

**NEW**

# Dia color

**Alkaline demi-permanent.**

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



**Dia color**  
ALKALINE DEMI-PERMANENT

**L'ORÉAL**  
PROFESSIONNEL  
PARIS

# 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.

\*vs. unwashed hair.

20  
MIN

**Fast processing.**

20 minutes.

**Up to 70% grey coverage  
with Melanin Gap Filler Technology.**

## How does it work?

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

Before.



After.



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

**Deliver up to 6 weeks of gloss color,  
in just 20 minutes.**

Before.



After.

Before.



After.

**Dia color 1/2 5/5N + 1/4 8.2/8V  
+ 1/4 6.1/6B with DIActivateur  
Developer 9-vol.**

@jess.stylist

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

@ninarubelhair

\*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.

# Your favorite alkaline demi reimaged.



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.

**40 shades with endless possibilities.**

\*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.

## A complete demi portfolio that does it all.

### Dia color

Alkaline.

No ammonia.

On natural or colored hair.

Up to 70% grey coverage.

Up to 1.5 levels of lift.

Shine, tonal reflects & first grey coverage.

### Dia light

Acidic.

No ammonia.

On colored or lightened hair.

No grey coverage.

No lift.

Shine, condition & color refresh.

## Discover which DIActiveur Developer is right for you.

### Dia color

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.



### Dia light

Soft color deposit for more transparent result.

Standard color deposit.

Strong color deposit.

# Discover the NEW Dia color.

Without compromising on what we know and love about Dia Richesse.

- **NEW** Formulated with Shea butter, Glycerin and Hyaluronic acid for conditioning.
- **NEW** Melanin Gap Filler Technology for up to 70% grey coverage.
- **NEW** More true-to-tone reflects for vibrant color.
- **NEW** Smart shade palette with 15 new shades.
- **NEW** +20% tube size with lower cost per application.



Discover your  
Dia Richesse  
shade conversion.

# Get to know the new formula.



## Preparation.

- 1 + 1.5 mixing ratio.
- Mix color with 6-vol. DIActivateur (1.8%), 9-vol. (2.7%) or 15-vol. (4.5%), depending on the desired intensity of the result.

## Application.

- 20 min development time starts at end of application

### Pro-tip

Dia color and Dia Richesse are completely intermixable.

# Discover Dia color through our Pros.

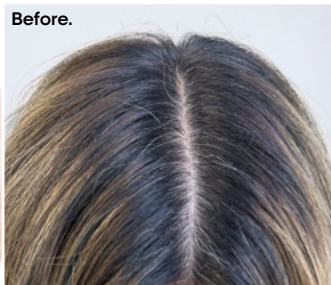
"Dia color performs like Richesse with so many upgraded benefits. Needless to say i'm OBSESSED."



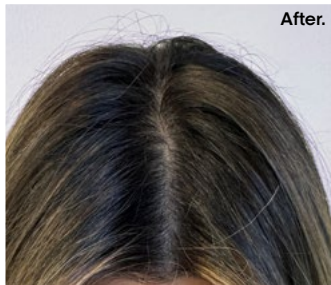
**Jess Gonsalves**

@jess.stylist

L'Oréal Professionnel Artist

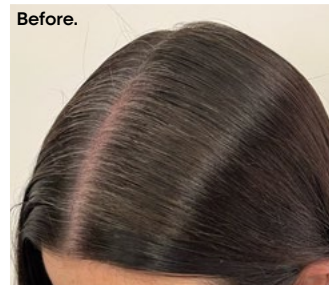


Before.



After.

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



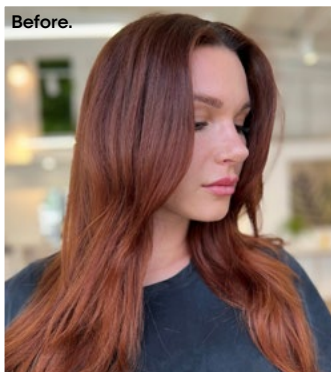
Before.



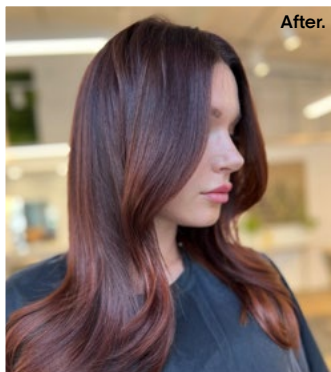
After.

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

@ninarubelhair

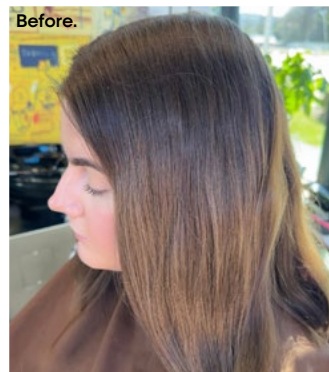


Before.

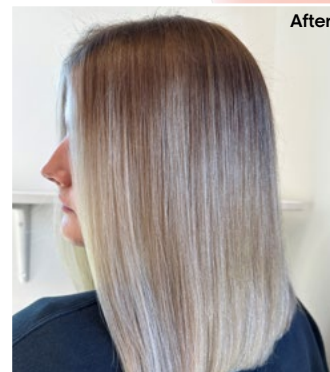


After.

Dia color 5/5N + 5.35/5GRv + 5.5/5Rv with DIActiveur 9-vol.



Before.



After.

Dia color 2/3 8.2/8V + Dia color 1/3 6/6N with DIActiveur 9-vol.

@geoffreyhairr

# Formulation guidelines.



# FAQs

## **Are Dia Richeesse and Dia color mixable?**

Dia Richeesse & Dia color are totally intermixable. Note that when the 2 products are mixed together, the percentage of natural origin ingredients is diminished.

## **Are the Dia color DIActiveur, 6, 9 and 15 volume identical to the one of Dia Richeesse & Dia light?**

Yes, the formula has not changed.

## **Are there any shades formulated with special dyes?**

In the Dia color portfolio, shades 6.60, 4.62, and 4.20 contain DM5.

## **Can we mix the DM5 and P5 shades with other shades in the portfolio?**

To guarantee best results, it is not advised to mix DM5 shades with other shades in the portfolio to avoid unexpected color shift. We strongly advise using these specialized shades on clients with up to 50% white hair and not for clients with 50% - 70% white hair.

## **What is the difference between grey coverage and blending?**

By "coverage," we mean that white hair is not visible as the hair has been entirely opacified (or with a very slight transparency) by the coloration product. When white hair is "blended," there is more visible transparency, resulting in softer regrowth effect.

## **How many levels of lift are possible with Dia color?**

In most cases, Dia color can lift up to 1 level with 15 volume DIActiveur. When certain shades of Dia color are applied to clients with fine hair, the formula can lift up to 1.5 levels.

## **After a root touch-up service, do I take through with Dia color or Dia light?**

It's always better to take through any hair color with Dia light for optimal respect of the hair fiber & to benefit from the qualities of Dia light on previously sensitized hair. It is especially

recommended to use Dia light to guarantee better long-term results, application after application.

However, Dia color can be used to take through Dia color as a refresh service, especially if your priority is to save time and formula without requiring another mix.

## **How do we recreate shades in Dia Richeesse using Dia color?**

Checkout our Dia Richeesse conversion guides to understand how to be recreate shades in Dia Richeesse.

## **When I want to darken or tint back a client's hair, should I use Dia light or Dia color?**

Dia color with 9 volume DIActiveur is able to darken in one process up to 4 levels. Dia light with 9 volume DIActiveur is able to darken up to 2.5 levels in 20 minutes. When you want to darken more than 2 levels with Dia light, we recommend using a "color in" technique to progressively darken the hair. Process an in-between color for 10 minutes, rinse and then apply your target shade & develop for 20 minutes with 9 volume DIActiveur.

## **Is Dia color vegan?**

No. Dia color is not vegan.

## **What are the natural-origin ingredients in the formula?**

Across all the Dia color shades, the formula contains between 84% and 92% natural origin ingredients. These ingredients include water, hyaluronic acid, glycerin, shea butter, and propanediol. The remaining formula composition includes colorants, MEA, and stabilizing agents.

## **What are the cometic agents in Dia color, given that Ionene G is not a featured ingredient as it was in Dia Richeesse?**

Dia color is a new and superior formula that is different from Dia Richeesse with a new base and new dye associations. There is no compromise to color performance or cosmeticity. The formula is enriched with shea butter.

| Blues |        | Greens  | Violets |      | Cool Browns & Blondes |         |        | Mochas |      |        | Naturals | Warm Browns & Blondes | Golds |        |         | Coppers |        |        |         | Reds  |        |         |
|-------|--------|---------|---------|------|-----------------------|---------|--------|--------|------|--------|----------|-----------------------|-------|--------|---------|---------|--------|--------|---------|-------|--------|---------|
| .1/B  | .18/BM | .71/GrB | .20/VVV | .2/V | .13/BG                | .15/BRv | .23/VG | .82/MV | .8/M | .84/MC |          | .31/GB                | .3/G  | .34/GC | .35/GRv | .4/C    | .43/CG | .44/CC | .45/CRv | .5/Rv | .62/RV | .60/RRR |

9.13/9BG 9.82/9MV 9/9N

8.1/8B 8.2/8V 8.23/8VG 8/8N 8.31/8GB 8.3/8G 8.34/8GC 8.43/8GC

7.18/7BM 7.13/7BG 7.8/7M 7/7N 7.44/7CC

6.1/6B 6.23/6VG 6.84/6MC 6/6N 6.3/6G 6.34/6GC 6.45/6CRv 6.60/6RRR DM5

5.1/5B 5.18/5BM 5.71/5GrB 5.8/5M 5/5N 5.35/5GRv 5.4/5C 5.5/5Rv

4.20/4VVV DM5 4.15/4BRv 4/4N 4.45/4CRv 4.62/4RV DM5

3/3N 1/1N

# Dia color formulation guidelines.

## First reflect & shine

1. Determine the natural base.
2. Choose a shade.
3. Choose the right DIActiveur according to the natural base & the target shade.

| Different options                      | 1 Level darker | Tone on tone darker                                   | 1 Level lighter |
|----------------------------------------|----------------|-------------------------------------------------------|-----------------|
| Example: Your client is natural base 6 | (5.8)/9 vol.   | (6.84)/9 vol. for a standard tone-on-tone maintenance | (7.8)/15 vol.   |
| Development time                       | 20 minutes     |                                                       |                 |

## First white hair & shine

1. Determine the natural base.
2. Determine the percentage of white hair.
3. Select the target shade according to the natural base.
4. Select the adapted DIActiveur depending on the type of blending (9 vol.) /optimized blending (15 vol.) the clients wants.

|                      | 0% to 30%                                   | 30% - 50%                                                           | 50% - 70%                                                        |
|----------------------|---------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------|
| Recipe               | Natural shade<br><b>OR</b><br>Reflect shade | Natural shade <b>OR</b><br>1/4 natural shade + 3/4 reflect shade    | Natural shade <b>OR</b><br>1/2 natural shade + 1/2 reflect shade |
| DIActiveur 9 volume  | For tone-on-tone results                    | For white blending                                                  |                                                                  |
| DIActiveur 15 volume | For more reflect visibility                 | For optimized white hair blending <b>OR</b> more reflect visibility | For optimized white hair blending                                |

## Preparation

**1 to 1.5 mixing ratio** 1 tube (2 oz.) to 3 oz. DIActiveur developer.  
Measure 3 oz. of 6-vol. DIActiveur (1.8%), 9-vol. (2.7%) or 15-vol. (4.5%), depending on the desired intensity of the result.

## Application

- First application:** 20 min development time starts at the end of the application.
- Regrowth touch up**  
Apply on the regrowth area, start development time of 20 min, then:
- Take through immediately to revive color with deeper result and/or darken.
  - Take through after 10 min, when lengths & ends are moderately faded.
  - Emulsify for the 5 last minutes, when color is slightly faded.



# L'ORÉAL

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