

L'ORÉAL
PARIS
PROFESSIONNEL

DIA RICHESSE
LIGHT

COLOR CHART
NOW WITH 91 SHADES!



L'ORÉAL PROFESSIONNEL DEMI-PERMANENT INNOVATION

2 COMPLEMENTARY HAIRCOLOR LINES THAT PROVIDE
MAXIMUM FLEXIBILITY, CREATIVITY AND FREEDOM.

DIALIGHT



LUMINOUS DEMI-PERMANENT GEL-CRÈME HAIRCOLOR WITHOUT AMMONIA

GENTLE ACID TECHNOLOGY

- Color personalization and correction made easy, quick and predictable
- Luminous tones, vinyl shine, exceptionally even color
- Zero lift
- Intense care for the hair
- Ideal for color-treated or sensitized hair

DIARICHESSE



RICH DEMI-PERMANENT CRÈME HAIRCOLOR WITHOUT AMMONIA

ADVANCED ALKALINE TECHNOLOGY

- Coverage up to 70% white hair
- Rich and deep reflects. Exceptional softness.
- Up to 1½ levels of lift
- Ideal for natural or color-treated hair





DIARICHESSE
DEMI-PERMANENT CREAM HAIR COLORANT
L'ORÉAL PROFESSIONNEL PARIS

DIALIGHT
ACIDIC DEMI-PERMANENT HAIRCOLOR SYSTEM
gel-creme color
L'ORÉAL PROFESSIONNEL PARIS

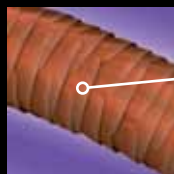
NOW WITH 91 SHADES AND 8 SHADE FAMILIES FOR UNLIMITED CREATIVITY



TECHNOLOGY

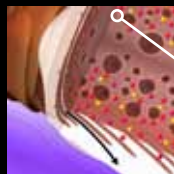
DIALIGHT

THE TECHNICAL TOOL
FOR COLOR-TREATED OR SENSITIZED HAIR



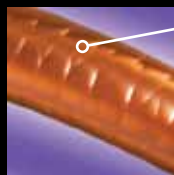
BEFORE COLOR

- Faded color-treated or sensitized hair fiber
- The alkaline agent is neutralized during mixing



DURING COLOR

- The hair fiber swells slightly due to a water-based environment with an acidic pH
- Colorants penetrate and bond themselves inside the hair fiber
- The colorants develop in harmony to the hair's natural tones



AFTER COLOR

- Hair cuticle is closed and the hair fiber benefits from a resurfacing effect
- Hair reveals a vinyl-like shine and a luminous tone
- Intense haircare-like result

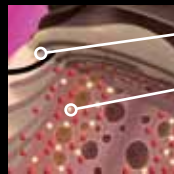
DIARICHESSE

THE RECRUITMENT WEAPON
FOR NATURAL OR COLOR-TREATED HAIR



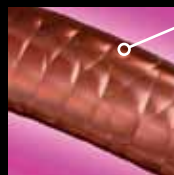
BEFORE COLOR

- Natural or color-treated hair



DURING COLOR

- Colorants penetrate and bond themselves inside the hair fiber
- The colorants develop in harmony with the DIACTIVATEUR used

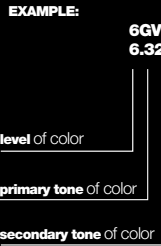


AFTER COLOR

- Hair cuticle is closed
- Ultra-shiny hair, colored with a rich and deep shade
- Result intensity varies according to the DIACTIVATEUR chosen
- Visible tones, even on dark bases
- Exceptional softness

LAW OF COLOR

level	tone
10 very light blonde	N natural
9 light blonde	B blue -1
8 blonde	V violet -2
7 dark blonde	G gold -3
6 light brown	C copper -4
5 brown	Rv red-violet -5
4 dark brown	R red -6
3 darkest brown	Gr green -7
2 brownish black	
1 black	



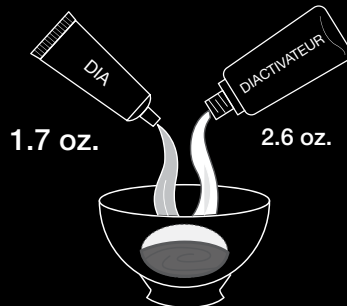
TIPS

COLOR REFRESHING TECHNIQUE

- Apply permanent color (INOA, Majirel, Luocolor)
- Apply the matching DIA Light shade (if using INOA or LUO on re-growth) or DIA Richesse (if using Majirel on re-growth) on the faded mid-lengths and ends 20 minutes before the end of the development time.
- **DIACTIVATEUR Options:**
 - Minimum fading: warm-lighter target shade, use the 6-vol
 - Moderate fading: warm target shade same level, use the 6-vol
 - Maximum: warm target shade same level, use with 9-vol
- Carefully emulsify, rinse thoroughly and shampoo twice at the end of the development time

PREPARATION

- Measure 2.6 oz. of 6-vol. DIACTIVATEUR (1.8%), 9-vol. (2.7%) or 15-vol. (4.5%), depending on the desired intensity of the result.
- Add 1 tube (1.7 oz.) of DIALIGHT or DIARICHESSE haircolor.
- Mix together until a smooth, creamy texture is obtained.



APPLICATION

- On dry unwashed hair, apply with a brush or a plastic bottle on the re-growth, mid-lengths and ends
- Development time: from 2 to 20 minutes
- Carefully emulsify, rinse thoroughly and finish with a specific post-haircolor shampoo

SKIN ALLERGY TEST

IMPORTANT: HAIR COLORANTS CAN CAUSE AN ALLERGIC REACTION. A SKIN ALLERGY TEST MUST BE DONE 48 HOURS BEFORE EACH APPLICATION OF THIS COLORANT. FOLLOW THE SAFETY INSTRUCTIONS. (SEE INSIDE OF CARTON)

PRECAUTIONS

- Wear suitable disposable gloves
- Rinse hair well after application of the mixture
- If product gets into eyes, rinse immediately
- Keep out of reach of children
- Do not use metallic tools (bowl, comb...)
- To use exclusively with the DIACTIVATEURS 6-vol. (1.8%), 9-vol. (2.7%) or 15-vol. (4.5%)



DIARICHESSE

RICH DEMI-PERMANENT CRÈME HAIRCOLOR WITHOUT AMMONIA

	REDS			COPPERS		GOLDS	
	.5	.54	.62	.40	.45	.3	.30
10							
9							
8						NEW 8.3/8G Butterscotch	
7							7.30/7GGG Gold
6				6.40/6CCC Copper	NEW 6.45/6CRv Cinnamon	NEW 6.3/6G Gingerbread	
5	NEW 5.5/5Rv Mahogany	5.54/5RvC Intense Mahogany <small>(RUBILANE™)</small>				NEW 5.3/5G Brown Sugar	
4	NEW 4.5/4Rv Truffle		4.62/4RV Amaryllis <small>(RUBILANE™)</small>				
3							
2							
1							

WARM BROWNS & BLONDES						NATURALS	
.31	.32	.34	.35	.42	.53	.00	

9.31/9GB
Vanilla



8.31/8GB
Golden Beige



7.31/7GB
Almond



7.32/7GV
Biscotti



NEW
7.35/7GRv
Terracotta



6.34/6GC
Honey Chestnut



6.35/6GRv
Maple



NEW
6.42/6CV
Light Copper Chestnut



6.53/6RvG
Candied Walnut



5.31/5GB
Praline



5.32/5GV
Café



5.35/5GRv
Warm Chestnut



NEW
5.42/5CV
Copper Chestnut



NEW
9/9N
Light Blonde



8/8N
Blonde



7/7N
Dark Blonde



6/6N
Light Brown



5/5N
Brown



4/4N
Dark Brown



3.00/3NN
Deep Darkest Brown



3/3N
Darkest Brown



1.00/1NN
Deepest Black



1/1N
Black



COOL BROWNS & BLONDES

.12

.13

.14

.15

.23

.24

.25

NEW
9.13/9BG
Sandy Beige



NEW
8.13/8BG
Ash Beige



7.13/7BG
Satin Blonde



NEW
7.14/7BC
Caramel



7.23/7VG
Toffee Cream



7.24/7VC
Pearly Butterscotch



6.12/6BV
Sweet Molasses



6.13/6BG
Walnut



6.23/6VG
Hazelnut Honey



NEW
6.24/6VC
Iced Tea



5.12/5BV
Blueberry Chestnut



5.13/5BG
Cool Chestnut



5.15/5BRv
Cappuccino



5.25/5VRv
Iced Chestnut



4.15/4BRv
Chocolate



	VIOLETS			BLUES & GREENS		
.52	.02	.20	.26	.01	.10	.11

NEW
9.11/9BB
Iceberg Grey



8.02/8NV
Lavender Sugar



7.01/7NB
Natural Cool Blonde



6.02/6NV
Glazed Pecans



6.01/6NB
Smoked Almond



5.52/5RvV
Raspberry Truffle



NEW
5.01/5NB
Smoked Walnut



4.20/4VV
Iridescent Burgundy
(DM)



NEW
4.26/4VR
Aubergine
(DM)



4.01/4NB
Iced Espresso



2.10 / 2BBB
Blue Onyx













Clear



DIALIGHT

LUMINOUS DEMI-PERMANENT GEL-CRÈME HAIRCOLOR WITHOUT

	REDS		COPPERS		GOLDS		
	.65	0.66	.40	.43	.03	.3	.34
10							
9					9.03/9NG Honey Milkshake 	9.3/9G Light Gold 	
8						8.3/8G Light Brown Sugar 	8.34/8GC Light Caramel 
7			NEW 7.40/7CC Firelight 	7.43/7CG Sunset (RUBILANE™) 			
6						6.3/6G Gingerbread 	6.34/6GC Honey Chestnut 
5		5.66/5RR Ruby (RUBILANE™/DMS) 					
4	4.65/4RRv Red Velvet (DMS) 						
3							
2							
1							

WARM BROWNS & BLONDES			NATURALS	COOL BROWNS & BLONDES	
.31	.32	.35		.12	.13
	<p>NEW 10.32/10GV Sandy Milkshake</p> 			<p>10.12/10BV Frosty Pearl Milkshake</p> 	<p>10.13/10BG Vanilla Macaroon Milkshake</p> 
			<p>8/8N Blonde</p> 		
<p>7.31/7GB Almond</p> 			<p>7/7N Dark Blonde</p> 		
			<p>6/6N Light Brown</p> 		<p>6.13/6BG Walnut</p> 
<p>5.31/5GB Praline</p> 		<p>NEW 5.35/5GRv Warm Chestnut</p> 	<p>5/5N Brown</p> 		
			<p>4/4N Dark Brown</p> 		

		VIOLETS		BLUES & GREENS		
.15	.52	.02	.20	.01	.07	.11

9.02/9NV
Pearly Milkshake



9.01/9NB
Frosty Milkshake



NEW
9.11/9BB
Iceberg Milkshake



5.52/5RvV
Raspberry Truffle



NEW
5.07/5NGr
Sage



4.15/4BRv
Chocolate



4.20/4VVV
Iridescent Burgandy



FORMULATION GUIDELINES

SERVICE CHART

SERVICE	DIA LIGHT		DIA RICHESSE	
VIRGIN APPLICATION	N/A	N/A	9- OR 15-VOL DIACTIVATEUR	20 MIN.
REFRESHING (MID-LENGTHS & ENDS)	6-VOL DIACTIVATEUR	UP TO 20 MIN.	6-VOL DIACTIVATEUR	5-10 MIN.
PRE-COLORATION	6-VOL DIACTIVATEUR	20 MIN.	N/A	N/A
COVERING UP TO 30% WHITE	N/A	N/A	9-VOL DIACTIVATEUR	20 MIN.
COVERING UP TO 70% WHITE	N/A	N/A	15-VOL DIACTIVATEUR	20 MIN.
TONING LIGHTENED HAIR	6-VOL DIACTIVATEUR	2-10 MIN.	6-VOL DIACTIVATEUR	2-10 MIN.
POST PERM	6-VOL DIACTIVATEUR	5-10 MIN.	6-VOL DIACTIVATEUR	5-10 MIN.
POST SMOOTHING	6-VOL DIACTIVATEUR	5-10 MIN.	6-VOL DIACTIVATEUR	5-10 MIN.
POST STRAIGHTENING	6-VOL DIACTIVATEUR	5-10 MIN.	6-VOL DIACTIVATEUR	5-10 MIN.

PRE-COLORATION WITH DIA LIGHT

TARGET LEVEL	COOL, NATURAL & GOLD	RED, RED-VIOLET & COPPER
9 LIGHT BLONDE	9.3/9G	9.3/9G
8 BLONDE	9.3/9G OR 8.3/8G	8.34/8GC
7 DARK BLONDE	½ 8.3/8G + ½ 6.3/6G	8.34/8GC, 7.43/7CG OR 7.40/7CCC
6 LIGHT BROWN	6.3/6G	6.34/6GC OR 7.40/7CCC
5 BROWN	6.3/6G	6.34/6GC
4 DARK BROWN	6.3/6G	6.34/6GC

PRE-COLORATION INSTRUCTIONS

- Step 1: Choose pre-color shade based on target level
- Step 2: Apply the pre-coloration shade using 6-volume DIACTIVATEUR and process for 20 minutes
- Step 3: Rinse and towel dry
- Step 4: Apply target shade and process for full development time

TONING BALAYAGE HIGHLIGHTS, FOIL HIGHLIGHTS & PRE-LIGHTENED HAIR

LEVEL	UNDERLYING PIGMENT	GOLDEN		HONEY		CAMEL		COOL	
		DIA LIGHT	DIA RICHESSE	DIA LIGHT	DIA RICHESSE	DIA LIGHT	DIA RICHESSE	DIA LIGHT	DIA RICHESSE
10	PALE YELLOW	½ 9.3/9G + ½ Clear	¼ 7.30/7GGG + ¼ Clear	N/A	N/A	N/A	N/A	10.12/10BV OR 10.13/10BG	½ 9.13/9BG + ½ Clear
9	YELLOW	9.3/9G	¾ 8.3/8G + ¼ Clear	¼ 8.34/8GC + ¾ 9.03/9NG	¼ 6.34/6GC + ¼ 8.3/8G + ½ Clear	¾ 8.34/8GC + ¼ Clear	¼ 6.34/6GC + ¾ Clear	9.02/9NV OR 9.01/9NB	9.11/9BB OR 9.13/9BG
8	YELLOW ORANGE	8.3/8G	8.3/8G	½ 8.34/8GC + ½ 9.03/9NG	¼ 6.34/6GC + ¾ 8.3/8G	8.34/8GC	½ 6.34/6GC + ½ Clear	¼ 6.13/6BG + ¾ 9.13/9BG	8.02/8NV
7	ORANGE	¾ 6.3/6G + ¼ Clear	½ 7.30/7GGG + ½ Clear	½ 6.34/6GC + ½ 8.3/8G	½ 6.34/6GC + ½ 8.3/8G	¾ 6.34/6GC + ¼ Clear	¾ 6.34/6GC + ¼ Clear	½ 6.13/6BG + ½ 9.13/9BG	7.01/7NB

L'ORÉAL
PARIS
PROFESSIONNEL

www.lorealprofessionnel-us.com
For more information contact
L'Oréal Professionnel's Hotline at 1.800.345.5012