



DI \ RICHESSE

Alkaline crème demi.

Rich color. Zero ammonia.

L'ORÉAL
PROFESSIONNEL
PARIS

Alkaline crème demi.

Rich color

With up to 70% grey coverage and no demarcation line.

Zero ammonia

For exceptional softness, conditioning, and enhanced shine.

Fast processing time

Up to 20 minutes.

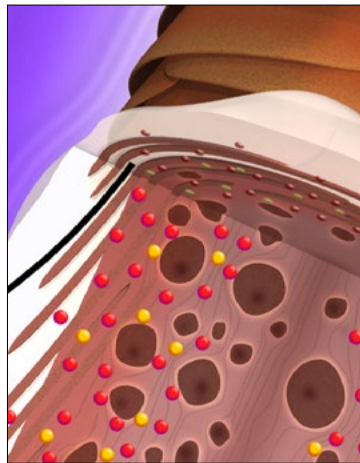
Up to 1.5 levels of lift

The science behind Dia Richeesse.



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.

Color theory.

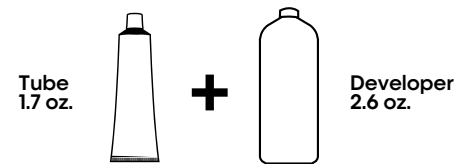
Preparation

1: 1.5 mixing ratio

1 tube (1.7 oz.) to 2.6 oz. DIActiveur developer

Measure 2.6 oz. of 9-vol. DIActiveur (2.7%) or 15-vol. DIActiveur (4.5%), depending on the desired intensity of the result.

Use 9-vol. or 15-vol. DIActiveur.



Application

On dry hair, spray Metal Detox Pre-Treatment Spray on each section and apply Dia Richeesse formula with a brush or a bottle on the re-growth, mid-lengths and ends.

[Processing time]

Toning: 2-10 minutes

Colormatch/Refresh: Up to 20 minutes

Grey blending/Virgin application: 20 minutes

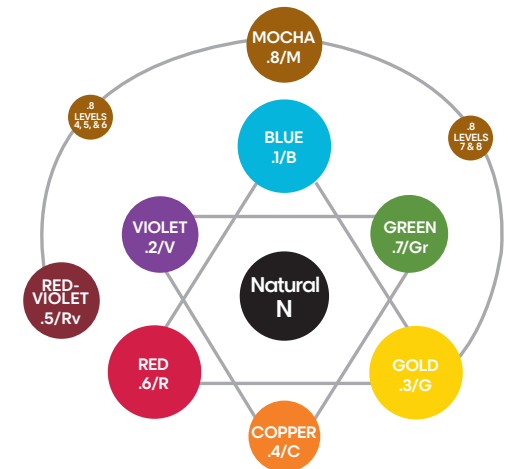
Lowlights: Up to 20 minutes

Rinsing

When development time is complete, 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.






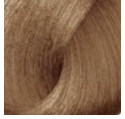
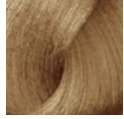

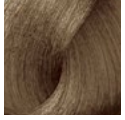
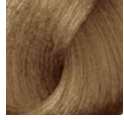
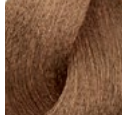
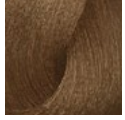
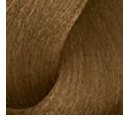
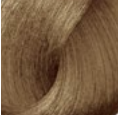
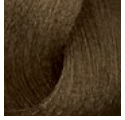


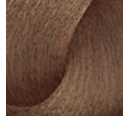
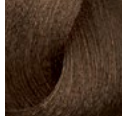
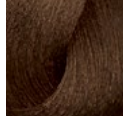


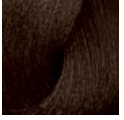
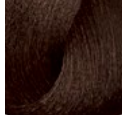
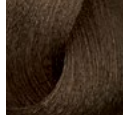
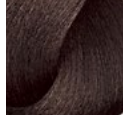




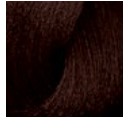
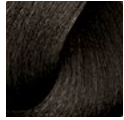







Dual coding system

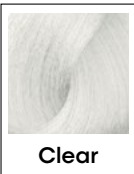
LEVEL	NEUTRAL	PRIMARY	SECONDARY
10 pale blonde	N natural		
9 very light blonde		B blue .1	
8 light blonde		V violet .2	
7 blonde		G gold .3	
6 dark blonde		C copper .4	
5 light brown		Rv red-violet .5	
4 brown		R red .6	
3 dark brown		Gr green .7	
2 darkest brown		M mocha .8	
1 black			

[Example]

5GV 5.32
 Level of color ———
 Primary tone of color ———
 Secondary tone of color ———

	Blues & Greens				Violets			Cool Browns & Blondes					Mochas	Naturals
	.01/NB	.07/NGr	.10/BBB	.11/BB	.02/NV	.20/VVV	.26/VR	.12/BV	.13/BG	.14/BC	.15/BRv	.23/VG	.8/M	.00
9	 9.01/9NB Frosty Milkshake			 9.11/9BB Iceberg Grey	 9.02/9NV Pearly Milkshake				 9.13/9BG Sandy Beige					 9/9N Light Blonde
8					 8.02/8NV Lavender Sugar				 8.13/8BG Ash Beige					 8/8N Blonde
7	 7.01/7NB Natural Cool Blonde							 7.13/7BG Satin Blonde	 7.14/7BC Caramel		 7.23/7VG Toffee Cream	 7.8/7M Mocha Latte		 7/7N Dark Blonde
6	 6.01/6NB Smoked Almond			 6.02/6NV Glazed Pecans			 6.12/6BV Sweet Molasses	 6.13/6BG Walnut			 6.23/6VG Hazelnut Honey	 6.8/6M Mocha Caramel		 6/6N Light Brown
5	 5.01/5NB Smoked Walnut	 5.07/5NGr Sage					 5.12/5BV Blueberry Chestnut	 5.13/5BG Cool Chestnut				 5.8/5M Mocha Cappuccino		 5/5N Brown
4	 4.01/4NB Iced Espresso				 4.20/4VVV Iridescent Burgundy DM5*	 4.26/4VR Aubergine DM5*				 4.15/4BRv Chocolate		 4.8/4M Mocha Espresso		 4/4N Dark Brown
3													 3.0/3NN Deep Darkest Brown	 3/3N Dark Brown
2			 2.10/2BBB Blue Onyx											
1														 1/1N Black

	Warm Browns & Blondes			Golds			Coppers				Reds						
	.31/GB	.32/GV	.35/GRv	.3/G	.30/GGG	.34/GC	.4/C	.40/CCC	.43/CG	.45/CRv	.5/Rv	.54/RvC	.55/RvRv	.60/RRR	.62/RV	.64/RC	.65/RRv
9																	
	9.31/9GB Vanilla			9.3/9G Light Gold													
8																	
	8.31/8GB Golden Beige			8.3/8G Butterscotch			8.34/8GC Light Caramel										
7																	
	7.31/7GB Almond	7.32/7GV Biscotti	7.35/7GRv Terracotta				7.30/7GGG Gold	7.34/7GC Gold Chestnut	7.40/7CCC Fireglow	7.43/7CG Sunset							
6																	
	6.31/6GB Hazelnut Praline			6.35/6GRv Maple	6.3/6G Gingerbread	6.34/6GC Honey Chestnut		6.4/6C Sienna	6.45/6CRv Cinnamon		6.55/6RvRv Intense Garnet	6.64/6RC Garnet					
5																	
	5.31/5GB Praline			5.35/5GRv Warm Chestnut	5.3/5G Brown Sugar					5.5/5Rv Mahogany	5.54/5RvC Intense Mahogany Rubiane™	5.60/5RRR Intense Ruby DM5*	5.65/5RRv Cherry				
4																	
				4.3/4G Dark Brown Sugar									4.62/4RV Amaryllis DM5*				
3																	
2																	
1																	



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