

uniqueart

The launch edition.

Mar/Apr 2025

Dia color
10 NEW
must-have shades.

iNOA
Exceptional
color for all.

AirLight Pro
Pros have
seen the light..

L'ORÉAL
PROFESSIONNEL
PARIS

Dia color

Alkaline demi-permanent.



70%

Up to 70%
grey coverage.
Up to 1.5 levels of lift.




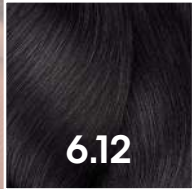
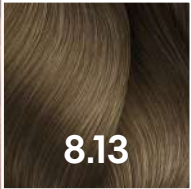
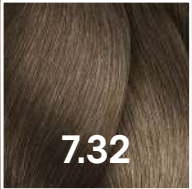


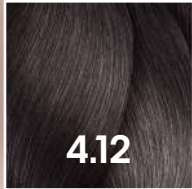



Up to 6 weeks of
gloss color, 2x shine.*
Soft demarcation.



Fast processing.
20 minutes.

10 new multi-reflective shades.

Introducing Titan Brown.

Ash		Cool Brown, Mocha, & Warm Brown		Gold
 9.1	 6.12	 8.13	 7.32	 6.35
 7.1	 4.12	 6.8	 6.31	 5.3
Neutralizing brassiness of underlying pigments with icy reflects.		Tailormade for all tastes of brown color with neutral, warm to cool results.		Warm results + enhancer for natural coverage.

Vs. unwashed hair.

Depth & dimension with 3D Dia color technique.

Step 1. Apply root coverage shade.

Step 2: Select base shadow pair to create perfect contrast.

Step 3: Apply base shadow in diagonal panels allowing smooth transition from roots for natural looking highlights & lowlights.



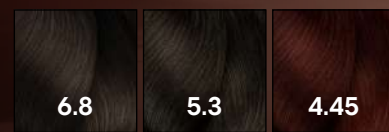
Discover more.



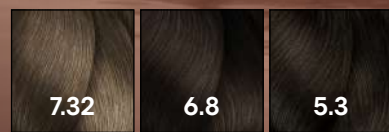
@suziebond



@jess.stylist



Global application: 5.3 + 4.45 + DIActiveur Developer 9-vol.
Mid & lengths: 6.8 + DIActiveur Developer 9-vol.



Roots: 5.3 + DIActiveur Developer 9-vol.
Gloss: 6.8 & 7.23 + DIActiveur Developer 9-vol.

Dia color

Alkaline demi-permanent.

Tear along dotted line and display in your salon!

	Blues			Greens	Violets		Cool Browns & Blondes			Mochas			Naturals	Warm Browns &		Golds			Coppers				Reds					
	.1/B	.12/BV	.18/BM	.71/GrB	.20/VVV	.2/V	.13/BG	.15/BRv	.23/VG	.82/MV	.8/M	.84/MC		.31/GB	.32/GV	.3/G	.34/GC	.35/GRv	.4/C	.43/CG	.44/CC	.45/CRv	.5/Rv	.62/RV	.60/RRR			
9																												
8																												
7																												
6																												
5																												
4																												
3																												
2																												
1																												



Can't find your Dia Richesse shade?
Discover your Dia color shade conversion.

Clear

One shade, multiple possibilities.

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

Tonal variety, depth and dimension with 3D Dia Color Technique.



INOA™



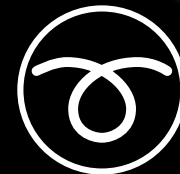
SalonCentric's #1 no ammonia permanent color.*



Multi-dimensional 100% grey coverage.



Visibly improves hair quality, uncompromised comfort.



Maintains curl pattern.



Vegan & fragrance free.**

Exceptional color for all.

Exceptional coverage.



@adina_pignatare

Exceptional care.



@hairandbeautylaura

For all hair formations.



L to R: @frankdiaz.colorist, @the_jen_cahill, @geoffreyhairr

Dry with the speed of light.

AirLight Pro

Pros are obsessed. 4.6 stars ★★★★★*



Salon Price
\$400

Includes concentrator & diffuser with magnetic attachment.



L'ORÉAL
PROFESSIONNEL
PARIS



"The **infrared light technology** helps dry unbelievably fast and leaves the hair super sleek, shiny, and hydrated."

Min Kim @minkimcolorist



"Don't let the **lightweight design** fool you, the AirLight Pro is powerful."

Philip Foresto @philipforesto



"Texture and color deserve a dryer that's both **powerful and protective** - this is it."

Kara Williams @haircolorkillla



"The **app is a game-changer**, every client deserves this level of customization."

Chris Jones @chrisjones_hair

*on saloncentric.com

L'Oréal Pro Color Specialist

Push your boundaries and look at color formulation in a whole new way.



Suzie Bond, L'Oréal Pro Color Artist

Join Suzie Bond, L'Oréal Pro Colorist, for the ultimate color course to make you a specialist like no other. Launched in 1998 this globally recognized course continues to elevate colorists.

If you have an excellent knowledge of coloring hair and would really like to understand "the why" so you can fine tune every head of hair, this course is for you! Color Specialist is the highest level of education in your color journey and prior color knowledge with L'Oréal Professionnel is strongly recommended.



Switch out the quote to: In my 25 years in the industry, I found this mind-blowing course invaluable, transforming my approach to hair color formulation. It boosted my professional confidence as a salon owner and L'Oréal Professionnel Artist, equipping me to handle any color question. The challenging experience provides preparation, culminating in a rewarding graduation as the icing on the cake!

-Tina Jimenez, Northern Lights, Clark, NJ



This challenging and rewarding class elevated this colorist's already strong L'Oréal Professionnel color formulation skills to a new level. I express my gratitude for the knowledge gained, improving as both a colorist and a team mentor. The experience also fostered valuable connections with my classmates and instructors.

-Emilio Giglio, Alex Emilio, Royal Oak, MI



Learn more
about Color
Specialist.

Want more resources?

Swatch charts



Majirel



iNOA

Education



Signature Edu



Academy

Brochures



Metal Detox



Dialight



Dia color



Virtual Atelier



Brand Book



Blond Studio

Support Tools



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with our
newsletter



Discover our
full product
catalog



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sell-thru assets
on **LEVEL**



Discover free
mental health
resources

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