

NEW

Dia color

Alkaline demi-permanent.

Why Dia color?



Up to 70% grey coverage.

Up to 1.5 levels of lift.



**Up to 6 weeks of
gloss color, 2x shine.***

Soft demarcation.

*Vs. unwashed hair.



Fast processing.

20 minutes.



True to tone reflects for all hair types & tonal levels.

By @ninarubelhair



Dia color 5/5N
with DIActiveur Developer 15-vol.



Dia color 8.43/8CG + 7.44/7CC + 5.4/5C
with DIActiveur Developer 15-vol.

Contact your Salon Business Partner for more information.



DI \ RICHESSE

The alkaline demi you love...

- Up to 70% grey coverage.
- Soft demarcation.
- Up to 1.5 levels of lift.
- 1 to 1.5 mixing ratio.
- 20-minute processing time.



NEW

Dia color

with all the same benefits + an upgraded formula.

- Up to 92% natural origin formula.*
- Up to 6 weeks of gloss color, 2x shine.**
- High visibility for every reflect.
- +20% larger tube size.

*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. **Vs. unwashed hair.

Quick how-to guide.

Discover which DIActivateur Developer is right for you.



Soft color deposit for more natural result.



Regular color deposit for standard tone on tone results.



Strong color deposit for more visibility and 1.5 levels of lift.

Color application tools.



- **Shaker, bowl & brush**
For precise application or for white hair blending.

Color application rules.



Fast processing time.

Mixing ratio.

Ratio	Color cream	DIActivateur
1+1.5	2 oz.	3 oz.



Dia color technical guide.



Dia Richeesse shade conversion.

L'ORÉAL
PROFESSIONNEL
PARIS