

Dia light

Acidic gel-crème demi.

Zero ammonia. Zero lift. Ultra conditioning.



L'ORÉAL
PROFESSIONNEL
PARIS

Dia light



Controlled application.
Gel-crème consistency
for precision application.



Flexible processing time.
(2-20 minutes).



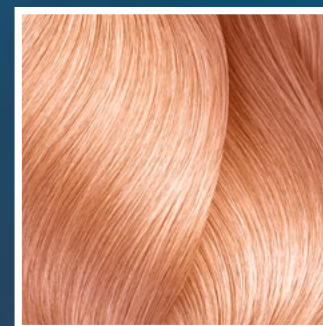
+30% more conditioning.*
Conditions hair after
lightening and color services.

*vs. uncolored hair.



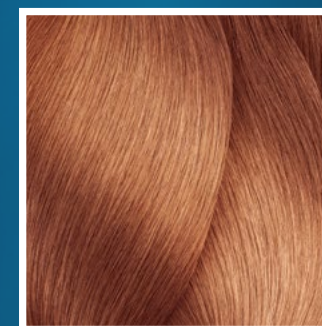
2 NEW coral shades.

Inspired by an underwater world



10.24/10VC

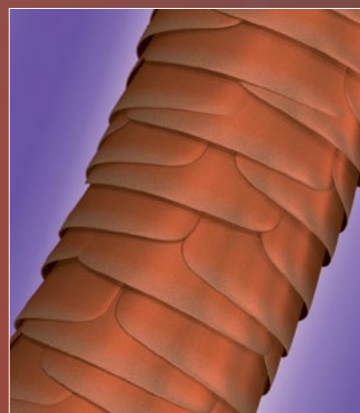
Sun kissed copper
touched by violet.



8.24/8VC

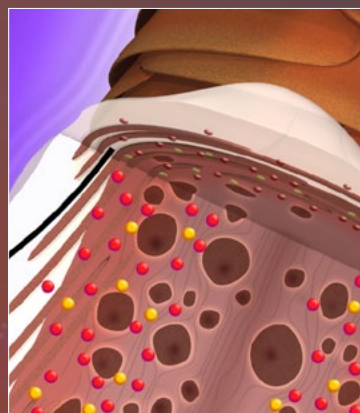
Deep blond with
a violet-copper tone.

Science behind Dia light.



Before color.

On color-treated &
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.

Dia light liquifier.



Fast application.

Liquifies consistency
for fast bottle application.

Ultimate customization.

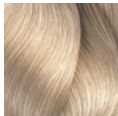
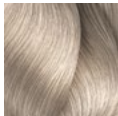
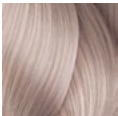
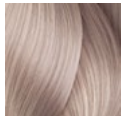
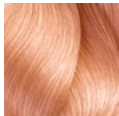
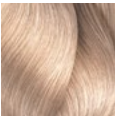
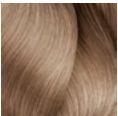
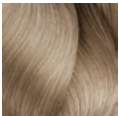
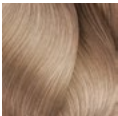
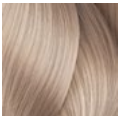
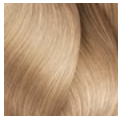
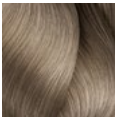
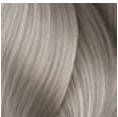
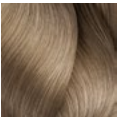
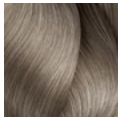
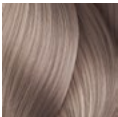
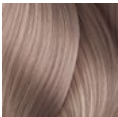
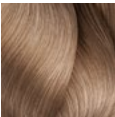
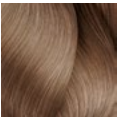
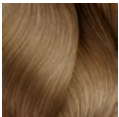
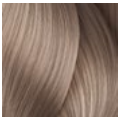
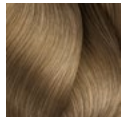
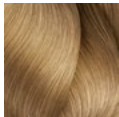
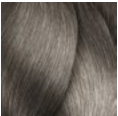
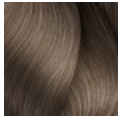
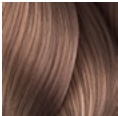
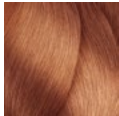
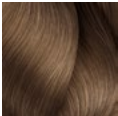
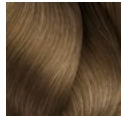
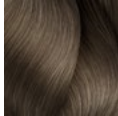
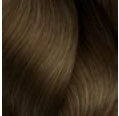
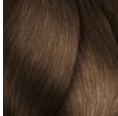
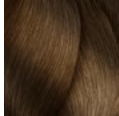
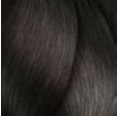
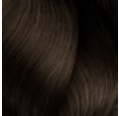
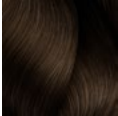
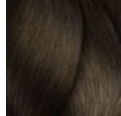
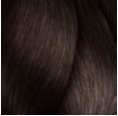
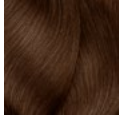
Consistency changes based
on client need & stylist preference.

Adjust color intensity.

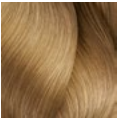
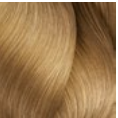
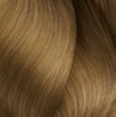
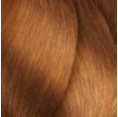
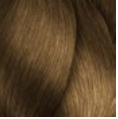
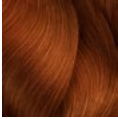
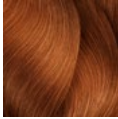
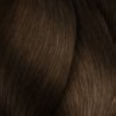
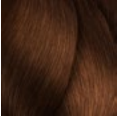
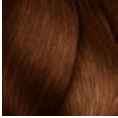
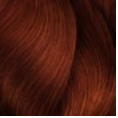
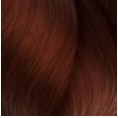
To increase transparency
and shine.



Liquifier FAQs.

Blues & Greens					Violets					Cool Browns & Blondes			Mochas		Naturals	Warm Browns & Blondes	
.11/BB	.1/B	.01/NB	.07/NGr	.18/BM	.21/VB	.22/VV	.2/V	.24/VC	.02/NV	.12/BV	.13/BG	.23/VG	.82/MV	.8/M		.31/GB	.32/GV
10		 10.01/10NB Soft Frosty Milkshake		 10.18/10BM Dazzling Pearl Milkshake	 10.21/10VB Pearl Sorbet Milkshake	 10.22/10VV Iridescent Berry Milkshake		 10.24/10VC Iridescent Coral Glow	 10.02/10NV Soft Pearly Milkshake	 10.12/10BV Frosty Pearl Milkshake	 10.13/10BG Vanilla Macaroon Milkshake	 10.23/10VG Pearly Gold Milkshake	 10.82/10MV Pearly Glow Milkshake				 10.32/10GV Sandy Milkshake
	 9.11/9BB Iceberg Milkshake	 9.1/9B Icy Milkshake	 9.01/9NB Frosty Milkshake		 9.18/9BM Icy Pearl Milkshake	 9.21/9VB Sorbet Milkshake		 9.2/9V Iridescent Milkshake		 9.02/9NV Pearly Milkshake	 9.12/9BV Pearl Milkshake	 9.13/9BG Cool Buttercream		 9.82/9MV Iridescent Beige Milkshake		 9/9N Very Light Blonde	 9.31/9GB Vanilla
8		 8.1/8B Iced Latte		 8.18/8BM Cool Pearl Milkshake	 8.21/8VB Icy Sorbet			 8.24/8VC Cool Sandy Coral				 8.23/8VG Lavender Honey				 8/8N Light Blonde	
			 7.01/7NB Natural Frost							 7.12/7BV Cool Beige	 7.13/7BG Satin Blonde			 7.8/7M Mocha Latte	 7/7N Blonde	 7.31/7GB Almond	
6	 6.11/6BB Charcoal	 6.1/6B Cool Almond									 6.13/6BG Walnut	 6.23/6VG Hazelnut Honey			 6/6N Dark Blonde		
		 5.1/5B Cool Smoked Walnut		 5.07/5NGr Sage											 5/5N Light Brown	 5.31/5GB Praline	
4															 4/4N Brown		

*Dia DM5 & Rubilane™ WARNING: It is imperative that DM5 & Rubilane™ shades be used alone. They must not be used in combination with any other shade.

Golds			Coppers				Reds	
.03/NG	.3/G	.34/GC	.43/CG	.40/CCC	.45/CRv	.46/CR	.64/RC	.66/RR
10								
9	 9.03/9NG Honey Milkshake	 9.3/9G Light Gold						
8	 8.3/8G Light Brown Sugar	 8.34/8GC Light Caramel	 8.43/8CG Copper Sunset					
7	 7.3/7G Brown Sugar		 7.43/7CG Sunset Rubilane™**	 7.40/7CCC Firelight				
6	 6.3/6G Gingerbread	 6.34/6GC Honey Chestnut	 6.45/6CRv Cinnamon	 6.46/6CR Autumn DM5/ Rubilane™**	 6.64/6RC Garnet DM5/ Rubilane™**			
5							 5.66/5RR Ruby DM5/ Rubilane™**	
4								 Clear

Color theory.

Preparation

- 1:1.5 mixing ratio**
1 tube (1.7 oz.) to 2.6 oz. Diactivateur developer
- Measure 2.6 oz. of 6-vol. (1.8%) or 9-vol. (2.7%) Diactivateur Developer, depending on the desired intensity of the result.

Application

- On dry hair, spray Metal Detox Pre-Treatment on each section and apply Dia Light formula with a brush or a bottle on regrowth, mid-lengths or ends.
- On wet hair, after shampooing with Metal Detox Shampoo apply Dia Light formula with a brush or bottle on pre-lightened hair.
- Flexible processing time:** 2 to 20 minutes

Liquifier

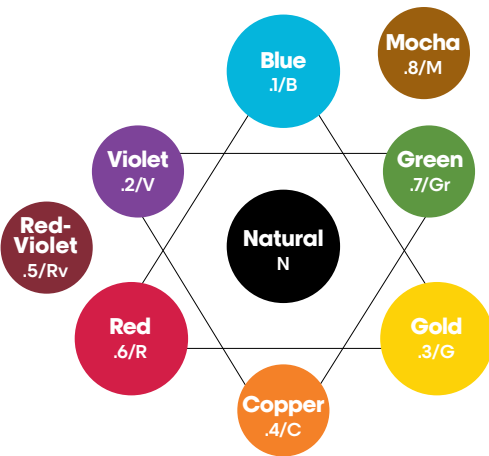
- Best for**
- Fast, bottle application
 - Toning all over
- How to use**
- Step 1:** Mix your Dia Light shade + Diactivateur developer at 1:1.5 Ratio.
- Step 2:** Add Dia Light Liquifier to formula and mix.
- For half dose, add .2 oz. of liquifier.
For full dose, add .4 oz. of liquifier.
- *Liquifier only to be used with Dia Light + Diactivateur developer. Liquifier is not a developer.

Rinsing

- When development time is complete, add a little warm water to the hair and gently emulsify.
- Thoroughly rinse color from the hair and shampoo with Metal Detox Shampoo to pro guarantee your color result. Follow with Metal Detox mask.

Law of color

- Opposite colors on the color wheel will counteract or neutralize each other.
- Opposite colors on the color wheel are also complementary.



Dual coding system

LEVEL	NEUTRAL	EXAMPLE
10 pale blonde	N natural	Example: 5GV 5.32 Level of color ——— Primary tone of color ——— Secondary tone of color ———
9 very light blonde	B blue .1	
8 light blonde	V violet .2	
7 blonde	G gold .3	
6 dark blonde	C copper .4	Mocha .8/M Contains: Violet .2/V Blue .1/B Gold .3/G
5 light brown	Rv red-violet .5	
4 brown	R red .6	
3 dark brown	Gr green .7	
2 darkest brown	M mocha .8	
1 black		



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for more information contact L'Oréal Professionnel's hotline at 1.800.345.5012

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