

uniquearti

The launch edition.

Jul/Aug 2025

iNOA.

High impact reds,
100% grey coverage.*

#nolightener melt.

3 steps for perfectly
blended results.

AirLight Pro.

Create AirLight Curls
with the speed of light.

New Metal Detox kit.

Summer travel essentials.

L'ORÉAL
PROFESSIONNEL
PARIS

*For red shades powered by Carmilane™/Rubilane™/DM5.

iNOA™

No ammonia vegan¹
permanent color.

#iNOARedAlert

High impact reds, 100% grey coverage.²



**100% grey
coverage² built in.**

No neutral shade add-in required.



**Maintains
curl pattern.**

Adds +48% shine.³



**Superior fade
resistance.**

Long lasting color.⁴

L'ORÉAL
PROFESSIONNEL
PARIS

¹No animal-derived ingredients or byproducts.

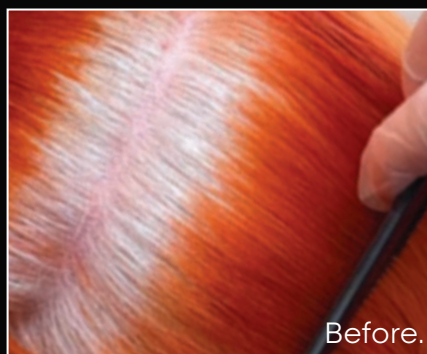
²For red shades powered by Carmilane™/Rubilane™/DM5

³vs. unwashed, uncolored hair.

⁴Under normal conditions of use - results may vary from one individual to another.

Reds that deliver 100% grey coverage.²

No neutral add-in shade required.

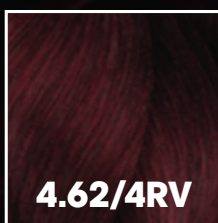


Before.



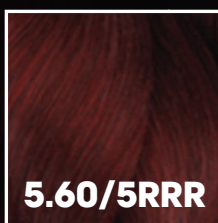
After.

iNOA 6.40



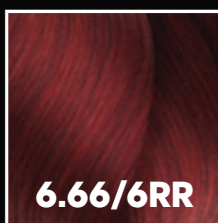
4.62/4RV

Carmilane™



5.60/5RRR

DM5



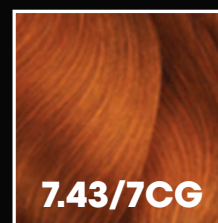
6.66/6RR

Carmilane™



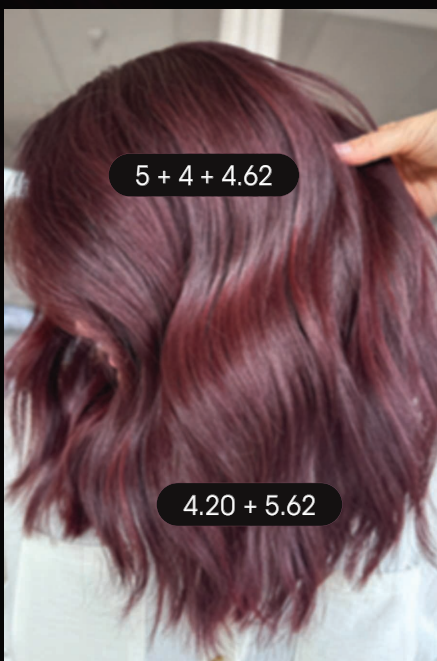
6.40/6CCC

Rubilane™



7.43/7CG

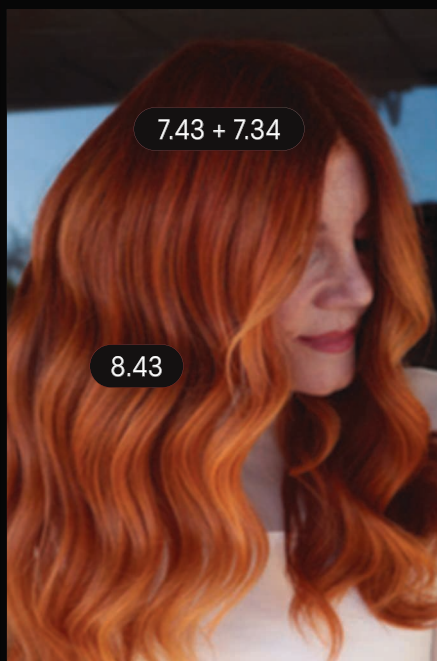
Created with our dimensional reds & color melt technique.



5 + 4 + 4.62

4.20 + 5.62

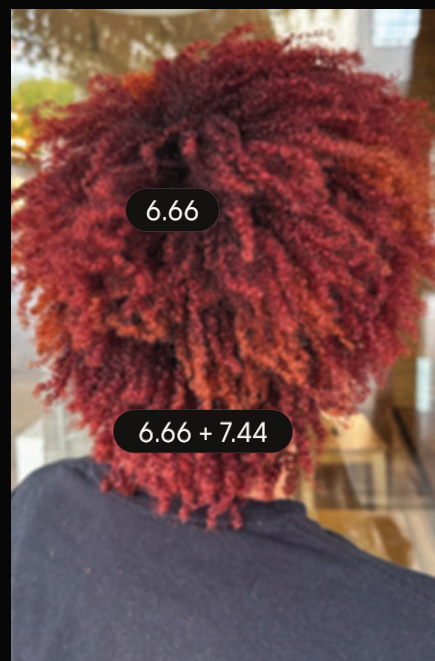
@adina_pignatare



7.43 + 7.34

8.43

@manely.summer



6.66

6.66 + 7.44

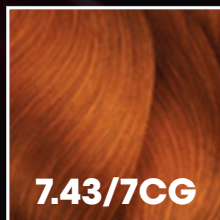
@geoffreyhairr

Dimensional color melt technique.

iNOA reds with a seamless, lived in look.



6.34/6GC



7.43/7CG



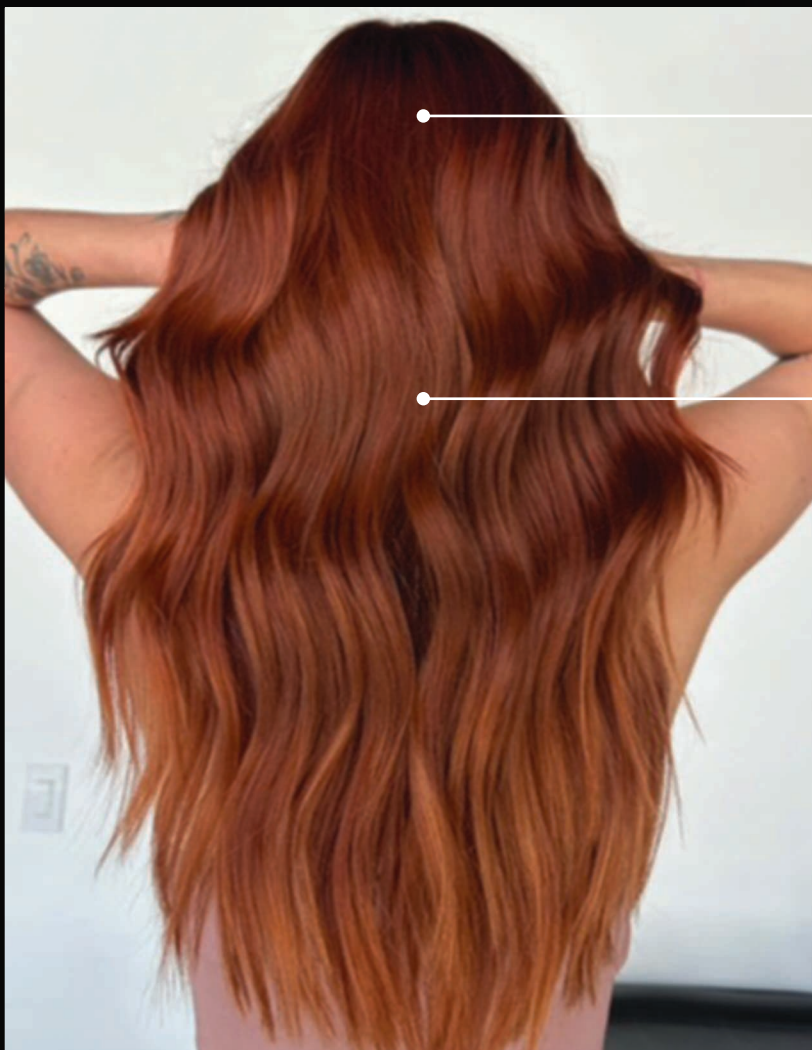
5.4/5C



6.46/6CR

Formula 1:
6.34 + 7.43 + 5.4

Formula 2:
6.46



• **Base:**

Use Formula 1 globally.

• **Mid-Lengths & Ends:**

Using horizontal subsections, alternate applying Formula 1 and Formula 2 to the mid-length & ends.

Pro Tip: As you apply Formula 1 to the base and Formula 2 to the mid-length and ends, be sure to blend the formulas together for a seamless result.

@nat_doeshair

Scan to register.



Unlock Education.



\$40

Mastering iNOA Reds with Melanie Hasson.

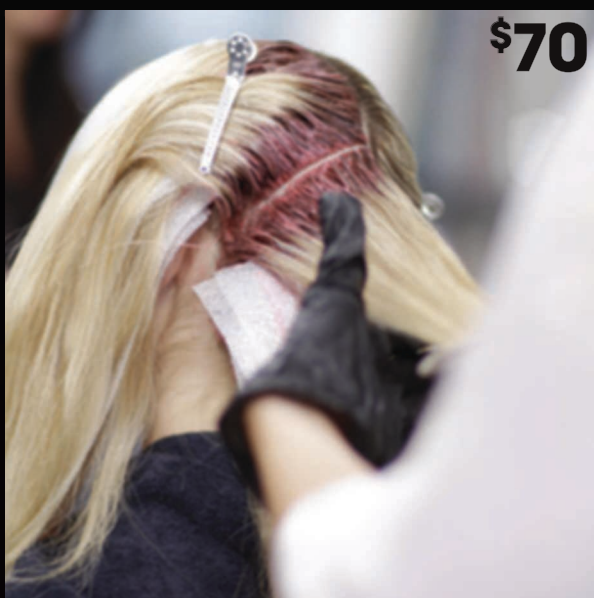
Head to your local SalonCentric studio to watch a virtual streaming to learn how to formulate dimensional red hues with an on-site activity.



CUSTOM

Curated Salon & Suite Class.

Customized education tailored to your specific salon needs.



\$70

Color Melt & Cover with iNOA.

Master advanced coloring techniques and create vibrant, dimensional hues with full coverage in this hands-in SalonCentric studio class.



FREE

Virtual 60-min Live iNOA Atelier.

Our signature product immersion program.

Dia color

Alkaline demi-permanent.

70%

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.

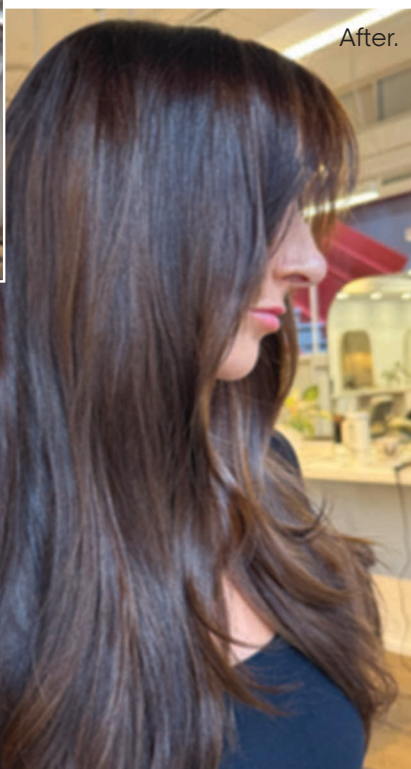
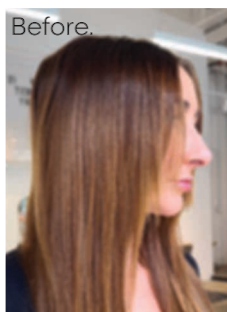


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PARIS

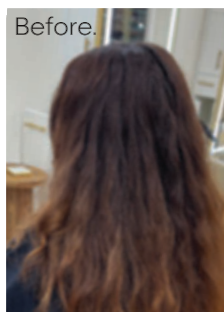
Vs. unwashed hair.

#nolightener melt.

3 steps for perfectly blended results.



@jess.stylist
Roots: 5.35
Length & ends: 7.13 + 6.35



@adina_pignatare
Roots: 5.35
Length & ends: 5.5 + 6.3 + 8.3

1 Step 1:
Apply darkest
shade from roots
to ends.

2 Step 2:
Select base
shadow pair
to create
perfect contrast.

3 Step 3:
Alternate between medium and
light shade from mid-lengths to
ends, creating softness, movement,
and dimension.

Scan for 3D
technique
breakdown.



Take a break from dull & brittle hair.

NEW Metal Detox travel mini kit.

Salon Price

\$20

Metal Detox Sulfate-free Shampoo

Remove harmful metals found in water.

Metal Detox Mask

Hydrate & soften hair.

Metal Detox Oil

Reduce frizz & provide heat protection up to 450°F.



NEW

Flex Depolish

Reshape. Restyle. Repeat.

- Deconstructing paste for an unpolished look
- Texturizes and adds definition
- Natural matte finish



tecni.art
New look
coming soon.
Same great
formulas.

Color Ambassador.

Become the ultimate color authority in your salon.

All-access virtual pass to mastering the art and science of color:

- Dive deep into the world of L'Oréal Professionnel color, a portfolio with limitless creative possibilities.
- Brand essentials and key knowledge to position yourself as the go-to color expert.
- As a true Color Ambassador, inspire and lead your fellow stylists to unleash the beauty of their clients.



Interactive 2-day virtual session.

\$200 | 13,333 Level Loyalty Points

August 17-18, 2025

October 19-20, 2025

AirLight Pro

Create AirLight Curls

with the speed of light.

Bouncy, defined, never-dried-out curls.



Salon Price
\$400

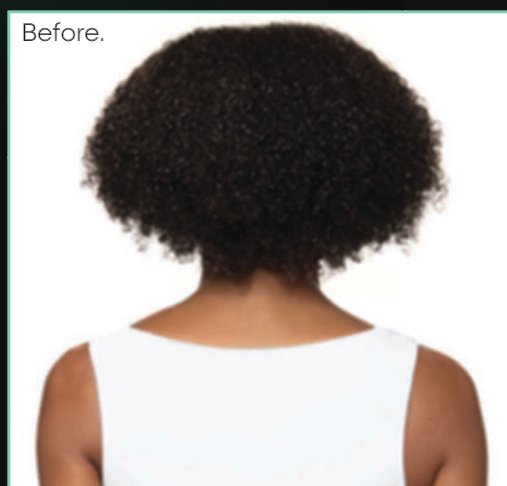
Includes
concentrator
& diffuser.



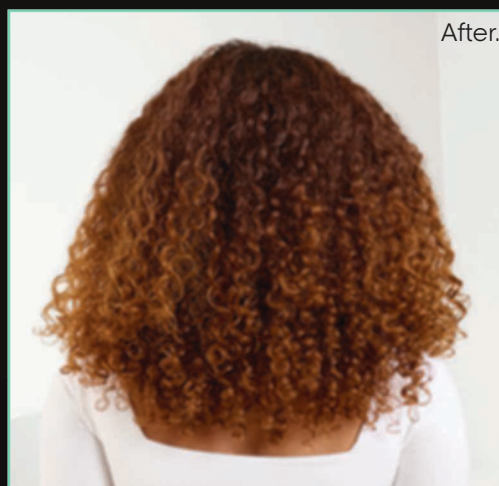
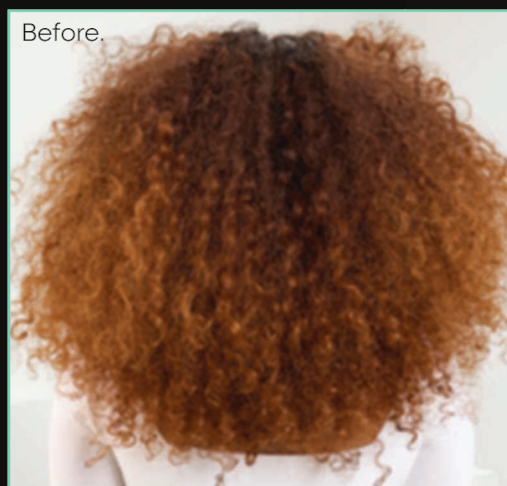
Pro diffuser
attachment
perfectly defines
any curl type.

Customizable for all hair types & textures.

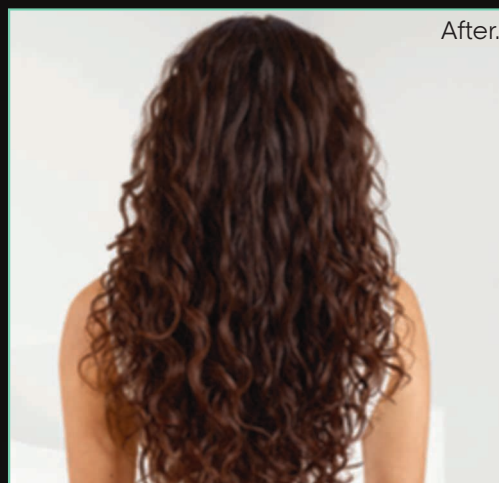
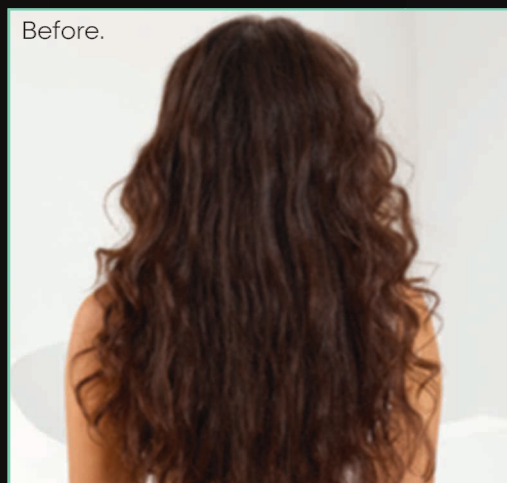
No other hot tools needed.



Curl pattern: **4B**
Temp: **195°F**
Airflow: **50%**



Curl pattern: **3C**
Temp: **185°F**
Airflow: **60%**



Curl pattern: **2C**
Temp: **175°F**
Airflow: **80%**

Want more resources?

Swatch charts



Majirel



iNOA



Dia light



Dia color

Education



Signature Edu



Academy



Virtual Atelier



Brand Book

Brochures



Metal Detox



Blond Studio

Support Tools



Stay up-to-date
with our
newsletter



Discover our
full product
catalog



Download
sell-thru assets
on **LEVEL**



Discover free
mental health
resources

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LPJULAUGUA02