. Metallic Silver shampoo will brighten up your colour and help you achieve perfect blonde, platinum or white hair.



## Toner Boost **Shampoo** 300ml & 1000ml

Mounir Toner Boost Shampoo has been formulated for bleached and highlighted hair to eliminate unwanted yellow tones and boost lightening of the colour. Apply the MTB shampoo right after the toner. The MTB shampoo is a Great take me home for your client for their home maintenance.

*Mounir*

f   MOUNIR

Shop.mounir.com  
**mounir.com**