

NEW

Dia color

Alkaline demi-permanent.

**Up to 70% grey coverage,
6 weeks of gloss color.**



L'ORÉAL
PROFESSIONNEL
PARIS

Dia color

Alkaline demi-permanent.

Why Dia color?

- 70%** Up to 70% grey coverage.
Up to 1.5 levels of lift.
-  Up to 6 weeks of gloss color, 2x shine.*
Soft demarcation.
-  **Fast processing.**
20 minutes.

*Vs. unwashed hair.

With Melanin Gap Filler Technology for up to 70% grey coverage.

How does it work?

Fills gaps from lost melanin by reinjecting color inside the fiber.
Up to 92% natural origin formula*. No ammonia.



Grey blending with **Dia color 5/5N** & DIActivateur Developer 15-vol.

*We consider an ingredient to be naturally derived if it is unchanged from its natural state or has undergone processing yet still retains greater than 50% of its molecular structure from its original natural state

A complete demi portfolio that does it all.

Dia color		Dia light
Alkaline.		Acidic.
No ammonia.		No ammonia.
On natural or colored hair.		On colored or lightened hair.
Up to 70% grey coverage.		No grey coverage.
Up to 1.5 levels of lift.		No lift.
Shine, tonal reflects & first grey coverage.		Shine, condition & color refresh.

Discover which Dia developer is right for you.

Dia color		Dia light
Soft color deposit for more natural result.		Soft color deposit for more transparent result.
Regular color deposit for standard tone on tone results.		Standard color deposit.
Strong color deposit for more visibility and 1.5 levels of lift.		Strong color deposit.

Level of color _____
Primary tone of color _____
Secondary tone of color _____



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for more information contact L'Oréal Professionnel's hotline at 1.800.345.5012