

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





PROFESSIONNEL  
PARIS  
L'ORÉAL

DIARICHESSE  
DEMI-PERMANENT CREAM HAIR COLORANT

PROFESSIONNEL  
PARIS  
L'ORÉAL

DIALIGHT  
ACIDIC DEMI-PERMANENT HAIRCOLOR SYSTEM  
gel-creme color

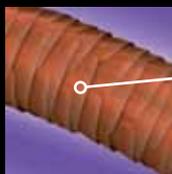
# NOW WITH 91 SHADES AND 8 SHADE FAMILIES FOR UNLIMITED CREATIVITY



## TECHNOLOGY

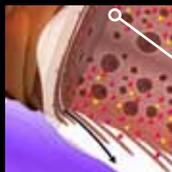
### DIALIGHT

THE TECHNICAL TOOL  
FOR COLOR-TREATED OR SENSITIZED HAIR



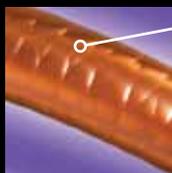
#### BEFORE COLOR

- 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

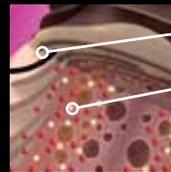
### DIARICHESSE

THE RECRUITMENT WEAPON  
FOR NATURAL OR COLOR-TREATED HAIR



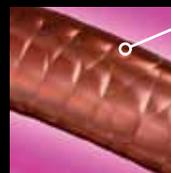
#### BEFORE COLOR

- 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	

**EXAMPLE:** **6GV 6.32**

level of color

primary tone of color

secondary tone of color

## TIPS

### COLOR REFRESHING TECHNIQUE

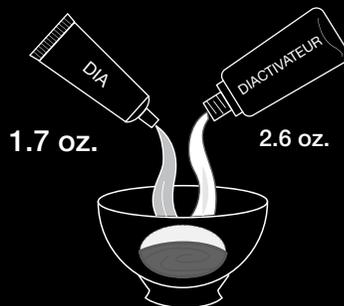
- Apply permanent color (INOA, Majirel, Luocolor)
- Apply the matching DIA Light shade (if using INOA or LUO on re-growth) or DIA Richesse (if using Majirel on re-growth) on the faded mid-lengths and ends 20 minutes before the end of the development time.

### • 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						<b>NEW</b> <b>8.3/8G</b> Butterscotch	
7							<b>7.30/7GGG</b> Gold
6				<b>6.40/6CCC</b> Copper	<b>NEW</b> <b>6.45/6CRv</b> Cinnamon	<b>NEW</b> <b>6.3/6G</b> Gingerbread	
5	<b>NEW</b> <b>5.5/5Rv</b> Mahogany	<b>5.54/5RvC</b> Intense Mahogany <small>(RUBILANE™)</small>				<b>NEW</b> <b>5.3/5G</b> Brown Sugar	
4	<b>NEW</b> <b>4.5/4Rv</b> Truffle		<b>4.62/4RV</b> Amaryllis <small>(RUB)</small>				
3							
2							
1							

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



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



6.01/6NB  
Smoked Almond



**NEW**  
5.01/5NB  
Smoked Walnut



5.52/5RvV  
Raspberry Truffle



6.02/6NV  
Glazed Pecans



4.20/4VV  
Iridescent Burgundy  
(M)



**NEW**  
4.26/4VR  
Aubergine  
(M)



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					<b>9.03/9NG</b> Honey Milkshake 	<b>9.3/9G</b> Light Gold 	
8						<b>8.3/8G</b> Light Brown Sugar 	<b>8.34/8GC</b> Light Caramel 
7			<b>NEW</b> <b>7.40/7CC</b> Firelight 	<b>7.43/7CG</b> Sunset (RUBILANE™) 			
6						<b>6.3/6G</b> Gingerbread 	<b>6.34/6GC</b> Honey Chestnut 
5		<b>5.66/5RR</b> Ruby (RUBILANE™/DMS) 					
4	<b>4.65/4RRv</b> Red Velvet (DMS) 						
3							
2							
1							

WARM BROWNS & BLONDES

NATURALS

COOL BROWNS & BLONDES

.31

.32

.35

.12

.13

**NEW**  
**10.32/10GV**  
Sandy Milkshake



**10.12/10BV**  
Frosty Pearl  
Milkshake



**10.13/10BG**  
Vanilla Macaroon Milkshake



**9.13/9BG**  
Cool Buttercream



**7.31/7GB**  
Almond



**8/8N**  
Blonde



**7/7N**  
Dark Blonde



**6/6N**  
Light Brown



**5/5N**  
Brown



**4/4N**  
Dark Brown



**5.31/5GB**  
Praline



**NEW**  
**5.35/5GRv**  
Warm Chestnut



**6.13/6BG**  
Walnut



		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



**4.15/4BRv**  
Chocolate



**4.20/4VVV**  
Iridescent Burgandy



**NEW**  
**5.07/5NGr**  
Sage



Clear

# 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

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