



inoA™

**Ammonia-free  
permanent color.**

Perfect coverage. Powered by oil.  
Optimal scalp comfort.

**L'ORÉAL**  
**PROFESSIONNEL**  
**PARIS**

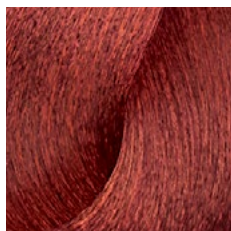

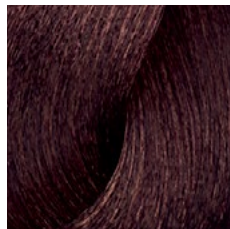


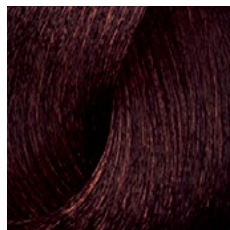



Blues & Greens					Violets				Cool Browns & Blondes				Mochas		
.01/NB		.1/B	.11/BB	.07/NGr	.17/BGr	.2/V	.20/VVV	.21/VB	.22/VV	.12/BV	.13/BG	.15/BRv	.23/VG	.18/BM	.8/M
10	 10.01/10NB	 10.1/10B							 10.21/10VB			 10.13/10BG	 10.23/10VG High Resist		
9	 9.01/9NB	 9.1/9B	 9.11/9BB				 9.2/9V			 9.22/9VV High Resist	 9.13/9BG				 9.8/9M
8	 8.1/8B												 8.13/8BG		
7	 7.1/7B	 7.11/7BB High Resist	 7.07/7NGr	 7.17/7BGr					 7.13/7BG				 7.18/7BM	 7.8/7M	
6	 6.1/6B	 6.11/6BB	 6.07/6NGr	 6.17/6BGr					 6.13/6BG			 6.23/6VG	 6.8/6M		
5	 5.1/5B	 5.11/5BB			 5.17/5BGr	 5.20/5VVV			 5.12/5BV High Resist		 5.15/5BRv High Resist		 5.13/5BG	 5.8/5M	
4						 4.20/4VVV					 4.15/4BRv				
3															
2															
1															



		Naturals			Warm Browns & Blondes			Golds		Coppers										
		.0		.3	.31/GB	.32/GV	.35/GRv	.3/G	.34/GC	.04/NC	.4/C	.40/CCC	.43/CG	.44/CC	.45/CRv	.46/CR				
10																				
																				
		10/10N																		
9																				
		9.0/9NN Extra Coverage	9/9N	9.3/9G Gold Natrual				9.3/9G			9.04/9NC									
8																				
		8.0/8NN Extra Coverage	8/8N	8.3/8G Gold Natrual	8.31/8GB			8.3/8G	8.34/8GC											
7																				
		7.0/7NN Extra Coverage	7/7N	7.3/7G Gold Natrual	7.31/7GB			7.35/7GRv	7.3/7G	7.34/7GC			7.4/7C			7.43/7CG	7.44/7CC			
6																				
		6.0/6NN Extra Coverage	6/6N	6.3/6G Gold Natrual	6.31/6GB	6.32/6GV			6.3/6G	6.34/6GC				6.40/6CCC Rubilane			6.45/6CRv	6.45/6CR		
5																				
		5.0/5NN Extra Coverage	5/5N	5.3/5G Gold Natrual	5.31/5GB	5.32/5GV	5.35/5GRv	5.3/5G												
4																				
		4.0/4NN Extra Coverage	4/4N						4.3/4G											
3																				
		3.0/3NN Extra Coverage	3/3N																	
2																				
1																				
		1/1N																		



Reds					
	.5/Rv	.56/RvR	.60/RRR	.62/RV	.66/RR
10					
9					
8					
7					
6					 <b>C6.66/C6RR</b> Carmilane
5	 <b>5.5/5Rv</b> High Resist	 <b>5.56/5RvR</b> High Resist	 <b>5.60/5RRR</b> DM5	 <b>5.62/5RV</b>	
4		 <b>4.56/4RvR</b> High Resist			
3					
2					
1					



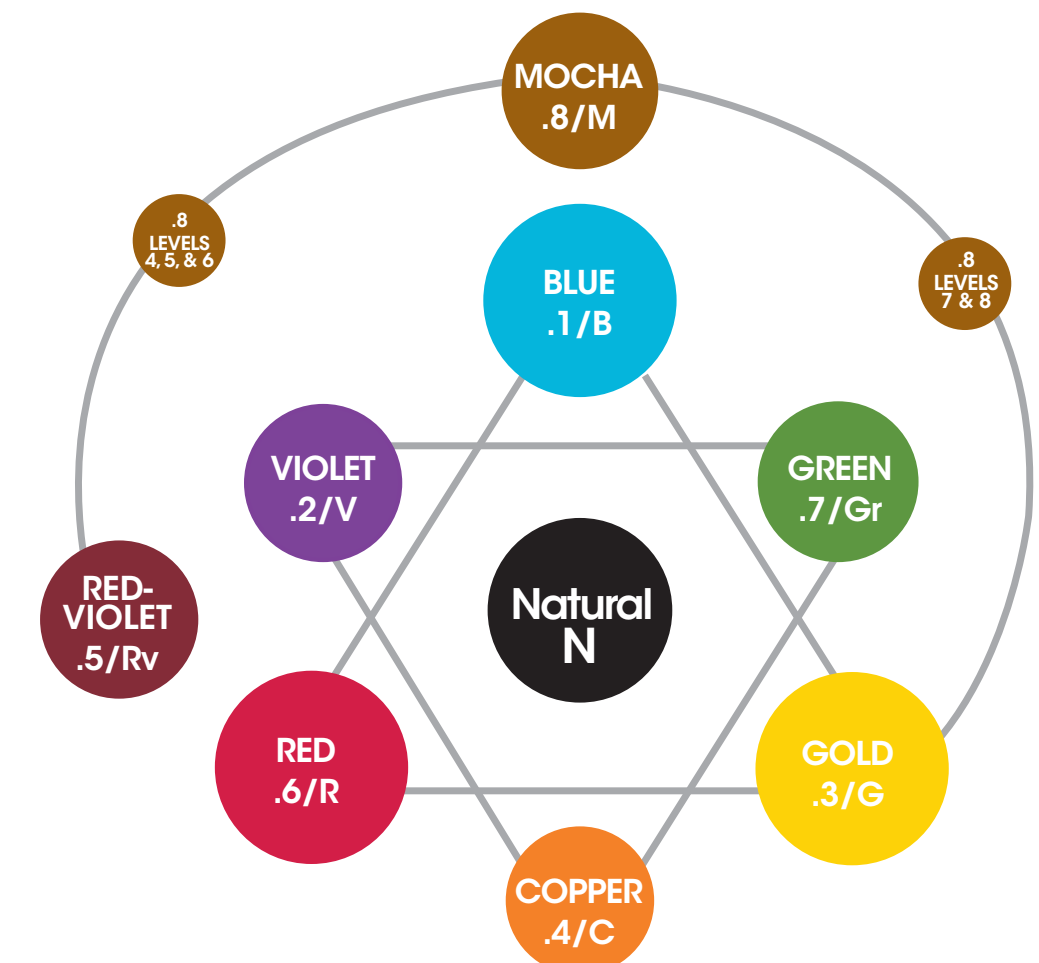
**Clear**

**One shade, multiple possibilities.**

- Break the base.
- Subdue the intensity of tone.
- Create a lighter shade.
- Use to dilute another shade for colormatching and refreshing on mid-lengths and ends.
- Create pastel shades with mixers, Carmilane, DM5 or Rubilane shades.

## Law of color

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



## 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

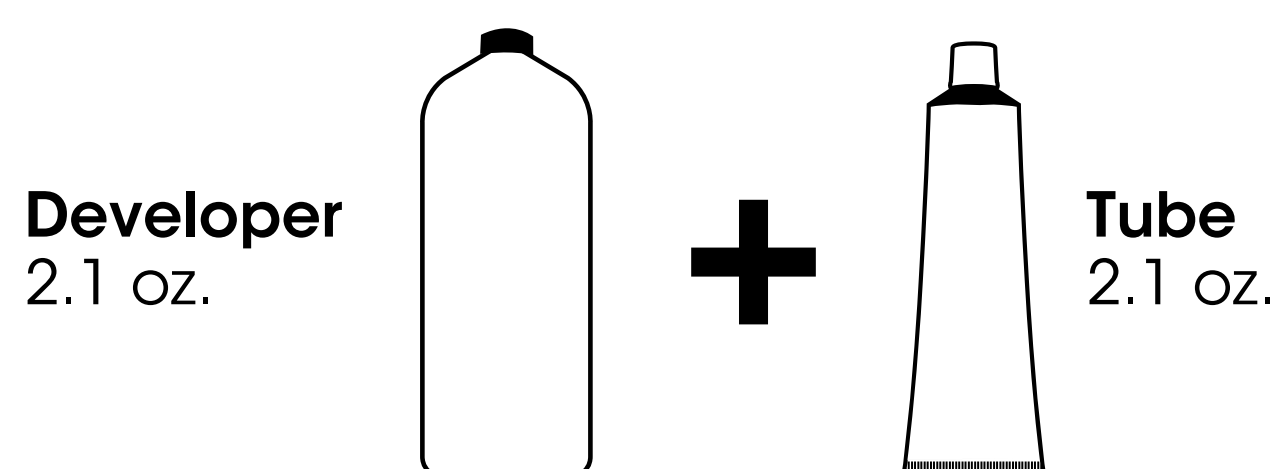
## Preparation

The INOA 2-part system is a 1:1 mixing ratio.

**For one application.**

- Measure 2.1 oz./60g. of INOA ODS<sup>2</sup> Rich Developer (10-, 20-, or 30-volume) into an INOA measuring cup or INOA doser for accuracy.
- Add 1 tube (2.1 oz./60 g) of INOA ODS<sup>2</sup> haircolor.
- Mix together until a smooth, creamy texture is obtained.

Levels of lift	INOA 10-vol 1 level	INOA 20-vol Up to 2 levels	INOA 30-vol Up to 3 levels
Usage	Toning refreshing	Coverage of white	More visible color change



## Application

Apply to dry, unwashed hair with an INOA brush.

**Development time: 35 minutes**

## Technical rules

**Covering white hair.**

- **Up to 70% white hair:** Apply the chosen target shade and process 35 min.
- **Between 70% and 100% white hair:** If the chosen target shade is warm, mix ½ tube of the chosen target shade + ½ tube of the Gold Natural shade at the same level. If the chosen target shade is cool, mix ½ tube of the chosen target shade + ½ tube of the Natural shade at the same level. For mid-lengths and ends, use target shade only. Development time: 35 min.

## Rinsing

When development time is complete, thoroughly rinse color from the hair and shampoo once with Inoa Post-Color Shampoo and once with Metal Detox Shampoo to pro guarantee your color result. Follow with Metal Detox mask.

## Take through guidelines

**Maximum fading:**

INOA (10-vol)  
Dia Richesse

**Loss of depth (2 – 3 levels) + tone.**

- Take through immediately (TTI)
- Take through last 20 minutes

**Maximum fading:**

INOA (10-vol)  
Dia Richesse  
Dia Light

**Loss of depth (1 level) + tone.**

- Take through last 15 – 20 minutes
- Take through up to 20 minutes
- Take through up to 20 minutes

**Minimum fading:**

INOA  
Dia Richesse  
Dia Light

**Slight loss of tone.**

- Take through last 5 minutes
- Take through up to 10 minutes
- Take through up to 10 minutes

# INOA MIX

**Mixing Instructions.**

Mix 2.1 oz./60 g of INOA ODS<sup>2</sup> Rich Developer (10-,20-, or 30-volume) with 0.5 oz./15 g\* of INOA Mix shade and 1.6 oz./45 g of INOA target shade (1:1 ratio of INOA ODS<sup>2</sup> Rich Developer to INOA Mix shade and INOA target shade).

**On pre-lightened hair.**

- **Intense effect:** Mix 2.1 oz./60 g of INOA ODS<sup>2</sup> 10-volume Rich Developer with 2.1 oz./60 g of INOA Mix shade alone (1:1 ratio).
- **Pastel effect:** Mix 2.1 oz./60 g of INOA ODS<sup>2</sup> 10-volume Rich Developer with 0.7 oz./20 g of INOA Mix shade and 1.4 oz./40 g of INOA Clear (1:1 ratio).\* \*

\* Amount suggested on pigmented hair. INOA Mix is not for covering white.

\*\*Proportions of INOA Mix shade and INOA CLEAR can be varied as long as they are mixed in a 1:1 ratio with INOA ODS<sup>2</sup> 10-volume Rich Developer.





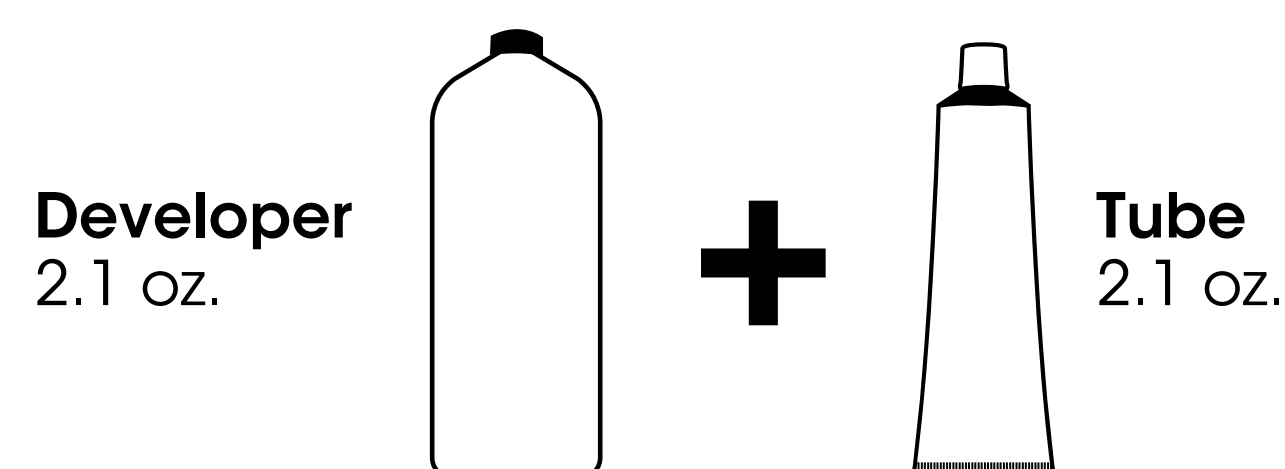
## Preparation

The INOA 2-part system is a 1:1 mixing ratio.

**For one application.**

- Measure 2.1 oz./60g. of INOA ODS<sup>2</sup> Rich Developer (10-, 20-, or 30-volume) into an INOA measuring cup or INOA doser for accuracy.
- Add 1 tube (2.1 oz./60 g) of INOA ODS<sup>2</sup> haircolor.
- Mix together until a smooth, creamy texture is obtained.

Levels of lift	INOA 10-vol	INOA 20-vol	INOA 30-vol
	1 level	Up to 2 levels	Up to 3 levels
Usage	Toning refreshing	Coverage of white	More visible color change



## Application

On dry hair, spray Metal Detox Pre-Treatment Spray on each section and apply Inoa formula with a brush on re-growth.

**Development time: 35 minutes**

## Technical rules

**Covering white hair.**

- **Up to 100% white hair:** Apply the chosen target shade and process 35 min.

## Rinsing

When development time is complete, thoroughly rinse color from the hair and shampoo once with Inoa Post-Color Shampoo and once with Metal Detox Shampoo to pro guarantee your color result. Follow with Metal Detox mask.

## Take through guidelines

<b>Maximum fading:</b> INOA (10-vol) Dia Richesse	<b>Loss of depth (2 – 3 levels) + tone.</b> ■ Take through immediately (TTI) ■ Take through last 20 minutes
<b>Maximum fading:</b> INOA (10-vol) Dia Richesse Dia Light	<b>Loss of depth (1 level) + tone.</b> ■ Take through last 15 – 20 minutes ■ Take through up to 20 minutes ■ Take through up to 20 minutes
<b>Minimum fading:</b> INOA Dia Richesse Dia Light	<b>Slight loss of tone.</b> ■ Take through last 5 minutes ■ Take through up to 10 minutes ■ Take through up to 10 minutes

## INOA INTENSE REDS

**Carmilane<sup>TM</sup>, Rubilane<sup>TM</sup> and DM5 shades cover up to 100% white hair.**

**Covering white hair:** Thanks to their intensity, INOA ODS<sup>2</sup> Carmilane<sup>TM</sup>, Rubilane<sup>TM</sup> and DM5 red shades are designed to cover up to 100% white hair without mixing with another shade. Apply the target INOA ODS<sup>2</sup> Carmilane<sup>TM</sup>, Rubilane<sup>TM</sup> and DM5 red shades without mixing with another shade for an intense result.

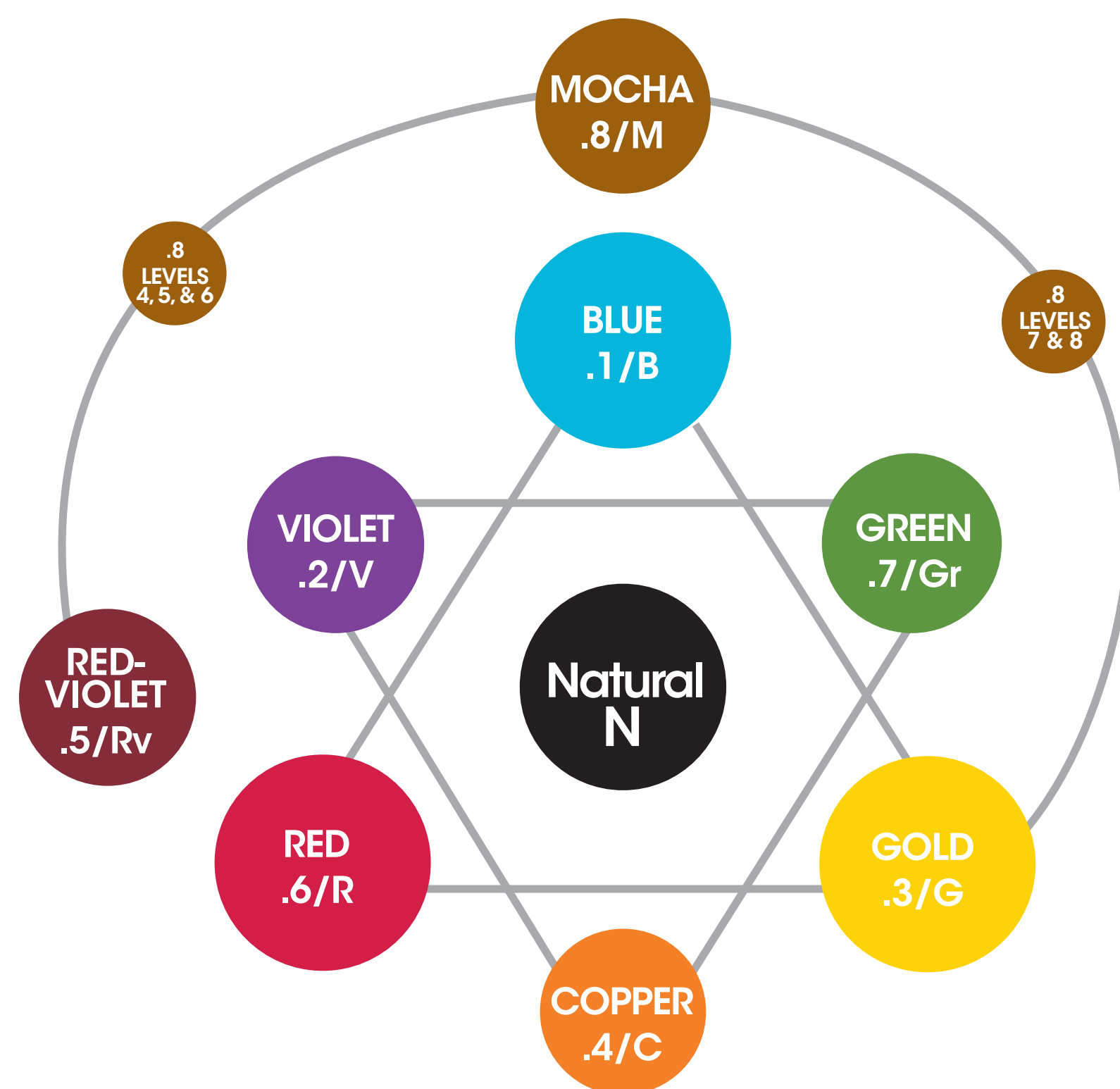
**First application of INOA ODS<sup>2</sup> red shades with Carmilane<sup>TM</sup>, Rubilane<sup>TM</sup> and DM5:** For optimal results with the first application take through the mid-lengths and ends immediately. Development time starts when re-growth application is completed.

**WARNING:** IT IS IMPERATIVE THAT CARMILANE<sup>TM</sup>, RUBILANE<sup>TM</sup> AND DM5 SHADES ONLY BE USED ALONE. THEY MUST NOT BE USED IN COMBINATION WITH ANY OTHER SHADES.



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2 darkest brown	M mocha .8
1 black	

example:

5GV  
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level of color

primary tone of color

secondary tone of color