
DIA RICHESSE
Alkaline crème demi.
Rich color. Zero ammonia.
L'ORÉAL
PROFESSIONNEL
PARIS

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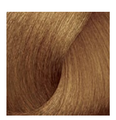
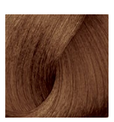
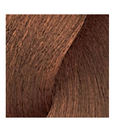
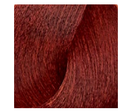
	Blues & Greens				Violets			Cool Browns & Blondes					Mochas	Naturals	
	.01/NB	.07/NGr	.10/BBB	.11/BB	.02/NV	.20/VVV	.26/VR	.12/BV	.13/BG	.14/BC	.15/BRv	.23/VG	.8/M	.00	
9	 **9.01/9NB** Frosty Milkshake			 **9.11/9BB** Iceberg Grey	 **9.02/9NV** Pearly Milkshake				 **9.13/9BG** Sandy Beige						 **9/9N** Light Blonde
8					 **8.02/8NV** Lavender Sugar				 **8.13/8BG** Ash Beige						 **8/8N** Blonde
7	 **7.01/7NB** Natural Cool Blonde								 **7.13/7BG** Satin Blonde	 **7.14/7BC** Caramel			 **7.8/7M** Mocha Latte		 **7/7N** Dark Blonde
6	 **6.01/6NB** Smoked Almond							 **6.12/6BV** Sweet Molasses	 **6.13/6BG** Walnut			 **6.23/6VG** Hazelnut Honey	 **6.8/6M** Mocha Caramel		 **6/6N** Light Brown
5	 **5.01/5NB** Smoked Walnut	 **5.07/5NGr** Sage						 **5.12/5BV** Blueberry Chestnut	 **5.13/5BG** Cool Chestnut		 **5.15/5BRv** Cappuccino		 **5.8/5M** Mocha Cappuccino		 **5/5N** Brown
4	 **4.01/4NB** Iced Espresso					 **4.20/4VVV** Iridescent Burgundy DM5*	 **4.26/4VR** Aubergine DM5*				 **4.15/4BRv** Chocolate					 **4/4N** Dark Brown
3														 **3.00/3NN** Deep Darkest Brown	 **3/3N** Dark Brown
2			 **2.10/2BBB** Blue Onyx												
1														 **1/1N** Black	

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	Warm Browns & Blondes			Golds			Coppers			Reds					
	.31/GB	.32/GV	.35/GRv	.3/G	.30/GGG	.34/GC	.40/CCC	.43/CG	.45/CRv	.5/Rv	.54/RvC	.55/RvRv	.60/RRR	.62/RV	.64/RC
9	 **9.31/9GB** Vanilla			 **9.3/9G** Light Gold											
8	 **8.31/8GB** Golden Beige			 **8.3/8G** Butterscotch		 **8.34/8GC** Light Caramel									
7	 **7.31/7GB** Almond		 **7.35/7GRv** Terracotta		 **7.30/7GGG** Gold	 **7.34/7GC** Gold Chestnut	 **7.40/7CCC** Fireglow	 **7.43/7CG** Sunset							
6	 **6.31/6GB** Hazelnut Praline	 **6.32/6GV** Toasted Pecan	 **6.35/6GRv** Maple	 **6.3/6G** Gingerbread		 **6.34/6GC** Honey Chestnut	 **6.40/6CCC** Copper		 **6.45/6CRv** Cinnamon			 **6.64/6RC** Garnet			 **6.64/6RC** Garnet
5	 **5.31/5GB** Praline	 **5.32/5GV** Café	 **5.35/5GRv** Warm Chestnut	 **5.3/5G** Brown Sugar						 **5.5/5Rv** Mahogany	 **5.54/5RvC** Intense Mahogany Rubilane™ *		 **5.60/5RRR** Intense Ruby DM5*		
4				 **4.3/4G** Dark Brown Sugar										 **4.62/4RV** Amaryllis DM5*	
3															
2															
1															



Clear

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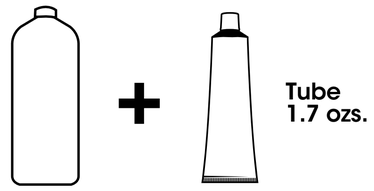
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Preparation

1.5 : 1 mixing ratio
2.6 ozs. DIActivateur developer to 1 tube (1.7 ozs.)

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

■ Use 9-vol. or 15-vol. DIActivateur.



Application

On dry hair, spray Metal Detox Pre-Treatment Spray on each section and apply Dia Light formula with a brush or a bottle on the re-growth, mid-lengths and ends.

[Processing time]

Toning: 2-10 minutes
Colormatch/Refresh: Up to 20 minutes
Grey blending/Virgin application: 20 minutes
Lowlights: Up to 20 minutes

Rinsing

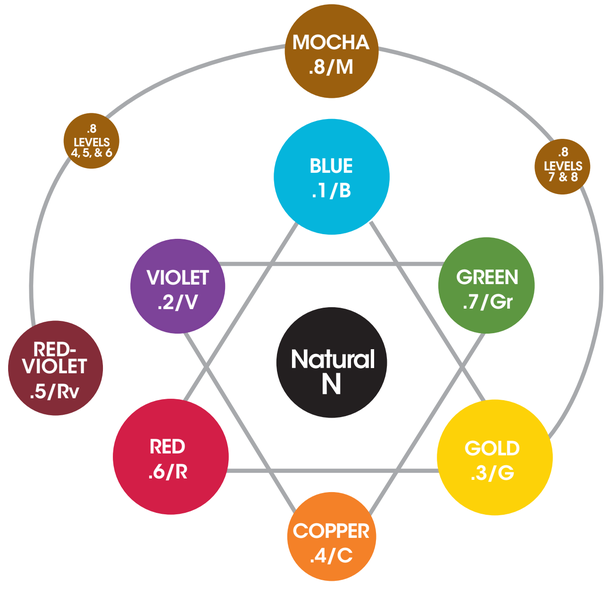
When development time is complete, add a little warm water to the hair and gently emulsify.

Thoroughly rinse color from the hair and shampoo with Metal Detox Shampoo to pro guarantee your color result. Follow with Metal Detox mask.

Law of color

■ Opposite colors on the color wheel will counteract or neutralize each other.

■ Opposite colors on the color wheel are also complementary.



Dual coding system

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

example:

5GV
5.32

level of color

primary tone of color

secondary tone of color