

DIAL I G H T
FRENCH
BALAYAGE
+ GLOSS

The 2019 guide to complete
customization of this timeless trend

By L'Oréal Professionnel Artists

L'ORÉAL
PROFESSIONNEL
PARIS



GLOSS IT THE FRENCH WAY WITH DIA LIGHT UNIQUE BALAYAGE + GLOSS TECHNIQUES

Created by this year's inspiration artists

Welcome to the 2019 DIA Inspiration Guide!
The goal of this annual guide is to inspire you
with unique, personal, and creative ways in
which you can apply in-demand looks to
your individual clients.

Here's your inside look as to how other
colorists are customizing their client's look with
a Balayage application and a tube of DIA Light.



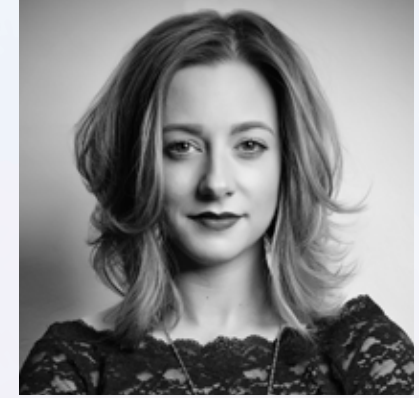
ABBIE ADDOTTA
STYLE HOUSE
NASHVILLE, TN



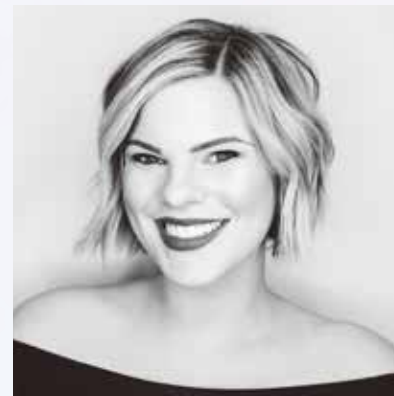
HOLLIE HASKINS
THE GLAM ROOM
KANSAS CITY, MO



JESS GONSALVES
INDEPENDENT STYLIST
SANTA BARBARA, CA



JESSICA TODD
JESSICA TODD
PORTSMOUTH, NH



KELLI HOVEY
BLANC NOIR
NEWPORT BEACH, CA



SEBASTIAN LANGMAN KIRTLEY
THE KEEP
CAPE COD, MA



STEP

1

LIGHTEN FOR A FLAWLESS LOOK

Create the perfect blurred balayage results, whether you're applying the original *French 2-point technique* for a timeless look, the *1-point technique* for a bold look, the *3-point technique* for a sophisticated look, or the *multi-point technique* for a natural look.

STEP

2

GLOSS IT THE FRENCH WAY

No more brass, way more shine! Neutralize the result, customize the blonde, and bring optimal shine and care to the hair with DIA Light.



BUTTERY CROISSANT

BY: ABBIE ADDOTTA
@ABBIEADDOTTA

“My choice of application was due to my clients previous highlighting history. I needed a more classic application to break up old lines and achieve maximum brightness.”

FORMULAS

1

Majimèche + 30-vol. Majicrème Developer

2

DIA Richesse 7.01/7NB +
6-vol. DIActivateur Developer

3

DIA Light ½ 9.02/9NV + ½ 10.32/10GV +
9-vol. DIActivateur Developer

4

DIA Light ¾ 10.32/10GV + ¼ Clear +
9-vol. DIActivateur Developer



LIGHTEN



MAJIMÈCHE
PACKETTES
+ CRÈME

TONE + GLOSS



SECTIONING

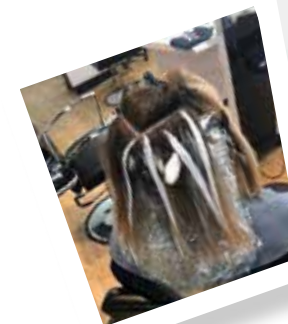
- Start by creating a diagonal back aka a “V” sectioning through the back of the head.
- At the front left and right sides, diagonal back pivoting at the temples into horizontal subsections.

BALAYAGE APPLICATION

- Apply on clean dry hair. Section the front out of the way. Begin with **Formula 1** in back with “V” sectioning. Just below the occipital bone-this will vary depending on layering.
- Take a medium section to create bold pieces through zones 2 & 3 but remain soft in zone 1. Brick lay throughout the back.
- Lowlight with a thin veil of **Formula 2** between every highlighted section in the back and every other section in the front.
- Begin in the front on the heavy side. Create soft, small pieces around the front of the hairline with **Formula 1**. While just behind, using a mix of single, double and triple points throughout the front subsections to bring maximum brightness yet variation.
- Process under heat for 15 minutes, then let cool.

REMOVAL & GLOSS

- Pull plastic wrap. Rinse and Shampoo with INOA Post Color shampoo.
- Towel dry as much as possible and comb through the hair.
- Apply the retouch **Formula 3** with a bowl and brush for accuracy. For mid-lengths and ends, **Formula 4** should be applied with a bottle.
- Process until your desired tone is achieved. Rinse and follow with your recommended Serie Expert Shampoo and Powermix treatment.



ARTIST TIP

“The key to this application is tension! As well as keeping your insertion point soft. Most importantly, to achieve your most optimal results with DIA Light, make sure the hair is towel dried. Combing through the hair will allow for a smoother application of your product and an even deposit.”



LIGHTEN



**FREEHAND TECHNIQUES
POWDER**



**MULTI-TECHNIQUES
POWDER**

TONE + GLOSS



SECTIONING

- Begin by creating a profile parting.
- From the front of the hairline to the back, take a slight diagonal back parting.

BALAYAGE APPLICATION

- Using **Formula 1**, take “V” sub-sections and paint on J-hook balayage pieces, meaning the point of the balayage that is closest to the face is slightly higher than the second point behind it.
- Next section is the upside down “V’s” where you should paint single point balayage pieces with the point being at the top of each peak, leaving depth in the hair on each side of the balayage point.
- Alternate “V” and upside down “V” sections until you get the last section before the part line. Then take a thin slice right under your final balayage section and paint on the “veil” with **Formula 2**, which will make the part-line balayage pieces pop!
- Paint the money piece on your final section, (Money piece refers to 3D (3 point) balayage, 2 points on the hair line and 3rd right behind it) the front subsections to bring maximum brightness yet variation.

REMOVAL & GLOSS

- Remove plastic wrap and rinse the hair thoroughly. Towel dry, and apply the gloss. At retouch, gloss with **Formula 3**. On the mid-lengths and ends, apply **Formula 4**. Let that sit for 4-5 minutes.
- Rinse thoroughly and towel dry again, let Smart Bond Step 2 sit on for 10 minutes with a hot towel. **TIP:** scent your towels with Eucalyptus essential oils to heighten the experience!
- Shampoo with INOA Post Color Shampoo, and then again with desired take home Serie Expert Shampoo and Conditioner.



FRENCH VANILLA MACARON

BY: HOLLIE HASKINS

@HOLLIEHASKINSHAIR

“ This technique was inspired by French Macarons and coffee! I tried to bring that to life with hair color. ”

FORMULAS

1

Equal parts Freehand Techniques Powder & Multi-Techniques Powder + 40-vol. Majicrème Developer, Mixing Ratio 1:2.

2

DIA Richesse 7.13/7BG + 9-vol. DIActivateur Developer

3

½ DIA Light 9.01/9NB + ½ 9.02/9NV + 6-vol. DIActivateur Developer

4

½ DIA Light 10.23/10VG + ½ Clear with a ribbon of DIA Light 10.22/10VV + 6-vol. DIActivateur

ARTIST TIP

“Don’t overdo it by taking a lot of small sections. The negative space (or the “lows”) in this look are just as important as the highs! Remember, your highlight is only as bright as the lowlight behind it.”



MARVELOUS MADELINE

BY: JESS GONSALVES

@JESS.STYLIST

“I wanted my client to feel a change without much maintenance. I was inspired by her chic effortless style and wanted to enhance her ‘IT Girl’ look.”

FORMULAS

1

Platinum Plus + 30-vol. Blond Studio Nutri-Developer

2

DIA Light 10.23/10VG + 9-vol. DIActivateur Developer

LIGHTEN



PLATINIUM PLUS

GLOSS

DIA
LIGHT



10.23/10VG

SECTIONING

- Create a zigzag horseshoe parting to diagonal back sections.

BALAYAGE APPLICATION

- Below the occipital bone, start with **Formula 1** on the large, deep zigzag sections. This should give you bigger pieces for more blend and depth when painting brunettes.
- Continue with zigzag partings along the parietal ridge, painting each single point piece at different heights. This will allow for dimension, as well as creating that signature balayage look.
- Your last section will be your front hairline and crown area. This is the part where you can get really creative! Depending on how much hair your client has, will determine how many diagonal back sections you take. On this particular look, the client's face was contoured by adding more brightness to the front sections and less towards the root area.

REMOVAL & GLOSS

- Rinse well, then lather the hair with Source Essentielle Shampoo and Conditioner.
- Gloss with **Formula 2**, then rinse and repeat with the Shampoo and Conditioner.



WHY THIS APPLICATION?

“Single point application allows for the natural tone in the hair to create depth. I wanted the light pieces to contour her face and enhance the natural warm under tones in her hair and skin. I chose 10.23 because I lifted her to a level 8, I wanted some extra warmth added to her without dropping the level drastically.”

LIGHTEN



PLATINIUM PLUS

TONE + GLOSS



8.34/8GC

9.03/9NG

7.40/7CCC

SECTIONING

- Section the hair from the control point to the apex of the ear, separating the front from the back.
- Use your client's natural part to section the front into two.
- Begin in the front right, taking a 1.5-inch diagonal back section off the hairline

BALAYAGE APPLICATION

- Take **Formula 1** and place some of it on the back of your glove, then take your painting brush and take an even bead of product, painting one wide single point off the hairline.
- Once zone 3 is saturated, run your hands through it, making sure the product on the ends is nice and smooth.
- Paint one single point behind the front single point - start painting it an inch lower than your first single point. This is to create a pop around the face and diffusion.
- Replicate the same pattern working your way up the head to the part line. **FYI:** The thicker the hair, the more sections you'll have. The finer the hair, the less sections you'll have.
- Repeat this pattern on the left side, then move to the back.
- Section the hair at the base of the occipital bone and paint two to three double points 2-3 inches away from the part line. Repeat for two more sections, brick layering your pieces.

REMOVAL & GLOSS

- Start by rinsing out all the balayage once finished processing.
- Shampoo with INOA Post Color Shampoo and towel dry.
- Mix **Formula 2** and apply it. Begin in the back and work your way to the front. Leave the gloss on for 10 minutes.
- Once it is done processing, shampoo again with INOA Post Color Shampoo.
- Finish with a Smartbond treatment.



CAFÉ AU LAIT
BY: JESSICA TODD
@FRESHICATODD

“For this look, less is more! Pay attention to the negative space, as that will create depth and be the backdrop for your highlights to pop.”

FORMULAS

1

Platinum Plus + 30-vol. Blond Studio Nutri-Developer + Smart Bond Step 1

2

DIA Light 8.34/8GC + 9.03/9NG + 7.40/7CCC + 9-vol. DIActiveur Developer

WHY THIS APPLICATION?

“I chose French balayage and French gloss for this client because she had never colored her hair before. I wanted it to blend seamlessly for her and accentuate her natural color.”





PAVÉ DIAMOND

BY: KELLI HOVEY

@KHOVEY

“There isn’t a single Balayage client that I don’t finish with a gloss! It gives my client a customized finish to their color, adds tons of beautiful shine, and helps close down the cuticle.”

FORMULAS

1

Freehand Techniques Powder +
40-vol Majicrème Developer

2

DIA Richesse ½ 6.13/6BG + ½ 6.01/6NB +
9-vol DIActivateur Developer

3

DIA Light ¼ 9.01/9NB + ½ 10.12/10BV +
¼ Clear + 9-vol DIActivateur Developer

LIGHTEN



FREEHAND TECHNIQUES
POWDER

TONE + GLOSS

DIA
RICHESSÉ



6.13/6BG

DIA
LIGHT



6.01/6NB

DIA
LIGHT



9.01/9NB

DIA
LIGHT



10.12/10BV

SECTIONING

- Section the hair as you would when applying the classic Balayage Technique. *For a more dimensional look, start by sectioning the hair into four quadrants.
- In the back section, at top of the crown and the control point, take a wide triangle section. This will create depth and softness that will lay on top of the back two quadrants.
- Within the back two quadrants, take diagonal back subsections.
- Once you have reached the triangle section at the crown, take horizontal subsections. In the front two sections, take diagonal back subsections.

BALAYAGE APPLICATION

- Start your color application in the back. Alternate each section with **Formula 1** and **Formula 2**.
- Take horizontal subsections in a triangle section at the top of the crown and continue to alternate with **Formula 1** and **Formula 2**.
- Continue to use **Formula 1** and **Formula 2** in the front two sections. To create extra pop around the face, paint **Formula 1** away from the face along the hairline.

REMOVAL & GLOSS

- Once you have reached your desired brightness, begin to rinse your client with your recommended targeted L'Oréal Professionnel Serie Expert Shampoo.
- Apply **Formula 3** and let it process for 10 minutes.
- Rinse and repeat with Serie Expert Shampoo and follow with a Powermix Treatment.



ARTIST TIP

“To soften old color lines to the next level, try using your lowlight or a separate formula underneath the freshly painted Balayage piece. Use your Balayage brush at a horizontal stroke to keep your pieces clean.”

LIGHTEN



MULTI-TECHNIQUES
POWDER

TONE + GLOSS



8/8N

10.21/10VB

7.43/7CG

SECTIONING

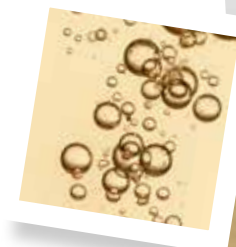
- Begin by dividing the head from front to back.
- Clip away the crown in a triangular subsection.
- Use 1-inch wide diagonal back subsections working from the nape towards the crown.

BALAYAGE APPLICATION

- Apply **Formula 1** with the multi-point application, painting the surface of zones 1 and 2 with full saturation in zone 3.
- When applying the crown, move the hair around and let the natural growth patterns dictate sectioning.
- Divide the front using the natural part as a guide.
- Use 1-inch diagonal back subsections, painting double points at the hairline and multi-points toward the interior.
- Reduce the width of the subsection to 1/2-inch on either side of the part. Process to level 9-10.

REMOVAL & GLOSS

- Start by rinsing out all the balayage.
- Shampoo with INOA Post Color Shampoo and towel dry.
- Mix **Formula 2** and apply it. Begin in the back and work your way to the front. Leave the gloss on for 10 minutes.
- Once it is done processing, shampoo again with INOA Post Color Shampoo.
- Finish with a Smartbond treatment.



BUBBLY CHAMPAGNE

BY: SEBASTIAN LANGMAN-KIRTLEY
@SEBASTIANCOLORIST

“When I’m working with wide subsections, I always triple check the product saturation on the bottom third of the hair to make sure the ends are bright and beachy.”

FORMULAS

1

Multi-Techniques Powder +
30-vol. Majicrème Developer

2

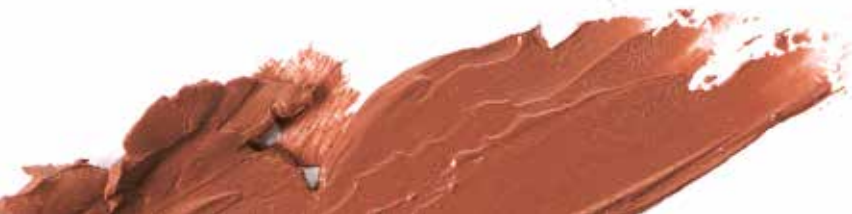
DIA Light 8/8N +
9-vol. DIActiveur Developer

3

DIA Light 10.21/10VB +
9-vol DIActiveur Developer with a
2 inch ribbon of 7.43/7CG

WHY THIS APPLICATION?

“My model only gets her hair colored twice a year, so keeping it soft was a priority. Diagonal back sectioning creates brightness around the face with diffused pops of lightness throughout the interior, keeping the look low maintenance. I wanted to accent her peaches and cream skin tone with a warm opalescent gloss so I added a bit of 7.43 to DIA Light 10.21 as a peachy mixer.”



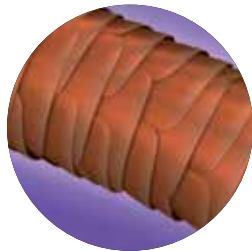
DIA

UNDERSTANDING THE UNIQUENESS OF DIA

*DIA Light, DIA Richesse, DIA Richesse Hi-Visibility
and DIA Richesse Metals*

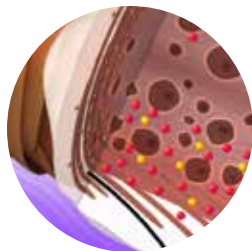
TECHNOLOGY

- Advanced **Alkaline Technology** – the alkaline agents slightly open the hair fiber allowing colorants to penetrate the cuticle.
- Ideal for Color-Treated or Natural Hair



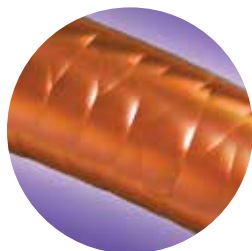
BEFORE COLOR

On natural hair, the cuticle scales are closed.



DURING COLOR

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



AFTER COLOR

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

MIXING AND APPLICATION



DEVELOPMENT TIME



1.5 : 1 MIXING RATIO:
2.6 oz. DIActivateur developer
to 1 tube (1.7 oz.)

DEVELOPERS

Formulate for the desired result

DIACIVATEUR 9 VOLUME



- Virgin hair applications
- Coverage of up to 30% white
- Refresh mid-lengths and ends
- Tone
- Darken up to 4 levels
- Post smoothing, permanent wave, straightening

DIACIVATEUR 15 VOLUME



- Lighten up to 1.5 levels
- Break the base
- Coverage of up to 70% white

MAJICRÈME 20 VOLUME



- Extra lift to break the base
- Higher percentage of coverage
- **PRO TIP:** Mix with Sunkissed Lightening Oil and a DIA Richeesse Cool shade for a controlled, ammonia-free lift

DIA RICHESSE

**RICH DEMI-PERMANENT CRÈME
HAIRCOLOR WITHOUT AMMONIA**



KEY BENEFITS

- Up to 1.5 levels of lift
- Up to 70% white hair coverages
- Deep and rich reflects
- Exceptional softness

DIALIGHT

LUMINOUS DEMI-PERMANENT GEL-CRÈME HAIRCOLOR WITHOUT AMMONIA

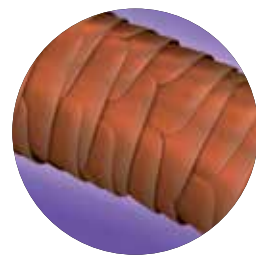


KEY BENEFITS

- Luminous Tone
- Zero Lift
- Vinyl Shine
- Intense Care for the Hair

TECHNOLOGY

- Gentle **Acid Technology** – acid pH is close to the natural pH of the hair, laying down the cuticle and producing no lift.
- Cationic Polymers – produces a resurfacing effect on the cuticle leaving it with brilliant shine
- Ideal for Color – Treated or Sensitized Hair



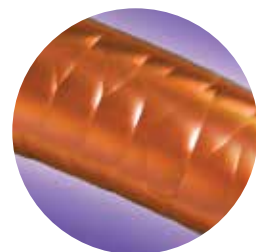
BEFORE COLOR

On color-treated and sensitized hair, the cuticle scales are already open.



DURING COLOR

DIA Light has an acid pH close to the natural pH of the hair. There is no lift with gentle penetration of colorants for long lasting color.



AFTER COLOR

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

DID YOU KNOW...

A DIA Light Gloss lasts up to 6 weeks! Not only does it seal the cuticle which helps to prevent frizz but it also cuts down blow dry time in half!

HAVE YOU TRIED...

The DIA Light Milkshake Collection. These high-level shades allow you to customize all of your blonde clients. The best part? They only take 2-10 minutes to process.

DEVELOPERS

Formulate for the desired result

DIACTIVATEUR 6 VOLUME



- Refresh mid-lengths & ends
- Pre-coloration
- Toning
- Colormatch to permanent color
- Post permanent wave, smoothing, straightening
- No white-coverage

DIACTIVATEUR 9 VOLUME

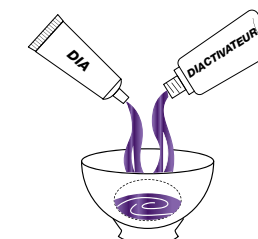


- Deposit only, no lift
- Deposits up to 2.5 levels
- No white-coverage

MIXING AND APPLICATION



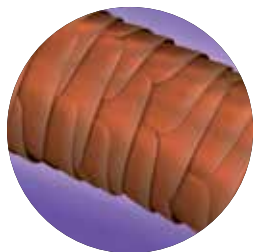
**DEVELOPMENT
TIME**



1.5 : 1 MIXING RATIO:
2.6 oz. DIActivateur developer
to 1 tube (1.7 oz.)

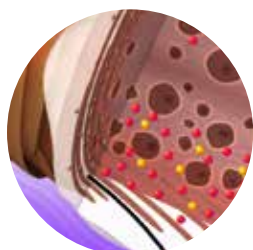
TECHNOLOGY

- Advanced **Alkaline Technology** – the alkaline agents slightly open the hair fiber allowing colorants to penetrate the cuticle.
- Ideal for Color-Treated or Natural Hair



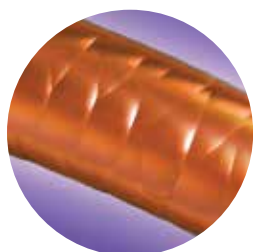
BEFORE COLOR

On natural hair, the cuticle scales are closed.



DURING COLOR

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



AFTER COLOR

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

TIPS:

- To achieve the most vibrant results, gloss with DIA Richeesse Hi-Visiblity alone.
- Add Hi-Visiblity to your regular DIA Richeesse formula to enhance the tone of that shade

DEVELOPERS

Formulate for the desired result

DIACTIVATEUR 9 VOLUME



- Virgin hair applications
- Coverage of up to 30% white
- Refresh mid-lengths and ends
- Tone
- Darken up to 4 levels
- Post smoothing, permanent wave, straightening

DIACTIVATEUR 15 VOLUME



- Lighten up to 1.5 levels
- Break the base
- Coverage of up to 70% white

MIXING AND APPLICATION



**DEVELOPMENT
TIME**



1.5 : 1 MIXING RATIO:
2.6 oz. DIActivateur developer
to 1 tube (1.7 oz.)

DIA RICHESSE
HI-VISIBILITY

**HIGH SHINE, VISIBLE TONES,
RICH DEMI-PERMANENT CRÈME
HAIRCOLOR WITHOUT AMMONIA &
A PROFESSIONAL CONCENTRATION
OF DIRECT DYES**



KEY BENEFITS

- Up to 1.5 levels of lift
- Rich, highly visible tones
- Exceptional softness
- Incredible shine

DIA RICHESSE METALS



WHO IS THE IDEAL CLIENT FOR DIA RICHESSE METALS?

- DIA Richessee is best for clients desiring vibrant, metallic tones on pre-lightened hair, with less commitment.

WHAT IS THE TECHNOLOGY OF DIA RICHESSE METALS?

- DIA Richessee is formulated with an ammonia-free, gel-cream technology.

WHAT ARE THE BENEFITS OF DIA RICHESSE METALS?

- DIA Richessee provides ammonia-free, highly reflective metallic tones in up to 20 minutes.

HOW ARE DIA RICHESSE USED METALS?


- The recommended developers for DIA Richessee Metals are DIActivatuer, 9-, or 15-vol.
- The mixing ratio for DIA Richessee Metals 1 tube (1.7oz) with 2.6oz 9- or 15-vol DIActiveur developer.
- Pre-lighten hair to a pale yellow or lighter before applying DIA Richessee Metals.
- The development time for DIA Richessee Metals is up to 20 minutes without heat.
- Once development time is complete, rinse thoroughly with warm water. Shampoo with L'Oréal Professionnel Post - Color Shampoo.

TECHNICAL FACTS ABOUT DIA RICHESSE METALS

- DIA Richessee Metals may be used as a pre-blended metallic color in one tube, or blended with other DIA Richessee Metals shades to create a custom tone.
- The use of Smartbond is recommended for use during both the pre-lightening service as well as the DIA Richessee Metal shade for strength, protection and added shine.

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