

COLORMATCHING GUIDELINES

USE DEMI-PERMANENT COLOR TO REFRESH MID-LENGTHS AND ENDS

- LONGER LASTING COLOR
- INCREDIBLE SHINE
- GENTLER ON THE HAIR
- BETTER UNIFORMITY

Colormatching can be done with both DIA Light and DIA Richesse. We generally suggest colormatching with DIA Light, except in circumstances where there is not a direct DIA Light match or the desired taste of color is more opaque (Majirel Cool Cover Shades). This chart does not represent the entire INOA/Majirel portfolio of shades. TIP: Identify the porosity of your client's hair, as well as the desired taste of color to better help you choose between DIA Light and DIA Richesse. For porous or sensitized hair, dilute recommended colormatch formula with clear.

I - INOA shade only
M - Majirel shade only

ALL SHADES ARE DIA LIGHT EXCEPT WHEN MARKED WITH AN ASTERISK (*), INDICATING A DIA RICHESSE SHADE.

GREEN		BLUE		VIOLET		COOL				MOCHA		EXTRA COVERAGE		WARM BROWN & BLONDE		GOLD		COPPER		RED		MAJIREL COOL COVER BLUE & GREEN		MAJIREL COOL COVER NATURAL	
INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH	INOA/MAJIREL SHADE	DIA MATCH
8.07 M	8	10.01	10.12	9.2 I	9.02	10.13	10.13	6.23	6.23	7.8	7.8	9.0 I	9*	9.31	NEW! 9.31	9.03 I	9.03	8.04 I	8.34	6.6 M	6.64	CC 9.11	9.11	CC 9	9.11
7.07 I	7	10.1 I	10.12	9.22 M	10.22	10.21	10.21	5.023 M	6.23	6.8	6.8*	8.0	8.1	9.32 I	10.32	9.3	9.3	8.43 M	¾ 8.34 + ¼ 7.4	6.60 M	6.64	CC 9.1	9.11	CC 8	8
7.17 I	7	9.01	9.01	5.20	5.26	10.23 I	10.32	5.12 I	5.12*	5.8	5.8	7.0	½ 6.1 + ½ 8.1	8.31 I	9.03	8.03 M	9.03	7.4	7.40	6.64	6.64	CC 8.11	9.11	CC 7	7
6.07	6	9.1	9.01	4.20 I	4.20*	9.12	10.12	5.015 M	½ 5.15* + ½ clear	4.8	4.8*	6.0	6.1	7.035 M	NEW! ½ 7.35 + ½ Clear	8.3	8.3	7.40 M	7.40	6.66	6.64	CC 8.1	8.1	CC 6	6
6.17 I	6	9.11 I	9.11	4.26 I	4.26*	9.13	9.13	5.15 I	5.15*	NATURAL		5.0	5.1	7.31	8.3	8.30 M	8.34	7.43	7.43	5.5	5.54	CC 7.11	½ 6.1 + ½ 8.1	CC 5	5
5.07 M	5.07	8.01 M	9.01			9.21 M	10.21	4.15 I	4.15*	10	10.13	4.0	4.01*	7.35	NEW! 7.35	8.33 I	8.34	7.44 I	7.40	5.56 I	½ 5.54 + ½ 5.66	CC 7.17	7	CC 4	4
5.17 I	5.07	8.1	8.11			9.23 M	9.03			9	9*	3.0 I	4.01*	6.31 I	½ 7.31 + ½ 5.31	8.34	8.34	6.40 I	7.40	5.6 M	5.66	CC 7.1	8.1	MAJIREL COOL COVER GOLD	
4.07 I	5.07	7.01 M	8.1			8.12 M	9.12			8	8	INOA GOLD NATURAL		6.32 I	½ 6.3 + ½ 6.23	7.03 M	8.3	6.45	6.45	5.60	5.66	CC 6.11	6.1	CC 8.3	8*
		7.1	8.1			8.13	9.13			7	7	9.3	9.3	6.35 M	NEW! 7.35	7.3	½ 6.3 + ½ 8.3	6.46	6.46	5.62	5.66	CC 6.17	6.1	CC 7.3	7*
		7.11 I	8.1			7.014 M	½ 7.14* + ½ Clear			6	6	8.3	8.3	5.31 I	5.31	7.34 I	8.34	5.4	5.4	5.64	6.64	CC 6.1	6.1	CC 6.3	6*
		6.01 M	½ 6.1 + ½ 8.1			7.12 M	7.12			5	5	7.3	½ 6.3 + ½ 8.3	5.32	5.32	6.03 M	6.3	5.45 I	6.45	4.56 I	4.65	CC 5.1	5.1	CC 5.3	5*
		6.1	6.1			7.13	7.13			4	4	6.3	6.3	5.35 I	5.35	6.3	6.3	4.45 I	½ 5.4 + ½ 5.54	4.65 M	4.65			CC 4.3	4*
		6.11 I	6.1			7.23	8.23			3	3*	5.3	5.3*	4.35	5.35	6.34	6.34								
		5.1	6.1			6.014 M	¾ 7.14* + ¼ Clear			1	1*					5.3	5.3*								
		2.10	2.10*			6.13 I	6.13									4.3	4.3*								

FOR MAJIREL HIGH LIFT, MAJIBLOND, AND MAJILIFT, WE DO NOT RECOMMEND COLORMATCHING WITH DIA DUE TO PROCESSING TIME. WE DO RECOMMEND TONING WITH DIA LIGHT OR DIA RICHESSE AFTER INITIAL SERVICE.