#iNOARedMelt

Colored with iNOA

Nº1 No ammonia vegan* professional haircolor worldwide.**

lorealprofessionnel.us | lorealpro_education_us
lorealprous | us.lorealprofessionnel.com

for more information contact L'Oréal Professionnel's hotline at 1.800.345.5012

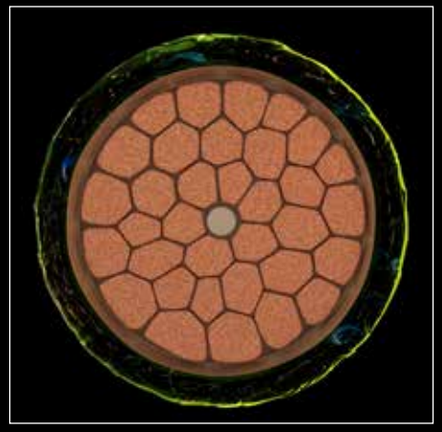
L'ORÉAL PROFESSIONNEL PARIS

*No animal derived ingredients and/or byproducts.
**The leading no-ammonia permanent professional hair color brand globally in 2024. Kline & Company 2025.

Powered by the

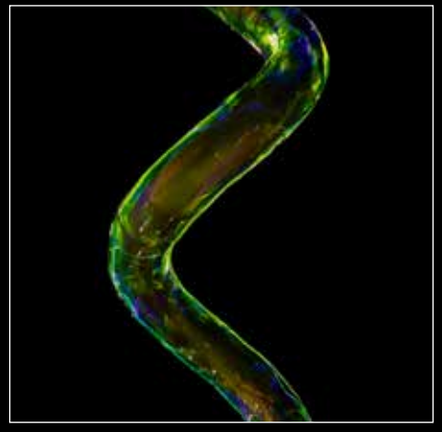
Oil Delivery System.

Injects dyes deep into the cortex for dimensional, long-lasting color.



Deeply penetrates for long-lasting dimensional color.

Hydrates for visibly healthier hair.



Maintains curl pattern. For all hair formations.

+48% shine.*

*vs. unwashed, uncolored hair

Reds that deliver 100% grey coverage.

No neutral add-in shade for vibrant, **results that last.**

iNOA 6.40
@sam_spencer_pro

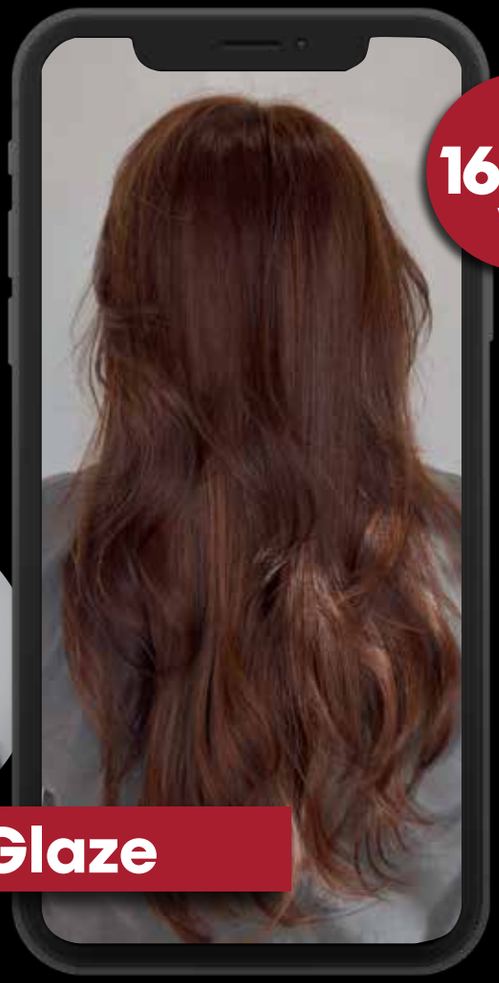
100% grey coverage built-in.
For more impactful payoff.

Superior fade resistance.
Long-lasting color.

+48 shine.*
For visibly healthier hair.

#iNOARedMelt goes viral.

Made by pros, obsessed by clients.



16.6M
Views

#AmberGlaze

Natalie Simoes
@nat_doeshair
L'Oréal Professional Ambassador

Formula 1: 5.4
Formula 2: 7.4 + 6.45

Scan to watch viral video.

11.6M
Views

#CowboyCopper

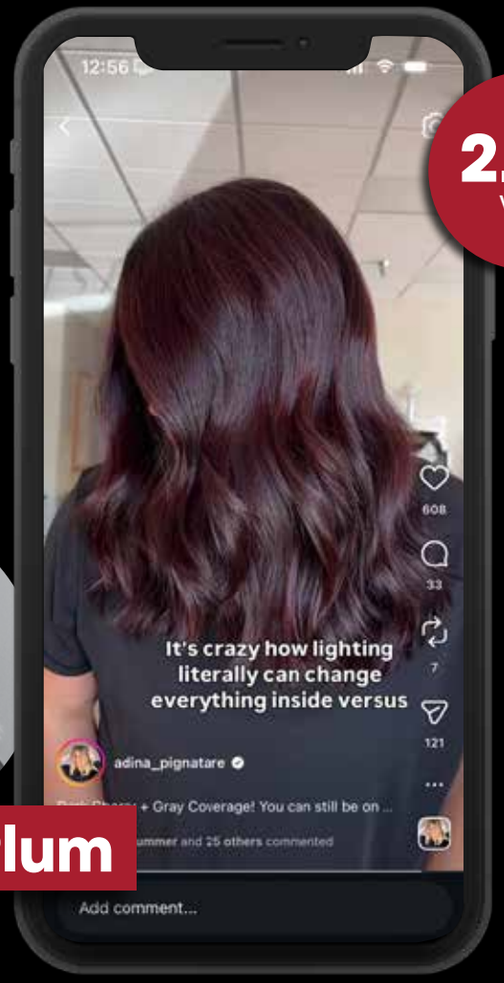
Melanie Hasson
@melaniemhasson
L'Oréal Professional Ambassador

Formula 1:
6.34 + 6.45 + 7.34

Scan to watch viral video.

#iNOARedMelt goes viral.

Made by pros, obsessed by clients.



2.1M
Views

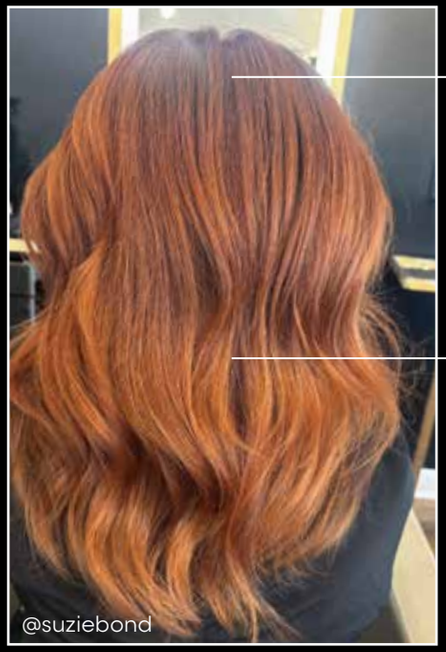
#VelvetPlum

Adina Pignatare
@adina_pignatare
L'Oréal Professionnel Global Creative

Formula 1: 5.26 + Violet Booster

Scan to watch viral video.

How to Achieve iNOA Red Color Melt.

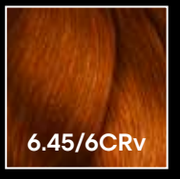


Base:
Use formula 1 for a global application.

Mid-Lengths & Ends:
Using horizontal subsections, alternate applying Formula 2 and Formula 3 to the to mids, lengths and ends.

Pro Tip: As you apply Formula 1 to the base and Formula 2 and Formula 3 to the mid-length and ends, be sure to blend the formulas together for a seamless result.

Formula 1: 6.46 + 4.45 + 6.3
Formula 2: 7.43
Formula 3: 6.8 + 6.45



Introducing

3 NEW RED Shades.

For countless trendy red looks.

DM5

Triple red reflect for a classic reddish brown hue.

New reflect!

DM5

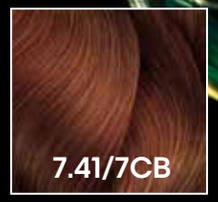
Deep rich red dark blonde with ash undertones to neutralize excessive warmth.

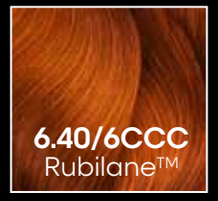
New reflect!

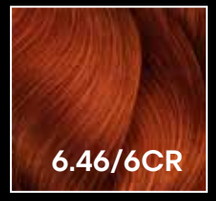
A wearable sophisticated copper blonde balanced by a subtle coolness.

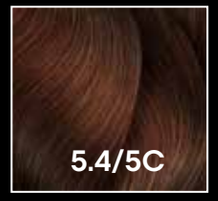
Evergrowing breadth of

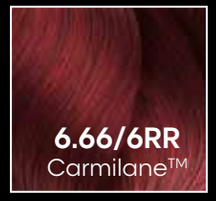
reds and copper reflects.

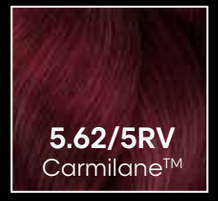


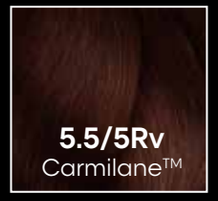


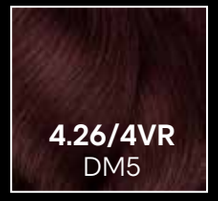


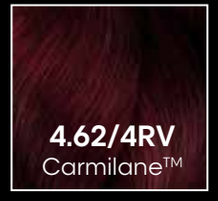


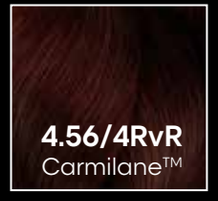


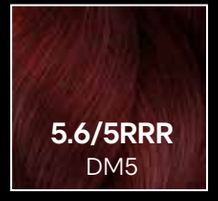












Why pros love iNOA reds.

Base: Dia Color 6.35 + 8.34 + DIActivateur
Formula 1: iNOA 7.83 + 10-vol. Oil Developer
Formula 2: iNOA 6.46 + 10-vol. Oil Developer

"iNOA is a no brainer when it comes to reds. The durability, shine, and vibrancy is incredible."

Jacob Rau
L'Oreal Professionnel Artist
@jacobrau_hair

An exclusive masterclass for viral red melts.

Jacob Khan
Tech Talk Masterclass Dimensional Reds, Pixies, Shags, & Bobs.
October 11th, 2026.

In this exclusive masterclass, learn how to merge these two disciplines to create customized, on-trend fall looks. Master Jacob Khan's signature cuts, from pixies to shags and the classic bob, now paired with the revolutionary iNOA Red color portfolio.

Melanie Hasson
The Red Spectrum Masterclass
October 18th, 2026

Master colorist Melanie Hasson shares her blueprint for creating rich, high-impact reds without pre-lightening, utilizing exciting new shades in the iNOA line. This masterclass will empower you to create salon-exclusive reds that are both on-trend and low maintenance.

Jack Howard
Artist After Dark.
November 8TH, 2026.

Join us in a 2-hour look and learn with Jack Howard showcasing French Blending. This will be sure to energize you whether you're a new or seasoned stylist looking to brush up your skills.

INOA™

100% grey coverage. Powered by the Oil Delivery System.

	Blues				Greens	Violets				Cool Browns & Blondes					Mochas		Naturals			Warm Browns & Blondes		Golds			Coppers		
	.10/BBB	.11/BB	.12/BV	.1/B	.17/BGr	.20/VVV	.21/VB	.2/V	.26/VR	.18/BM	.13/BG	.15/BRv	.23/VG	.25/VRv	.8/M	.83/MG	.0/NN	-/N	.3/G	.31/GB	.32/GV	.3/G	.34/GC	.35/GRv	.4/C	.41/CB	.43/CG
10			10.12/10BV	10.1/10B			10.21/VB											10/10N									
9		9.11/9BB		9.1/9B				9.2/9V			9.13/9BG						9.0/9NN Extra Coverage	9/9N	9.3/9G Gold Naturals*	9.31/9GB		9.3/9G					
8		8.11/8BB	8.12/8BV	8.1/8B			8.21/8VB				8.13/8BG		8.23/8VG				8.0/8NN Extra Coverage	8/8N	8.3/8G Gold Naturals*	8.31/8GB		8.3/8G	8.34/8GC				
7		7.11/7BB		7.1/7B	7.17/7BGr					7.18/7BM	7.13/7BG				7.8/7M	7.83/7MG	7.0/7NN Extra Coverage	7/7N	7.3/7G Gold Naturals*	7.31/7GB		7.3/7G	7.34/7GC	7.35/7GRv	7.4/7C	7.41/7CB	NEW 7.43/7CG
6		6.11/6BB		6.1/6B							6.13/6BG		6.23/6VG		6.8/6M		6.0/6NN Extra Coverage	6/6N	6.3/6G Gold Naturals*		6.32/6GV	6.3/6G	6.34/6GC				
5			5.12/5BV	5.1/5B	5.17/5BGr				5.26/5VR DM5	5.18/5BM		5.15/5BRv		5.25/5VRv	5.8/5M		5.0/5NN Extra Coverage	5/5N	5.3/5G Gold Naturals*		5.32/5GV	5.3/5G		5.35/5GRv	5.4/5C		
4						4.20/4VVV			4.26/4VR DM5			4.15/4BRv			4.8/4M		4.0/4NN Extra Coverage	4/4N				4.3/4G		4.35/4GRv			
3																	3.0/3NN Extra Coverage	3/3N									
2	2.10/2BBB																										
1																		1/1N									

*When to use .3/G Gold Natural versus .3/G Gold shades? See "Covering white hair" under "Technical rules" in the formulation guidelines

Scan for forumlation guidelines.

Formulation guidelines.

Coppers				Reds					
.44/CC	.40/CCC	.45/CRv	.46/CR	.61/RV	.62/RV	.5/Rv	.56/RvR	.66/RR	.60/RRR

10									
9									
8									
7	7.44/7CC								
6	6.40/6CCC Rubilane™	6.45/6CRv	6.46/6CR	NEW 6.61 / 6RB DM5				6.66/6RR Carmilane™	
5					5.62/5RV Carmilane™	5.5/5Rv Carmilane™			5.60/5RRR DM5
4		4.45/4CRv			4.62/4RV Carmilane™		4.56/4RvR	NEW	4.60/4RRR DM5
3									
2									
1									Clear

Preparation

Mix iNOA 1:1 with the dedicated iNOA Oil Developer.

For one application.

- Measure 2.1 oz./60 g. of iNOA Oil Developer (10-, 20-, or 30-volume).
- Add 1 tube (2.1 oz./60 g) of iNOA haircolor.
- Mix together until a smooth, creamy texture is obtained. Proper mixing is integral to achieving your desired result.

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

Application

On dry hair, mist Metal Detox Pre-Treatment Spray on each hair section and apply iNOA formula with a brush.
Development time: 35 minutes

Technical rules

Covering white hair.

- **Up to 70% white hair:** Mix chosen target shade with iNOA Oil Developer 10-/20-/30-vol. Apply 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. If looking for deeper or more opaque coverage, mix ½ tube of the chosen target shade + ½ tube of the **Extra Coverage 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 with either Metal Detox Shampoo or iNOA Post-Color Shampoo. Follow with Metal Detox Mask.

Take through with Dia Light

If your client colors their hair regularly, to benefit from Dia Light's demi-permanent acidic pH technology.

The take-through time will depend on the desired end result.

- Subtle or moderate color change: take through for the final 10 minutes of iNOA development, using 9-volume Diactivateur.
- Pronounced color change: take through for the final 20 minutes of iNOA development, using 9-volume Diactivateur.

Take through with iNOA

If your client has virgin hair.

The take-through time will depend on the desired end result.

- Subtle color change: take through for the final 5 minutes of development time.
- Moderate color change: take through for the final 20 minutes of development time.
- Pronounced color change: take through immediately.

Formulating the take-through shade

- When formulating to cover between 70% and 100% white hair at the roots, prepare a new mixture for the lengths and ends. For this take-through formula, use only the target shade without the Natural, Gold Natural, or Extra Coverage Natural shade used in the coverage formula.

Intense Reds

Carmilane™, Rubilane™ and DM5 shades cover up to 100% white hair.

COVERING WHITE HAIR:

Thanks to their intensity, iNOA Carmilane™, Rubilane™, and DM5 red shades are designed to cover up to 100% white by themselves. Do not mix with another shade.

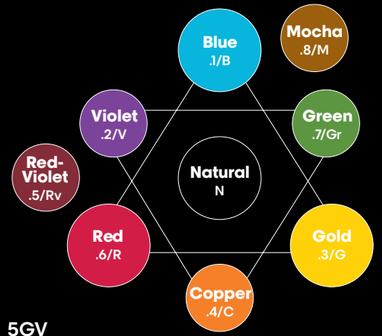
For optimal results with the first application, regardless of clients' regrowth, please follow virgin hair application.

WARNING: IT IS IMPERATIVE THAT CARMILANE™, RUBILANE™ AND DM5 SHADES ONLY BE USED ALONE. THEY MUST NOT BE USED IN COMBINATION WITH ANY OTHER SHADES EXCEPT iNOA CLEAR.

Dual coding system and Law of color

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

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

Mocha .8/M Contains:		
Violet .2/V	Blue .1/B	Gold .3/G