

LEER EN ESPAÑOL

L'ORÉAL
PROFESSIONNEL
PARIS

NO AMMONIA PERMANENT COLOR - OIL DELIVERY SYSTEM
High shine color. Visibly improved hair quality. Optimal scalp comfort.
MIX 1 + 1

INOXA

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INOXA™

No ammonia permanent color.

100% grey coverage. Visibly healthier hair.
Uncompromised comfort.

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PARIS

innovation **NO** Ammonia

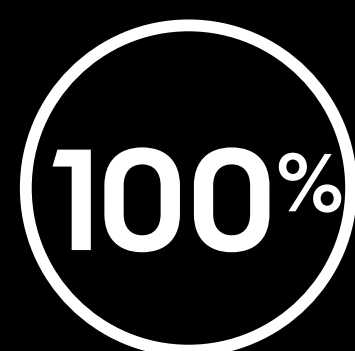
A technology
made of **60% oil**.



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

MIX 1 + 1 color & developer

The reasons pros love iNOA.



100% grey coverage.
Long-lasting results.



Visibly healthier hair.
+48% shinier hair.**
**vs. unwashed, uncolored hair.



Uncompromised comfort.
No odor. No dripping.
Easy & fast to apply.



Vegan formula.
*No animal-derived ingredients or byproducts.

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.

Introducing iNOA Black Abyss.

Discover new depths of color expression.



NEW

3.0/3NN

For maximum coverage
on dark bases.



NEW

7.17/7BGr

For neutralization
of red undertones.

Back by pro demand!

Nuanced reflect isn't just for light bases.

Pro-inspired shade recipes designed
for color creativity on deeper canvases.

COOL SLATE



2.10/2BBB (1/2)

+



NEW

3.0/3NN (1/2)

RICH ESPRESSO



3/3N (1/2)

+



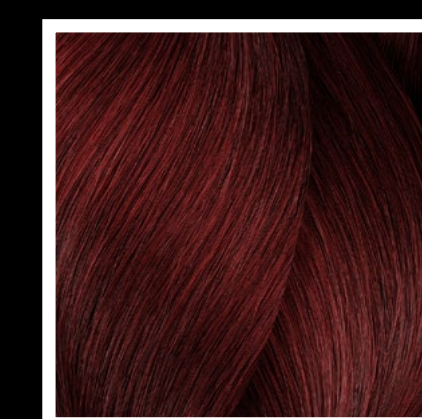
4.8/4M (1/2)

ROUGE NOIR



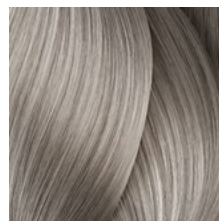
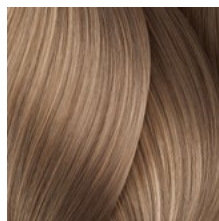
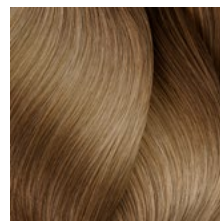
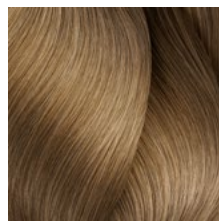
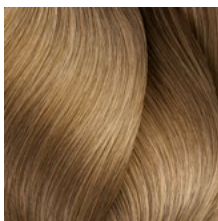
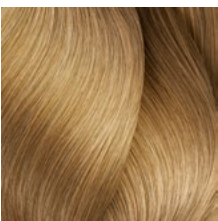
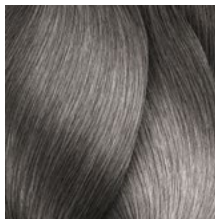
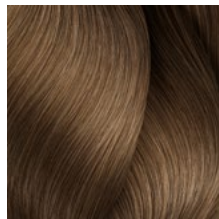
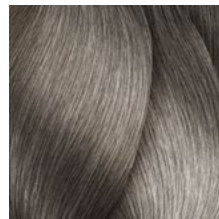
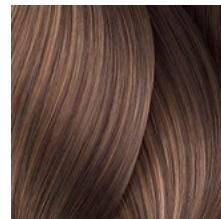
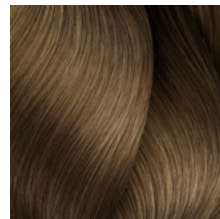
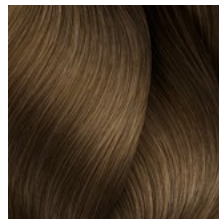
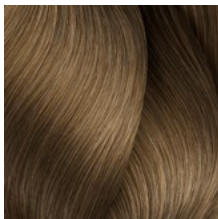
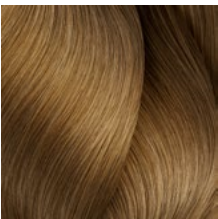
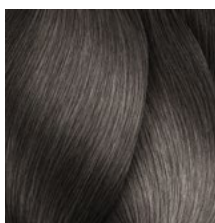
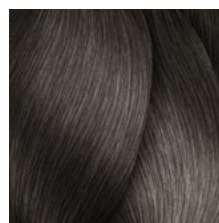
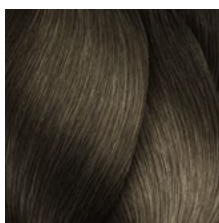
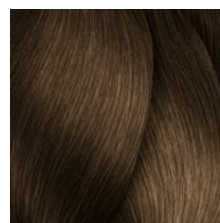
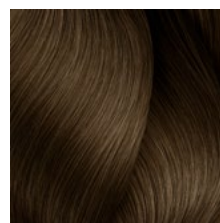
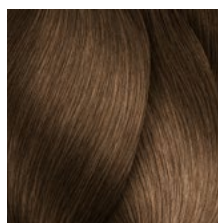
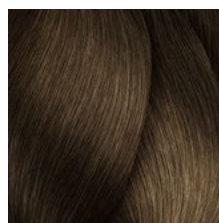
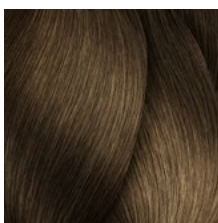
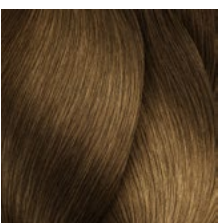
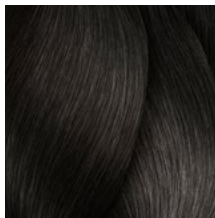
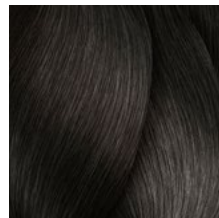
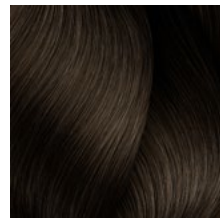
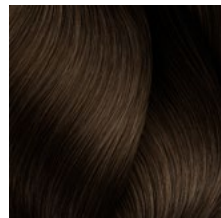
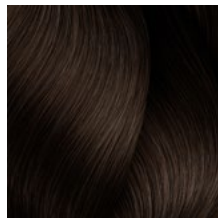
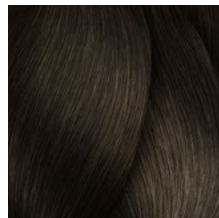
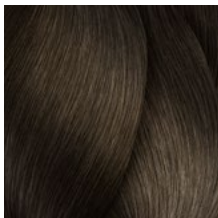
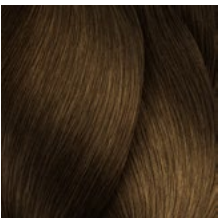
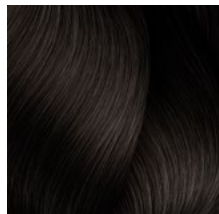
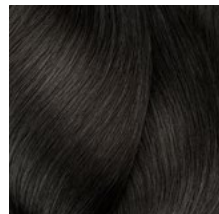
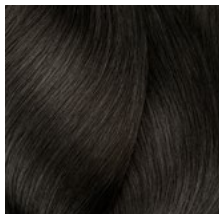
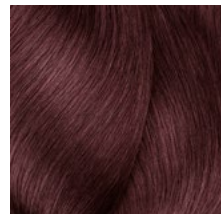
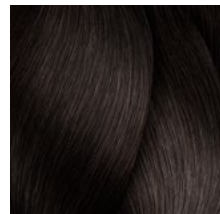
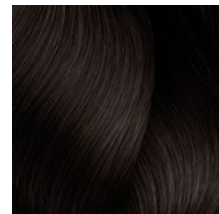
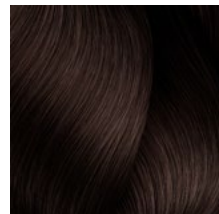
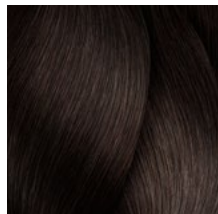
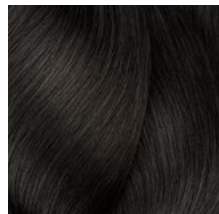
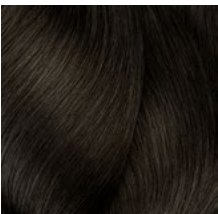
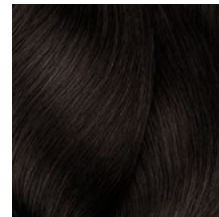
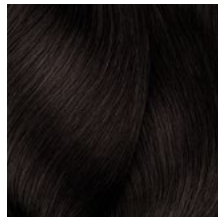
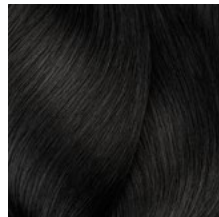
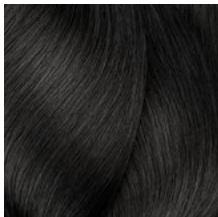
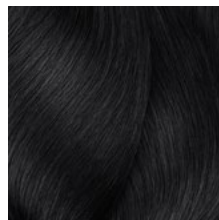
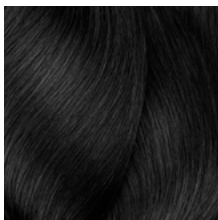
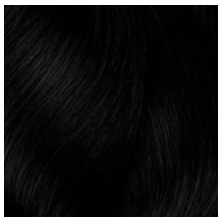
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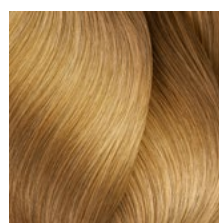
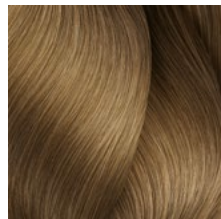
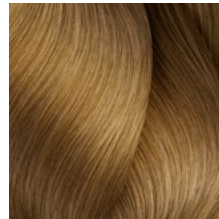
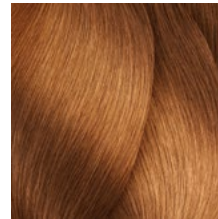
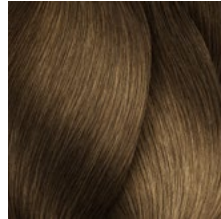
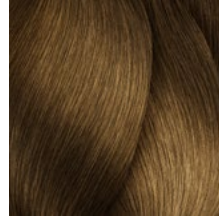
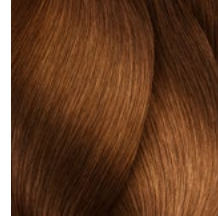
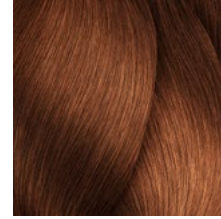
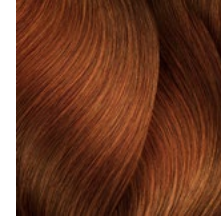
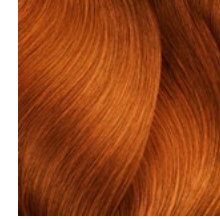
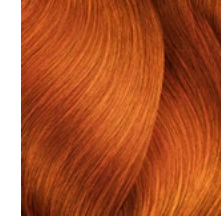
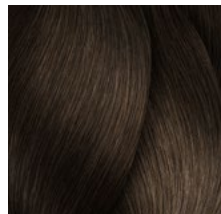
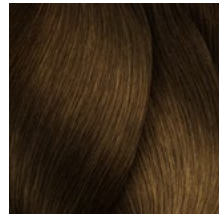
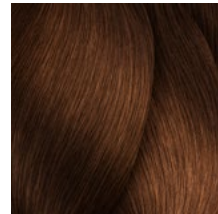
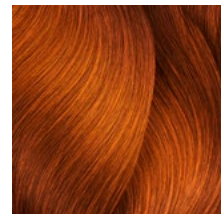
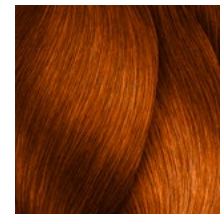
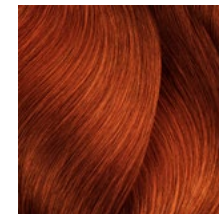
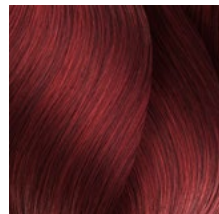
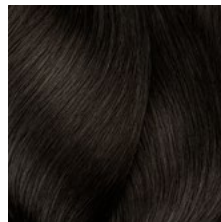
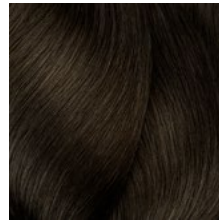
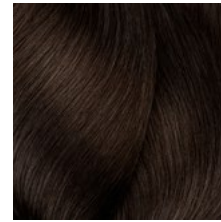
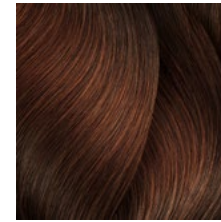
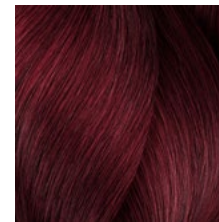
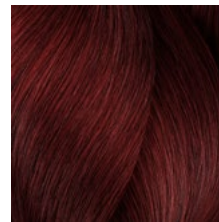
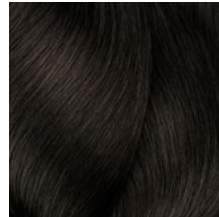
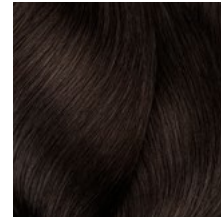
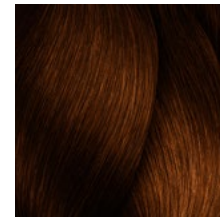
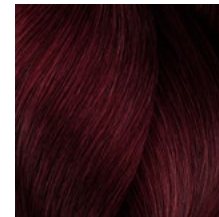
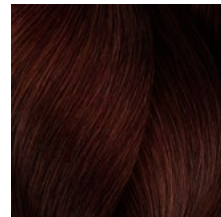


5.60/5RRR (3/4)



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			 10.1/10B													 10/10N	
	 9.11/9BB		 9.1/9B				 9.2/9V			 9.13/9BG					 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			 8.13/8BG					 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	

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

Warm Browns & Blondes		Golds			Coppers						Reds					
	.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																
9	9.3/9G															
8	8.31/8GB	8.3/8G 8.34/8GC														
7	7.31/7GB	7.3/7G 7.34/7GC 7.35/7GRv 7.4/7C 7.43/7CG 7.44/7CC														
6	6.32/6GV 6.3/6G 6.34/6GC 6.40/6CCC Rubilane™ 6.45/6CRv 6.46/6CR 6.66/6RR Carmilane™															
5	5.32/5GV 5.3/5G 5.35/5GRv 5.4/5C 5.62/5RV Carmilane™ 5.5/5Rv Carmilane™ 5.60/5RRR DM5															
4	4.3/4G 4.35/4GRv 4.45/4CRv 4.62/4RV Carmilane™ 4.56/4RvR															
3																
2																
1																



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.

iNOA™ 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 hair without mixing with another shade. Apply the target iNOA Carmilane™, Rubilane™ and Dm5 red shades without mixing with another shade for an intense result.

FIRST APPLICATION OF iNOA RED SHADES WITH CARMILANE™, RUBILANE™, 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 CARMILANE™, RUBILANE™ AND Dm5 SHADES ONLY BE USED ALONE. THEY MUST NOT BE USED IN COMBINATION WITH ANY OTHER SHADES EXCEPT iNOA CLEAR.

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	

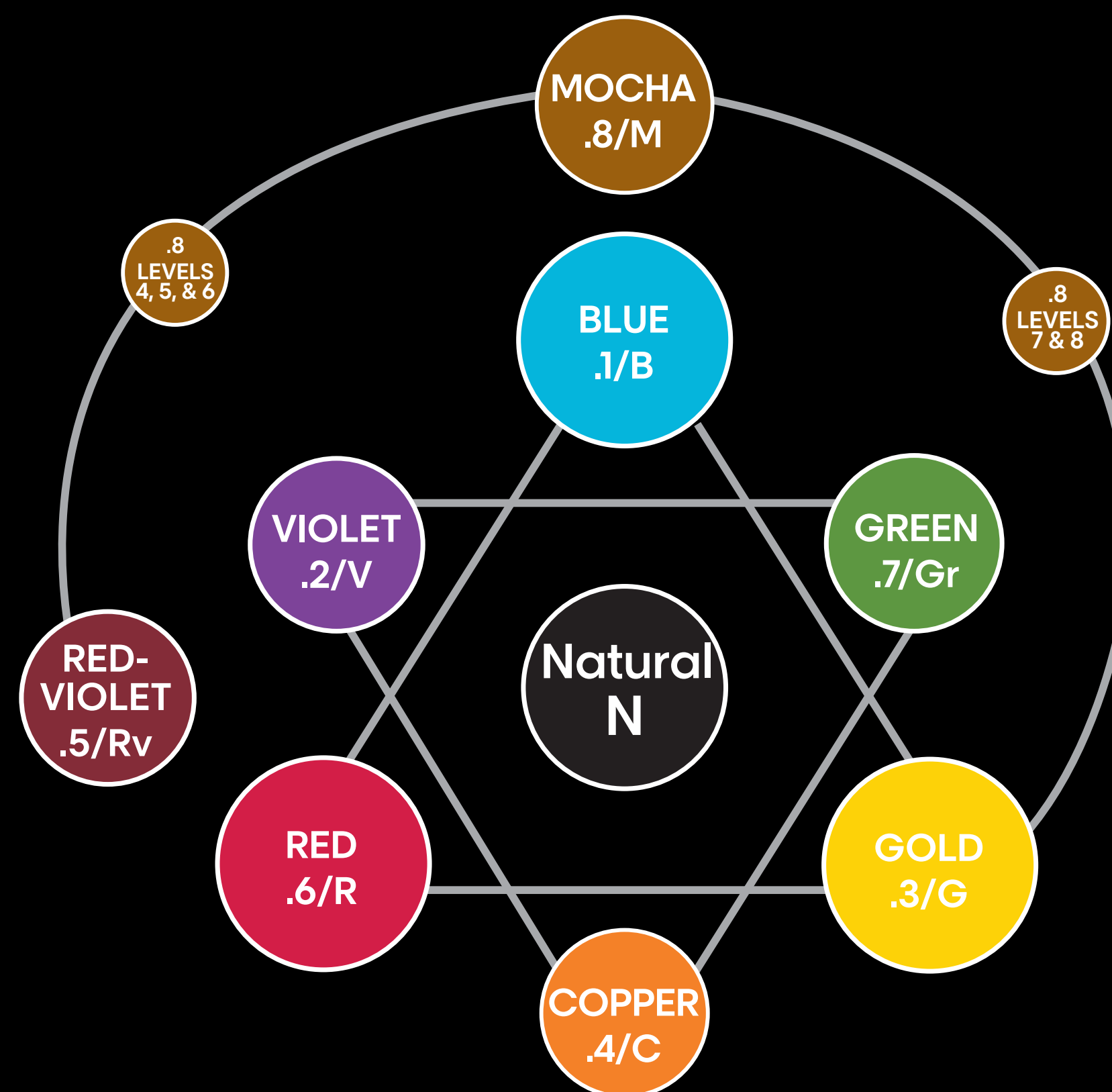
[Example]

5GV
5.32

Level of color ————
Primary tone of color ————
Secondary tone of color ————

Law of color

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



IMPORTANT: THIS PRODUCT CAN CAUSE AN ALLERGIC REACTION WHICH IN CERTAIN RARE CASES CAN BE SEVERE. TO HELP MINIMIZE THE RISK OF AN ALLERGIC REACTION, YOU AND YOUR CLIENT MUST FOLLOW THESE PRECAUTIONS:

- WEAR SUITABLE DISPOSABLE GLOVES during the preparation, application and rinsing of the product.
- DO NOT USE IF:
 - your client has already had a reaction to a haircolor product.
 - your client has a sensitive, itchy or damaged scalp.
- IF YOUR CLIENT HAS A TATTOO, the risk of an allergic reaction may be increased.
- PERFORM A SKIN ALLERGY TEST 48 HOURS BEFORE EACH USE OF THIS PRODUCT, AS ALLERGIES CAN DEVELOP SUDDENLY, EVEN THOUGH YOUR CLIENT HAS PREVIOUSLY USED A HAIRCOLOR PRODUCT.
- USE EXCLUSIVELY WITH INOA OIL DEVELOPERS, 10-VOL (3%), 20-VOL (6%), AND 30-VOL (9%) MAXIMUM.

