



INOA™

No ammonia permanent color.

100% grey coverage. Visibly healthier hair.
For all hair formations.

LEER EN ESPAÑOL

L'ORÉAL
PROFESSIONNEL
PARIS

Powered by Oil Delivery System.

No ammonia vegan formula.

MIX 1 + 1

color & developer

iNOA is optimized for use with the dedicated iNOA Oil Developer (10, 20, 30-vol.).



Scan to access this guide in Spanish.
Escanea para acceder a esta guía en español.



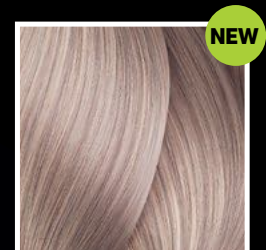
Introducing two new icy shades.

Discover new depths of color expression.



10.12/10BV

To cancel unwanted post-blonde yellow.



10.21/10VB

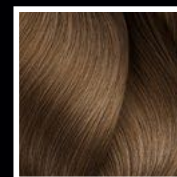
For a timeless iridescent blonde look

Two shades, four possibilities.



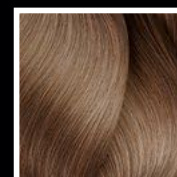
10.12/10BV (1/2)

+



8.12/8BV (1/2)

=

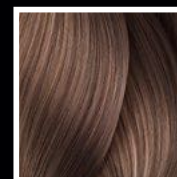


9.12/9BV



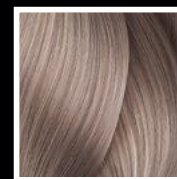
10.21/10VB (1/2)

+



8.21/8VB (1/2)

=



9.21/9VB

Visibly healthier results. For all hair formations.

No ammonia vegan formula.



Roots:

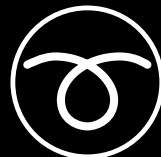
iNOA 4.35 + 20-vol. iNOA Oil Developer

Lengths & Ends:

iNOA 6.34 + 20-vol. iNOA Oil Developer



100% grey coverage.
Long-lasting results.



Maintains curl pattern.
For all hair formations.



Adds +48% shine.
Visibly healthier hair.
vs unwashed, uncolored hair.



Helps improve porosity.
While hydrating
and conditioning hair.

Limitless possibilities on all hair formations.



Before.



After.

@frankdiaz.colorist

Base:

iNOA 6.8 + 20-vol. iNOA Oil Developer

Lengths & Ends:

iNOA 6.34 + 7N + 20-vol. iNOA Oil Developer



Frank Diaz
@frankdiaz.colorist

L'Oréal Professionnel Artist



Jennifer Cahill
@the_jen_cahill

L'Oréal Professionnel Artist

"iNOA is great for curly hair because of the high shine from the oil based color. Plus, you don't have to worry about the cuticle being overblown because it's ammonia free."



Before.



After.

@the_jen_cahill

Roots:

iNOA 6.40 + 6.46 + 7.4 + 20-vol. iNOA Oil Developer

Ends Depth:

iNOA 6.40 + 7.44 + 20-vol. iNOA Oil Developer

End Reflective Pieces:

iNOA 7.43 + 8.34 + 20-vol. iNOA Oil Developer

When to use iNOA?

Curly hair formations.

iNOA is formulated to maintain and protect curly hair formations while minimizing damage.

Grey coverage.

iNOA is formulated to cover up to 100% of white hair, even the most resistant strands.

Global retouch application on virgin hair.

The no-drip formula makes for an effortless global application with even color results.

Refresh with demi-permanent.

Take-through with Dia Light following an iNOA application following an iNOA application, take-through with Dia Light for a completely ammonia-free cover + gloss.

Double-process with lightening.

For an ammonia-free service from start to finish, pair with Blond Studio Clay 7 Lightener.

Lifting.

iNOA lifts up to three levels.



@shonna_curtis_pro

Formula 1: iNOA 6 + 10-vol. iNOA Oil Developer

Formula 2: Blond Studio 9 + 20-vol. iNOA Oil Developer

Formula 3: Dia Light 10.21 + Dia 6-Vol. DIActivateur



@curlisbycandace

Coverage application:

iNOA 5/5N + 20-vol. iNOA Oil Developer

Across all hair formations, iNOA clients seek...

- Maintains and protects curl patterns.
- Perfect coverage and shine.
- Minimal damage while coloring.



Roots:

iNOA 2.0 (1/2) + 4.8 (1/2) + 20-vol. iNOA Oil Developer

Lengths:

iNOA 3 (1/4) + 4.8 (3/4) + 10-vol. iNOA Oil Developer

iNOA benefits.

What benefits does iNOA bring to me?

- **Pro-centric formula.**
Formulated without waxes for easy + fast mixing, application, and rinsing. No drip, no odor.
- **Breadth of palette.**
88 intermixable shades across ten reflect families, delivering every color inspiration.
- **Profit potential.**
Upcharge up to 25% additional per client by premium tiering your iNOA service.

What benefits does iNOA bring to my clients?

- **Uncompromised comfort to all hair formations.**
An odorless, ammonia-free coloring experience that performs equitably on all hair formations.
- **Complete color results, in one step.**
Total coverage, irresistible shine, and visibly healthier results.
- **Results that last.**
Visibly healthy results to last between appointments, with +48% added shine.*

*vs. unwashed, uncolored hair.

No iNOA service is complete without Metal Detox and Dia Light.

The perfect start and end to the iNOA application, for visibly healthy results with no ammonia.



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

- 87% less breakage*
- 100% reliable color

Refresh mid-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.

Two iconic color brands.

Dia color Alkaline demi-permanent.



Up to 70% grey coverage.

- Up to 1.5 levels of lift.

Shiny, gloss color.

- Up to 6 weeks of gloss color.

2x shine.

- vs. unwashed hair

Fast processing.

- 20 minutes.

Majirel

Rich, true-to-tone permanent crème color.



Perfect coverage.

- Non-drip formula.
- 100% grey coverage.

Rich color.

- Ultimate palette of shades and technologies. True-to-tone, long-lasting results.

*vs. non-colored hair.



Formulation Guidelines.

Preparation + application.

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.
- 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.**

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.

Over 70% white hair:

To cover over 70% white hair, mix ½ of your chosen target shade with a **Natural, Gold Natural, or Extra Coverage Natural (.0/NN)** shade. For mid-lengths and ends, use target shade only. Development time: 35 min.

- 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 (.0/NN)** shade at the same level.



Mix target shade with...	Looking for?	Cool Reflects .1 .2 .7 .8	Warm Reflects .3 .4 .5 .6
Naturals	Optimal coverage	✓	
Gold Naturals			✓
Extra Coverage Naturals	Deeper/ more opaque coverage	✓	✓

Rinsing + take-through.

Rinsing

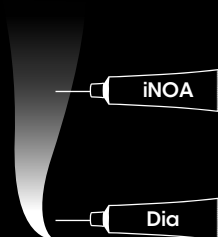
When development time is complete, thoroughly rinse color from the hair and shampoo with either Metal Detox Shampoo or iNOA Post-Color Shampoo. Follow with Metal Detox Mask.

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 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.



If your client has virgin hair or long regrowth

- Avoid first 1/2 inch away from the scalp, apply mid-lengths and ends.
- After Mid-length and ends application is complete, immediately apply to the first 1/2 inch.

Development time: 35 minutes.



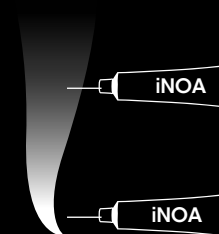
Take through with iNOA

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 15 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.



iNOA Intense Reds.

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

iNOA Clear.

Increase the transparency or lower the intensity of any reflect shade.

- Replace 1/4 to 1/2 of target shade formula with Clear to soften the result.

FAQs

What percent of the iNOA formula is comprised of oil?

Oil comprises 60% of the iNOA formula.

How does iNOA deposit color without ammonia?

Unlike traditional permanent haircolor containing ammonia, the ODS (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 low dose of MEA (monoethanolamine) slightly opens the cuticle while the ODS 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.

Is the iNOA formula vegan?

Yes, all iNOA color and developer formulas are certified vegan, as they contain no animal-derived ingredients or byproducts.

Can I use developers aside from the iNOA Oil Developer with iNOA?

No, proper usage of iNOA and expected color results are contingent on utilizing the dedicated iNOA Oil Developer.

What is the mixing ratio between iNOA and iNOA Oil Developer?

iNOA follows a 1:1 color : developer mixing ratio. We recommend mixing 2.1 oz. of iNOA color with 2.1 oz. of iNOA Oil Developer 10/20/30-vol.

What services can I use iNOA for?

iNOA's oil-based, no ammonia formula makes it versatile – use for covering regrowth, all-over/global applications, lifting up to the three levels, or in combination with lightening and/or demi-permanent color.

When should I use Metal Detox Pre-Treatment Spray?

For best results, use before every color, balayage, or lightening service.

Can I take through with iNOA on the mid-lengths and ends?

If you have applied iNOA at the root area, we recommend that you take iNOA through the lengths and ends only if your client has virgin hair. In all other cases, we recommend taking through with Dia Light, our acidic gel-crème demi-permanent color, whose unique acidic pH best preserves the integrity of the hair.

Is it recommended to shampoo with Metal Detox shampoo or iNOA Post-Color shampoo after an iNOA color service?

Either is a fitting option. Due to the breakthrough, patented innovation of Metal Detox – as well as an iNOA formula that now rinses with more ease due to the removal of waxes - we recommend following the iNOA service with Metal Detox Shampoo + Mask for elimination of oil residue and 87% less breakage*. However, iNOA Post may instead be used if preferred, which similarly eliminates oil residue. The two technologies can also be used in sequence– with iNOA Post, Metal Detox Shampoo, and Metal Detox Mask used in this order.

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

