

# 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**



**SalonCentric**  
Franchise Locations Independently Owned & Operated by The Salon Group

**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



**4,000 POINTS**



**Hands-In with swatches**

**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**

**(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.  
Artists subject to change.