COLOR CHART
100% ME. 100% BETTER.
L’ORÉAL PROFESSIONNEL DEMI-PERMANENT INNOVATION

2 COMPLEMENTARY HAIRCOLOR LINES THAT PROVIDE MAXIMUM FLEXIBILITY, CREATIVITY AND FREEDOM.

DIALIGHT

OUR 1ST ACID DEMI-PERMANENT HAIRCOLOR WITHOUT AMMONIA
• Color personalization and correction made easy, quick and predictable
• Luminous tones, vinyl shine, exceptionally even color
• Ideal for colored or sensitized hair

DIA RICHESSE

OUR RICH DEMI-PERMANENT ADVANCED ALKALINE TECHNOLOGY WITHOUT AMMONIA
• Coverage up to 70% white hair
• Rich and deep reflects. Exceptional softness.
• Ideal for natural or colored hair

THE DIA COLOR COLLECTION ALSO PROVIDES 8 GORGEOUS SERVICES TO PROVIDE CLIENTS A NEW, EXCITING WAY TO EXPERIENCE COLOR AND ENGAGE WITH STYLISTS.
HOW TO PLEASE 100% OF YOUR CLIENTS

DIALIGHT
SERVICES TO CUSTOMIZE AND CORRECT EXISTING HAIRCOLOR

PHOTO GLOSS
GIVE A SHINY FLASH TO DULL HAIR
• For brilliant shine, mix Clear shade (1/2 tube) + target shade (1/2 tube) + 2.6 oz of DIACTIVATEUR 6-vol.
• Development time: up to 20 min.

SHAPE & COLOR
REFRESH THE COLOR AND ADD SHINE THE DAY OF A PERM, SMOOTHING, OR STRAIGHTENING SERVICE*
• After the perm or straightening service, rinse & towel-dry
• Apply target shade (1 tube) + 2.6 oz of DIACTIVATEUR 6-vol.
• Development time: 10 min.

TONE MY HIGHLIGHTS
TONE WITHOUT LIGHTENING THE NATURAL BASE
• On pre-lightened hair, apply target shade (1 tube) + 2.6 oz of DIACTIVATEUR 6- or 9-vol.
• Development time: 2 to 10 min.

COLOR WAKE UP
REFRESH THE COLOR WITH SHINNY AND LUMINOUS REFLECT BETWEEN 2 SERVICES
• Apply target shade (1 tube) + 2.6 oz of DIACTIVATEUR 6- or 9-vol.
• Development time: 20 min.
• Recommended for a color refresher (permanent haircolor re-growth, DIA on mid-lengths/ends)

REFLECT ADDICT
CORRECT WARM REFLECTS
• On dry hair, apply target shade (1 tube) + 2.6 oz of DIACTIVATEUR 6- or 9-vol.
• Development time: 20 min.

* Wait 15 days after a perm, smoothing, or straightening service before applying the color with the 15-vol. Diactivateur (4.5%). Wait 15 days after a sodium hydroxide, guanidine, or a calcium relaxer to apply DIA, for every Diactivateur 6, 9, and 15-vol.

PLEASE 100% OF YOUR CLIENTS
REFLECTS REVEALED
ADD TONE AND SHINE TO THE NATURAL HAIR COLOR

• On dry hair, apply target shade (1 tube) + 2.6 oz of DIACTIVEUR 6-, 9-, or 15-vol.
• Development time: 20 min.

BACK TO ME
DARKEN TO NATURAL BASE

• On dry hair, apply target shade (1 tube) + 2.6 oz of DIACTIVEUR 9-vol.
• Development time: 20 min.

GREY INCOGNITO
COVER 1ST GREYS

• Up to 30% white hair: apply target shade (1 tube)+ 2.6 oz of DIACTIVEUR 9-vol.
• Between 30%-70% of white hair: mix target shade (1/2 tube) + same level natural shade (1/2 tube)+ 2.6 oz of DIACTIVEUR 15-vol.
• Development time: 20 min.

DIACTIVEUR OPTIONS:
- To cover up to 30% white hair: use 9-vol.
- To cover 30%-70% white hair: use 15-vol.
TIPS

COLOR REFRESHING TECHNIQUE

• Apply permanent color (INO, Majirel, Luocolor)
• Apply the matching DIALIGHT shade on the faded mid-lengths and ends 20 minutes before the end of the development time.

• DIACTIVATEUR Options:
  - Minimum fading: warm-lighter target shade, use the 6-vol
  - Moderate fading: warm target shade same level, use the 6-vol
  - Maximum: warm target shade same level, use with 9-vol
• Carefully emulsify, rinse thoroughly and shampoo twice at the end of the development time

EXAMPLE: 6GV 6.32

6 level of color
5 primary tone of color
4 secondary tone of color

TECHNOLOGY

DIALIGHT

BEFORE COLOR
• Faded color-treated or sensitized hair fiber
• The alkaline agent is neutralized during mixing

DURING COLOR
• The hair fiber swells slightly due to a water-based environment with an acidic pH
• Colorants penetrate and bond themselves inside the hair fiber
• The colorants develop in harmony to the hair’s natural tones

AFTER COLOR
• Hair cuticle is closed and the hair fiber benefits from a resurfacing effect
• Hair reveals a vinyl-like shine and a luminous tone
• Intense haircare-like result

DIA RICHESSE

BEFORE COLOR
• Natural or color-treated hair

DURING COLOR
• Colorants penetrate and bond themselves inside the hair fiber
• The colorants develop in harmony with the DIACTIVATEUR used

AFTER COLOR
• Hair cuticle is closed
• Ultra-shiny hair, colored with a rich and deep shade
• Result intensity varies according to the DIACTIVATEUR chosen
• Visible tones, even on dark bases
• Exceptional softness
ACID GEL-CRÈME
DEMI-PERMATUREN COLOR

THE TECHNICAL TOOL
FOR COLORED/SENSITIZED HAIR
• Zero lift
• Vinyl shine
• Intense care

CRÈME
DEMI-PERMATUREN COLOR

THE RECRUITMENT WEAPON
FOR NATURAL HAIR
• Deep and rich reflects
• Exceptional softness
• Coverage up to 70% of white hair
• Ammonia-free

PREPARATION
• Measure 2.6 oz. of 6-vol. DIACTIVATEUR (1.8%), 9-vol. (2.7%) or 15-vol. (4.5%), depending on the desired intensity of the result.
• Add 1 tube (1.7 oz.) of DIALIGHT or DIARICHESSE haircolor.
• Mix together until a smooth, creamy texture is obtained.

APPLICATION
• On dry unwashed hair, apply with a brush or a plastic bottle on the re-growth, mid-lengths and ends
• Development time: from 2 to 20 minutes
• Carefully emulsify, rinse thoroughly and finish with a specific post-haircolor shampoo

SKIN ALLERGY TEST
IMPORTANT: HAIR COLORANTS CAN CAUSE AN ALLERGIC REACTION. A SKIN ALLERGY TEST MUST BE DONE 48 HOURS BEFORE EACH APPLICATION OF THIS COLORANT. FOLLOW THE SAFETY INSTRUCTIONS. (SEE INSIDE OF CARTON)

PRECAUTIONS
• Wear suitable disposable gloves
• Rinse hair well after application of the mixture
• If product gets into eyes, rinse immediately
• Keep out of reach of children
• Do not use metallic tools (bowl, comb...)
• To use exclusively with the DIACITIVATOEURS 6-vol. (1.8%), 9-vol. (2.7%) or 15-vol. (4.5%)
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<th><strong>FIRST APPLICATION</strong>&lt;br&gt; (ON NATURAL HAIR)</th>
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<td>- Mix with the DIACTIVATEUR 15-vol. (4.5%).&lt;br&gt; - Development time: 20 to 30 minutes</td>
<td>- On dry, unwashed hair, apply the mixture from scalp to ends, using an applicator bottle or a brush.&lt;br&gt; - Development time: 20 minutes</td>
<td>- For color-treated hair: Mix with the DIACTIVATEUR 6-vol. (1.8%) or 9-vol. (2.7%).&lt;br&gt; - Development time: 5 to 20 minutes</td>
<td>- Apply the mixture only on the re-growth and process for 15 minutes.&lt;br&gt; Then take through the mid-lengths and ends the last 5 minutes of the development time.</td>
<td>N/A</td>
<td>- The day of a highlight service, apply the mixture on towel-dried hair.&lt;br&gt; - Development time: 2-10 minutes (according to the hair’s sensitivity and desired result)</td>
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<td>- Perform a color refreshing technique.&lt;br&gt; - Apply the desired permanent color shade onto the re-growth.&lt;br&gt; - Take through the mid-lengths and ends with the appropriate DIALIGHT shade 20 minutes before the end of the development time.</td>
<td>- Refresh haircolor with rich, deep tones.&lt;br&gt; - Development time: 10 minutes</td>
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<td>- The day of a highlight service, apply the mixture on towel-dried hair.&lt;br&gt; - Development time: 2-10 minutes (according to the hair’s sensitivity and desired result)</td>
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<td>- Apply the same day as a perm, smoothing or straightening treatment, exclusively with the DIACTIVATEUR 6-vol. (1.8%).&lt;br&gt; - Development time: 10 minutes</td>
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<td>- For coverage of white hair, use a natural shade.&lt;br&gt; When using a reflect shade: mix ½ tube of a natural shade + ½ tube of the target shade. EX: Target shade 6.34: mix ½ tube 6 + ½ tube 6.34</td>
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