

The Dia Color Advantage

Dia Color Competitive Guide

THE DIA COLOR ADVANTAGE TO WELLA COLOR TOUCH



	1. BENEFITS	2. FORMULATION	3. COMPARISON	4. COST
DIA COLOR	- Up to 92% natural origin formula - Melanin Gap Filler Technology - Soft demarcation	1 to 1.5 mixing ratio	- Up to 70% grey coverage - Up to 1.5 levels of lift - Up to 6 weeks of gloss color 2x shine, conditions & color refresh	Lower tube cost & cost per application
WELLA COLOR TOUCH	- No natural origin formula - Virtually invisible root re-growth	1 to 2 mixing ratio	- Color Touch Plus: Up to 70% grey coverage (only 16 shades) - Color Touch: Up to 50% grey coverage - Color Touch Relights: No grey coverage - Color Touch Sunlight: No grey coverage - Instamatic by Color Touch: No grey coverage	Higher tube cost & cost per application

Color_Touch_Fact_Sheet.pdf (wella.com)

THE DIA COLOR ADVANTAGE TO PRAVANA HYDRAGLOSS



	1. BENEFITS	2. PALETTE	3. COVERAGE	4. ASSORTMENT
DIA COLOR	▪ Up to 92% natural origin formula ▪ Up to 1.5 levels of lift ▪ Melanin Gap Filler Technology ▪ No ammonia	▪ Multiple varieties of copper/red dyes	▪ Up to 70% grey coverage	▪ 40 intermixable shades
PRAVANA HYDRAGLOSS	▪ Deposit only ▪ Vegan formula ▪ Gluten, MEA, silicone, and alcohol free	▪ Very limited copper/red shades	▪ Up to 50% grey coverage	▪ 24 shades

THE DIA COLOR ADVANTAGE TO JOICO LUMISHINE CRÈME DD



	1. INGREDIENTS	2. PROCESSING	3. ASSORTMENT
DIA COLOR	▪ Up to 92% natural origin formula ▪ Shines, conditions, gloss, and refreshes color ▪ Melanin Gap Filler Technology	▪ 20 minutes for up to 70% grey coverage	▪ 40 intermixable shades
JOICO LUMISHINE CRÈME DD	▪ Not formulated from natural origin	▪ 35 minutes for up to 70% grey coverage	▪ 20 shades

THE DIA COLOR ADVANTAGE TO GOLDWELL COLORANCE



	1. INGREDIENTS	2. COST	3. COVERAGE
DIA COLOR	- Up to 92% natural origin formula - Ammonia free	Lower tube cost & cost per application	Up to 70% grey coverage
GOLDWELL COLORANCE	- Not formulated from natural origin - Ammoniated	Higher tube cost & cost per application	Up to 50% grey coverage

THE DIA COLOR ADVANTAGE TO SCHWARZKOPF IGORA VIBRANCE

	1. INGREDIENTS	2. COVERAGE
DIA COLOR	- Up to 92% natural origin formula - Ammonia Free	Up to 70% grey coverage
SCHWARZKOPF IGORA VIBRANCE	- Not formulated from natural origin - Ammoniated	Up to 50% grey coverage

