DIA RICHESSE

DEMI-PERMANENT TONE ON TONE
RICH AMMONIA-FREE HAIR COLOUR

DIA LIGHT

DEMI-PERMANENT TONE ON TONE LUMINOUS
AMMONIA-FREE ACID HAIR COLOUR

L'ORÉAL PROFESSIONNEL PARIS

DIA RICHESSE

DEMI-PERMANENT TONE ON TONE
RICH AMMONIA-FREE HAIR COLOUR

Ideal for natural or colour-treated hair.

Cream texture.

Lightens up to 1.5 level.

Covers up to 70% of grey hair.

Deep and rich tones.

Exceptional softness.

DIA LIGHT

DEMI-PERMANENT TONE ON TONE LUMINOUS
AMMONIA-FREE ACID HAIR COLOUR

Acidic Technology.

Gel-cream texture.

Zero lift.

Luminous tones.

Vinyl shine.

Intense care for the hair

TECHNOLOGY

ALKALINE PH

Before colour: on natural hair, the cuticle scales are closed.

During colour: the alkaline agents slightly open the hair fiber allowing colourants to penetrate the cuticle.

After colour: DIA Richesse has the ability to lighten up to 1.5 level, cover up to 70% grey hair and create rich, profound tone

ACID PH

Before colour: on colour-treated and sensitized hair, the cuticle scales are already opened.

During colour: DIA Light has an acid pH close to the natural pH of the hair. There is no lift with gentle penetration of colourants for long-lasting colour

After colour: The cationic polymers in DIA Light have a resurfacing effect on the cuticle, leaving the hair with amazing shine and softness

MIXING

50 ml
DIA
COLOR

+

75 ml
DIACTIVATEUR

1 TO 1.5 RATIO

| Mix in a **APPLICATOR BOTTLE** or mixing bowl.

| Mix until a creamy gel texture is obtained.

PROCESSING TIME

20 min

| Development time **UP TO 20 MINUTES** (or according to service).

COVERAGE

UP TO **70%** USING BASE SHADES

TIP

0-30% GREY HAIR
1 target shade + 9 volume

30%-70% GREY HAIR
½ target + ½ basic + 15 volume

0 COVERAGE

0 LIFT

DEVELOPER

| Cream developer formulated exclusively for use with **DIA RICHESSE** and **DIA LIGHT**

| Available in 3 strengths depending on desired result (6, 9, 15 volume)

DIA RICHESSE	TECHNIQUE	TIME
DIACTIVATEUR 6 volume	Less lift, subtle reflect, perfect to achieve tone on tone colour.	5 TO 20 MIN
DIACTIVATEUR 9 volume	Less lift, perfect balance to reveal reflection and depth.	5 TO 20 MIN
DIACTIVATEUR 15 volume	Up to 1.5 level of lift, perfect reveal reflection, recommended to achieve best result on grey hair.	20 MIN

DIA LIGHT	TECHNIQUE	TIME
DIACTIVATEUR 6 volume	Subtle reflect, perfect to achieve tone on tone colour.	5 to 20 MIN
DIACTIVATEUR 9 volume	Perfect balance to reveal reflection and depth, darkens up to 2 levels	5 to 20 MIN
DIACTIVATEUR 15 volume	provides more intensity, recommended to reveal the most reflection	20 MIN

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