

A complete demi portfolio that does it all.



Dia light

Dia color



WHAT IS IT?

Acidic demi-permanent.
Gel-cream texture.

Alkaline demi-permanent.
Creamy texture.

BENEFITS



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SERVICES

2 main services on
colored or lightened hair.

Balayage toning.

Neutralizes or enhances
undertones after lightening.

Color take through.

Refreshes the lengths and ends after
permanent color (Majirel or iNOA) has
been applied on the regrowth area.

3 main services
on natural hair.

First reflect & shine.

Recruit new clients to color
with low commitment first reflect
& no harsh regrowth.

First white hair & shine.

Blends white hair:

- Standard white hair blending (9-volume).
- Reinforced white hair blending (15-volume).

Color take through.

Refreshes the lengths and ends after
permanent color (Majirel or iNOA) has
been applied on the regrowth area.

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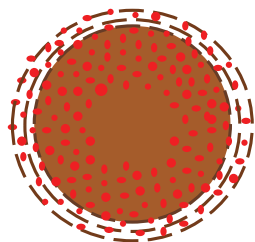
Dia color



Acidic pH

Dia light does not make hair swell.

Dia light has been designed to perform on color treated hair (not on natural hair).

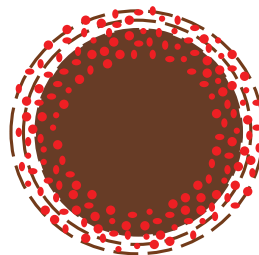


On color treated hair,
the soft oxidative power of the DIActivateur is enough to either tone or refresh lengths of colored hair.

Alkaline pH

Dia color makes hair swell.

Dia color has been designed to recruit clients with uncolored hair (natural hair).



On natural hair,
Dia color penetrates inside 30% of the cortex of the hair (for the first application).

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DEVELOPER

Mostly used.

Soft color deposit for
more transparent result.



Soft color deposit
for more natural result.

Standard
color deposit.



Regular color deposit
for standard
tone on tone results.

Strong color
deposit.



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

Mostly used.

L'ORÉAL
PROFESSIONNEL
PARIS