

DIA RICHESSE  
LIGHT

BEYOND *the*  
GLOSS

---

*INTRODUCING*

ARTIST DEVELOPED HAIRCOLOR SERVICES  
THAT PUSH THE BOUNDARIES OF DEMI-PERMANENT

---

L'ORÉAL  
PROFESSIONNEL  
PARIS





**Erin Mohr**  
Chop Shop East,  
St. Louis, MO

# INFINITE POSSIBILITIES *with* DIA



**Sebastian Langman-Kirkley**  
The Keep,  
Cape Cod, MA

---

L'ORÉAL PROFESSIONNEL ARTISTS SHOWCASE  
THEIR **CREATIVITY** AND THE **UNIQUE VERSATILITY** OF DIA  
AS MORE THAN JUST A GLOSS

---



**DJ McGinley**  
Accent on Beauté.  
Skippack & Jenkintown, PA

## DIA SERVICES

**ADD-ON** • **WIPE OUT WHITE** • **TREND FOCUSED**

Seal, heal, and  
reawaken the hair

Harness the power of an  
alkaline demi permanent

Vibrant technologies for  
sophisticated trend looks



**Ashley Christine**  
Blow Beauty,  
St. George, UT



**Christine Fitzpatrick**  
Independent Stylist  
[christinefitzpatrick.com](http://christinefitzpatrick.com)



**Amy Jo Beniek**  
Independent Stylist  
Minneapolis, MN



# T TABLE *of* CONTENTS C

## **ADD-ON**

Sunlight & Shade  
Double DIA

## **WIPE OUT WHITE**

La Vie En Rose  
Sunrise Skylights

## **TREND FOCUSED**

Metal Lights  
Vibrant Curls

## **ABOUT DIA**

DIA Richesse  
DIA Light  
DIA Richesse Hi-Visibility  
DIA Richesse Metals





# DTA

---

**ADD-ON**

*Seal, heal and re-awaken the hair*





# SUNLIGHT & SHADE

ADD-ON

by Sebastian Langman-Kirkley

@sebastiancolorist



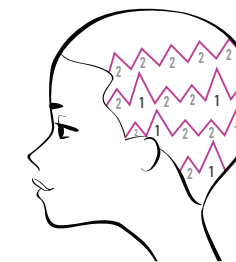
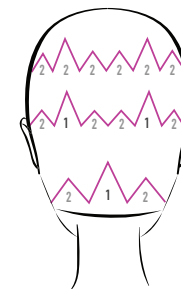
6.3/6G



8.31/6G



10.13



**Formula 1:** DIA RICHESSE 6.3/6G + 9-vol DIActivateur Developer + Smartbond Step 1

**Formula 2:** DIA RICHESSE 8.31/8GB + 9-vol DIActivateur Developer + Smartbond Step 1

**Formula 3:** DIA Light 10.13/10BG + 6-vol DIActivateur Developer + Smartbond Step 1

## SECTIONING

- Begin sectioning the hair from ear to ear through the high point of the head.
- In the nape, create a zigzag section varying the height of the peaks from low to high to low.

## APPLICATION

- Using a planchette, paint lowlights of **Formula 1** in the shallow peaks, and lowlights of **Formula 2** in the deeper ones.
- Repeat this pattern in 2 inch subsections up to the occipital bone.
- In the crown, paint all the peaks with **Formula 1**.
- Continue this application on the left side of the head up to the temple.
- Above the parietal ridge paint all the peaks with **Formula 1**.
- Repeat these steps on the right side of the head.
- Process to desired level of lift, rinse thoroughly.
- Towel dry and gloss with **Formula 3** for up to 20 minutes, rinse thoroughly.
- Apply Smart Bond Step 2, process for 10 minutes.

## REMOVAL

- Wet, emulsify, rinse and shampoo once with L'Oréal Professionnel A-OX Vitamino Color shampoo.
- Condition and preserve color radiance with a Serie Expert Powermix Color A-OX in-salon treatment.

**DIA RICHESSE** lowlight and **DIA LIGHT** gloss technique

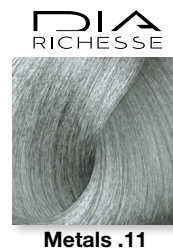
*"This technique was designed to re-awaken highlights by selectively adding depth while keeping brightness to the overall look"*







# DOUBLE DIA ADD-ON by DJ McGinley @djlp\_pro



**Formula 1:** Blond Studio Multi Techniques Powder + 30-vol Majicreme Developer + Smartbond Step 1

**Formula 2:** DIA Light 8.23/8VG + 9-vol DIActiveur Developer + Smartbond Step 1

**Formula 3:** ½ DIA Richeesse Metals .11/BB + ½ DIA Richeesse Clear + 9-vol DIActiveur Developer + Smartbond Step 1

## APPLICATION

- Using **Formula 1** in four quadrants, create a full balayage throughout the head.
- Process to desired level of lift, rinse thoroughly and power dry.
- Maintaining established sections, feather **Formula 2** at the new growth area.
- Allow to process for 10 minutes, rinse thoroughly.
- Towel dry and gloss with **Formula 3** for 3 - 5 minutes, rinse thoroughly.
- Apply Smart Bond Step 2, process for 10 minutes.

## REMOVAL

- Wet, emulsify, rinse and shampoo once with L'Oréal Professionnel A-OX Vitamino Color shampoo. Condition and preserve color radiance with a Serie Expert Powermix Color A-OX in-salon treatment.



**DIA Richeesse** root smudge and **DIA Light** gloss technique

*“This technique is a color correcting service that incorporates ammonia free technology to seal and heal the hair ”*



# DIA

---

**WIPE OUT WHITE**

*Harness the power of an alkaline demi-permanent*





# LA VIE EN ROSE

## WIPE OUT WHITE

by Amy Jo Beniek

@amyjobalayage



Metals .24



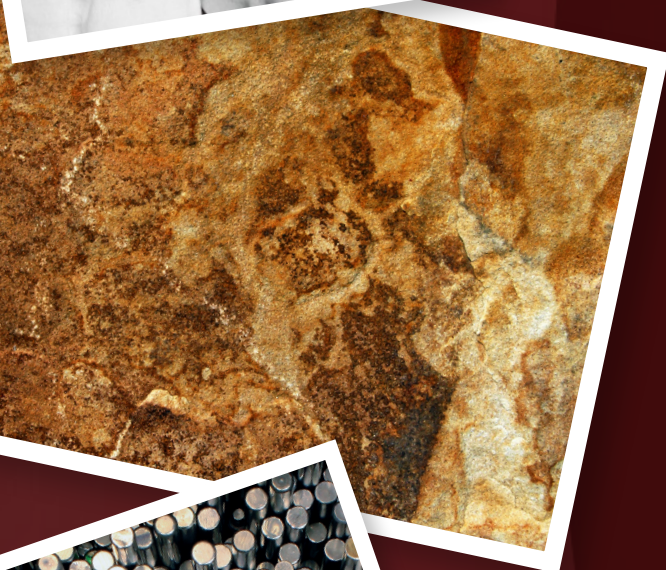
5.8/5M



Blond Studio  
Multi Techniques Powder



Smartbond  
Step 1



**Formula 1:** DIA Richeesse 5.8/5M + 9-vol DIActivateur Developer + Smartbond Step 1

**Formula 2:** Blond Studio Multi Techniques Powder + 30-vol Majicreme Developer + Smartbond Step 1

**Formula 3:** DIA Richeesse .24/VC + 9-vol DIActivateur Developer + Smartbond Step 1

### SECTIONING

- At the nape create horizontal sections coming up the head. (The last section will end at the mid-recession point.)
- Isolate section at crown and secure with a clip, leaving fringe free to be painted

### APPLICATION

- Apply **Formula 1** as a global application retouch
- Starting in the nape, take horizontal sections, create balayage highlights using single point technique with **Formula 2**. Diffuse **Formulas 1 & 2** to blend where they meet.
- In fringe area create 2 balayage highlights to contour the haircut/face shape. Isolate sections using Sweet Meches or plastic wrap
- Process for 20 minutes and rinse thoroughly.
- Towel dry and gloss with **Formula 3** for 5 - 10 minutes, rinse thoroughly.
- Apply Smart Bond Step 2, process for 10 minutes.

### REMOVAL AND RINSING:

- Wet, emulsify, rinse and shampoo once with L'Oréal Professionnel A-OX Vitamino Color shampoo. Condition and preserve color radiance with a Serie Expert Powermix Color A-OX in-salon treatment.



Camouflage the appearance of white by adding subtle high and low lights

*"The rich earth tones and rosy reflects in this color inspire a summertime love affair with your hair"*





# SUNRISE SKYLIGHTS

## WIPE OUT WHITE

by Christine Fitzpatrick

@hairandmakeupbytine



7.13/7BG



.64/RC



.34



Clear



Blond Studio  
Multi Techniques Powder



Smartbond  
Step 1

**Formula 1:** Blond Studio Multi Techniques Power + 40-vol. Majicreme Developer + Smartbond Step 1

**Formula 2:** DIA Richeesse 7.13/7BG + 9-vol DIActivateur Developer + Smartbond Step 1

**Formula 3:** DIA Richeesse Hi-Visibility 1in. Ribbon .64/RC + 1 in. Ribbon .34/GC + 1 oz. DIA Richeesse Clear + 9-vol DIActivateur Developer + Smartbond Step 1

### SECTIONING

- Take a horseshoe section from recession to crown and clip
- Drop rest of hair down to do root shadow.
- The horseshoe section will then end up being divided into 6 subsections.
- Each subsection will have 2-6 V's- 2 point balayage.

### APPLICATION

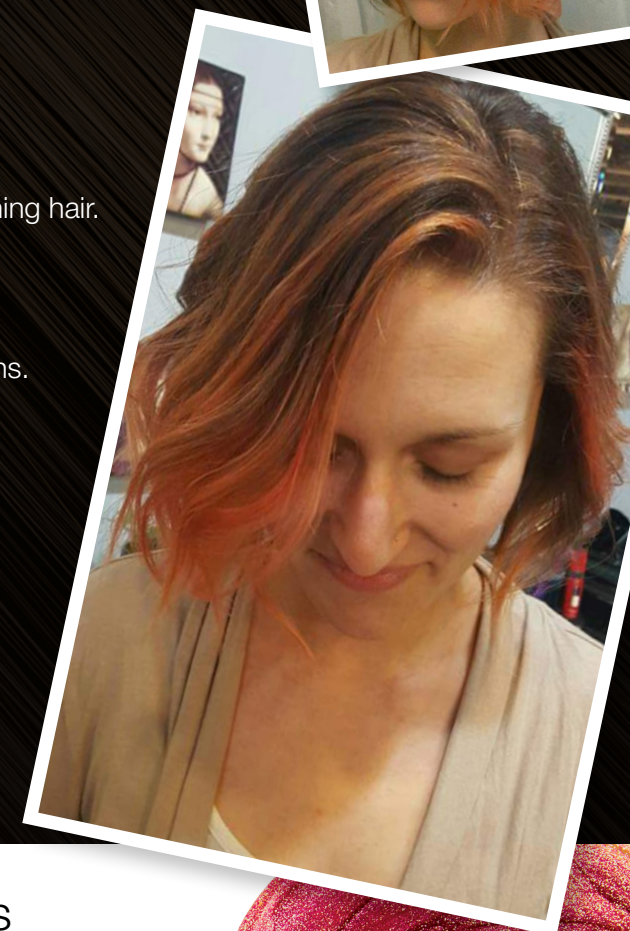
- Creating a horseshoe subsection around the parietal ridge, secure this section and release the remaining hair.
- Apply **Formula 3** to new growth of the hair below the top section.
- Use Sweet Meches to isolate each highlight before releasing the hair from the top section.
- Release the top horseshoe subsection and create 6 horizontal subsections moving back from hairline
- Paint V's (2 point balayage) with **Formula 1**, utilizing **Formula 2** inside every other V in back 2 sections. Use Sweet Meches to isolate.
- Process to desirable result, rinse thoroughly and towel dry.
- Apply **Formula 3** globally, process 2-10 minutes, depending on desired result, rinse thoroughly.
- Apply Smartbond Step 2 for 10 minutes.

### REMOVAL AND RINSING:

- Wet, emulsify, rinse and shampoo once with L'Oréal Professionnel A-OX Vitamino Color shampoo. Condition and preserve color radiance with a Serie Expert Powermix Color A-OX in-salon treatment.

Diffuse white hair with highlights and **DIA Richeesse** to cover and gloss

*"Inspired by the fiery, evening sky"*





# IDIA

---

**TREND FOCUSED**

*Vibrant technologies for sophisticated trend looks*





# METAL LIGHTS

TREND FOCUSED

by Ashley Christine

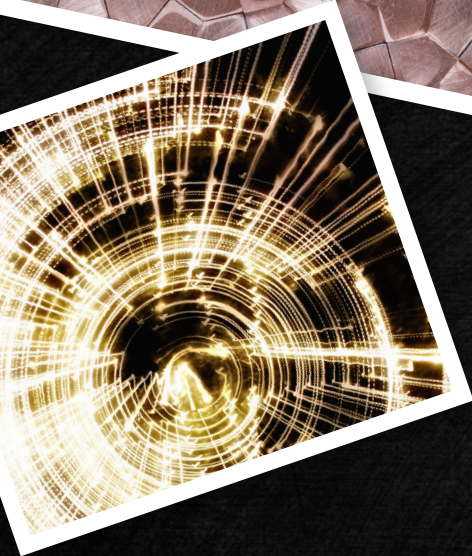
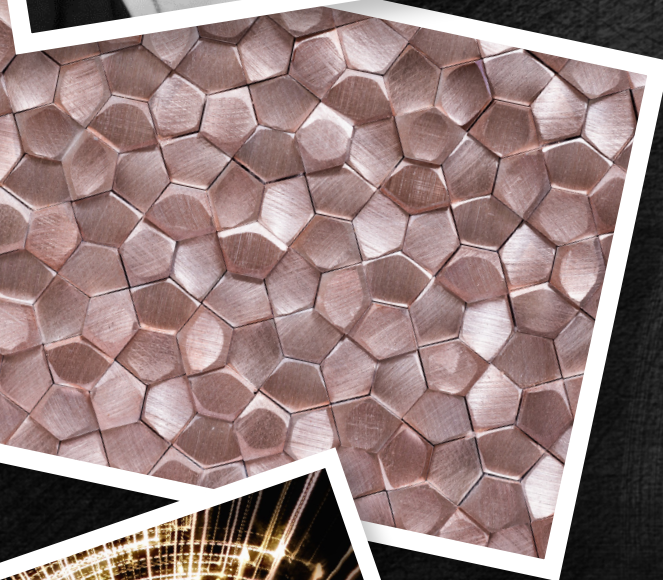
@ashleychristinehair



Metals .24



Smartbond  
Step 1



**Formula 1:** DIA Richeesse Metals .24/VC + 9-vol DIActivateur Developer + Smartbond Step 1

**Formula 2:** DIA Richeesse Metals .24/VC + 20-vol Majicreme Developer + Smartbond Step 1

## SECTIONING

- Create the standard four quadrant sections, separating front from back and left from right
- Isolate a triangle section in the fringe area

## APPLICATION

- Using **Formula 1** begin highlighting with a diagonal back slice in the back quadrant and create a textured stitch.
- Moving on, take the next slice and create a fine stitch; apply **Formula 2**. Continue alternating formulas through the remainder of the back sections.
- Use the same pattern throughout both front quadrants, continuing to alternate formulas.
- In the triangle fringe section, take a zig zag parting horizontally, and stitch out the top of each angle, using **Formula 1**.
- Approaching the next zig zag section, stitch out the tops of each angle, apply **Formula 2**. Continue throughout the rest of the fringe area.
- Process for 20 minutes, rinse thoroughly and apply Smartbond Step 2. Process for 10 minutes.

## REMOVAL AND RINSING:

- Wet, emulsify, rinse and shampoo once with L'Oréal Professionnel A-OX Vitamino Color shampoo. Condition and preserve color radiance with a Serie Expert Powermix Color A-OX in-salon treatment.



A lowlight technique utilizing **DIA Richeesse Metals**

*"I wanted to find a metallic look that would work with every client and suit their taste"*





# VIBRANT CURLS

TREND FOCUSED

by Erin Mohr

@erinmohrdoeshair



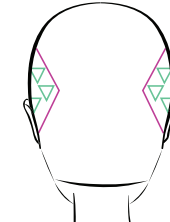
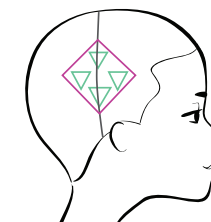
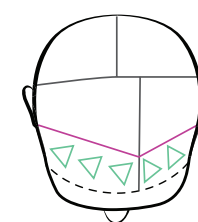
5.01/NB



6.13/6BG



Metals .24



Smartbond  
Step 1

**Formula 1:** DIA Richeesse 5.01/5NB + 9-vol DIActiveur Developer + Smartbond Step 1

**Formula 2:** Blond Studio Platinum Plus + 30-vol Blond Studio Nutri Developer + Smartbond Step 1

**Formula 3:** DIA Richeesse 6.13/6BG + 9-vol DIActiveur Developer + Smartbond Step 1

**Formula 4:** DIA Richeesse Metals .24/VC + 9-vol DIActiveur Developer + Smartbond Step 1

## SECTIONING

- Section 1: Based off the part line section the hair into 4 quadrants
- Section 2: Create a 1-inch section off the front hairline on both sides
- Section 3: Create large diamond shapes slightly behind the ears

## APPLICATION

- Apply **Formula 1** as a global application retouch.
- Once **Formula 1** has been applied, working in the 1-inch section at the hairline create 3-4 balayage highlights on each side, with **Formula 2**, saturating completely using a planchette for control while working, and isolate each section with plastic.
- Moving to the diamond sections behind the ears, create 4 balayage lowlights at each point of the diamond with **Formula 3**, continuing to isolate each section with plastic. Repeat on the other side.
- Process for 20 minutes, rinse thoroughly to remove and power dry.
- Gloss with **Formula 4**, process up to 20 minutes, rinse thoroughly and apply Smartbond Step 2. Process for 10 minutes.

## REMOVAL AND RINSING:

- Wet, emulsify, rinse and shampoo once with L'Oréal Professionnel A-OX Vitamino Color shampoo. Condition and preserve color radiance with a Serie Expert Powermix Color A-OX in-salon treatment.

A color matching technique using **DIA Richeesse**

*"I was inspired to create highly visible color techniques for both curly and smooth looks"*



# DIA

---

## **UNDERSTANDING THE DIFFERENCES OF DIA**

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





# DIA RICHESSE

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

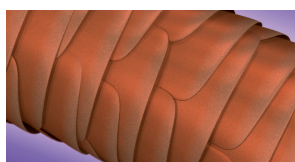
## KEY BENEFITS

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

## TECHNOLOGY

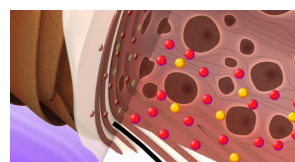
- Advanced **Alkaline Technology** – the alkaline agents slightly open the hair fiber allowing colorants to penetrate the cuticle.
- Ideal for Color-Treated or Natural Hair

### BEFORE COLOR



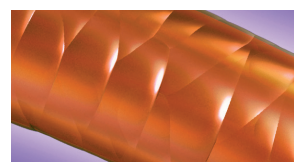
On natural hair, the cuticle scales are closed.

### DURING COLOR



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

### AFTER COLOR



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

## 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



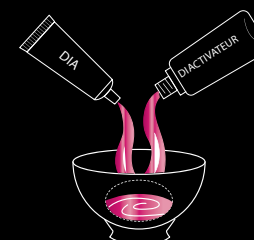
### MAJICRÈME 20 VOLUME

- Extra lift to break the base
- Higher percentage of coverage
- Pro Tip: Mix with Sunkissed Lightening Oil and a DIA Richesse Cool shade for a controlled, ammonia-free lift

## MIXING AND APPLICATION



**DEVELOPMENT  
TIME**



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





# DIA LIGHT

**LUMINOUS DEMI-PERMANENT GEL-CRÈME  
HAIRCOLOR WITHOUT AMMONIA**

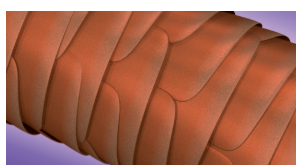
## KEY BENEFITS

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

## TECHNOLOGY

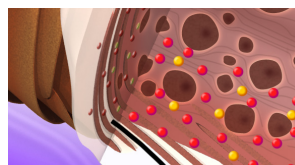
- Gentle Acid Technology – acid pH is close to the natural pH of the hair, laying down the cuticle and producing no lift.
- Cationic Polymers – produces a resurfacing effect on the cuticle leaving it with brilliant shine
- Ideal for Color – Treated or Sensitized Hair

### BEFORE COLOR



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

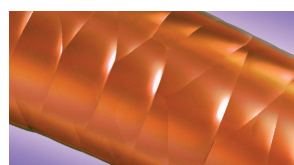
### DURING COLOR



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.

## 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

## DID YOU KNOW...

DIA Light Gloss lasts up to 6 weeks! Not only does it seal the cuticle which helps to prevent frizz but it also cuts blow dry time in half! Keep your client's hair looking amazing from one appointment to the next.

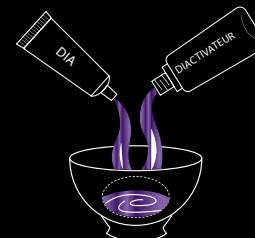
### TIP:

Ask your client if they ever experience frizz, especially after they blow dry! If so, let them know about the benefits of a DIA Light glossing service.

## 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**

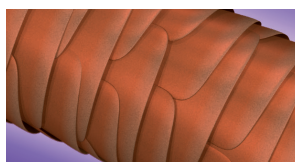
## KEY BENEFITS

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

## TECHNOLOGY

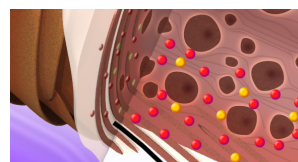
- Advanced **Alkaline Technology** – the alkaline agents slightly open the hair fiber allowing colorants to penetrate the cuticle.
- Ideal for Color-Treated or Natural Hair

### BEFORE COLOR



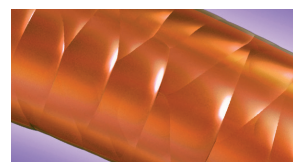
On natural hair, the cuticle scales are closed.

### DURING COLOR



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

### AFTER COLOR



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

## DEVELOPERS FORMULATE FOR THE DESIRED RESULT



### DIACTIVATEUR 9 VOLUME

- Virgin hair applications
- 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

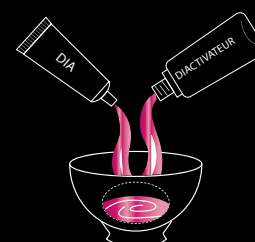
### TIPS:

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

## MIXING AND APPLICATION



**DEVELOPMENT  
TIME**



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



# DIA RICHESSE METALS



## WHO IS THE IDEAL CLIENT FOR DIA RICHESSE METALS?

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

## WHAT IS THE TECHNOLOGY OF DIA RICHESSE METALS?

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

## WHAT ARE THE BENEFITS OF DIA RICHESSE METALS?

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

## HOW ARE DIA RICHESSE USED METALS?

- The recommended developers for DIA Richeesse Metals are DIActivatuer, 9-, or 15-vol.
- The mixing ratio for DIA Richeesse 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 Richeesse Metals.
- The development time for DIA Richeesse 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 Richeesse Metals may be used as a pre-blended metallic color in one tube, or blended with other DIA Richeesse 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 Richeesse Metal shade for strength, protection and added shine.





# L'ORÉAL

PROFESSIONNEL

PARIS

 | [Facebook.com/lorealprofessionnel.us](https://www.facebook.com/lorealprofessionnel.us)

 | [Youtube.com/LOrealProUS](https://www.youtube.com/LOrealProUS)  | [Instagram.com/lorealpro](https://www.instagram.com/lorealpro)

[PRO.US.LOREALPARIS.COM](https://pro.us.lorealparis.com)