# Dia light

**Acidic crème demi with Hyaluronic Acid.**

Our breakthrough way to gloss, tone &
take-through with zero ammonia and zero lift.

L'ORÉAL
PROFESSIONNEL
PARIS

# Dia light

**Milky crème consistency**
for controlled application.

**Hyaluronic Acid**
for 1.9X more hydration[1] and 2X less breakage.[2]

**Fast processing time**
2-20 minutes.

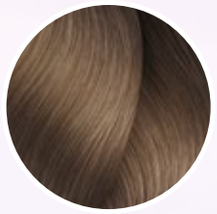
**Increased tube size, decreased cost.**
Now 2 oz.

Scan for more.

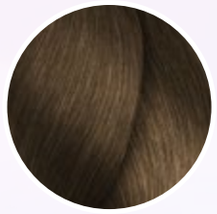
# 7 new shades

**to elevate your palette.**

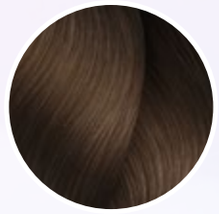
**8.11/8BB**
Glacial Mist Milkshake



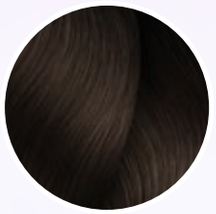
**8.28/8VM**
Lavender Pearl Milkshake



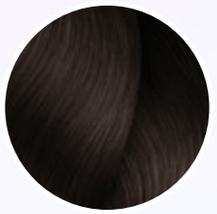
**7.18/7BM**
Smoky Quartz



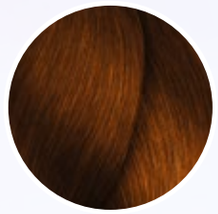
**6.28/6VM**
Twilight Mauve



**6.8/6M**
Velvet Mocha



**5.12/5BV**
Frosted Berry Cocoa

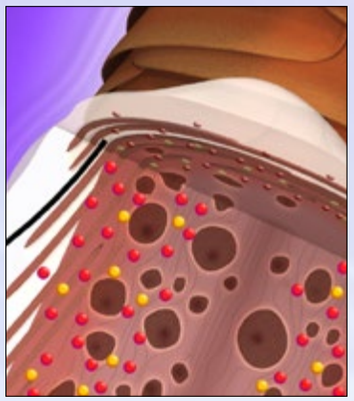


**5.4/5C**
Autumn Ember

# Science behind Dia light.

## Before color.

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



## During color.

Dia light has an acidic pH close to the natural pH of the hair.

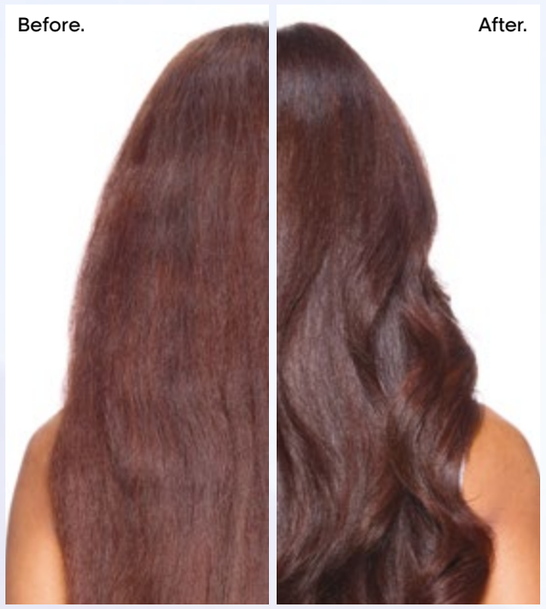
There is no lift with gentle penetration of colorants for long lasting color.

## After color.

The cationic polymers and Hyaluronic Acid in Dia light have a resurfacing effect on the cuticle, leaving the hair with amazing shine and hydration.

[1]Vs. natural untreated hair
[2]Treated natural hair vs. untreated

Hyaluronic **toning** to neutralize undertone.




Hyaluronic **glossing** to refresh color with 82% more shine.*

*Instrumental test

# Dia light

Zero ammonia. Zero lift. Ultra hydration.

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| | Blues | | | | | Greens | Violets | | | | | Cool Browns & Blondes | | Mochas | | Naturals | Warm Browns & Blondes | | Golds | | | Coppers | | | | | | Reds |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | .11/BB | .1/B | .01/NB | .12/BV | .18/BM | .07/NGr | .21/VB | .22/VV | .2/V | .28/VM | .02/NV | .13/BG | .23/VG | .82/MV | .8/M | | .31/GB | .32/GV | .03/NG | .3/G | .34/GC | .4/C | .43/CG | .40/CCC | .45/CRv | .46/CR | .24/VC | .64/RC |
| 10 | | | 10.01/10NB Soft Frosty Milkshake | 10.12/10BV Frosty Pearl Milkshake | 10.18/10BM Dazzling Pearl Milkshake | | 10.21/10VB Pearl Sorbet Milkshake | 10.22/10VV Iridescent Berry Milkshake | | | 10.02/10NV Soft Pearly Milkshake | 10.13/10BG Vanilla Macaroon Milkshake | 10.23/10VG Pearly Gold Milkshake | 10.82/10MV Pearly Glow Milkshake | | | | 10.32/10GV Sandy Milkshake | | | | | | | | | 10.24/10VC Iridescent Coral Glow | |
| 9 | 9.11/9BB Iceberg Milkshake | 9.1/9B Icy Milkshake | 9.01/9NB Frosty Milkshake | 9.12/9BV Pearl Milkshake | 9.18/9BM Icy Pearl Milkshake | | 9.21/9VB Sorbet Milkshake | | 9.2/9V Iridescent Milkshake | | 9.02/9NV Pearly Milkshake | 9.13/9BG Cool Buttercream | | 9.82/9MV Iridescent Beige Milkshake | | 9/9N Very Light Blonde | 9.31/9GB Vanilla | | 9.03/9NG Honey Milkshake | 9.3/9G Light Gold | | | | | | | | |
| 8 | 8.11/8BB Glacial Mist Milkshake | 8.1/8B Iced Latte | | | 8.18/8BM Cool Pearl Milkshake | | 8.21/8VB Icy Sorbet | | | 8.28/8VM Lavender Pearl Milkshake | | | 8.23/8VG Lavender Honey | | | 8/8N Light Blonde | | | | 8.3/8G Light Brown Sugar | 8.34/8GC Light Caramel | | 8.43/8CG Copper Sunset Rubilane™ | | | | | 8.24/8VC Cool Sandy Coral | |
| 7 | | | 7.01/7NB Natural Frost | 7.12/7BV Cool Beige | 7.18/7BM Smoky Quartz | | | | | | | 7.13/7BG Satin Blonde | | | 7.8/7M Mocha Latte | 7/7N Blonde | 7.31/7GB Almond | | | 7.3/7G Brown Sugar | | | 7.43/7CG Sunset Rubilane™ | 7.40/7CCC Firelight Rubilane™ | | | | | |
| 6 | 6.11/6BB Charcoal | 6.1/6B Cool Almond | | | | 5.07/5NGr Sage | | | | 6.28/6VM Twilight Mauve | | 6.13/6BG Walnut | | | 6.8/6M Velvet Mocha | 6/6N Dark Blonde | | | | 6.3/6G Gingerbread | 6.34/6GC Honey Chestnut | | | | 6.45/6CRv Cinnamon Rubilane™ | 6.46/6CR Autumn DMS/Rubilane™ | | 6.64/6RC Garnet DMS/Rubilane™ |
| 5 | | 5.1/5B Cool Smoked Walnut | | 5.12/5BV Frosted Berry Cocoa | | | | | | | | | | | | 5/5N Light Brown | | | | | | 5.4/5C Autumn Ember Rubilane™ | | | | | | | |
| 4 | | | | | | | | | | | | | | | | 4/4N Brown | | | | | | | | | | | | |

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.

# Color theory.

## Preparation

**1 to 1.5 mixing ratio**
1 tube (2 oz.) to 3 oz. DIActivateur developer

Measure 3 oz. of 6-vol. DIActivateur (1.8%) or 9-vol. (2.7%), depending on the desired intensity of the result.

Tube 2 oz. + Developer 3 oz.

## Application

On dry, unwashed hair, apply with a brush on the re-growth, mid-lengths and ends.

**Development time:** 2 to 20 minutes

## Color matching permanent hair color

- Apply the desired iNOA/Majirel shade on the re-growth
- After 20 minutes, apply the appropriate Dia light shade to the mid-lengths and ends

**DIActivateur options:**

- Dia light: 6-vol. DIActivateur (for a soft color deposit), 9-vol. DIActivateur (for a regular color deposit).
- Development time: Up to 20 minutes depending on the desired level of fade

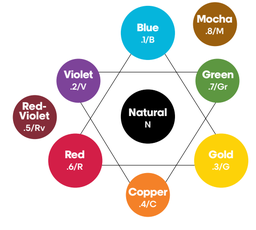
## Rinsing

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 Metal Detox Shampoo.

## 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

**Mocha .8/M Contains:**
Violet .2/V | Blue .1/B | Gold .3/G

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