

# DIA *is the* PERFECT DUO

Ammonia-free demi-permanent hair colour  
to let your clients change their look  
without the commitment

## BUILD YOUR BUSINESS

- More first-time colour clients
- Additional colour services for existing colour clients
- On-trend formulas for fashion forward clients

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DIA RICHESSE  
LIGHT  
COLOUR CHART NOW WITH 119 SHADES

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# DIA RICHESSE

## DEMI-PERMANENT TONE ON TONE RICH AMMONIA-FREE HAIR COLOUR

### CHARACTERISTICS

- Demi-permanent
- Ideal for natural or colour-treated hair.
- Cream texture.
- Lightens up to 1.5 level.
- Covers up to 70% of grey hair.
- Deep and rich tones.
- Exceptional softness.
- Darkens up to 4 tones without pre-colouring.

### APPLICATION

- Apply with brush or applicator bottle on regrowth, lengths and ends.
- Shampoo and rinse abundantly and finish with a Pro Classics Colour shampoo.
- Do not use heat.

### FUTURE APPLICATION

- Apply the mix on the regrowth only and let process 20 minutes.
- Take through lengths for the 5 last minutes.
- If hair colour is well maintained, simply take through with emulsion.
- Shampoo and rinse thoroughly and finish with a Pro Classics Colour Shampoo.

### TECHNOLOGY

- Advanced Alkaline Technology.
- Before colour: on natural hair, the cuticle scales are closed.
- During colour: the alkaline agents slightly open the hair fiber allowing colourants to penetrate the cuticle.
- After colour: DIA Richesse has the ability to lighten up to 1.5 level, cover up to 70% grey hair and create rich, profound tones.

### PREPARATION

In an applicator bottle or bowl, pour 50 ml of a DIA Richesse tube + 75 ml of 9 vol. (2.7%) or 15 vol. (4.5%). Mix.

**RATIO: 1:1.5**



### DEVELOPERS RULES

- 6 volume: Less lift, subtle reflect, perfect to achieve tone on tone colour.
- 9 volume: Less lift, perfect balance to reveal reflection and depth.
- 15 volume: Up to 1.5 level of lift, perfect reveal reflection, to achieve best result on grey hair.

### TIPS

- Ideal to colour and/or cover grey hair the day of a texture service (9 vol only).
- Ideal to darken or go back to a natural base.
- The CLEAR shade allows to reduce the reflect of all DIA Richesse by mixing it to the selected shade: 1/4 CLEAR + 3/4 selected shade or 1/2 CLEAR + 1/2 selected shade.

# DIA LIGHT

## DEMI-PERMANENT TONE ON TONE LUMINOUS AMMONIA-FREE ACID HAIR COLOUR

### CHARACTERISTICS

- Demi-permanent.
- Gel-cream texture.
- Luminous tones.
- Zero lift.
- Vinyl shine.
- Intense care for the hair.
- Ideal for sensitized hair.
- Darkens up to 2 tones on coloured or sensitized hair.

### TECHNOLOGY

- Gentle Acid Technology.
- Before colour: on colour-treated and sensitized hair, the cuticle scales are already opened.
- During colour: DIA Light has an acid pH close to the natural pH of the hair. There is no lift with gentle penetration of colourants for long-lasting colour.
- After colour: The cationic polymers in DIA Light have a resurfacing effect on the cuticle, leaving the hair with amazing shine and softness.

### PREPARATION

In an applicator bottle or bowl, pour 50 ml of a DIA Light tube + 75 ml of 6 vol. (1.8%) or 9 vol. (2.7%). Mix.

**RATIO: 1:1.5**



### DEVELOPERS RULES

- 6 volume: Subtle reflect, perfect to achieve tone on tone colour.
- 9 volume: Perfect balance to reveal reflection and depth, darkens up to 2 levels.
- 15 volume: Intensity and best reveal reflection.

### APPLICATION

- Apply with brush or applicator bottle.
- Shampoo and rinse abundantly and finish with a specific post-colour shampoo.
- Do not use heat.

### FUTURE APPLICATION

- To take-through colour with acid pH.
- Apply the oxydative colour (Majirel, Inoa) on the regrowth et take through with the corresponding Dia Light shade with 9 vol.



Processing time: 20 min

To tone blondes (highlights or colour)

- For a discreet result, use the 6 vol.
- For a more sustained result, use the 9 vol.
- For a more intense result, use the 15 vol.
- Apply on towel-dried hair.

**SHADES DEDICATED TO TONE HIGHLIGHTS, MIXABLE TO CREATE INFINITE EFFECTS.**

Processing time: 5 to 20 min

### TIPS

- Ideal to correct warm reflects and to darken up to 2 levels (with 9 vol.).
- Ideal to revive the hair colour and bring shine the day of the permanent service: - to recolour or bring shine, use the 6 vol. - for an effect up to 1 tone darker, use the 9 vol.
- When mixed with a selected DIA Light shade, the CLEAR allows to reduce its reflect.

# DIA RICHESSE LIGHT

## COLOUR MATCHING GUIDELINES

USE DEMI-PERMANENT COLOUR TO REFRESH MID-LENGTHS AND ENDS

- **LONGER LASTING COLOUR**
- **INCREDIBLE SHINE**
- **GENTLER ON THE HAIR**
- **BETTER UNIFORMITY**

Colour matching can be done with both DIA Light and DIA Richesse. We generally suggest colour matching with DIA Light, except in circumstances where there is not a direct DIA Light match or the desired taste of colour is more opaque (Majirel Cool Cover shades). This chart does not represent the entire INOA/Majirel portfolio of shades. TIP: Identify the porosity of your client's hair, as well as the desired taste of colour to better help you choose between DIA Light and DIA Richesse. For porous or sensitized hair, dilute recommended colour match formula with Clear.

**I - INOA shade only**  
**M - Majirel shade only**

ALL SHADES ARE DIA LIGHT EXCEPT WHEN MARKED WITH AN ASTERISK (\*), INDICATING A DIA RICHESSE SHADE.

MAT GREEN		ASH BLUE		IRIDESCENT VIOLINE		COOL				MOCHA		EXTRA COVERAGE		WARM BROWN & BLONDE		GOLD		COPPER		RED		MAJIREL COOL COVER		MAJIREL COOL COVER NATURAL	
INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH
8.07 M	8	10.01 M	10.01	9.2 I	9.02	10.21 M	10.21	NEW COOL INFORCED		7.8	7.8		9*	9.31M	9.31	9.3	9.3	8.43 M	¾ 8.34 + ¼ 7.43	6.6 M	¼ 5.66 + ½ clear	CC 9.11	9.11	CC 9	9.11
7.07 I	7	10.1	10.12 or 10.01	9.22	10.22	10.23 I	10.32	10.1	10.01 or 10.12	6.8	6.8*	8.0 M	8	8.31 I	8.31*	8.03 M	9.03	7.4 M	7.4	6.60 M	½ 5.60* + ½ clear	CC 9.1	9.11	CC 8	8
7.17 I	7	9.01 I	9.01	9.02 M	9.02	9.12	10.12	9.1	9.1	5.8	5.8*	7.0	7	7.31	7.31	8.3	8.3	7.40 M	7.40	6.64	6.64	CC 8.11	9.11	CC 7	7
6.07	6	9.1	9.01	5.20	½ 4.20* + ½ clear	9.13 M	9.13	9.13	9.13	NATURAL		6.0	6	7.35	7.35	8.30 M	½ 7.30* + ½ clear	7.43	7.43	6.66	½ 5.66 + ½ clear	CC 8.1	8.1	CC 6	6
6.17 I	6	9.11 I	9.11	4.20 I	4.20*	9.23 M	9.03	8.1	8.1	10	½ clear + ½ 9	5.0	5	6.31 I	7.31	8.34	8.34	7.44 I	7.40	5.5 I	¾ 5.5* + ¼ clear	CC 7.11	¼ 6.11 + ¾ 8.1	CC 5	5
5.17 I	5.07	8.01 M	9.01			9.02 M	9.02	8.13	9.13	9	9*	4.0 M	4	6.32 I	½ 6.3 + ½ 6.23	7.3	½ 6.3 + ½ 8.3	6.40 I	7.40	5.60	5.66	CC 7.17	½ 6.1 + ½ 8.1	CC 4	4
		8.1	8.1			8.13	9.13	7.1	8.1	8	8	3.0 I	3*	5.31 I	5.31	7.34 I	8.34	6.45	6.45	5.62	½ 4.62* + ½ clear	CC 7.1	8.1		
		7.1	8.1			7.12 M	7.12	7.13	7.13	7	7	INOA GOLD NATURAL		5.32	5.32	6.03 M	½ 6.3 + ½ clear	6.46	6.46	5.64	6.64	CC 6.11	6.1		
		7.11 I	8.1			7.13	7.13	6.1	6.1	6	6	9.3	9.3	5.35	5.35*	6.3	6.3	5.45 I	6.45	4.65 M	5.65*	CC 6.17	6.1		
		6.1	6.1			7.23 M	8.23	6.13	6.13	5	5	7.3	½ 6.3 + ½ 8.3	4.35 M	5.35*	6.34	6.34					CC 6.1	6.1		
		6.11 I	6.1			6.13	6.13	5.1	6.1	4	4	6.3	6.3			5.3	6.3					CC 5.1	½ 6.1 + ½ 6.11		
		5.1	6.1			6.23	6.23	4.1	4.1*	3	3*	5.3	5.3*			4.3	4.3*								
		5.11 I	6.1			5.12 I	5.12*			1	1*														
		2.10 I	2.10*			5.15 I	5.15*																		
						4.15 I	4.15*																		

FOR MAJIREL HIGH LIFT, MAJIBLOND, AND MAJILIFT, WE DO NOT RECOMMEND COLOUR MATCHING WITH DIA DUE TO PROCESSING TIME. WE DO RECOMMEND TONING WITH DIA LIGHT OR DIA RICHESSE AFTER INITIAL SERVICE.



	BLUES & GREENS				VIOLETS			COOL BROWNS & BLONDES						MOCHAS	NATURALS		WARM BROWNS & BLONDES				GOLDS			COPPERS				REDS									
	.01	.07	.10	.11	.02	.20	.26	.12	.13	.14	.15	.23	.24	.8	.00		.31	.32	.35	.42	.3	.30	.34	.4	.40	.43	.45	.5	.54	.55	.60	.62	.64	.65			
10																																					
9	9.01/9NB Frosty Milkshake				9.11/9BB Iceberg Grey			9.02/9NV Pearly Milkshake		9.13/9BG Sandy Beige								9/9N Light Blonde		9.31/9GB Vanilla						9.3/9G Light Gold											
8					8.02/8NV Lavender Sugar			8.13/8BG Ash Beige								8/8N Blonde		8.31/8GB Golden Beige						8.3/8G Butterscotch		8.34/8GC Light Caramel											
7	7.01/7NB Natural Cool Blonde							7.13/7BG Satin Blonde						7.23/7VG Toffee Cream		7.8/7M Mocha Latte		7/7N Dark Blonde		7.31/7GB Almond		7.32/7GV Biscotti		7.35/7GRv Terracotta		7.30/7GGG Gold		7.34/7GC Gold Chestnut		7.40/7CCC Fireglow		7.43/7CG Sunset					
6	6.01/6NB Smoked Almond				6.02/6NV Glazed Pecans			6.12/6BV Sweet Molasses		6.13/6BG Walnut		6.23/6VG Hazelnut Honey		6.8/6M Mocha Caramel		6/6N Light Brown		6.31/6GB Praline		6.32/6GV Café		6.35/6GRv Maple		6.3/6G Gingerbread		6.34/6GC Honey Chestnut		6.45/6CRv Cinnamon		6.55/6RvRv Wild Mahogany		6.64/6RC Garnet					
5	5.07/5NGr Sage							5.12/5BV Blueberry Chestnut		5.13/5BG Cool Chestnut		5.15/5BRv Cappuccino		5.8/5M Mocha Cappuccino		5/5N Brown		5.31/5GB Praline		5.32/5GV Café		5.35/5GRv Warm Chestnut		5.42/5CV Copper Chestnut		5.3/5G Brown Sugar		5.5/5Rv Mahogany		5.60/5RRR Intense Ruby		5.65/5RRv Cherry					
4	4.01/4NB Iced Espresso				4.20/4VVV Iridescent Burgundy			4.26/4VR Aubergine		4.15/4BRv Chocolate						4/4N Dark Brown								4.3/4G Dark Brown Sugar						4.62/4RV Amaryllis							
3																3.00/3NN Deep Darkest Brown		3/3N Darkest Brown																			
2					2.10/2BBB Blue Onyx																																
1																1/1N Black																					

Clear

DIA RICHESSE  
HI-VISIBILITY

4 SHADES HIGH SHINE, VISIBLE TONES

SWATCHES SHOWN ON LEVEL 7

.35/GRv  
Terracotta Brown

.43/CG  
Sierra Brown

.46/CR  
Copper Saffron

.64/RC  
Garnet

SWATCHES SHOWN ON LEVEL 4

.35/GRv  
Terracotta Brown

.43/CG  
Sierra Brown

.46/CR  
Copper Saffron

.64/RC  
Garnet

DIA LIGHT  
MILKSHAKES

13 SHADES TO CUSTOMIZE EVERY BLONDE  
ONLY 2-10 MINUTES TO PROCESS

9.01/9NB

10.12/10BV

10.21/10VB

9.21/9VB

10.23/10VG

9.02/9NV

9.11/9BB

9.12/9BV

10.13/10BG

10.22/10VV

10.32/10GV

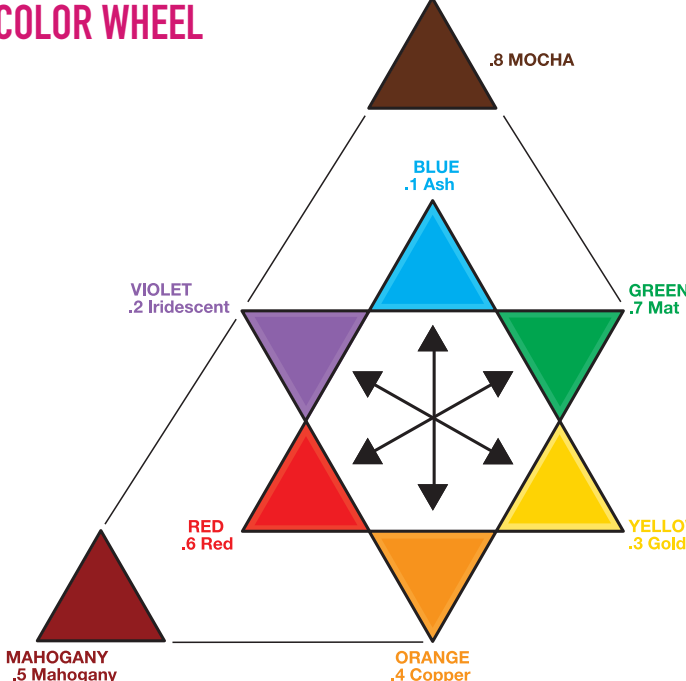
NEW 10.01

NEW 10.02

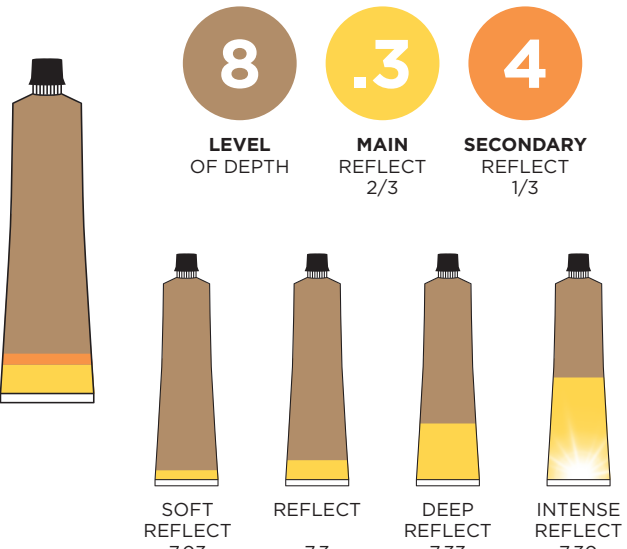




COLOR WHEEL



THE NUMBERING SYSTEM



NATURAL LEVELS/DOMINANT PIGMENTS

NATURAL LEVELS	DOMINANT PIGMENTS	NEUTRALISATION
10   Lightest blonde	10   Lightest yellow	.2 IRIDESCENT
9   Very light blonde	9   Light yellow	
8   Light blonde	8   Yellow	
7   Blonde	7   Yellow orange	
6   Dark blonde	6   Orange	.1 ASH
5   Light brown	5   Red orange	
4   Brown	4   Red	.7 MAT
3   Dark brown	3   Red	
2   Darkest brown	2   Red	
1   Black		

**! IMPORTANT:** THIS PRODUCT CAN CAUSE AN ALLERGIC REACTION WHICH IN CERTAIN RARE CASES CAN BE SEVERE. TO HELP MINIMIZE THE RISK OF AN ALLERGIC REACTION, YOU AND YOUR CLIENT MUST FOLLOW THESE PRECAUTIONS:

- WEAR SUITABLE DISPOSABLE GLOVES during the preparation, application and rinsing of the product.
- DO NOT USE IF: - your client has already had a reaction to a haircolour product. - your client has a sensitive, itchy or damaged scalp.
- IF YOUR CLIENT HAS A TATTOO, the risk of an allergic reaction may be increased.
- PERFORM A SKIN ALLERGY TEST 48 HOURS BEFORE EACH USE OF THIS PRODUCT, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIR COLOUR PRODUCT.
- USE EXCLUSIVELY WITH THE RECOMMENDED DEVELOPERS, 6-VOL (1.8%), 9-VOL (2.7%), 15-VOL (4.5%).

\*DIA DM5 & RUBILANE™ WARNING: It is imperative that DM5 & Rubilane™ shades be used alone. They must not be used in combination with any other shade.