

# THE PLAYBOOK

PRO EDUCATION



L'ORÉAL  
PROFESSIONNEL  
PARIS

## Dia Essentials

### Hands-in with swatches

Unlock the full potential of L'Oréal Professionnel's Dia range in this comprehensive class. Discover how the ammonia-free, demi-permanent Dia Light and Dia Color deliver unparalleled shine, customization, and trending high-gloss results. Learn essential color theory as you master when to utilize acidic Dia Light for stunning glossing and high-shine toning, versus alkaline Dia Color for gentle grey blending and rich, reflective color. Elevate your services by creating standout looks with minimal commitment.

#### Key takeaways:

- Perfect your Dia Light skills (acidic) for glossing/toning vs. Dia Color (alkaline) for grey blending.
- Choose optimal Dia formula based on hair type, desired result, and service.
- Deliver captivating, low-commitment, high-impact color services.

#### What to bring:

Notebook, pen, (4) tint bowls, (4) tint brushes, (4) whisks, (3) pairs of gloves, (5) towels, color apron, scale, foils, and hair dryer.



Live



Essential

MON. MARCH 16, 2026  
10:00AM – 11:30AM



#### class location:

STATE BEAUTY SUPPLY  
308 NW Victoria Dr.  
Lee's Summit, MO 64086  
(816) 246-9996

\$45.00

EVENT CODE: EDU185

OR USE YOUR

LEVEL  
LOYALTY REWARDS

4,000 POINTS



C1 - Internal use

#### REGISTER TODAY:

Store | Salon Consultant | LEVEL

#### SALON CONSULTANT info:

Chad Parkhurst 816-916-4314  
Vonna Occhipinto 816-456-5772  
Shelby Bowden 660-819-4123

For more information & events  
[statebeautystl.com/education](http://statebeautystl.com/education)  
(314) 423-9599 corporate office

EXCLUSIVE DAY OF CLASS SAVINGS: 15% off DIA  
REGISTER BY: 03/01/26

All ticket sales final. Non-refundable. Non-transferable.  
Artist subject to change.