



DI \ RICHESSE

**Alkaline crème demi.**  
Rich color. Zero ammonia.

L'ORÉAL  
PROFESSIONNEL  
PARIS

# Alkaline crème demi.

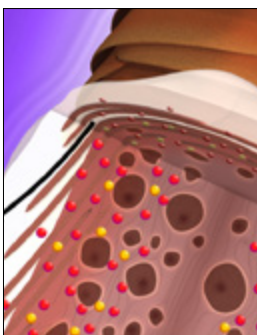
- **Rich color**  
With up to 70% grey coverage and no demarcation line.
- **Zero ammonia**  
For exceptional softness, conditioning, and enhanced shine.
- **Fast processing time**  
Up to 20 minutes.
- **Up to 1.5 levels of lift**

## 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.

Blues & Greens

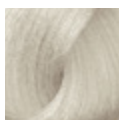
.01/NB

.07/NGr

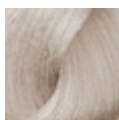
.10/BBB

.11/BB

9



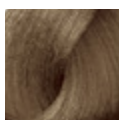
**9.01/9NB**  
Frosty Milkshake



**9.11/9BB**  
Iceberg Grey

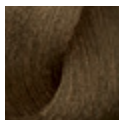
8

7



**7.01/7NB**  
Natural Cool  
Blonde

6



**6.01/6NB**  
Smoked Almond

5

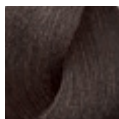


**5.01/5NB**  
Smoked Walnut



**5.07/5NGr**  
Sage

4



**4.01/4NB**  
Iced Espresso

3

2



**2.10/2BBB**  
Blue Onyx

1

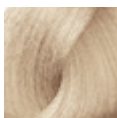
Violets

.02/NV

.20/VVV

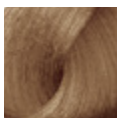
.26/VR

9



**9.02/9NV**  
Pearly  
Milkshake

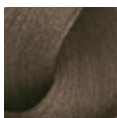
8



**8.02/8NV**  
Lavender Sugar

7

6



**6.02/6NV**  
Glazed Pecans

5

4



**4.20/4VVV**  
Iridescent  
Burgundy  
DM5\*





**4.26/4VR**  
Aubergine  
DM5\*













3

2

1

Cool Browns & Blondes

	.12/BV	.13/BG	.14/BC	.15/BRv	.23/VG
9		 <b>9.13/9BG</b> Sandy Beige			
8		 <b>8.13/8BG</b> Ash Beige			
7		 <b>7.13/7BG</b> Satin Blonde	 <b>7.14/7BC</b> Caramel		
6	 <b>6.12/6BV</b> Sweet Molasses	 <b>6.13/6BG</b> Walnut			 <b>6.23/6VG</b> Hazelnut Honey
5	 <b>5.12/5BV</b> Blueberry Chestnut	 <b>5.13/5BG</b> Cool Chestnut		 <b>5.15/5BRv</b> Cappuccino	
4				 <b>4.15/4BRv</b> Chocolate	
3					
2					
1					

		Mochas	Naturals
		.8/M	.00
9			 <b>9/9N</b> Light Blonde
8			 <b>8/8N</b> Blonde
7	 <b>7.8/7M</b> Mocha Latte		 <b>7/7N</b> Dark Blonde
6	 <b>6.8/6M</b> Mocha Caramel		 <b>6/6N</b> Light Brown
5	 <b>5.8/5M</b> Mocha Cappuccino		 <b>5/5N</b> Brown
4			 <b>4/4N</b> Dark Brown
3		 <b>3.00/3NN</b> Deep Darkest Brown	 <b>3/3N</b> Dark Brown
2			
1			 <b>1/1N</b> Black

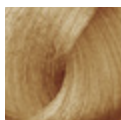
Warm Browns & Blondes

.31/GB

.32/GV

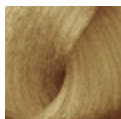
.35/GRv

9



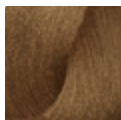
**9.31/9GB**  
Vanilla

8



**8.31/8GB**  
Golden Beige

7

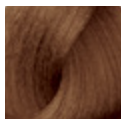


**7.31/7GB**  
Almond



**7.35/7GRv**  
Terracotta

6



**6.31/6GB**  
Hazelnut Praline

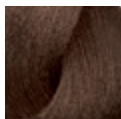


**6.32/6GV**  
Toasted Pecan



**6.35/6GRv**  
Maple

5



**5.31/5GB**  
Praline



**5.32/5GV**  
Café



**5.35/5GRv**  
Warm Chestnut

4

3

2

1

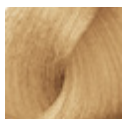
Golds

.3/G

.30/GGG

.34/GC

9



**9.3/9G**  
Light Gold

8



**8.3/8G**  
Butterscotch

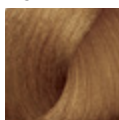


**8.34/8GC**  
Light Caramel

7



**7.30/7GGG**  
Gold



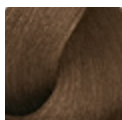
**7.34/7GC**  
Gold Chestnut

6



**6.3/6G**  
Gingerbread

5



**5.3/5G**  
Brown Sugar

4



**4.3/4G**  
Dark Brown Sugar

3

2

1

Coppers

.4/C

.40/CCC

.43/CG

.45/CRv

9

8

7

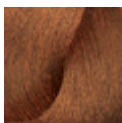


7.40/7CCC  
Fireglow

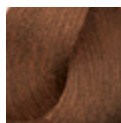


7.43/7CG  
Sunset

6



6.4/6C  
Sienna



6.45/6CRv  
Cinnamon

5

4

3

2

1

Reds

.5/Rv

.54/RvC

.55/RvRv

.60/RRR

.62/RV

.64/RC

9

8

7

6

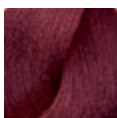
5

4

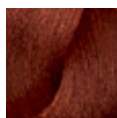
3

2

1



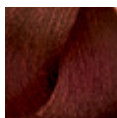
**6.55/6RvRv**  
Intense  
Garnet



**6.64/6RC**  
Garnet



**5.5/5Rv**  
Mahogany



**5.54/5RvC**  
Intense  
Mahogany  
Rubilane™



**5.60/5RRR**  
Intense  
Ruby  
DMS\*



**4.62/4RV**  
Amaryllis  
DMS\*



Clear

# Color theory.

## Dual coding system

level	tone
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

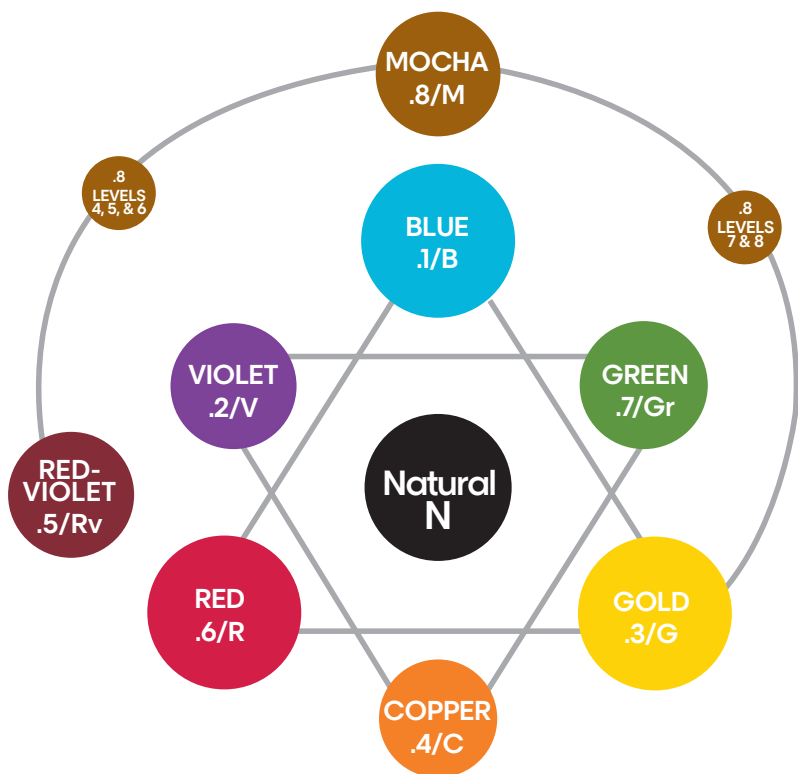
primary tone of color

secondary tone of color

# Color theory.

## Law of color

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



# Mixing guidelines.

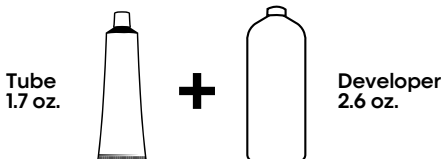
## Preparation

### 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 Richesse 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.