

L'ORÉAL
PROFESSIONNEL
PARIS

DIALIGHT RICHESSSE

COLOUR CHART

Demi-permanent Hair Colour

Let your clients change their look without the commitment

Build your Business

- More first-time colour clients
- Additional colour services for existing colour clients
- Better personalisation
- Achieve new trends & techniques



www.lorealprofessionnel.com.au
For more information contact
L'Oréal Professionnel's Hotline at 1300 651 991

l'orealprofessionnel.au L'OrealProAus @lorealpro

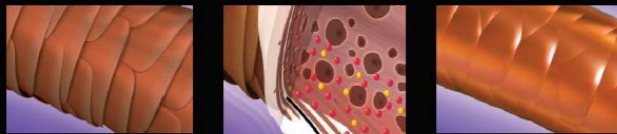
DIA RICHESSE

RICH DEMI-PERMANENT CRÈME HAIR COLOUR WITHOUT AMMONIA

ADVANCED ALKALINE TECHNOLOGY

- Ideal for natural or colour-treated hair
- Up to 1.5 levels of lift
- Up to 70% of white hair coverage*
- Deep and rich tones
- Exceptional softness

BEFORE COLOUR DURING COLOUR AFTER COLOUR



On natural hair, the cuticle scales are closed.

The alkaline agents slightly open the hair fiber allowing colourants to penetrate the cuticle.

DIA RICHESSE has the ability to lighten up to 1.5 levels, cover up to 70% white hair & create rich, profound tones.

SERVICE	DIA RICHESSE	
VIRGIN	9 OR 15-VOL. DIACTIVATEUR	20 MIN.
COLOUR MATCH/REFRESH	9-VOL. DIACTIVATEUR	UP TO 20 MIN.
PRE-COLOURATION	N/A	N/A
COVER UP TO 30% WHITE	9-VOL. DIACTIVATEUR	20 MIN.
COVER UP TO 70% WHITE	15-VOL. DIACTIVATEUR	20 MIN.
TONING	6-VOL. OR 9 VOL. DIACTIVATEUR DEPENDING ON SENSITISATION LEVEL	2-10 MIN.
LIFT	15-VOL. DIACTIVATEUR	20 MIN.
LOWLIGHTS	9-VOL. DIACTIVATEUR	20 MIN.

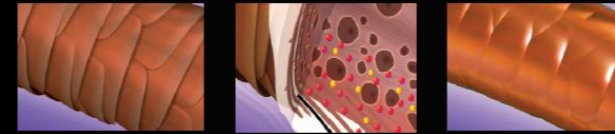
DIA LIGHT

LUMINOUS DEMI-PERMANENT GEL-CRÈME HAIR COLOUR WITHOUT AMMONIA

GENTLE ACID TECHNOLOGY

- Ideal for colour-treated or sensitised hair
- Luminous tones
- Zero lift
- Vinyl shine
- Intense care for the hair

BEFORE COLOUR DURING COLOUR AFTER COLOUR



On colour-treated & sensitised hair, the cuticle scales are already open.

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.

The cationic polymers in DIA Light have a resurfacing effect on the cuticle, leaving the hair with amazing shine.

SERVICE	DIA LIGHT	
VIRGIN	N/A	N/A
COLOUR MATCH/REFRESH	6-VOL. DIACTIVATEUR	UP TO 20 MIN.
PRE-COLOURATION	6-VOL. DIACTIVATEUR	10-20 MIN.
COVER UP TO 30% WHITE	N/A	N/A
COVER UP TO 70% WHITE	N/A	N/A
TONING	6 OR 9 VOL. DIACTIVATEUR DEPENDING ON SENSITISATION LEVEL	2-10 MIN.
LIFT	N/A	N/A
LOWLIGHTS	6-VOL. DIACTIVATEUR	20 MIN.

QUICK CLIENT CONSULTATION GUIDE

POROSITY OF HAIR

How porous is your client's hair?

POROSITY SCALE				
DIA RICHESSE		DIA LIGHT		
1 NORMAL	2 SLIGHTLY POROUS	3 POROUS	4 EXTREMELY POROUS	5 DAMAGED

COLOUR PREFERENCE

Does your client prefer a more opaque or sheer end result?



DIA RICHESSE

HI-VISIBILITY

HIGH SHINE, VISIBLE TONES
NO FILTER NEEDED

SWATCHES SHOWN ON LEVEL 7



SWATCHES SHOWN ON LEVEL 4



RICH DEMI-PERMANENT CRÈME HAIR COLOUR WITHOUT AMMONIA & A PROFESSIONAL CONCENTRATION OF DIRECT DYES

Covers up to 50% of white hair and delivers ultra-shiny results, even on dark bases.

The result fades gradually, with no root effect and with exceptional softness.

* DIA RICHESSE HI-VISIBILITY is not recommended for covering white hair.

** When used with 6-vol. DIActivateur.

