

A complete demi portfolio that does it all.

Dia color		Dia light
Alkaline.		Acidic.
No ammonia.		No ammonia.
On natural or colored hair.		On colored or lightened hair.
Up to 70% grey coverage.		No grey coverage.
Up to 1.5 levels of lift.		No lift.
Shine, tonal reflects & first grey coverage.		Shine, condition & color refresh.

Discover which DIActivateur developer is right for you.

Dia color		Dia light
Soft color deposit for more natural result.		Soft color deposit for more transparent result.
Regular color deposit for standard tone on tone results.		Standard color deposit.
Strong color deposit for more visibility and 1.5 levels of lift.		Strong color deposit.

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

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Dia color

Alkaline demi-permanent.

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



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Dia color

Alkaline demi-permanent.

Why Dia color?

- 70%** Up to 70% grey coverage. Up to 1.5 levels of lift.
- 6 weeks** Up to 6 weeks of gloss color, 2x shine.* Soft demarcation.
- 20 MIN** Fast processing. 20 minutes.

*Vs. unwashed hair.

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 & DIActivateur 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.

	Blues			Greens	Violets		Cool Browns & Blondes			Mochas			Naturals	Warm Browns & Blondes		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
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1																									

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

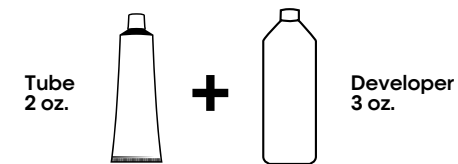
One shade, multiple possibilities.

- 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

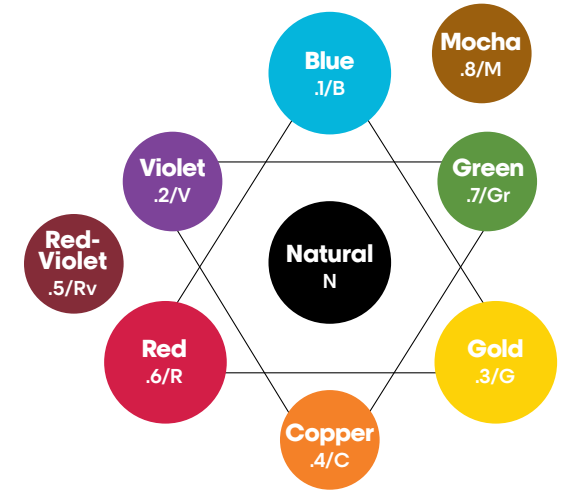
- First application:** 20 min development time starts at the end of the application.
- Regrowth touch up**
 Apply on the regrowth area, start development time of 20 min, then:
- Take through immediately to revive color with deeper result and/or darken.
 - Take through after 10 min, when lengths & ends 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.

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	BLUE	VIOLET	GOLD	COPPER	RED-VIOLET	RED	GREEN	MOCHA
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									

