

**NEW**

# Dia color

Alkaline demi-permanent.

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



**L'ORÉAL**

**PROFESSIONNEL**

**PARIS**

## Why Dia color?



**Up to 70% grey coverage.**

Up to 1.5 levels of lift.



**Up to 6 weeks of gloss color, 2x shine.\***

Soft demarcation.



**Fast processing.**

20 minutes.

# Dia color

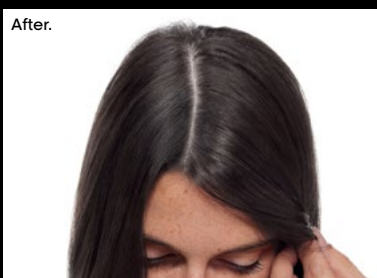
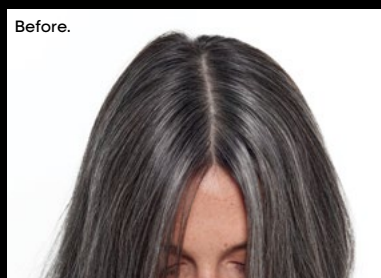
Alkaline demi-permanent.

L'ORÉAL  
PROFESSIONNEL  
PARIS

## With Melanin Gap Filler Technology for up to 70% grey coverage.

### How does it work?

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



Grey blending with **Dia color 5/5N** & DIActiveur Developer 15-vol.

\*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



## A complete demi portfolio that does it all.

### Dia color

Alkaline.

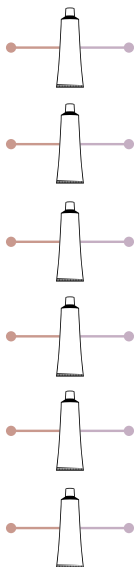
No ammonia.

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 Dia 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.


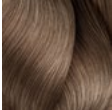
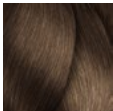
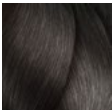
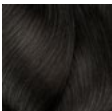
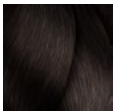
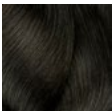
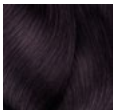
Standard color deposit.

Strong color deposit.

# Dia color

Alkaline demi-permanent.

L'ORÉAL  
PROFESSIONNEL  
PARIS

	Blues		Greens	Violets	
	.1/B	.18/BM	.71/GrB	.20/VVV	.2/V
9					
8	 8.1/8B				 8.2/8V
7		 7.18/7BM			
6	 6.1/6B				
5	 5.1/5B	 5.18/5BM	 5.71/5GrB		
4				 4.20/4VVV DM5	
3					
2					
1					

# Dia color

Alkaline demi-permanent.

L'ORÉAL  
PROFESSIONNEL  
PARIS

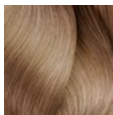
## Cool Browns & Blondes

.13/BG

.15/BRv

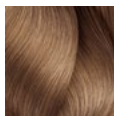
.23/VG

9



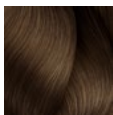
9.13/9BG

8



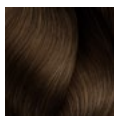
8.23/8VG

7



7.13/7BG

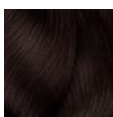
6



6.23/6VG

5

4



4.15/4BRv

3

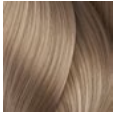
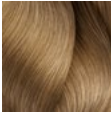
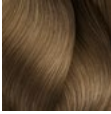
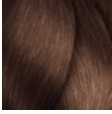
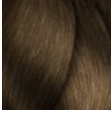
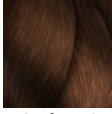
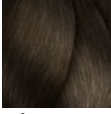
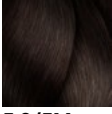
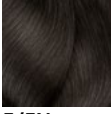
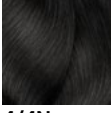

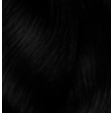
2

1

# Dia color

Alkaline demi-permanent.

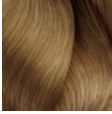
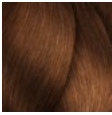
L'ORÉAL  
PROFESSIONNEL  
PARIS

	Mochas			Naturals
	.82/MV	.8/M	.84/MC	
9	 9.82/9MV			 9/9N
8				 8/8N
7		 7.8/7M		 7/7N
6			 6.84/6MC	 6/6N
5		 5.8/5M		 5/5N
4				 4/4N
3				 3/3N
2				
1				 1/1N

# Dia color

Alkaline demi-permanent.

L'ORÉAL  
PROFESSIONNEL  
PARIS

	Warm Browns & Blondes	Golds		
	.31/GB	.3/G	.34/GC	.35/GRv
9				
8	 8.31/8GB	 8.3/8G	 8.34/8GC	
7				
6		 6.3/6G	 6.34/6GC	
5				 5.35/5GRv
4				
3				
2				
1				



# Dia color

Alkaline demi-permanent.

L'ORÉAL  
PROFESSIONNEL  
PARIS

## Coppers

.4/C

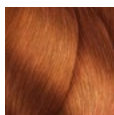
.43/CG

.44/CC

.45/CRv

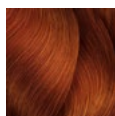
9

8



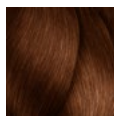
8.43/8CG

7



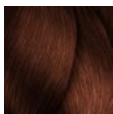
7.44/7CC

6



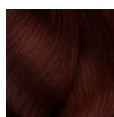
6.45/6CRv

5



5.4/5C

4



4.45/4CRv

3

2

1

# Dia color

Alkaline demi-permanent.

L'ORÉAL  
PROFESSIONNEL  
PARIS

## Reds

.5/Rv

.62/RV

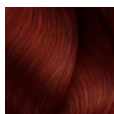
.60/RRR

9

8

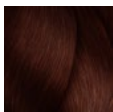
7

6



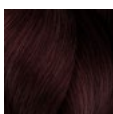
6.60/6RRR  
DM5

5



5.5/5Rv

4



4.62/4RV  
DM5

3

2

1



Clear

### One shade, multiple possibilities.

- Soften the intensity of the tone.
- Create a lighter or custom shade.

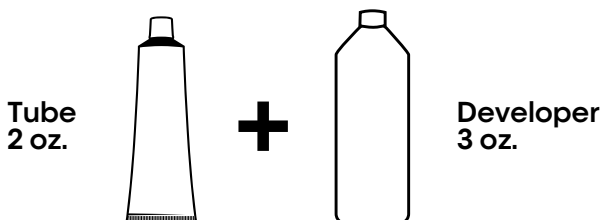
## Color theory.

### 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.

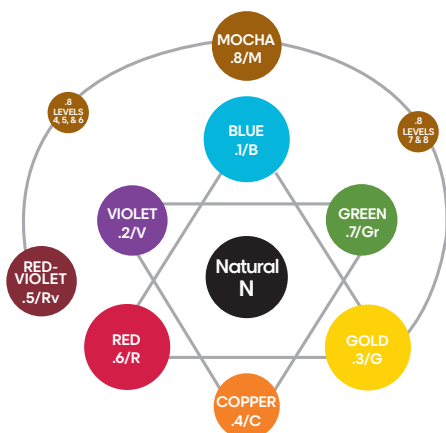
### Rinsing

When development time is complete, thoroughly rinse color from the hair and shampoo with Metal Detox Shampoo to pro guarantee your color result. Follow with Metal Detox mask.

## Color theory.

### 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	NEUTRAL	TONES
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 ————

The logo for L'Oréal Professionnel Paris is centered on a white background. The word "L'ORÉAL" is in a large, black, serif font. Below it, the word "PROFESSIONNEL" is in a smaller, black, sans-serif font, enclosed within a thick black horizontal bar. Underneath the bar, the word "PARIS" is in a smaller, black, sans-serif font. The entire logo is surrounded by several large, glossy, orange-colored spheres of varying sizes, some partially cut off by the edges of the frame.

# L'ORÉAL

**PROFESSIONNEL**

PARIS

**f** [lorealprofessionnel.us](https://www.lorealprofessionnel.us) | **@** [lorealpro\\_education\\_us](https://www.lorealpro_education_us)  
**▶** [lorealprou.s](https://www.lorealprou.s) | [us.lorealprofessionnel.com](https://www.us.lorealprofessionnel.com)

for more information contact L'Oréal Professionnel's  
hotline at 1.800.345.5012