

NEW

Dia color

Alkaline demi-permanent.

Transition smoothly from Dia Richesse to Dia color.

This guide has been created to help you make a smooth transition from Dia Richesse to Dia color. Let's explore Dia color and discover the new world of alkaline demi-permanent color.

- Creating Dia color was the opportunity to bring the latest technology to the alkaline demi category with more true to tone reflects.
- Some shades will be identical, others will slightly evolve, and some are totally new.
- Dia color and Dia Richesse are intermixable..

1 What's new & the same.

2 Our smart 40 shade palette with Dia Richesse conversions.

3 Guidance on transitioning shade palette from Dia Richesse to Dia color.



L'ORÉAL
PROFESSIONNEL
PARIS

1 What's new & the same.

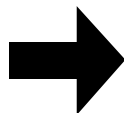
NEW TECHNOLOGY.



Up to a 92%
natural origin formula*.

Formulated with Shea butter, Glycerin,
and Hyaluronic acid for conditioning.

NEW TUBE SIZE.



From 1.7 oz. / 50 ml
\$8.83 - \$5.19 cost/oz.

to 2 oz. / 60 ml (+20%)
\$9.80 - \$4.90 cost/oz.

SAME MIXING RATIO.

Ratio	Color cream	DIActivateur
1 + 1.5	60 ml	90 ml

*We consider an ingredient to be naturally derived if it is unchanged from its natural state or has undergone processing yet still retains greater than 50% of its molecular structure from its original natural state.

SAME COLOR APPLICATION TOOLS.

Shaker, bowl & brush

For precise application or for white hair blending.

SAME COLOR APPLICATION RULES.



Fast processing time.

SAME DIACTIVATEUR DEVELOPERS.



Soft color deposit for more natural result.



Regular color deposit for standard
tone-on-tone results.



Strong color deposit for more visibility
and 1.5 levels of lift.

2 Our smart 40 shade palette with Dia Richesse conversions.

	Blues				Greens	Violets				Cool Browns & Blondes					Mochas			Naturals		
	.01/NB	.07/NGr	.1/B	.18/BM	.71/GrB	.02/NV	.20/VVV	.2/V	.26/NV	.12/BV	.13/BG	.14/BC	.15/BRv	.23/VG	82/MV	.8/M	.84/MC	.00		
9	$\frac{1}{2}$ 8.1 + $\frac{1}{2}$ clear 9.01/9NB Frosty Milkshake					$\frac{1}{2}$ 8.2 + $\frac{1}{2}$ clear 9.02/9NV Pearly Milkshake														
8						$\frac{1}{2}$ 8 + $\frac{1}{2}$ 8.2 8.02/8NV Lavender Sugar				$\frac{1}{2}$ 9.13 + $\frac{1}{2}$ 7.13 8.13/8BG Ash Beige										
7	$\frac{1}{2}$ 8.1 + $\frac{1}{2}$ 6 7.01/7NB Natural Cool Blonde										$\frac{1}{2}$ 8.81 + $\frac{1}{2}$ 6.1 + $\frac{1}{2}$ 7.44 7.14/7BC Caramel		$\frac{1}{2}$ 6.23 + $\frac{1}{2}$ 8.23 7.23/7VG Toffee Cream							
6	$\frac{1}{2}$ 6.1 + $\frac{1}{2}$ 6 6.01/6NB Smoked Almond				$\frac{3}{4}$ 6 + $\frac{1}{4}$ 8.2 6.02/6NV Glazed Pecans				6.1 6.12/6BV Sweet Molasses	$\frac{1}{2}$ 6.1 + $\frac{1}{2}$ 6.3 6.13/6BG Walnut										
5	$\frac{1}{2}$ 5.1 + $\frac{1}{2}$ 5 5.01/5NB Smoked Walnut	$\frac{1}{2}$ 6.1 + $\frac{1}{2}$ 5.71 5.07/5NGr Sage								$\frac{1}{2}$ 5.1 + $\frac{1}{2}$ 6.3 5.13/5BG Cool Chestnut		$\frac{3}{4}$ 4.15 + $\frac{1}{4}$ clear 5.15/5BRv Cappuccino								
4	$\frac{1}{2}$ 5.1 + $\frac{1}{2}$ 3 4.01/4NB Iced Espresso						4.20 + $\frac{1}{2}$ 4.62 4.20/4VVV DM5		$\frac{1}{2}$ 4.20 + $\frac{1}{2}$ 4.62 4.26/4VR Aubergine DM5							$\frac{1}{2}$ 4.15 + $\frac{1}{2}$ 5.8 4.8/4M				
3																			$\frac{1}{2}$ 3 + $\frac{1}{2}$ 1 3.0/3NN Deep Darkest Brown	
1																				

PRO TIPS.

The new .34 family is now richer/warmer.

How to recreate the Dia Richesse result?

Dia color 6.34 $\frac{2}{3}$ 6.34 + $\frac{1}{3}$ 6
Dia color 8.34 $\frac{2}{3}$ 8.34 + $\frac{1}{3}$ 8

The new .23 family is now less brown-toned and the iridescent reflect is more clearly visible.

How to recreate the Dia Richesse result?

Dia color 6.23 $\frac{2}{3}$ 6.23 + $\frac{1}{3}$ 6.1
Dia color 8.23 $\frac{2}{3}$ 8.23 + $\frac{1}{3}$ 8

2 Our smart 40 shade palette with Dia Richesse conversions.

	Warm Browns & Blondes		Golds			Coppers					Reds						
	.31/GB	.32/GV	.3/G	.34/GC	.35/GRv	.40/CCC	.4/C	.43/CG	.44/CC	.45/CRv	.5/Rv	.54/RvC	.55/RvRv	.60/RRR	.62/RV	.64/RC	.65/RRv
9	1/2 8.31 + 1/2 clear 9.31/9GB Vanilla		1/2 8.3 + 1/2 clear 9.3/9G Light Gold														
8																	
7	1/4 7.13 + 1/4 8.3 7.31/7GB Almond	3/8 8.3 + 1/2 6.23 7.32/7GV Biscotti		1/2 8.34 + 1/2 6.34 7.34/7GC Gold Chestnut	1/2 7.8 + 1/4 5.35 + 1/4 7.44 7.35/7GRv Terracotta	1/4 8.43 + 1/4 6.45 7.40/7CCC Fireglow		3/8 7.44 + 1/2 7 7.43/7CG Sunset									
6	3/4 6.3 + 1/4 6.1 6.31/6GB Hazelnut Praline				3/8 6.3 + 1/2 5.5 6.35/6GRv Maple		1/2 7 + 1/2 5.4 6.4/6C Sienna				1/2 5.5 + 1/4 6.60 + 1/4 clear 6.55/6RvRv Intense Garnet			3/4 6.60 + 1/4 7.44 6.64/6RC Garnet			
5	3/8 6.3 + 1/2 5.1 5.31/5GB Praline		1/2 6.3 + 1/2 4 5.3/5G Brown Sugar								3/8 5.5 + 1/2 6.3 5.54/5RvC Intense Mahogany Rubiane™					1/2 5.5 + 1/2 6.60 5.65/5RRv Cherry	
4			3/4 4 + 1/4 6.3 4.3/4G Dark Brown Sugar														
3																	
1																	

PRO TIPS.

The new .34 family is now richer/warmer.

How to recreate the Dia Richesse result?

Dia color 6.34 2/3 6.34 + 1/3 6
Dia color 8.34 2/3 8.34 + 1/3 8

The new .23 family is now less brown-toned and the iridescent reflect is more clearly visible.

How to recreate the Dia Richesse result?

Dia color 6.23 2/3 6.23 + 1/3 6.1
Dia color 8.23 2/3 8.23 + 1/3 8

3 Guidance on transitioning shade palette from Dia Richeesse to Dia color.

	Dia Richeesse	Dia color - 1 tube	Dia color - (oz)
Blues	9.01	½ 8.1 + ½ Clear	(1 oz) 8.1 + (1 oz) Clear
	7.01	½ 8.1 + ½ 6	(1 oz) 8.1 + (1 oz) 6
	6.01	½ 6.1 + ½ 6	(1 oz) 6.1 + (1 oz) 6
	5.01	½ 5.1 + ½ 5	(1 oz) 5.1 + (1 oz) 5
	4.01	½ 5.1 + ½ 3	(1 oz) 5.1 + (1 oz) 3
Greens	5.07	¾ 6.1 + ¼ 5.71	(1.5 oz) 6.1 + (.5 oz) 5.71
Violets	9.02	½ 8.2 + ½ Clear	(1 oz) 8.2 + (1 oz) Clear
	8.02	½ 8.2 + ½ 8	(1 oz) 8.2 + (1 oz) 8
	6.02	¾ 6 + ¼ 8.2	(1.5 oz) 6 + (.5 oz) 8.2
	4.26	½ 4.20 + ½ 4.62	(1 oz) 4.20 + (1 oz) 4.62
	6.12	6.1	(2 oz) 6.1
Cool Browns & Blondes	8.13	½ 9.13 + ½ 7.13	(1 oz) 9.13 + (1 oz) 7.13
	6.13	⅔ 6.1 + ⅓ 6.3	(1.33 oz) 6.1 + (.67 oz) 6.3
	5.13	½ 5.1 + ½ 6.3	(1 oz) 5.1 + (1 oz) 6.3
	7.14	2/5 8.1 + 2/5 6.1 + 1/5 7.44	(.84 oz) 8.1 + (.84 oz) 6.1 + (.42 oz) 7.44
	5.15	¾ 4.15 + ¼ Clear	(1.5 oz) 4.15 + (.5 oz) Clear
Mochas	7.23	½ 6.23 + ½ 8.23	(1 oz) 6.23 + (1 oz) 8.23
Naturals	4.8	½ 4.15 + ½ 5.8	(1 oz) 4.15 + (1 oz) 5.8
Warm Brown & Blondes	3.0	¾ 3 + ¼ 1	(1.5 oz) 3 + (.5 oz) 1
	9.31	½ 8.31 + ½ Clear	(1 oz) 8.31 + (1 oz) Clear
	7.31	¾ 7.13 + ¼ 8.3	(1.5 oz) 7.13 + (.5 oz) 8.3
	6.31	½ 6.3 + ½ 6.1	(1 oz) 6.3 + (1 oz) 6.1
	5.31	⅔ 6.3 + ⅓ 5.1	(1.33 oz) 6.3 + (.67 oz) 5.1
Golds	7.32	⅔ 8.3 + ⅓ 6.23	(1.33 oz) 8.3 + (.67 oz) 6.23
	9.3	½ 8.3 + ½ Clear	(1 oz) 8.3 + (1 oz) Clear
	5.3	½ 6.3 + ½ 4	(1 oz) 6.3 + (1 oz) 4
	4.3	⅔ 4 + ⅓ 6.3	(1.33 oz) 4 + (.67 oz) 6.3
	7.34	½ 8.34 + ½ 6.34	(1 oz) 8.34 + (1 oz) 6.34
Coppers	7.35	½ 7.8 + ¼ 5.35 + ¼ 7.44	(1 oz) 7.8 + (.5 oz) 5.35 + (.5 oz) 7.44
	6.35	⅔ 6.3 + ⅓ 5.5	(1.33 oz) 6.3 + (.67 oz) 5.5
	7.40	¾ 8.43 + ¼ 6.45	(1.5 oz) 8.43 + (.5 oz) 6.45
	6.4	½ 7 + ½ 5.4	(1 oz) 7 + (1 oz) 5.4
	7.43	⅔ 7.44 + ⅓ 7	(1.33 oz) 7.44 + (.67 oz) 7
Reds	5.54	⅔ 5.5 + ⅓ 6.3	(1.33 oz) 5.5 + (.67 oz) 6.3
	6.55	½ 5.5 + ¼ 6.60* + ¼ Clear	(1 oz) 5.5 + (.5 oz) 6.60* + (.5 oz) Clear
	5.65	½ 5.5 + ½ 6.60*	(1 oz) 5.5 + (1 oz) 6.60*
	6.64	¾ 6.60* + ¼ 7.44	(1.5 oz) 6.60* + (.5 oz) 7.44

*6.60 is a DM5 shade. We recommend mixing DM5 shades with just DM5 shades to not compromise on coverage and vibrancy of the reflect. However, it is important to note that here we are making an exception to get the closest results to the shades on Dia Richeesse we are trying to recreate.