

**LOOKBOOK
DIA COLOR**

**L'ORÉAL
PROFESSIONNEL
PARIS**

TITAN BROWN



2025





ASH		GOLD		WARM BROWN	
9.1	6.12	5.3	7.32		
7.1	4.12	6.35	6.31		
		COLD BROWN		MOCHA	
		8.13	6.8		

2025 PANTONE COLOR MOCHA MOUSSE

"Mocha Mousse is designed to be an enveloping color, very versatile and accessible. It reflects our need for essential values and stability, while preserving a touch of sophistication."

@lorealpro_education_canada.

#Diacolor #DimensionalBrunettes #TeddyBearBrunette
#MochaBrown #SmookeyBrunettes #CaramelBrown #ChocolateHair
#MushroomBrown #HoneyBrown #BrownBalayage



LOOK 1 #TitanAura



by : Fanny Villeneuve

@fanny_coloriste_

FORMULA

REGROWTH	Dia color $\frac{3}{4}$ 5n + $\frac{1}{4}$ 6.12 Diactiveur 9vol
LENGTH	Dia color $\frac{1}{2}$ 6n + $\frac{1}{4}$ 6.31 + $\frac{1}{4}$ 8.13 Diactiveur 15vol

"What I like about these shades is the movement created by the warm and cold reflects. Depending on the blowout (wavy or straight), the color will have a different personality, which brings a lot of adaptability to the style we want depending on our mood!"



LOOK 2 #TeddyBear Brunette



by : Veronique Caty

@veroniquec.pro

FORMULA

REGROWTH	Dia color $\frac{1}{4}$ 4.12 + $\frac{3}{4}$ 6.8 Diactiveur 6vol
LENGTH	Dia color $\frac{1}{2}$ 6.8 + $\frac{1}{2}$ 6.31 Diactiveur 9vol

"Rich, deep shades that will boost your salon colors. Imagine an intense brown with dimensional and luminous highlights in chocolates tones. The Titan Brown lineup offer elegant, assertive looks, perfect for any occasion."



LOOK 3

#Espresso Brown

by : Vanessa Plouffe-Garand



@_hairby.vanessa

FORMULA

BALAYAGE	Blond Studio 8 Purple Balm Nutri-developer 20vol
REGROWTH	Dia color 6.8 Diactiveur 9vol
LENGTH	Dia color $\frac{1}{2}$ 8.23 + $\frac{1}{2}$ 6.8 Diactiveur 9vol

"I really like Dia color for the shining and texture it gives the hair."



LOOK 4

#Cherry Brown

by : Ricky Delcourt



@rxck_d

FORMULA

REGROWTH	Dia color $\frac{3}{4}$ 5.3 + $\frac{1}{4}$ 6.35 Diactiveur 15vol
LENGTH	Dia color $\frac{1}{4}$ 5.3 + $\frac{1}{4}$ 6.3 + $\frac{1}{2}$ 6.35 Diactiveur 15vol

"I love Dia color's new Titan Brown shades because they offer unrivaled depth and richness to browns. They also add a subtle intensity and natural glow, perfect for those looking for a sophisticated color."



LOOK 5 #Maple Brown



by : Caroline Levesque

@caro.levesque_

FORMULE

REGROWTH	Dia color $\frac{1}{2}$ 6.8 + $\frac{1}{2}$ 6n Diactiveur 15vol
LENGTH	Dia color $\frac{3}{4}$ 6.8 + $\frac{1}{4}$ 8.34 Diactiveur 9vol

"I love Titan Brown colors because warm, rich browns are super trendy!"



LOOK 6 #Moka Mousse Vanille



by : Elise Cabana

@hair_by_dolcecabana

FORMULE

SHADOW ROOTS	Dia color 7.1 Diactiveur 6vol
LENGTH	Dia color $\frac{3}{4}$ 8.13 + $\frac{1}{4}$ 9.11 Diactiveur 9vol

"I love the Titan Brown lineup for its versatility between warm and cold."



LOOK 7

#Mocha Mousse Espresso



by : Elise Cabana

@hair_by_dolcecabana

FORMULA

SHADOW ROOTS	Dia color ½ 5.3 +½ 4.12 Diactivateur 9vol
LENGTH	Dia color ½ 6.8 + ½ 7.32 Diactivateur 9vol

"The new Titan Brown colors allow us to create super bright and dimensional browns."



LOOK 8

#Expensive Brunette



by : Brooke Frankham

@brookecolours

FORMULA

REGROWTH	Dia color 5N Diactivateur 6vol
LOW LIGHTS	Dia color ½ 6.31 + ½ 7.1 Diactivateur 6vol
HIGHLIGHTS	Dia color 8.13 Diactivateur 9vol

"It's time for brunettes to take the lead, 2025 is the year of sensual, dimensional brunettes. The new Titan Brown Dia color shades offer the perfect palette to create Mocha Mousse, the Pantone color of the year."



LOOK 9

#TitanBrown Beige

by : Romain Caulet



@clt_romain

FORMULA

REGROWTH	Dia color $\frac{1}{2}$ 5.3 + $\frac{1}{2}$ 5.18 Diactivateur 6vol
LENGTH	Dia color $\frac{1}{2}$ 6.8 + $\frac{1}{2}$ 5.3 Diactivateur 9vol
TONER	Dia color $\frac{1}{2}$ 8.13 + $\frac{1}{2}$ 7.8 Diactivateur 9vol

"This season, brunettes are in the spotlight with Mocha Mousse. The clientele is tempted by deeper blonds or radiant browns. Dia color's Titan Brown expands our creative possibilities at just the right moment. The results are rich and vibrant with an unmatched gloss effect!"



LOOK 10

#SweetIced Brown

by : Marie Daniele Jacques



@marie.daniele

FORMULA

BALAYAGE	Blond studio 7 Platinum Plus Nutri-developer 20vol
TONER	Dia color $\frac{3}{4}$ 8.13 + $\frac{1}{4}$ 9.11 Diactivateur 9vol

"I love Dia color for creating colors with rich and radiant shades. I also love its pleasant texture when you apply it."



LOOK 11

#Mocha Latte

by : Melissa Morin



@melissa_lp_pro

FORMULA

REGROWTH	Dia color $\frac{1}{2}$ 5.3 + $\frac{1}{2}$ 6.8 Diactiveur 15vol
LENGTH	Dia color 6.8 Diactiveur 6vol
TONER	Dia light $\frac{1}{2}$ 9n + $\frac{1}{2}$ 7.8 Diactiveur 9vol

"The Titan Brown lineup is ideal to create looks that reveal a perfect balance between warm and cold with unparalleled shine."



LOOK 12

#Caramel Brown

by : Marinela Imvrioti



@marinela_hairstylist

FORMULA

BALAYAGE	Blond Studio 9 avec bonder Oil developer 20vol
SHADOW LIGHT	Dia color $\frac{1}{2}$ 6.31 + $\frac{1}{2}$ 6N Diactiveur 9vol
TONER	Dia color $\frac{1}{2}$ 6.31 + $\frac{1}{2}$ 8.31 Diactiveur 9vol

"I love the new Titan Brown shades: they create a brown that has many hues, for a look true to the color."



LOOK 13

#Choco Mousse

by : Coralie Dumont



@hair.by.coralie

FORMULA

REGROWTH
AND LENGTH

Dia color 15g 7.8 + 15g 7.32
+ 10g 6.35
Diactiveur 15 vol

"I love the Titan Browns because clients now have the impression that brown is not a flat or dull colour anymore. The shine and the shades are plentiful."



LOOK 14

#Mocha Brown Balayage

by : Naomi Brisson



@naobrisson

FORMULA

BALAYAGE

Blond Studio 8 Purple Balm
Nutri-developer 20 vol

SHADOW ROOTS

Dia color 6.8
Diactiveur 9vol

NUANCEUR

Dia color ½ 6.35 + ½ 7.32
Diactiveur 15vol

"I love Dia color for the shine and the natural look that it gives to the hair."



LOOK 15

#Latte Bronde



by : Naomi Brisson

@naobrisson

FORMULA

BALAYAGE	Blond Studio 8 Purple Balm Nutri-developer 20 vol
LENGTH	Dia color ½ 5.3 + ½ 4.12 Diactivateur 9vol
TONER	Dia color 9.13 Diactivateur 9vol

"I love Dia Colour for its softness and multidimensional finish."



LOOK 16

#Iced Hazelnut



by : Joanie Blais

@colorbyjoannie

FORMULA

REGROWTH AND LENGTH	Dia color 15g 7.1 + 15g 7.32 + 10g 9.1 Diactivateur 9vol
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"Titan shades help me customize even more my brunettes at the salon and I love the depth and shine that these shades offer to my clients."



LOOK 17 #Burnt Sienna



by : Joanie Blais

@colorbyjoannie

FORMULA

REGROWTH
AND LENGTH

Dia color $\frac{1}{2}$ 5.3 + $\frac{1}{2}$ 6.35
Diactivateur 9vol

"Adding Titan Browns to the Dia color lineup offers a vast range of color results."



LOOK 18 #Mocha Brown



by : Raphia Brouillard

@raphia_hairstylist

FORMULA

REGROWTH

Dia color $\frac{1}{2}$ 6.8 + $\frac{1}{2}$ 6n
Diactivateur 9vol

TONER

Dia color $\frac{1}{2}$ 9.1 + $\frac{1}{2}$ 8.2
Diactivateur 15vol

"The new Titan Browns are perfect for creating sophisticated, multidimensional looks."

LOOK 19

#Radiant Hazelnut



by : Franco Chavez

@franco.hair.artist

FORMULE

REGROWTH
AND LENGTH

Dia color ½ 7.1 + ½ 6.8
Diactivateur 15vol

"I love the glow and richness of the color. A bright colour with infinite possibilities for a perfect balance between ash and warm."

