

FAQs

Are Dia Richeesse and Dia color mixable?

Dia Richeesse & Dia color are totally intermixable. Note that when the 2 products are mixed together, the percentage of natural origin ingredients is diminished.

Are the Dia color DIActiveur, 6, 9 and 15 volume identical to the one of Dia Richeesse & Dia light?

Yes, the formula has not changed.

Are there any shades formulated with special dyes?

In the Dia color portfolio, shades 6.60, 4.62, and 4.20 contain DM5.

Can we mix the DM5 and P5 shades with other shades in the portfolio?

To guarantee best results, it is not advised to mix DM5 shades with other shades in the portfolio to avoid unexpected color shift. We strongly advise using these specialized shades on clients with up to 50% white hair and not for clients with 50% - 70% white hair.

What is the difference between grey coverage and blending?

By "coverage," we mean that white hair is not visible as the hair has been entirely opacified (or with a very slight transparency) by the coloration product. When white hair is "blended," there is more visible transparency, resulting in softer regrowth effect.

How many levels of lift are possible with Dia color?

In most cases, Dia color can lift up to 1 level with 15 volume DIActiveur. When certain shades of Dia color are applied to clients with fine hair, the formula can lift up to 1.5 levels.

After a root touch-up service, do I take through with Dia color or Dia light?

It's always better to take through any hair color with Dia light for optimal respect of the hair fiber & to benefit from the qualities of Dia light on previously sensitized hair. It is especially

recommended to use Dia light to guarantee better long-term results, application after application.

However, Dia color can be used to take through Dia color as a refresh service, especially if your priority is to save time and formula without requiring another mix.

How do we recreate shades in Dia Richeesse using Dia color?

Checkout our Dia Richeesse conversion guides to understand how to be recreate shades in Dia Richeesse.

When I want to darken or tint back a client's hair, should I use Dia light or Dia color?

Dia color with 9 volume DIActiveur is able to darken in one process up to 4 levels. Dia light with 9 volume DIActiveur is able to darken up to 2.5 levels in 20 minutes. When you want to darken more than 2 levels with Dia light, we recommend using a "color in" technique to progressively darken the hair. Process an in-between color for 10 minutes, rinse and then apply your target shade & develop for 20 minutes with 9 volume DIActiveur.

Is Dia color vegan?

No. Dia color is not vegan.

What are the natural-origin ingredients in the formula?

Across all the Dia color shades, the formula contains between 84% and 92% natural origin ingredients. These ingredients include water, hyaluronic acid, glycerin, shea butter, and propanediol. The remaining formula composition includes colorants, MEA, and stabilizing agents.

What are the cometic agents in Dia color, given that Ionene G is not a featured ingredient as it was in Dia Richeesse?

Dia color is a new and superior formula that is different from Dia Richeesse with a new base and new dye associations. There is no compromise to color performance or cosmeticity. The formula is enriched with shea butter.