

Dia color

E-technical sheet

Demi-permanent gloss colour



01 | What is Dia color?

- Up to 91% natural origin*
- No ammonia**
- 6 weeks of gloss colour***
- Up to 70% grey coverage

Dia color is an **alkaline tone on tone cream colour** without ammonia.

Hybrid « Natural origin* & technology » formula with no compromise on performance:

Up to **91% natural tech*** including deep caring agents such as:

- **Shea butter** for nourishment.
- **Propanediol** (renewable vegetal oil or corn sugar origin)
- **Hyaluronic acid** known for its hydration properties.
- **Glycerin** for hydration.

The remaining 9%* of ingredients ensure the colour performance, the formula preservation & stability.

*Individual shades vary – Maximum ingredient naturality is 92%, minimum is 84%.

No ammonia, for a pleasant smell. *Instrumental and consumer test.

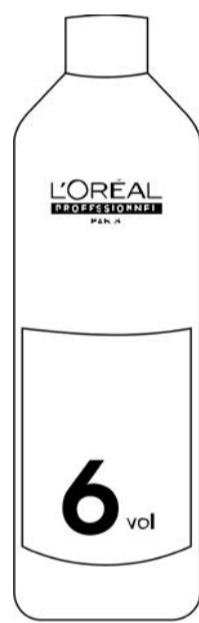
02 | Professional guidance

1. Preparation.

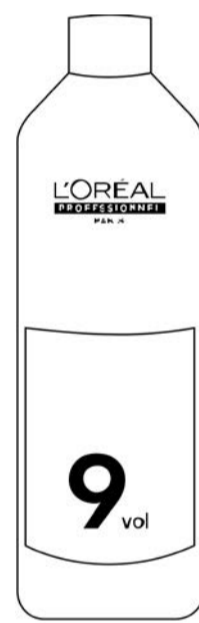
Wear suitable disposable gloves.

Do not use metallic tools (bowl, comb...).

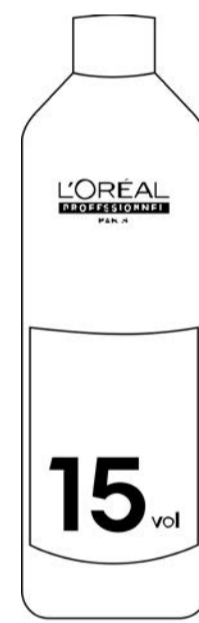
Use exclusively with the recommended Dia Activateur:



6
volume
(1.8%)
Soft
colour
deposit.



9
volume
(2.7%)
Regular
colour
deposit.



15
volume
(4.5%)
Strong
colour
deposit.

2. Mixing.

In a non-metallic bowl or applicator bottle:

Mix with a **1 + 1.5** ratio

(60ml Dia color colouring cream + 90ml of Dia activateur).

Precise application



Quick application

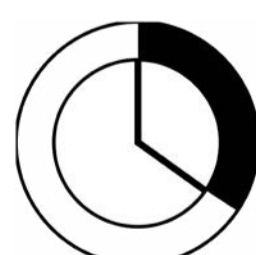


3. Application & development time.

Wearing suitable disposable gloves apply on dry hair.

FIRST APPLICATION

20 min development time starts at the end of the application.



20
minutes

REGROWTH TOUCH UP

Apply on the regrowth area, start development time of 20 min, then:

- Take through immediately to revive colour with deeper result and/or darken
- Take through after 10min, when lengths & ends are moderately faded
- Take through for the 5 last min, when colour is slightly faded
- Emulsify gently, rinse thoroughly and shampoo with Metal Detox shampoo


L'ORÉAL
PROFESSIONNEL
PARIS

03 | Wide palette of 39 shades

	1	3	4	5	6	7	8	9	
Naturals	Clear	1	3	4	5	6	7	8	9
Ash	.1			5.1	6.1	7.1	8.1	9.1	
	.12				6.12				
	.18			5.18		7.18			
Iridescent	.2						8.2		
	.20		4.20						
Gold	.3				6.3		8.3		
	.34				6.34		8.34		
	.35			5.35					
Copper	.43						8.43		
	.4			5.4					
	.44					7.44			
	.45				6.45				
Red	.5			5.5					
	.60				6.60				
	.62		4.62						
Matte	.71			5.71					
Mocha	.8			5.8	6.8	7.8			
	.82							9.82	
	.84				6.84				
Warm Brown	.31						8.31		
	.32					7.32			
Cool Brown	.13					7.13	8.13	9.13	
	.15		4.15						
	.23				6.23		8.23		



DM5 = These shades contain DM5 chromatic colourant & can only be used pure.

04 | Dia color Services

Different options	Example Your client is a natural base 6	Development time
1 LEVEL darker	(5,8) / 9 Vol.	 20 minutes
TONE ON TONE at same level	(6,84) / 9 Vol. For a standard tone on tone maintenance	
1 LEVEL lighter	(7,8) / 15 Vol.	

- Determine the natural base
- Select the target shade according to the natural base
- Choose the right Dia Activateur according to the natural base & the target shade

Improved white hair blending.

	Formula	Dia Activateur 9 volume	Dia Activateur 15 volume
0% to 30%	Base shade OR Target shade	For tone on tone results	For more reflect visibility
30% to 50%	Natural shade OR 	For standard white hair blending	For optimised white hair blending OR For more reflect visibility
50% to 70%	Natural shade OR 	X	For optimised white hair blending

*Only ¼ of natural is enough to provide efficient white hair blending.

- Determine the natural base
- Determine the percentage of white hair
- Select the target shade according to the natural base
- Select the appropriate Dia Activateur depending on the type of blending (9 Vol. / 15 Vol.)

05 | Pro Tips



6 Volume.

Use 6 volume Dia Activateur for more natural result (softer colour deposit) for clients who really want to go softer & want the least commitment possible.

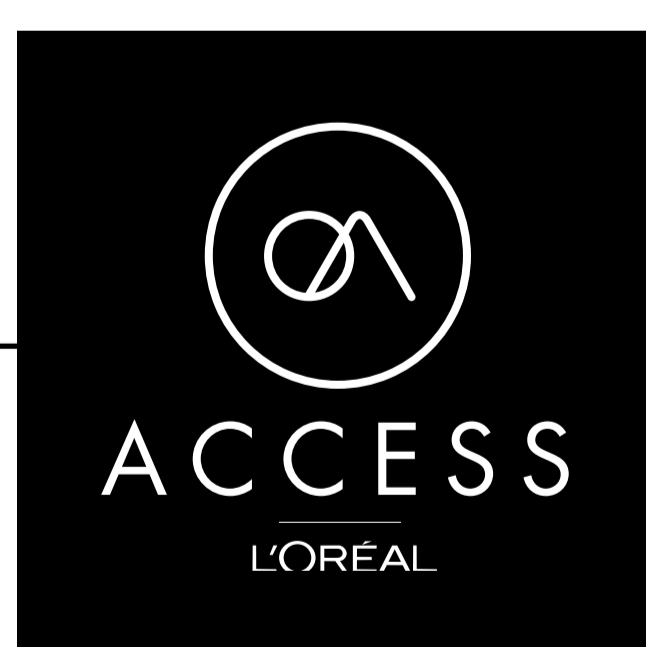
Clear.

Clear shade can be used to dilute any shade by increasing its transparency.



L'Oréal Access

Free education at your fingertips



Tone-on-tone e-learning



Salon advice

email: salonadvice@uk.loreal.com



0800 030 4034



1800 535 616