



Hounir

Hounir

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.

Hounir



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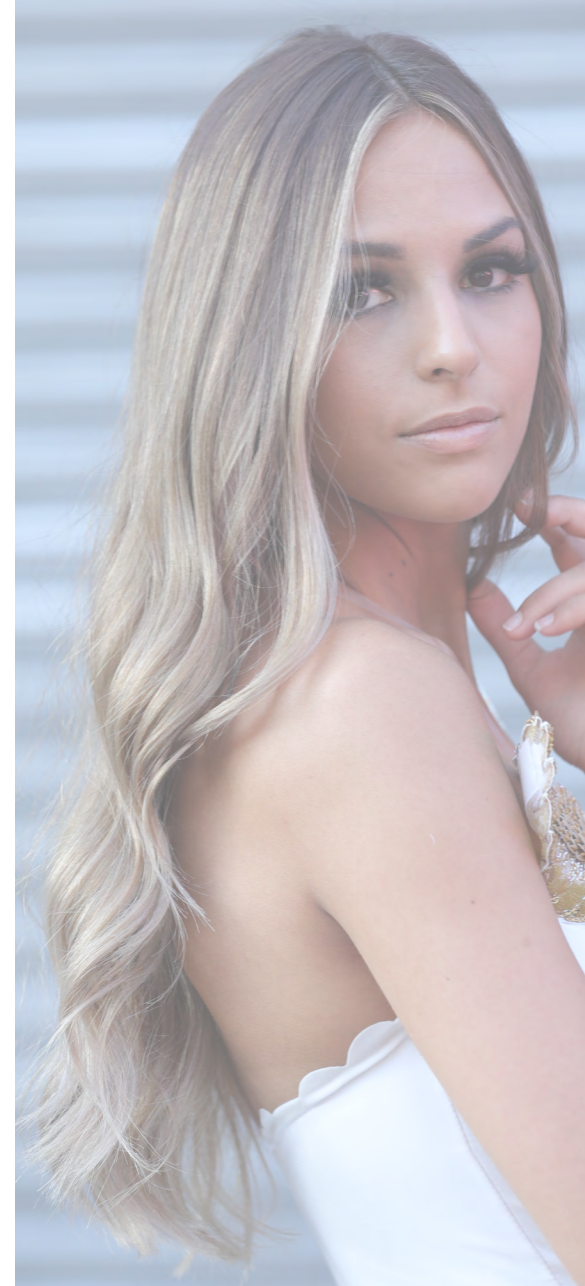
Mounir
THE REVOLUTION



A WORLD OF
COLOURS
ENTER THE WORLD OF MOUNIR



BY MOUNIR™
PROFESSIONAL





BONBONS DE MOUNIR

BY MOUNIR™
PROFESSIONAL

العلامة التجارية هي علامة تجارية
مملوكة لشركة مونيير. جميع الحقوق محفوظة.
هذا المنتج هو من إنتاج شركة مونيير
التي تأسست في عام 1980 في مدينة
الرياض، المملكة العربية السعودية.
يتم تصنيع هذا المنتج في مدينة
الرياض، المملكة العربية السعودية.
جميع الحقوق محفوظة لشركة مونيير.
تحتفظ شركة مونيير بجميع الحقوق
التي قد تكون لها في هذا المنتج.
لا يجوز إعادة إنتاج أو توزيع
هذا المنتج دون إذن كتابي من
شركة مونيير.

REVOLUTION
DE COULEUR
BY MOUNIR™
PROFESSIONAL
COLOR & CARE
TECHNOLOGY

PERMANENT HAIR COLOR

اللون الدائم للشعر

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PERMANENT HAIR COLOR

اللون الدائم للشعر

3 fl.oz-90 ml

3 fl.oz-90 ml

3 fl.oz-90 ml

3 fl.oz-90 ml

3 fl.oz-90 ml

3 fl.oz-90 ml

3 fl.oz-90 ml

3 fl.oz-90 ml

3 fl.oz-90 ml

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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



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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



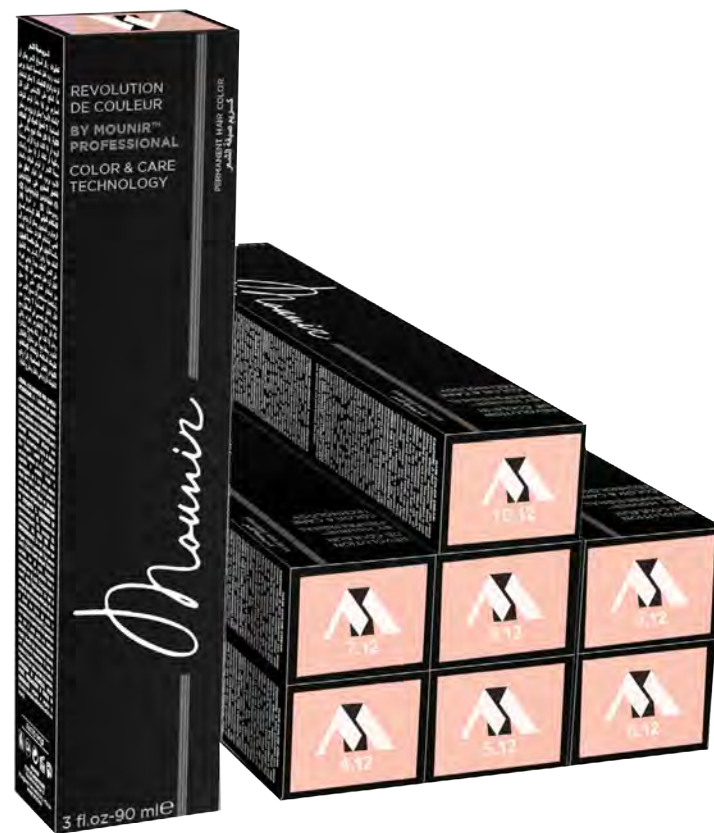
Mounir



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



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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



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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



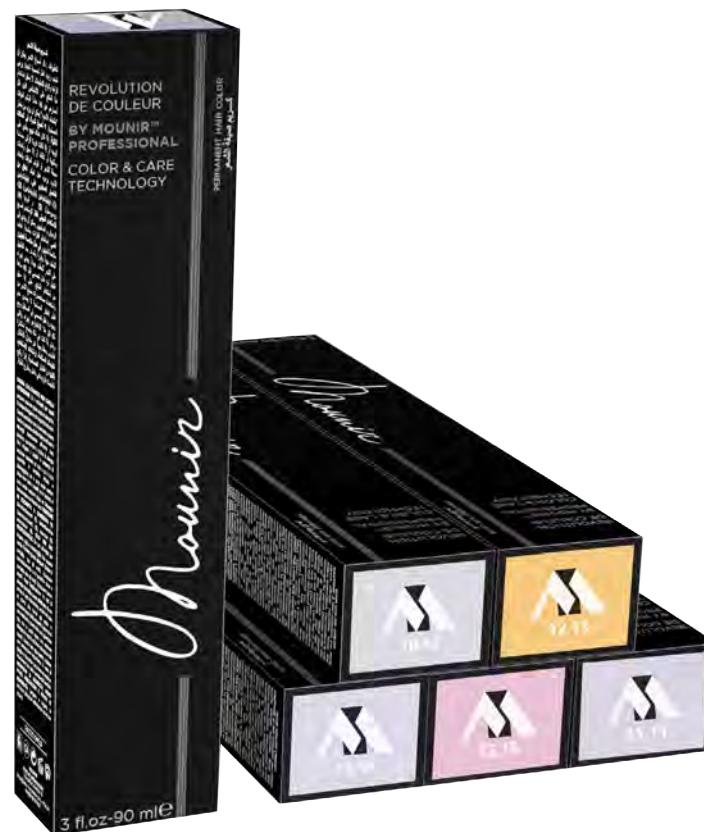
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HIGHLIFT SERIES

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



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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



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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



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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



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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



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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,



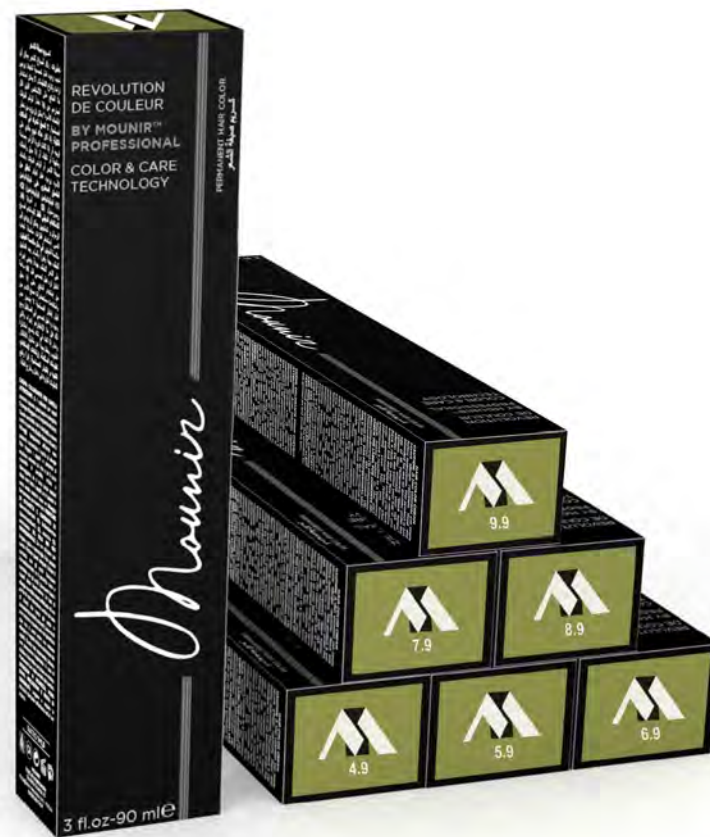
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OLIVE

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



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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



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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



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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



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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



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.



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

A large, elegant, handwritten signature in black ink, likely the name of the designer, positioned below the title.

Revolution
in every way
Extreme shine....
softrebuild 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





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VIOLET BLEACH POWDER

The Mounir Bleaching powder is one of the two weapons that will always have your back. It extends and covers fast, it does not become hot and it does not expand. It gives you the desired color from top to bottom. 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 already damaged hair and it is giving me amazing results. This should assure you. The ARKITEKT and the powder are revolutionary products that you can count on. Today, it is important to know the weapons you are working with to protect yourself.

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WHITE BLEACH POWDER

is a bleaching product for hair,
with a progressive lightening power of up to 8
tones.

Use: In a non-metallic bowl, mix the bleaching
powder with the protective oxidizing emulsion at
20-30-40 volumes. The mixing ratio can vary from
a minimum of 1:1 to a maximum of 1:2, depending on
the technique used and the desired result.

Apply the mix to natural or colored hair.

Leave-in time: leave until the desired lightening
level has been obtained, based on the starting tone.
At the end of the leave-in time, rinse carefully to
remove the product, and wash the hair with post
color Shampoo to remove the alkaline residue.

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WHITE BLEACH POWDER



Progressive
lightening power
of up 8 tones

Creamy texture
that allows the
homogenous
application of
the mixture



Ideale for freehand
techniques

It adheres to the
hair without
staining or dripping

MIXING	PEROXIDE	APPLICATION TIME	LEVEL OF LIFT
1:1,5	20 volumes	30 minutes	6 levels
1:1,5	30 volumes	30 minutes	7 levels
1:1,5	40 volumes	40 minutes	8+ levels
1:2	20 volumes	40 minutes	6 levels
1:2	30 volumes	40 minutes	7 levels
1:2	40 volumes	45 minutes	8 levels



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.

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PROFESSIONAL



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

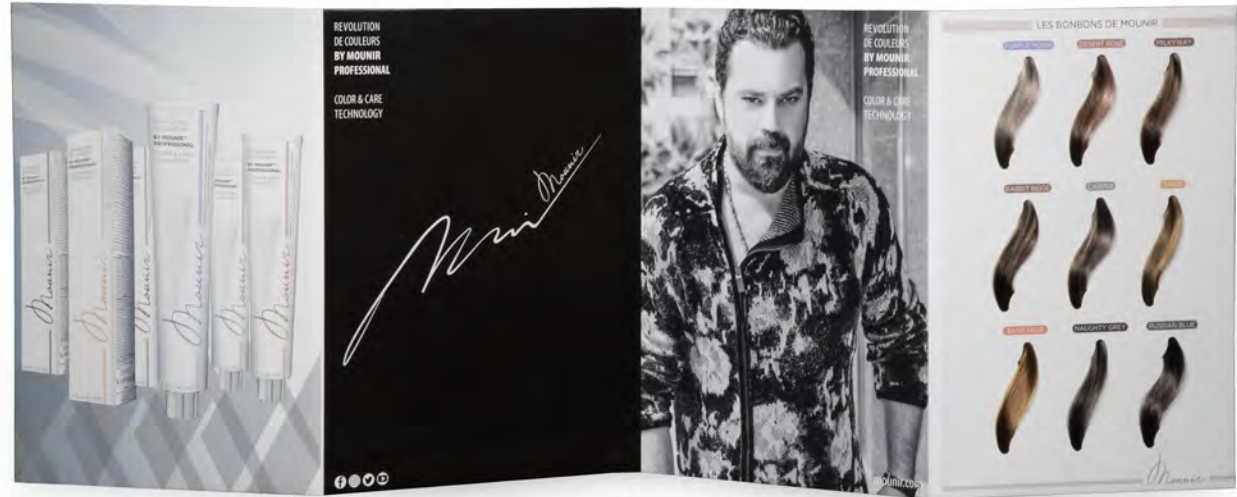


Mounir

Colour Catalogue

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

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Mounir

Direct Colour Catalogue

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

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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.

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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.



Shine boost

Mounir



Shine boost

BODY CONTROL

Base Ingredients:

1. Glycine soja (soy bean)

Soybean oil seals moisture into your hair and leaves your hair glossy and shiny. The Vitamin E properties of soybean oil make it essential for maintaining a healthy scalp.

These antioxidant properties help reduce inflammation, remove dandruff and itchy scalp.

2. Wheat Germ oil

Wheat germ is beneficial for the scalp and encourages strength and elasticity of each strand. At the same time, nourishing vitamin E and lecithin act as building blocks to make your hair act strong and look healthy. The essential fatty acids of wheat germ oil are said to help to strengthen hair's root and follicle.

3. Sunflower oil

Sunflower oil provides your scalp and strands with the nutrients needed for shiny, strong hair. Its hydrating, promotes scalp and hair health and can even help with making hair thicker. If you have dry hair or damaged strands, dandruff, frizz or thinning hair you should be using sunflower oil.

4. Hydrolyzed keratin

Hydrolyzed keratin is a processed form of keratin, a protein that is naturally found in hair, skin, and nails. Hydrolyzed keratin minimizes the damaging effects of sun exposure, heat styling, chemical treatments, and combing hair tangled tresses, especially. Hydrolyzed keratin fights frizz by improving hair's texture so that it looks and feels smoother.



BY MOUNIR™
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SHINE BOOST

Body Control

Base Ingredients

- Glycine soja (soy bean)
- Wheat Germ oil
- Sunflower oil
- Hydrolyzed keratin



Benefits:

- Boosting hair shine
- Fights frizz
- Protect against heat damage
- Prevents dandruff
- Promotes hair growth & Reduces breakage
- Improves hair texture
- Improve scalp health

Hounir

**CARBON
COMBS**



Mounir



Carbon Combs

Mounir Carbon Combs

Mounir Combs are meticulously designed to meet the exacting needs of professionals. With a range of exceptional features, these combs promise to revolutionize your hairdesigning experience.

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HAIRDRESSER COMB / TRADITIONAL COMB

USAGE: TO CONTROL THE AMOUNT OF BACKCOMBED HAIR AND DETERMINE THE CAPACITY OF BLONDE IN THE HAIR. EVEN QUANTITY OF BACK-COMBED HAIR.

RESULT: LOW OMBRE.



Styling COMB

USAGE: STYLING



M03

TEASING COMB / TWO LONG ONE SHORT

USAGE: HIGH OMBRÉ.

RESULT: SIMILAR TO THE DECOLORATION PROCESS

METHOD: SLIGHT BACKCOMBING ON THE ROOTS



M04

FINE-TOOTH / NEARBY TOOTH

USAGE: BACKCOMBS A SIGNIFICANT AMOUNT OF HAIR

RESULT: VERY LIGHT OMBRÉ (SLIGHT OMBRÉ)

USAGE: LIGHT OMBRÉ.

RESULT: AIDS IN BLENDING AND PRESENTS THE FORMATION OF LINES AND BLEMISHES.



M05

TEASING COMB / ONE LONG ONE SHORT

USAGE: EXTREMELY HIGH OMBRÉ.

RESULT: SIMILAR TO THE DECOLORATION PROCESS.

METHOD: SLIGHT BACKCOMBING ON THE ROOTS.



M06

WIDE-TOOTH

USAGE: OMBRÉ TECHNIQUE

RESULT: THIN HIGHLIGHT (FROM ROOTS)
THICK OMBRÉ (ON THE ENDS)



1. Heat Resistance - Static 460°C: Crafted with precision and reliability in mind, these combs boast an impressive static resistance of up to 460°C. This makes them suitable for use in high-temperature styling environments, ensuring durability and long-lasting performance.

2. Carbon Steel Material: The combs are meticulously engineered from carbon steel, a material renowned for its exceptional high-temperature resistance. This guarantees their ability to withstand the heat-intensive demands of professional hairdressing.

3. Static Electricity Prevention: Bid farewell to static electricity-related hair troubles. These combs are expertly designed to prevent any kind of static electricity on hair, ensuring smooth and sleek results.

4. Unique Design and Style: Their unique design and style make a statement of professionalism and sophistication, reflecting your commitment to excellence.

5. Professional Performance: Mounir carbon combs offer not only exceptional design but also unparalleled professional performance. The combination of unique design and high-quality materials ensures superior results with every use.

6. Tailored for Professional Use: Created specifically for professional hairdressers, these combs are the perfect companions for those who demand excellence in their craft.

7. Anti-Slip Design: The special design of these combs ensures they will not slip from your hand during use, offering complete control and precision.

8. Round Point Design: The special round point design enhances ease and smoothness during use, making intricate styling tasks a breeze.

9. Soft and Natural Touch: Experience a soft and natural touch with these combs, ensuring gentleness on hair and a comfortable grip for the hair designer.

10. Fine Teeth: The fine teeth of these combs make hair partitioning and styling more precise, allowing you to achieve a uniform and polished look effortlessly.

11. Cuticle Protection: The comb material is gentle on hair cuticles, assuring that it won't peel or damage your client's locks during design sessions.

12. Comfortable Grip: Designed to fit your hand smoothly, these combs offer ergonomic handling, ensuring a comfortable and fatigue-free experience.

13. High Strength, High Technique, High Heat, 100% Static-Free: Mounir Carbon Combs are a testament to high strength, advanced technique, and exceptional heat resistance, all while ensuring that they remain completely static-free throughout their use.

Mounir TRANSFORMATIVE



Mounir

TRANSFORMATIVE

Intensive strengthening daily treatment for strong, protected, break-resistant hair

Over time, the hair loses its original structure and easily becomes sensitized, especially due to chemical treatments or aggressive external agents. Mounir has launched the solution: Mounir

Transformative, for flat, weakened hair that is vulnerable to breakage.

A treatment that acts from the inside, strengthening the hair and the damaged hair fiber for an immediate anti-aging effect.

KERATIN

An essential protein for the structure of the hair, to maintain body, elasticity and reactivity to external chemical agents. Regenerates the hair fiber in depth and smooths the external surface of the hair.

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HYALURONIC ACID

Thanks to its extremely flexible, water-soluble structure, it is able to restore the moisture balance of the hair, protecting it from excessive stress and tension. Cuticles are sealed, the hair reflects the light and becomes soft and hydrated.

TRANSFORMATIVE Shampoo

Delicately cleanses the scalp and hair, restructuring the damaged fiber and strengthening the shaft right along the length of the hair, thanks to the combined action of the Keratin and Hyaluronic Acid. The hair immediately appears more nourished and disciplined, ready to receive the Transformative treatment. SLES Free - Mineral Oil Free - Paraben Free

TRANSFORMATIVE Leave-in

An innovative Leave-in that performs an intense, instant restructuring action. Fortifies the hair fiber, restoring strength and resistance to further damage. Strengthening the empty areas with a targeted action. The exclusive formula with a balanced pH releases all the revitalizing properties of Keratin and Hyaluronic Acid, smoothing the cuticle and compacting



the structure of the hair, restoring a healthy appearance, protected and in perfect condition.



TRANSFORMATIVE Mask

Strengthening mask with a rich texture that penetrates right to the heart of the hair, nourishing it and renewing the structure, thanks to a potent mix of Hyaluronic Acid, Keratin and Shea Butter. Fills out the hair fiber, with a high protein contribution and an immediate anti-age action, and effectively detangles and eliminates frizz, bringing a fresh glow to visibly regenerated hair.

TRANSFORMATIVE Lotion

A superb strengthening lotion that performs a restructuring, conditioning and anti-static action. The combination of cationic polymers and Hyaluronic Acid seals the cuticles, strengthens the surface of the hair and provides an immediate sensation of softness, with a special velvety, soft-touch finishing effect. For extra shine and extremely smooth, manageable locks, without weighing the hair down.

TRANSFORMATIVE Conditioner

Repair Conditioner is specifically formulated for damaged hair.

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