

INOA™

No ammonia vegan
permanent color.*

100% grey coverage.

Powered by the Oil Delivery System.



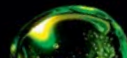
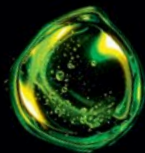
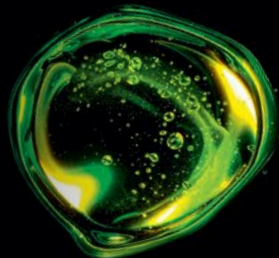
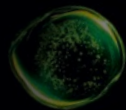
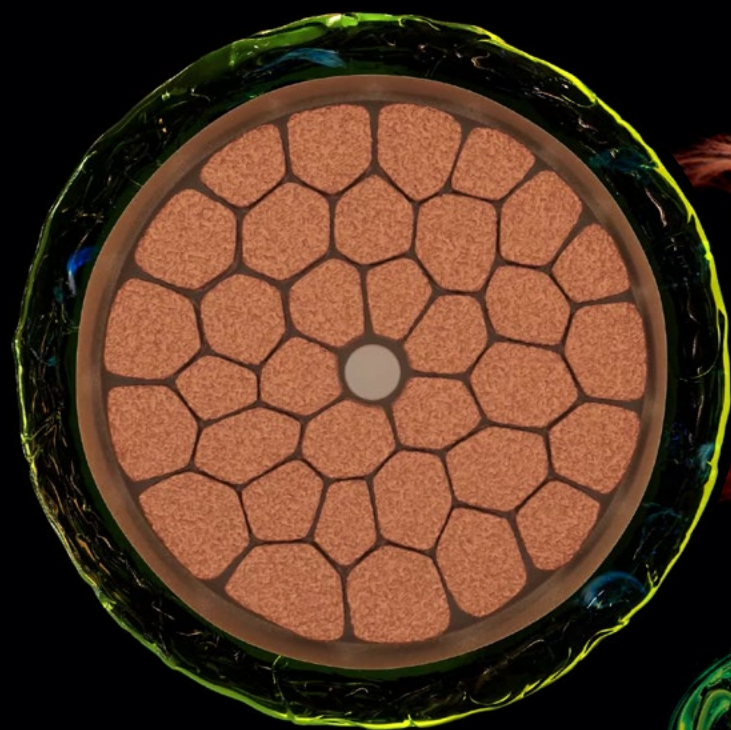
L'ORÉAL
PROFESSIONNEL
PARIS

*No animal derived ingredients or byproducts.

The next generation of permanent color begins **now.**

Powered by the Oil Delivery System.
Injects dyes deep into the cortex for
dimensional, long-lasting color.

Oil is the color driver.



Powered by Oil Delivery System.



Formula:

iNOA 6N (40g) + 8.1 (30g) + Green Booster (11g)

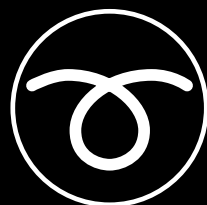
100%

100% grey coverage.



Visibly healthier hair, +48% shine.

Vs. unwashed, uncolored hair



Maintains curl pattern.

The complete iNOA service.



1.

Neutralize metals in the hair with Metal Detox Pre-Treatment.

- 87% less breakage*
- 100% reliable color



2.

Cover regrowth with iNOA, mixed with the exclusive iNOA Oil Developer (10-, 20-, 30-vol.).



3.

Refresh lengths and ends with Dia Light, acidic gel-crème demi-permanent color.

- +30% more conditioned hair**
- Flexible processing time (2-20 minutes)

*Instrumental test, after application of Pre-Treatment + technical procedure + Shampoo + Mask.
**vs. uncolored hair.

NEW

Cool Boosters.



Green.



Violet.



Blue.



@adina_pignatari



@jacobrau_hair



@tanyamari.bespokebeautyatelier



@mama_cos_hair

Create.
Unlock
260+ shades.*

Neutralize.
Control brassiness
up to 8 weeks.**

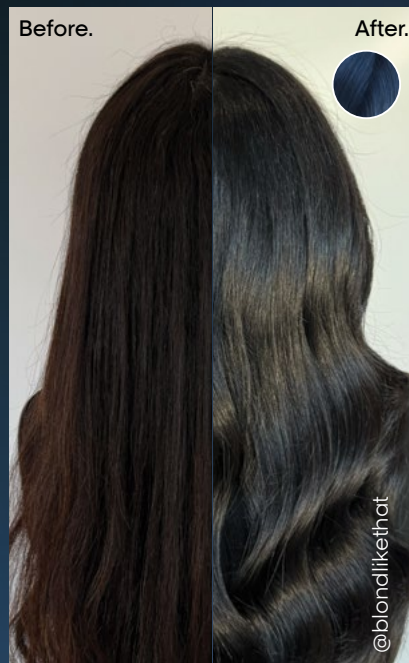
Intensify.
2x more
visible reflect.***



@jacobrau_hair



@kathleenvanvorst



@blondlikethat



@kathleenvanvorst



@ninarubelhair

iNOA 6N (40 g) + 8.1 (30 g)
+ Green Booster (11 g).

iNOA 10.1 (13 g) + 9.11 (38 g)
+ Violet Booster (1.5 g).

iNOA 3N (41 g) +
Blue Booster (29 g).



@blondlikethat



@jessica_strangelovecollective

*Based on a mixture of iNOA shade with 1-2 cool boosters.
**Instrumental test, vs. shade without booster, for blue and violet boosters.
***Instrumental test, vs. shade without booster.

Cool Boosters ft. Artists.



@jacobrau_hair

Base:
iNOA 6.1 (40 g) +
Green Booster (2 g)
Mid-lengths & ends:
iNOA 8.1 (15 g)



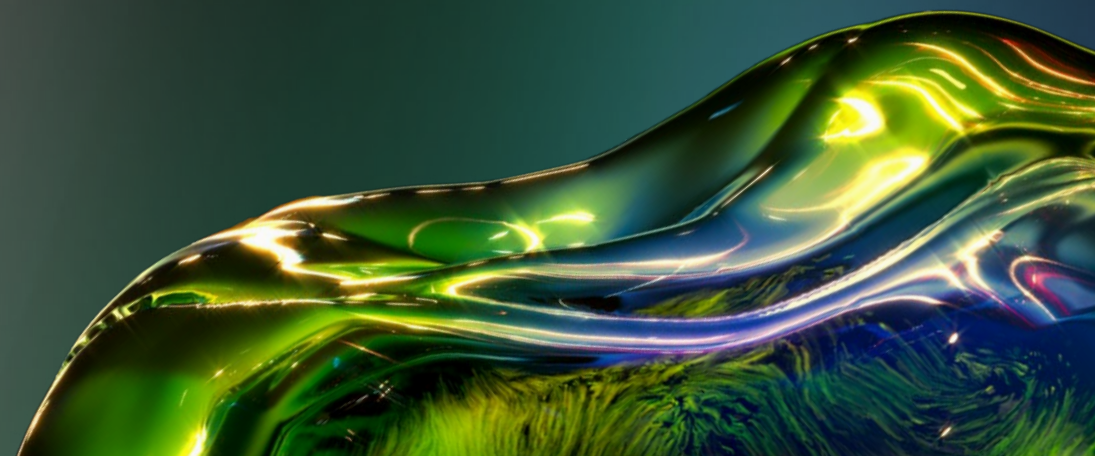
@kathleenvanvorst

Global Application:
iNOA 6.11 (47 g) +
6.0 (30 g) +
Violet Booster (8 g)



@blondlikethat

Global Application:
iNOA 8.1 (25 g) +
Blue Booster (30 g)



Cool Boosters formula guide.

Suggested range of booster usage.

	Create	Neutralize	Intensify
Tube measurement¹	1/8 – 1/2	1/60 – 1/4	1/4 – 1/2
Amount in grams²	7.5 g - 30 g	1 g – 15 g	15 g – 30 g

Neutralization guide.

Pale blonde	1	Very Pale Yellow	Violet
Very light blonde	2	Pale Yellow	Violet
Light blonde	3	Yellow	Violet
Blonde	4	Yellow orange	Violet Blue
Dark blonde	5	Orange	Blue
Light brown	6	Orange red	Blue Green
Brown	7	Red	Green
Dark Brown	8	Red	Green
Darkest brown	9	Red	Green
Black	10	Red	Green

Target level.³

Corresponding underlying pigment.

Neutralization key.

¹Boosters will appear more vibrant on white and/or freshly lightened hair.

²This assumes the total color mixture is 60 grams prior to mixing in the developer.

³If using cool boosters on levels 7-10, please level up in developer or shade in order to maintain the target shade/level.

Get an education boost.



Color Melt & Coverage.

Live Hands In.

Learn how to create seamless color melts with iNOA + new boosters!



Trending AirTouch Color Technique.

Live Look & Learn.

A modern twist on a classic AirTouch technique for seamless, natural looking results.



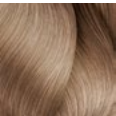
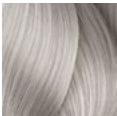
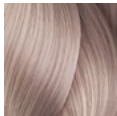


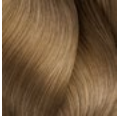
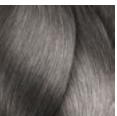
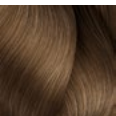
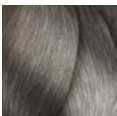
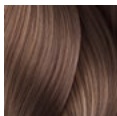
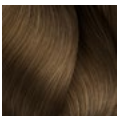
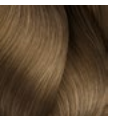
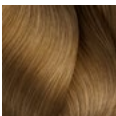
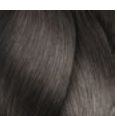
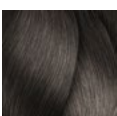
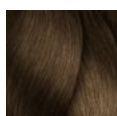
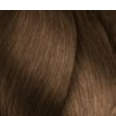
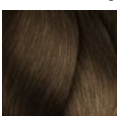
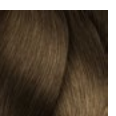
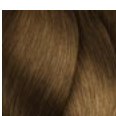
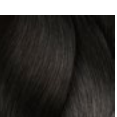
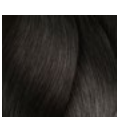
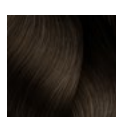
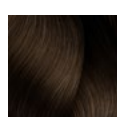
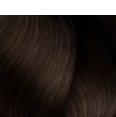
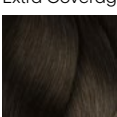
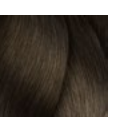

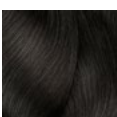
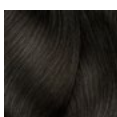
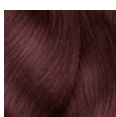
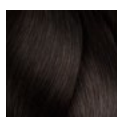
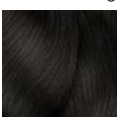
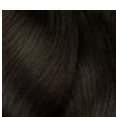
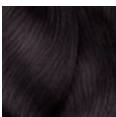
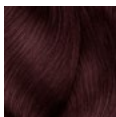
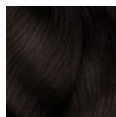



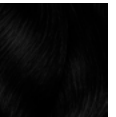
Virtual 60-min Live.

iNOA Atelier.

Dive into iNOA with our expert educators to learn formula, application, technique & more.

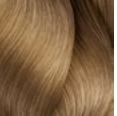

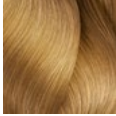
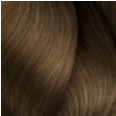
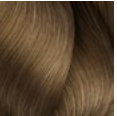
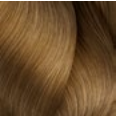
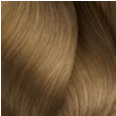
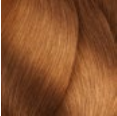
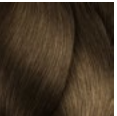
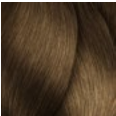
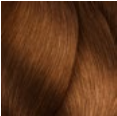
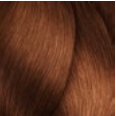
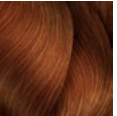
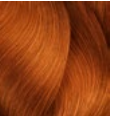
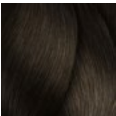
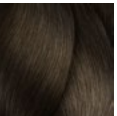
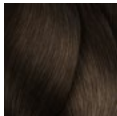
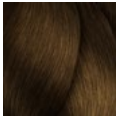
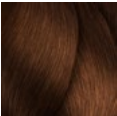
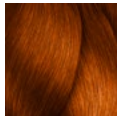
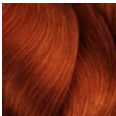
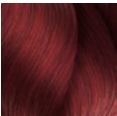

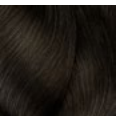
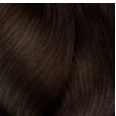
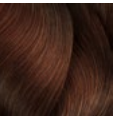
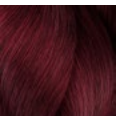
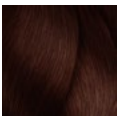
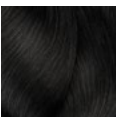
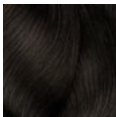
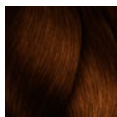
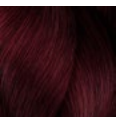
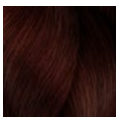
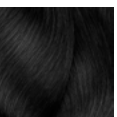
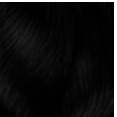


Scan to
reserve
your spot.

	Blues				Greens	Violets				Cool Browns & Blondes					Mochas	Naturals					
	.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	.0/NN	-/N	.3/G			
10			 10.12/10BV	 10.1/10B			 10.21/VB											 10/10N			
9	 9.11/9BB			 9.1/9B														 9.0/9NN Extra Coverage	 9/9N	 9.3/9G Gold Naturals*	
8	 8.11/8BB	 8.12/8BV		 8.1/8B					 8.21/8VB									 8.0/8NN Extra Coverage	 8/8N	 8.3/8G Gold Naturals*	
7	 7.11/7BB			 7.1/7B	 7.17/7BGr					 7.18/7BM	 7.13/7BG							 7.8/7M	 7.0/7NN Extra Coverage	 7/7N	 7.3/7G Gold Naturals*
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*
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*	
4						 4.20/4VVV				 4.26/4VR DM5			 4.15/4BRv				 4.8/4M	 4.0/4NN Extra Coverage	 4/4N		
3																			 3.0/3NN Extra Coverage	 3/3N	
2	 2.10/2BBB																				
1																					 1/1N

Cool Boosters

		
Blue	Green	Violet

	Naturals			Warm Browns & Blondes		Golds			Coppers						Reds					
	.0/NN	-/N	.3/G	.31/GB	.32/GV	.3/G	.34/GC	.35/GRv	.4/C	.43/CG	.44/CC	.40/CCC	.45/CRv	.46/CR	.62/RV	.5/Rv	.56/RvR	.66/RR	.60/RRR	
10																				
		10/10N																		
9																				
	9.0/9NN Extra Coverage	9/9N	9.3/9G Gold Naturals*			9.3/9G														
8																				
	8.0/8NN Extra Coverage	8/8N	8.3/8G Gold Naturals*	8.31/8GB		8.3/8G	8.34/8GC													
7																				
	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	7.43/7CG	7.44/7CC									
6																				
	6.0/6NN Extra Coverage	6/6N	6.3/6G Gold Naturals*		6.32/6GV	6.3/6G	6.34/6GC					6.40/6CCC Rubilane™	6.45/6CRv	6.46/6CR				6.66/6RR Carmilane™		
5																				
	5.0/5NN Extra Coverage	5/5N	5.3/5G Gold Naturals*		5.32/5GV	5.3/5G		5.35/5GRv	5.4/5C									5.62/5RV Carmilane™	5.5/5Rv Carmilane™	5.60/5RRR DM5
4																				
	4.0/4NN Extra Coverage	4/4N				4.3/4G		4.35/4GRv				4.45/4CRv		4.62/4RV Carmilane™				4.56/4RvR		
3																				
	3.0/3NN Extra Coverage	3/3N																		
2																				
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



Clear

One shade, multiple possibilities.

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

Formulation guidelines.

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:

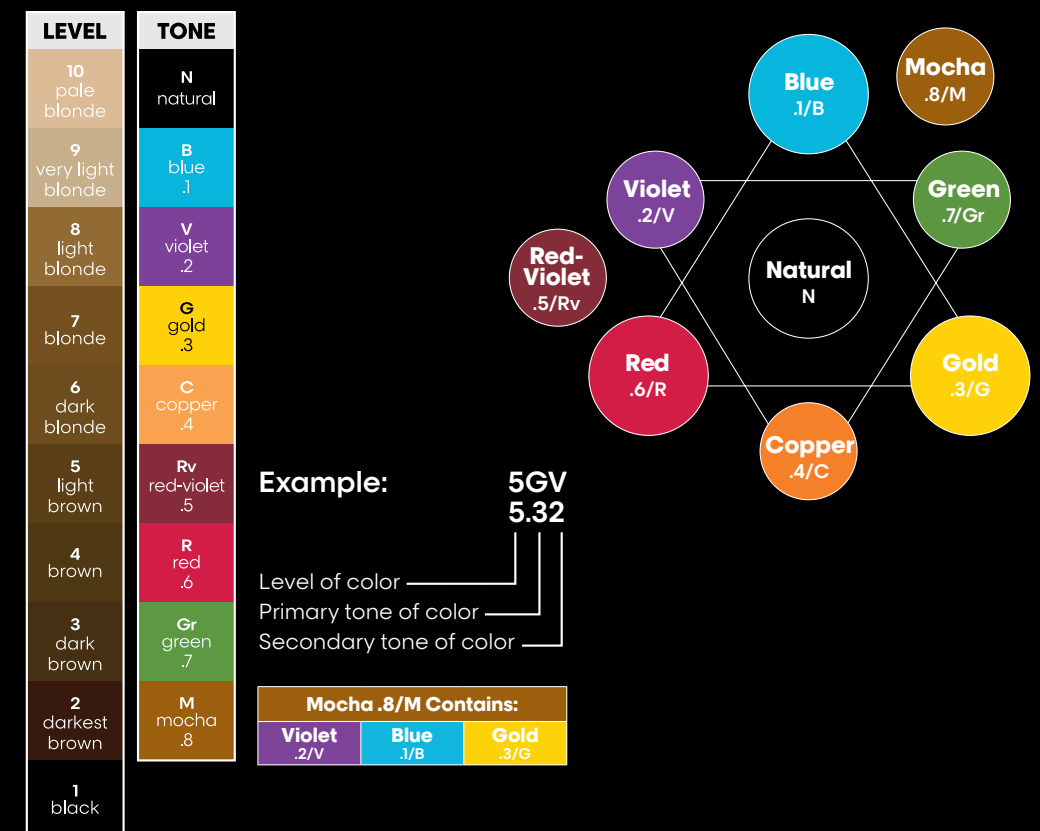
Thanks to their intensity, iNOA Carmilane™, Rubilane™, and DM5 red shades are designed to cover up to 100% white by themselves. Do not mix with another shade.

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.



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