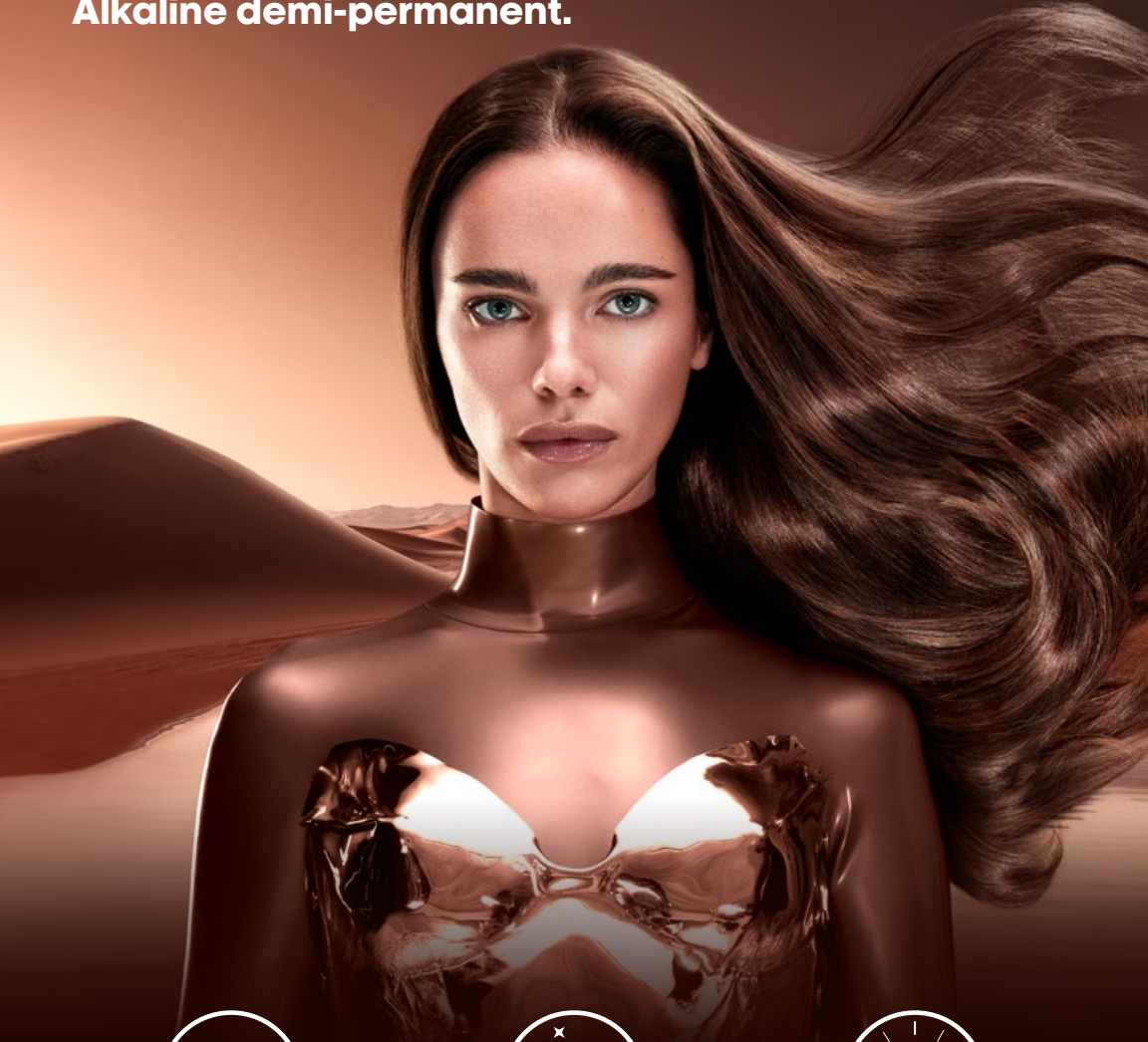


Dia color

Alkaline demi-permanent.



Up to 70%
grey coverage.
Up to 1.5 levels of lift.



Up to 6 weeks of
gloss color, 2x shine.*
Soft demarcation.



Fast
processing.
20 minutes.

L'ORÉAL
PROFESSIONNEL
PARIS

*vs. unwashed hair.

Introducing

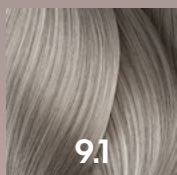
Titan Brown

10 new multi-reflective
must-have shades.

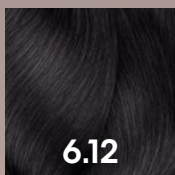


Discover more.

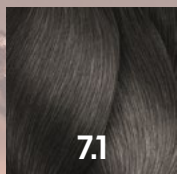
Ash



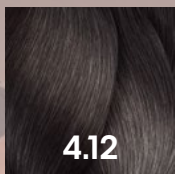
9.1



6.12



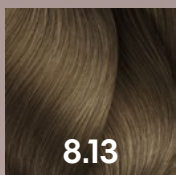
7.1



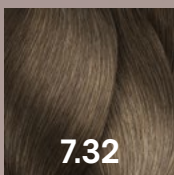
4.12

Neutralizing brassiness
of underlying pigments
with icy reflects.

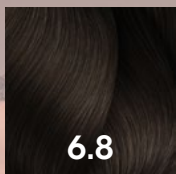
Cool Brown, Mocha, & Warm Brown



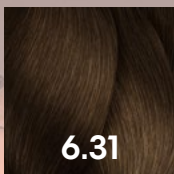
8.13



7.32



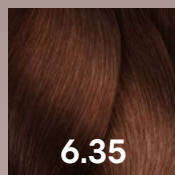
6.8



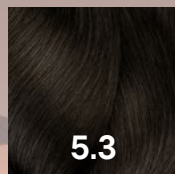
6.31

Tailormade for all tastes
of brown color with neutral,
warm to cool results.

Gold



6.35



5.3

Natural enhanced
coverage or vibrant
warm results.

Quick how-to guide.

Discover which **DIActivateur
Developer** is right for you.



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.

Color application tools.



Shaker, bowl & brush

For precise application
or for white hair blending.

Color application rules.



Fast processing time.

Mixing ratio.

Ratio: 1+1.5

Color cream: 2 oz.

DIActivateur: 3 oz.

Contact your Salon Business Partner for more information.