Dia color
Demi permanent gloss colour

Up to 92% natural origin*

Ammonia free

6 weeks of gloss colour**

Up to 70% grey coverage

*Individual shades vary - maximum ingredient naturality is 92%, minimum is 84%.
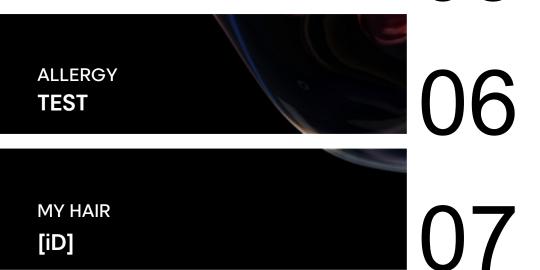**Instrumental and consumer test.

L'ORÉAL
PROFESSIONNEL
PARIS

01 WHAT IS DIA COLOR?

Dia color is an **alkaline tone on tone cream color** without ammonia.

REVERSES MELANIN LOSS EFFECTS BY:

Bringing shine to natural dull hair.

First service of hair colouration on natural hair.

Blending the first grey hair.

HYBRID « NATURAL & TECHNOLOGY » FORMULA WITH NO COMPROMISE ON PERFORMANCE:

Up to 92% natural tech* including deep caring agents such as:

Shea butter for nourishment.

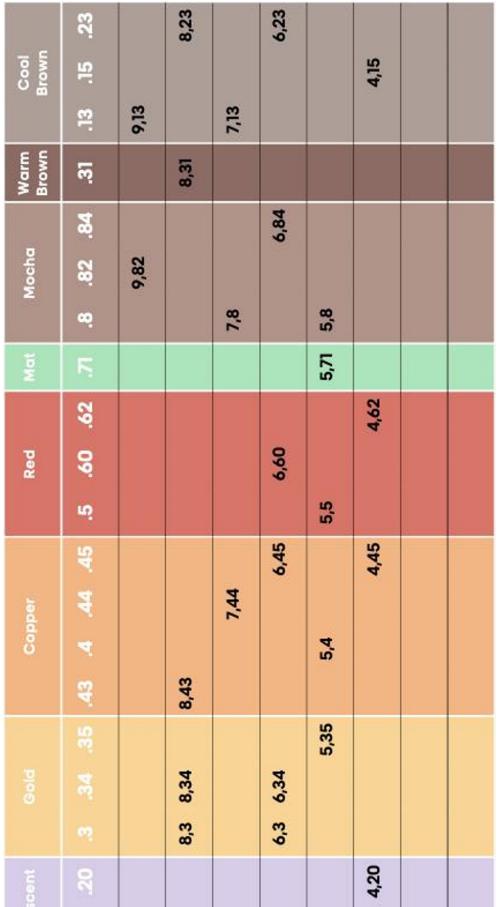Propanediol (renewable vegetal oil or sugar corn origin) & glycerin for moisture.

Hyaluronic acid, known for its hydration properties.

The remaining 8% of ingredients ensure the colour performance, the formula preservation & stability.

*individual shades vary - maximum ingredient naturality is 92%, minimum is 84%.

L'ORÉAL
PROFESSIONNEL
PARIS

Natural	Ash		Iridescent		Gold			Copper				Red			Mat	Mocha			Warm Brown	Cool Brown		
Clear	.1	.18	.2	.20	.3	.34	.35	.43	.4	.44	.45	.5	.60	.62	.71	.8	.82	.84	.31	.13	.15	.23
9																	9,82			9,13		
8	8,1		8,2		8,3	8,34		8,43												8,31			8,23
7		7,18								7,44						7,8					7,13	
6	6,1				6,3	6,34					6,45		6,60					6,84				6,23
5	5,1	5,18					5,35		5,4			5,5			5,71	5,8						
4				4,20							4,45			4,62							4,15	
3																						
1																						

L'ORÉAL
PROFESSIONNEL
PARIS

03 DIA COLOR
SERVICES

First application of hair colour service

1. Recruit new customers for low-commitment colouring.
2. For the first application of hair colour in the salon, with a natural/subtle regrowth effect.

Different options	1 LEVEL darker	TONE ON TONE at same level	1 LEVEL lighter
Example: Your client is natural base 6	(5,8) / 9 vol	(6,84) / 9 vol for a standard tone on tone maintenance	(7,8) / 15 vol
Development time	20 minutes		

First grey hairs blending service

1. For 30% to 50% coverage, use Diactivator 9 vol.
2. For 50% to 70% coverage, use Diactivator 15 vol.
3. Development time: 20 minutes

	0% to 30%	30% to 50%	50% to 70%
Formula	Natural shade OR reflect shade	Natural shade OR ¼ natural shade + ¾ reflect shade	Natural shade OR ½ natural shade + ½ reflect shade
Diactivateur 9 vol	For tone on tone results	For grey hair blending	
Diactivateur 15 vol	For an intensity and an optimal reflect	For optimized grey hair blending OR an optimal reflect	For optimized grey hair blending

03 DIA COLOR
SERVICES

Colouration/ pre-colouration

1. Ideal for darkening or restoring natural-based colour.
2. Ideal for pre-colouring before a permanent colour service.
3. Ideal for refreshing after a salon perm service.

Different options	1 LEVEL darker	TONE ON TONE at same level	1 LEVEL lighter
Example: Your client is natural base 6	(5,8) / 9 vol	(6,84) / 9 vol for a standard tone on tone maintenance	(7,8) / 15 vol
Development time	20 minutes		

First grey hairs blending service

1. For 30% to 50% coverage, use Diactivator 9 vol.
2. For 50% to 70% coverage, use Diactivator 15 vol.
3. Development time: 20 minutes

	0% to 30%	30% to 50%	50% to 70%
Formula	Natural shade OR reflect shade	Natural shade OR ¼ natural shade + ¾ reflect shade	Natural shade OR ½ natural shade + ½ reflect shade
Diactivateur 9 vol	For tone on tone results	For grey hair blending	
Diactivateur 15 vol	For an intensity and an optimal reflect	For optimized grey hair blending OR an optimal reflect	For optimized grey hair blending

*The usagge of Diactivateur 6 vol is not recommended for grey hair blending.

Colouration/ pre-colouration

1. Ideal for darkening or restoring natural-based colour.
2. Ideal for pre-colouring before a permanent colour service.
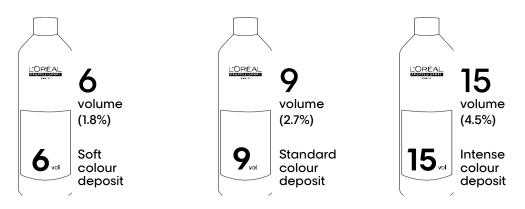3. Ideal for refreshing after a salon perm service.

L'ORÉAL
PROFESSIONNEL
PARIS

04 PROFESSIONAL GUIDANCE

1. Preparation

Wear suitable disposable gloves.

Do not use metallic tools (bowl, comb...).

Use exclusively with the recommended DiActivateur.

6 volume (1.8%)
Soft colour deposit

9 volume (2.7%)
Standard colour deposit

15 volume (4.5%)
Intense colour deposit

2. Mixing

In a bowl or an applicator bottle mix with a **1 : 1.5** ratio

(60ml Dia color colouring cream + 90 ml of DiActivateur).

Precise application

Quick application

3. Application & development time

Apply on dry hair.

[FIRST APPLICATION]

20 min development time starts at the end of the application of the global colouration.

20 minutes

[REGROWTH TOUCH UP]

Apply on the regrowth area, start development time of 20 min, then:

1. Take through immediately to revive colour with deeper result and/or darken.

2. Take through after 10min, when lengths & ends are moderately faded.

3. Emulsify the 5 last min, when colour is slightly faded.

4. Emulsify gently, rinse thoroughly and go ahead with Serie Expert Metal Detox shampoo.

L'ORÉAL PROFESSIONNEL PARIS

6 volumes

Use 6 vol Diactivateur for more natural result (softer colour deposit) for clients who really want to go softer & want the least commitment possible.

Clear

1. Clear shade can be used to dilute any shade by increasing its transparency.
2. Use ¾ clear + ¼ cool reflect shade to partially neutralize the underlaying pigment.
3. Use ¾ clear + ¼ warm shade to softly enhance the underlaying pigment.

"Base breaker" service

1. Use clear alone with 15 vol Dia Activateur as a "base breaker" service.

Other tips

1. Ideal for colouring and/or covering grey hair on the day of a long-lasting texture service (9 vol. only).
2. Ideal for darkening or restoring a natural base.
3. CLEAR shade allows you to tone down the highlight of all DIA Richesse shades by mixing it with the chosen shade: ¼ CLEAR + ¾ of chosen shade or ½ CLEAR + ½ chosen shade.

L'ORÉAL
PROFESSIONNEL
PARIS

06 ALLERGY **TEST**

Allergy Test must be done 48 hours before each use even if hair colouring products have been used before.

For complete information on the Allergy Alert Test protocol, go on ACCESS to live the HEALTH AND SAFETY module or read the safety instructions on leaflet or in pack before each use.

07 MY HAIR **[iD]**

My Hair [iD]

iNOA [iD] is becoming «My Hair [iD]», featuring both iNOA & Dia color. This exclusive in-salon digital service will help you choose what is the best haircolour for your client. Unique inspirations, virtual try-on, professional diagnosis and product recommendation combined in an all-in-on experience.

Download on the **App Store**

GET IT ON **Google Play**

Scan the QR code to download
My Hair [iD] app.

L'ORÉAL
PROFESSIONNEL
PARIS