



iNOA™

**Ammonia-free
permanent color.**

Perfect coverage. Powered by oil.
Optimal scalp comfort.

L'ORÉAL

PROFESSIONNEL

PARIS



INOA.

The 1st ammonia-free permanent haircolor.

Unlike traditional permanent haircolor containing ammonia, the ODS² (Oil Delivery System) technology uses the power of oil to maximize the effectiveness of the haircoloring process with a minimal concentration of alkaline agent.

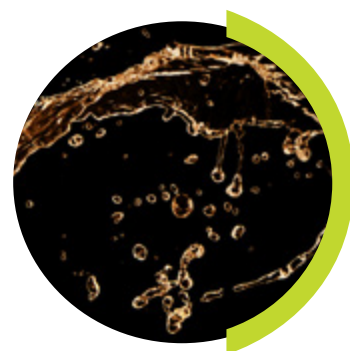
A dose of MEA (monoethanolamine) slightly opens the cuticle while the ODS² technology envelops the hair fiber in a film of oil, propelling the water-based colorant and pushing it deeper into the hair fiber for unlimited color results and supreme respect for the hair.

Ammonia-free permanent color.



Perfect coverage

- Up to 100% grey coverage
- Ultra shiny results



Powered by oil

- Optimizes the color's effectiveness
- Zero ammonia
- Up to 6 weeks of intense hydration



Optimal scalp comfort

- Fragrance-free
- No stinging, itching, or irritation

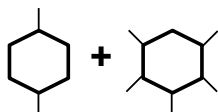


A collection of long-lasting shades.

High Resist Color.

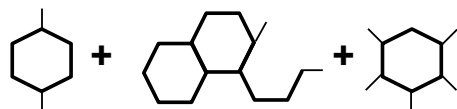
Patented Technology – High Resist iNOA shades create a stronger connection for neutralizing results and combat brassiness for up to 8 weeks.

Base Coupler

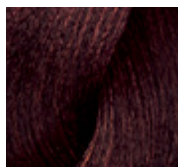


Classic Dye

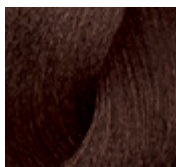
Base High Resist Base Coupler



High Resist Dye



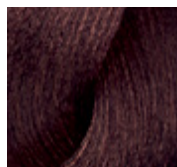
4.56/4RvR
High Resist



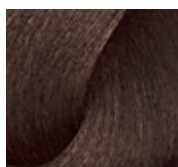
5.15/5BRv
High Resist



5.5/5Rv
High Resist



5.56/5RvR
High Resist



5.12/5BV
High Resist



7.11/7BB
High Resist



9.22/9VV
High Resist



10.23/10VG
High Resist

Vibrant red technologies.



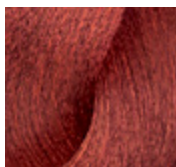
Carmilane.

Vibrant **garnet** reds with extreme fade resistance.

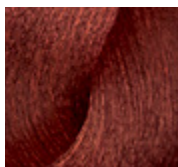


DM5.

Cool **scarlet** reds.



C6.66/C6RR
Carmilane



5.60/5RRR
DM5

Blues & Greens

.01/NB

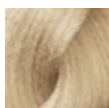
.1/B

.11/BB

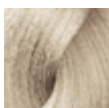
.07/NGr

.17/BGr

10

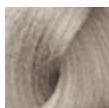


10.01/10NB

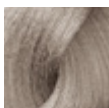


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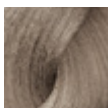
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9.01/9NB



9.1/9B



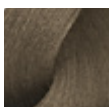
9.11/9BB

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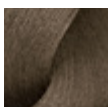


8.1/8B

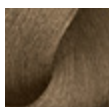
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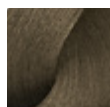
7.1/7B



7.11/7BB
High Resist

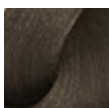


7.07/7NGr

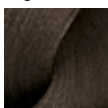


7.17/7BGr

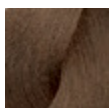
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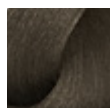
6.1/6B



6.11/6BB



6.07/6NGr

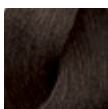


6.17/6BGr

5



5.1/5B



5.11/5BB



5.17/5BGr

4

3

2

1

INOA™

Ammonia-free permanent color.

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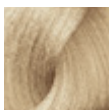
Violets

.20/VVV

.21/VB

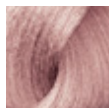
.22/VV

10



10.21/10VB

9



9.22/9VV
High Resist

8

7

6

5



5.20/5VVV

4



4.20/4VVV

3

2

1

Cool Browns & Blondes

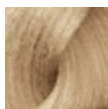
.12/BV

.13/BG

.15/BRv

.23/VG

10

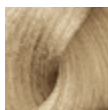


10.13/10BG



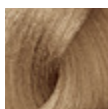
10.23/10VG
High Resist

9



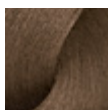
9.13/9BG

8



8.13/8BG

7



7.13/7BG

6

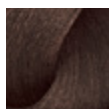


6.13/6BG



6.23/6VG

5

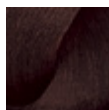


5.12/5BV
High Resist



5.15/5BRv
High Resist

4



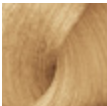


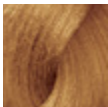
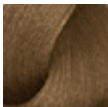
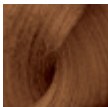
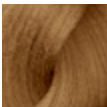
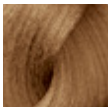
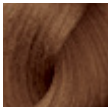








4.15/4BRv

3

2

1

	Mochas		Naturals		
	.18/BM	.8/M	.0		.3
10				 10/10N	
9			 9.0/9NN Extra Coverage	 9/9N	 9.3/9G Gold Natural
8			 8.0/8NN Extra Coverage	 8/8N	 8.3/8G Gold Natural
7	 7.18/7BM	 7.8/7M	 7.0/7NN Extra Coverage	 7/7N	 7.3/7G Gold Natural
6		 6.8/6M	 6.0/6NN Extra Coverage	 6/6N	 6.3/6G Gold Natural
5		 5.8/5M	 5.0/5NN Extra Coverage	 5/5N	 5.3/5G Gold Natural
4			 4.0/4NN Extra Coverage	 4/4N	
3			 3.0/3NN Extra Coverage	 3/3N	
2					
1				 1/1N	

	Warm Browns & Blondes			Golds	
	.31/GB	.32/GV	.35/GRv	.3/G	.34/GC
10					
9				 9.3/9G	
8	 8.31/8GB			 8.3/8G	 8.34/8GC
7	 7.31/7GB		 7.35/7GRv	 7.3/7G	 7.34/7GC
6	 6.31/6GB	 6.32/6GV		 6.3/6G	 6.34/6GC
5	 5.31/5GB	 5.32/5GV	 5.35/5GRv	 5.3/5G	
4				 4.3/4G	
3					
2					
1					

Coppers

.4/C

.43/CG

.44/CC

.45/CRv

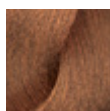
.46/CR

10

9

8

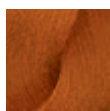
7



7.4/7C



7.43/7CG



7.44/7CC

6



6.45/6CRv



6.46/6CR

5



5.4/5C

4









4.45/4CRv

3

2

1

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

Color theory.

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

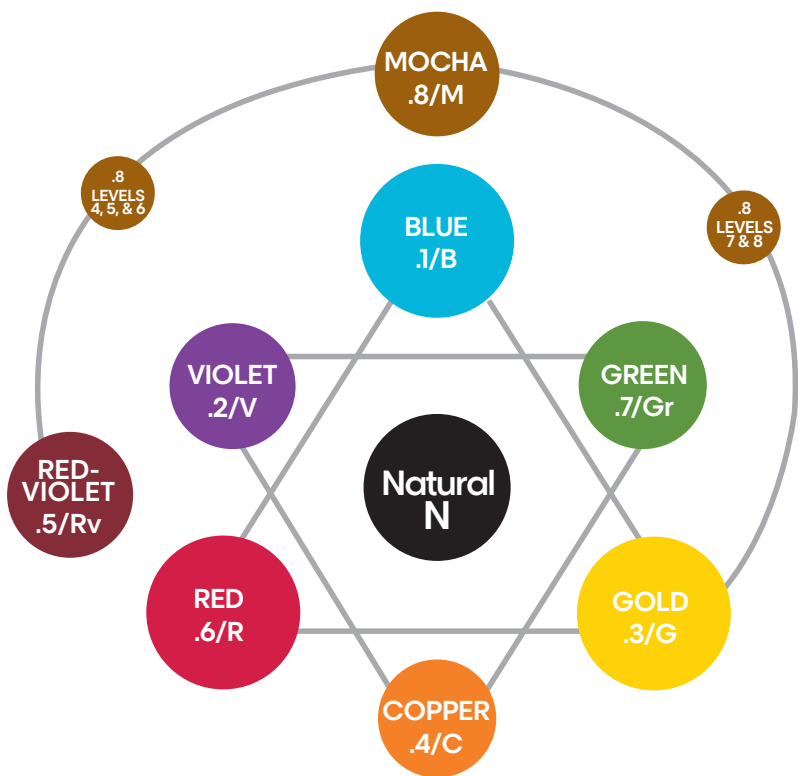
primary tone of color

secondary tone of color

Color theory.

Law of color

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



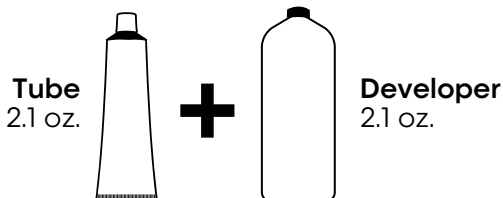
Preparation

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

For one application.

- Measure 2.1 oz./60 g. of iNOA ODS² 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 ODS² 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, 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:** 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.

iNOA™

Ammonia-free permanent color.

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PARIS

Take through guidelines

Maximum fading: iNOA (10-vol)Dia Richesse	Loss of depth (2 – 3 levels) + tone. <ul style="list-style-type: none">▪ Take through immediately (TTI)▪ Take through last 20 minutes
Maximum fading: iNOA (10-vol)Dia Richesse Dia Light	Loss of depth (1 level) + tone. <ul style="list-style-type: none">▪ 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. <ul style="list-style-type: none">▪ 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 ODS² 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 ODS² Rich Developer to iNOA Mix shade and iNOA target shade).

On pre-lightened hair.

- **Intense effect:** Mix 2.1 oz./60 g of iNOA ODS² 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 ODS² 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 ODS² 10-volume Rich Developer.



Preparation

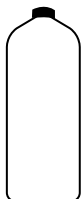
The iNOA 2-part system is a 1:1 mixing ratio.

For one application.

- Measure 2.1 oz./60 g. of iNOA ODS² 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 ODS² 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

Tube
2.1 oz.



Developer
2.1 oz.

Application

On dry hair, mist Metal Detox Pre-Treatment Spray on each hair 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

<p>Maximum fading: iNOA (10-vol) Dia Richesse</p>	<p>Loss of depth (2 – 3 levels) + tone.</p> <ul style="list-style-type: none"> Take through immediately (TTI) Take through last 20 minutes
<p>Maximum fading: iNOA (10-vol) Dia Richesse Dia Light</p>	<p>Loss of depth (1 level) + tone.</p> <ul style="list-style-type: none"> Take through last 15 – 20 minutes Take through up to 20 minutes Take through up to 20 minutes
<p>Minimum fading: iNOA Dia Richesse Dia Light</p>	<p>Slight loss of tone.</p> <ul style="list-style-type: none"> Take through last 5 minutes Take through up to 10 minutes Take through up to 10 minutes

iNOA INTENSE REDS

CarmilaneTM, RubilaneTM and DM5 shades cover up to 100% white hair.

Covering white hair: Thanks to their intensity, iNOA ODS2 CarmilaneTM, RubilaneTM and DM5 red shades are designed to cover up to 100% white hair without mixing with another shade. Apply the target iNOA ODS2 CarmilaneTM, RubilaneTM and DM5 red shades without mixing with another shade for an intense result.

First application of iNOA ODS² red shades with CarmilaneTM, RubilaneTM 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 CARMILANETM, RUBILANETM AND DM5 SHADES ONLY BE USED ALONE. THEY MUST NOT BE USED IN COMBINATION WITH ANY OTHER SHADES.

