

# 2 COMPLIMENTARY LINES OF HAIRCOLOR

Each with its own benefit & expertise both provide maximum creativity & freedom

## DIA RICHESSSE

**ADVANCED ALKALINE TECHNOLOGY**

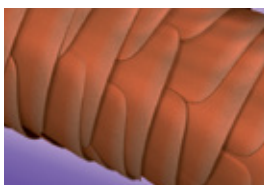
### HIGH PERFORMANCE

- Demi-permanent crème
- Rich tones, exceptional softness
- Covers up to 70% grey

### THE PROCESS

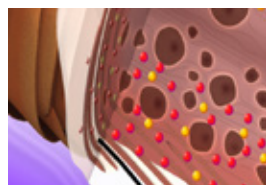
- Lifts (up to 1.5 Levels with 15-vol), then deposits

#### BEFORE COLOR



On natural hair, the cuticle scales are closed.

#### DURING COLOR



The alkaline agents slightly open the hair fiber allowing colorants to penetrate the cuticle.

#### AFTER COLOR



DIA Richeesse has the ability to lighten up to 1.5 levels, cover up to 70% white hair & create rich, profound tones.

## DIA LIGHT

**GENTLE ACID TECHNOLOGY**

### HIGH PERFORMANCE

- Luminous demi-permanent gel-crème
- Zero lift
- Intense care for the hair

### THE PROCESS

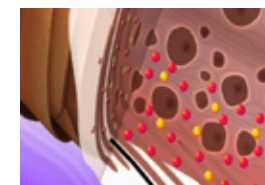
- Zero lift, deposit only

#### BEFORE COLOR



On color-treated & sensitized hair, the cuticle scales are already open.

#### DURING COLOR



DIA Light has an acid pH close to the natural pH of the hair. There is no lift with gentle penetration of colorants for long lasting color.

#### AFTER COLOR



The cationic polymers in DIA Light have a resurfacing effect on the cuticle, leaving the hair with amazing shine.



# DIA RICHESSE

## ADVANCED ALKALINE TECHNOLOGY

### HIGH PERFORMANCE

- Demi-permanent crème
- Rich tones, exceptional softness
- Covers up to 70% grey

### THE PROCESS

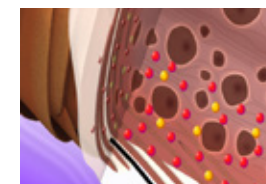
- Lifts (up to 1.5 Levels with 15-vol), then deposits

#### BEFORE COLOR



On natural hair, the cuticle scales are closed.

#### DURING COLOR



The alkaline agents slightly open the hair fiber allowing colorants to penetrate the cuticle.

#### AFTER COLOR



DIA RICHESSE has the ability to lighten up to 1.5 levels, cover up to 70% white hair & create rich, profound tones.

# DIA LIGHT

GENTLE ACID TECHNOLOGY

L'ORÉAL  
PROFESSIONNEL  
PARIS



# DIA LIGHT

GENTLE ACID TECHNOLOGY

## HIGH PERFORMANCE

- Luminous demi-permanent gel-crème
- Zero lift
- Intense care for the hair

## THE PROCESS

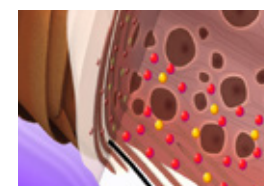
- Zero lift, deposit only

### BEFORE COLOR



On color-treated & sensitized hair, the cuticle scales are already open.

### DURING COLOR



DIA Light has an acid pH close to the natural pH of the hair. There is no lift with gentle penetration of colorants for long lasting color.

### AFTER COLOR



The cationic polymers in DIA Light have a resurfacing effect on the cuticle, leaving the hair with amazing shine.

# QUICK CLIENT CONSULTATION GUIDELINES

**Porosity of hair** How porous is your client's hair?

POROSITY SCALE				
DIA RICHESSE			DIA LIGHT	
1 NORMAL	2 SLIGHTLY POROUS	3 POROUS	4 EXTREMELY POROUS	5 DAMAGED

## TASTE OF COLOR

Does your client prefer a more opaque or sheer end result?

OPAQUE

SHEER



**DIA RICHESSE**

**DIA LIGHT\*\***

\* DIA Richessee Hi-Visibility is not recommended for covering white hair.  
\*\* When used with 6-vol. DIActivateur.

# FORMULATION GUIDELINES

SERVICE CHART*				
SERVICE	DIA RICHESSE		DIA LIGHT	
VIRGIN	9- OR 15-VOL. DIActiveur	20 MIN.	N/A	N/A
COLORMATCH/REFRESH	9-VOL. DIActiveur	UP TO 20 MIN.	6-VOL. DIACTIVATEUR	UP TO 20 MIN.
PRE-COLORATION	N/A	N/A	6-VOL. DIACTIVATEUR	10-20 MIN.
COVER UP TO 30% WHITE	9-VOL. DIActiveur	20 MIN.	N/A	N/A
COVER UP TO 70% WHITE	15-VOL. DIActiveur	20 MIN.	N/A	N/A
TONING	9-VOL. DIActiveur	2-10 MIN.	6-VOL. DIACTIVATEUR	2-10 MIN.
LIFT	15-VOL. DIActiveur	20 MIN.	N/A	N/A
LOWLIGHTS	9-VOL. DIActiveur	20 MIN.	6-VOL. DIACTIVATEUR	20 MIN.
DIA METALS	9-VOL. or 15-VOL. DIActiveur	UP TO 20 MIN.	N/A	N/A

\*A DIA service can be done the same day as a THIO perm, smoothing or straightening treatment using 6- or 9-vol. DIActiveur; however, you must wait 15 days before using the 15-vol. DIActiveur. You must also wait 15 days after a sodium hydroxide, guanidine, or a calcium relaxer to apply DIA with any DIActiveur (6-, 9-, and 15-vol.).

# COLORMATCHING GUIDELINES

Use demi-permanent color to refresh mid-lengths and ends

- I - INOA shade only

M - Majirel shade only

\* - DIA Richesse shade only
- All other shades are DIA Light

- LONGER LASTING COLOR

• GENTLER ON THE HAIR
- INCREDIBLE SHINE

• BETTER UNIFORMITY

Colormatching can be done with both DIA Light and DIA Richesse. We generally suggest colormatching with DIA Light, except in circumstances where there is not a direct DIA Light match or the desired taste of color is more opaque (Majirel Cool Cover Shades). This chart does not represent the entire INOA/Majirel portfolio of shades.

**TIP:** Identify the porosity of your client's hair, as well as the desired taste of color to better help you choose between DIA Light and DIA Richesse. For porous or sensitized hair, dilute recommended colormatch formula with clear.

## Majirel COOL-COVER

GREEN		BLUE		VIOLET		COOL				MOCHA		EXTRA COVERAGE		WARM BROWN & BLONDE		GOLD		COPPER		RED	
INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH	INOA/ MAJIREL SHADE	DIA MATCH
8.07	8	10.01	10.12	9.22 M	10.22	10.13	10.13	6.23	6.23	7.8	7.8	9.0 I	9 *	9.32 I	10.32	9.03 I	9.03	8.04 I	8.34	6.6 M	6.64
7.07	7	10.1	10.12	10.21	10.21	10.23 I	10.32	5.023 M	6.23	6.8	6.8 *	8.0	8.1	9.31	9.31	9.3	9.3	8.43 M	$\frac{3}{4}$ 8.34 + $\frac{1}{4}$ 7.4	6.60 M	6.64
7.17	7	9.01	9.01	9.21 M	10.21	9.12	10.12	5.12 I	5.12 *	5.8	5.8	7.0	$\frac{1}{2}$ 6.1 + $\frac{1}{2}$ 8.1	8.31 I	9.03	8.03 M	9.03	7.4	7.40	6.64	6.64
6.07	6	9.1	9.01	9.2 I	9.02	9.13	9.13	5.015 M	$\frac{1}{2}$ 5.15 * + $\frac{1}{2}$ clear	4.8	4.8 *	6.0	6.1	7.31	8.3	8.3	8.3	7.40 M	7.40	6.66	6.64
6.17	6	9.11 I	9.11	5.20	5.26	9.23 M	9.03	5.15 I	5.15 *	NATURAL		5.0	5.1	7.035 I	$\frac{1}{2}$ 7.35 + $\frac{1}{2}$ Clear	8.30 M	8.34	7.43	7.43	5.5	5.66
5.07	5.07	8.01 M	9.01	4.20 I	4.20 *	8.12 M	9.12	4.15 I	4.15 *	10	10.13	4.0	4.01 *	6.35 I	7.35	8.33 I	8.34	7.44 I	7.40	5.56 I	5.66
5.17	5.07	8.1	8.11	4.26 I	4.26 *	8.13	9.13			9	9 *	3.0 I	4.01 *	6.32 I	$\frac{1}{2}$ 6.3 + $\frac{1}{2}$ 6.23	8.34	8.34	6.40 I	7.40	5.6 M	5.66
4.07	5.07	7.01 M	8.1			7.014 M	$\frac{1}{2}$ 7.14 * + $\frac{1}{2}$ Clear			8	8	INOA GOLD NATURAL		6.31 I	$\frac{1}{2}$ 7.31 + $\frac{1}{2}$ 5.31	7.03 M	8.3	6.45	6.45	5.60	5.66
		7.1	8.1			7.12 M	7.12			7	7	9.3	9.3	5.31 I	5.31	7.34 I	8.34	6.46	6.46	5.62	5.66
		7.11 I	8.1			7.13	7.13			6	6	8.3	8.3	5.32	5.32	7.3	$\frac{1}{2}$ 6.3 + $\frac{1}{2}$ 8.3	5.4	5.4	5.64	6.64
		6.01 M	$\frac{1}{2}$ 6.1+ $\frac{1}{2}$ 8.1			7.23	8.23			5	5	7.3	$\frac{1}{2}$ 6.3 + $\frac{1}{2}$ 8.3	5.35 I	5.35	6.03 M	6.3	5.45 I	6.45	4.56 I	5.66
		6.1	6.1			6.014 M	$\frac{3}{4}$ 7.14 * + $\frac{1}{4}$ Clear			4	4	6.3	6.3			6.3	6.3	4.45 I	$\frac{1}{2}$ 5.4 + $\frac{1}{2}$ 6.45	4.65 M	5.66
		6.11 I	6.1			6.13 I	6.13			3	3 *					6.34	6.34				
		5.1	6.1							1	1 *					5.3	5.3 I				
		2.10	2.10 I													4.3	4.3 I				

BLUE & GREEN		NATURAL	
MAJIREL CC SHADE	DIA MATCH	MAJIREL CC SHADE	DIA MATCH
CC 9.11	9.11	CC 9	9.11
CC 9.1	9.11	CC 8	8
CC 8.11	9.11	CC 7	7
CC 8.1	8.1	CC 6	6
CC 7.11	$\frac{1}{2}$ 6.1 + $\frac{1}{2}$ 8.1	CC 5	5
CC 7.17	7	CC 4	4
CC 7.1	8.1	GOLD	
CC 6.11	6.1	CC 8.3	8
CC 6.17	6.1	CC 7.3	7 *
CC 6.1	6.1	CC 6.3	6 *
CC 5.1	5.1	CC 5.3	5 *
		CC 4.3	4 *

For Majirel High Lift, Majiblond, and Majilift, we do not recommend colormatching with DIA due to processing time. We do recommend toning with DIA Light or DIA Richesse after initial service.

	BLUES & GREENS				VIOLETS			COOL BROWNS & BLONDES					MOCHAS	NATURALS	
	.01	.07	.10	.11	.02	.20	.26	.12	.13	.14	.15	.23	.8	.00	
10															
9	9.01/9NB 			9.11/9BB 	9.02/9NV 				9.13/9BG 						9/9N 
8					8.02/8NV 				8.13/8BG 						8/8N 
7	7.01/7NB 								7.13/7BG 	7.14/7BC 		7.23/7VG 	7.8/7M 		7/7N 
6	6.01/6NB 				6.02/6NV 			6.12/6BV 	6.13/6BG 			6.23/6VG 	6.8/6M 		6/6N 
5	5.01/5NB 	5.07/5NGR 						5.12/5BV 	5.13/5BG 			5.15/5BRV 	5.8/5M 		5/5N 
4	4.01/4NB 					4.20/4VVV <sub>DM5*</sub> 	4.26/4VR <sub>DM5*</sub> 					4.15/4BRV 	4.8/4M 		4/4N 
3														3.00/3NN 	3/3N 
2			2.10/2BBB 												
1															1/1N 

\*DIA DM5 & Rubilane™ WARNING: It is imperative that DM5 & Rubilane™ shades be used alone. They must not be used in combination with any other shade.

continued on next page



WARM BROWNS & BLONDES				GOLDS			COPPERS				REDS						
	.31	.3W2	.35	.3	.30	.34	.4	.30	.43	.40	.5	.54	.55	.60	.62	.64	.65
10																	
9	9.31/9GB			9.3/9G													
8	8.31/8GB			8.3/8G		8.34/8GC											
7	7.31/7GB	7.32/7GV	7.35/7GRV		7.30/7GGG	7.34/7GC		7.40/7CCC	7.43/7CG								
6	6.31/6GB	6.32/6GV	6.35/6GRV	6.3/6G		6.34/6GC	6.4/6C	6.40/6CCC		6.45/6CRV			6.55/6RVRV			6.64/6RC	
5	5.31/5GB	5.32/5GV	5.35/5GRV	5.3/5G							5.5/5RV	5.54/5RVC RUBILANETM		5.60/5RRR DM5*			5.65/5RRV
4				4.3/4G											4.62/4RV DM5*		

DIA RICHELSE  
HI-VISIBILITY

7	.35/GRv	.43/CG	.43/CG	.64/RC
4				

DIA RICHELSE  
METALS

.11/BB	.24/VC

CLEAR

\*DIA DM5 & Rubilane™ WARNING: It is imperative that DM5 & Rubilane™ shades be used alone. They must not be used in combination with any other shade.





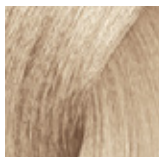

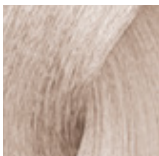
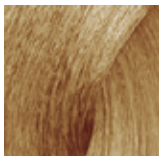
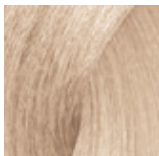
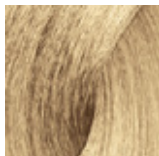


# FRENCH BALAYAGE FOR ALL

Now brunettes and blondes can both balayage the french way



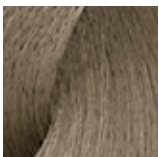
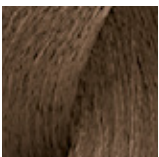

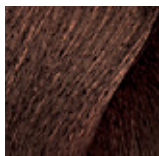

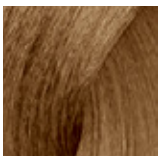

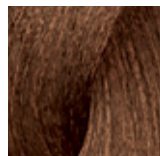
## FOR LIGHT BASES

Can be mixed with CLEAR for more sheerness

		ARTIST FAVORITES		
<b>NEW</b>			<b>NEW</b>	
				
<b>10.01/10NB</b>	<b>9.1/9B</b>	<b>9.11/9BB</b>	<b>10.02/10NV</b>	<b>9.02/9NV</b>
				
<b>9.13/9BG</b>	<b>10.21/10VB</b>	<b>9.31/9GB</b>	<b>10.32/10GV</b>	<b>9.03/9NG</b>

## FOR DARK BASES

Can be mixed with CLEAR for more sheerness

		ARTIST FAVORITES		
<b>NEW</b>				<b>NEW</b>
				
<b>7.01/7NB</b>	<b>6.1/6B</b>	<b>8.1/8B</b>	<b>7.13/7BG</b>	<b>8.21/8VB</b>
				
<b>6.23/6VG</b>	<b>8/8N</b>	<b>7.31/7GB</b>	<b>8.34/8GC</b>	<b>6.34/6GC</b>

BLUES & GREENS				VIOLETS				COOL BROWNS & BLONDES			MOCHAS	NATURALS	
	.01	.1	.07	.11	.02	.21	.22	.26	.12	.13	.23	.8	
10	10.01/10NB <small>NEW</small>				10.02/10NB <small>NEW</small>	10.21/10VB	10.22/10VV		10.12/10BV	10.13/10BG	10.23/10VG		
9	9.01/9NB	9.1/9B		9.11/9BB	9.02/9NV	9.21/9VB			9.12/9BV	9.13/9BG			
8		8.1/8B				8.21/8VB <small>NEW</small>					8.23/8VG		8/8N
7	7.01/7NB <small>NEW</small>								7.12/7BV	7.13/7BG		7.8/7M	7/7N
6		6.1/6B		6.11/6BB						6.13/6BG	6.23/6VG		6/6N
5		5.1/5B	5.07/5NGR					5.26/5VR				5.8/5M	5/5N
4													4/4N
3													
2													
1													

WARM BROWNS & BLONDES				GOLDS			COPPERS					REDS			
	.31	.32	.35	.03	.3	.34	.4	.40	.43	.45	.46	.54	.64	.65	.66
10		10.32/10GV													
9	9.31/9GB			9.03/9NG	9.3/9G										
8					8.3/8G	8.34/8GC									
7	7.31/7GB		7.35/7GRV				7.4/7C	7.40/7CCC	7.43/7CG RUBILANE™						
6					6.3/6G	6.34/6GC					6.45/6CRV	6.46/6CR DM5/ RUBILANE™	6.64/6RC DM5/ RUBILANE™		
5	5.31/5GB														5.66/5RR DM5/ RUBILANE™
4															

## DIA LIGHT MILKSHAKES

9.01/9NB	10.12/10BV	10.21/10VB	9.1/9B	9.21/9VB	10.23/10VG	9.02/9NV	9.03/9NG
9.11/9BB	9.12/9BV	10.01/10NB	NEW 10.02/10NV	NEW 10.13/10BG	10.22/10VV	10.32/10GV	



\*DIA DM5 & Rubilane™ WARNING: It is imperative that DM5 & Rubilane™ shades be used alone. They must not be used in combination with any other shade.

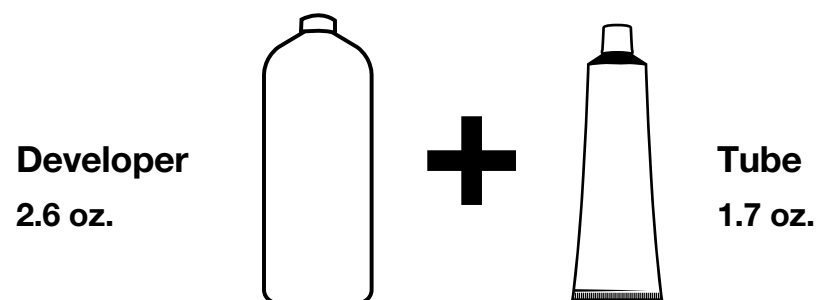
## PREPARATION

### 1.5 : 1 mixing ratio

2.6 oz. DIActiveur developer to 1 tube (1.7 oz.)

Measure 2.6 oz. of 6-vol. DIActiveur (1.8%), 9-vol. (2.7%) or 15-vol. (4.5%), depending on the desired intensity of the result.

- **DIA Light:** Use 6-vol. or 9-vol. (use 9-vol. when going darker) DIActiveur
- **DIA Richesse** (includes DIA Richesse Hi-Visibility)\*:  
Use 9-vol. or 15-vol. DIActiveur



## 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

## COLORMATCHING PERMANENT HAIRCOLOR

- Apply the desired INOA/Majirel shade on the re-growth
- After 20 minutes, apply the appropriate DIA Richesse (includes DIA Richesse Hi-Visibility) or DIA Light shade to the mid-lengths and ends

### DIActiveur options:

- DIA Light: 6-vol. DIActiveur
- DIA Richesse (includes DIA Richesse Hi-Visibility):  
9-vol. DIActiveur
- Development time: Up to 20 minutes depending on the desired level of fade

## RINSING

When development time is complete, add a little warm water to the hair and gently emulsify. Thoroughly rinse color from the hair and shampoo once with L'Oréal Professionnel Post-Color Shampoo.

\*DIA Richesse Hi-Visibility can be added to DIA Richesse to intensify the final result. It is recommended to use DIA Richesse Hi-Visibility on levels 4 and above.

## DUAL CODING SYSTEM

level	tone
<b>10</b> pale blonde	<b>N</b> natural
<b>9</b> very light blonde	<b>B</b> blue .1
<b>8</b> light blonde	<b>V</b> violet .2
<b>7</b> blonde	<b>G</b> gold .3
<b>6</b> dark blonde	<b>C</b> copper .4
<b>5</b> light brown	<b>Rv</b> red-violet .5
<b>4</b> brown	<b>R</b> red .6
<b>3</b> dark brown	<b>Gr</b> green .7
<b>2</b> darkest brown	<b>M</b> mocha .8
<b>1</b> black	

example:

**5GV**  
**5.32**

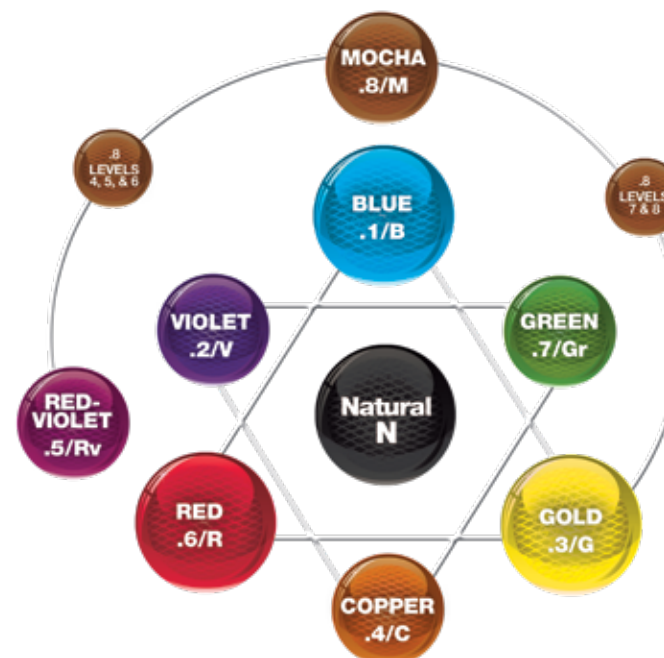
level of color

primary tone of color

secondary tone of color

## LAW OF COLOR

- OPPOSITE COLORS ON THE COLOR WHEEL WILL COUNTERACT OR NEUTRALIZE EACH OTHER
- OPPOSITE COLORS ON THE COLOR WHEEL ARE ALSO COMPLEMENTARY



**IMPORTANT: THIS PRODUCT CAN CAUSE AN ALLERGIC REACTION WHICH IN CERTAIN RARE CASES CAN BE SEVERE. TO HELP MINIMIZE THE RISK OF AN ALLERGIC REACTION, YOU AND YOUR CLIENT MUST FOLLOW THESE PRECAUTIONS:**

- WEAR SUITABLE DISPOSABLE GLOVES during the preparation, application and rinsing of the product.
- DO NOT USE IF: - your client has already had a reaction to a haircolor product. - your client has a sensitive, itchy or damaged scalp.
- IF YOUR CLIENT HAS A TATTOO, the risk of an allergic reaction may be increased.
- PERFORM A SKIN ALLERGY TEST 48 HOURS BEFORE EACH USE OF THIS PRODUCT, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR PRODUCT.
- USE EXCLUSIVELY WITH THE RECOMMENDED DEVELOPERS, 20-VOL (6%), 30-VOL (9%), AND 40-VOL (12%) MAXIMUM.