The iNOA Colour Palette

	Fundamental			Ash			Iridescent		Matte	Gold			Copper					Red					Mocha	Cool Brown			Warm Brown
	Clear	.0	.3F	.1	.11	.12	.2 / .20	.21	.17	.3	.34	.35	.4	.43	.44 / .40	.45	.46	.5	.56	.60	.62	.66	.8	.13 / .15	.18	.23 / .25	.31 / .32
10	10			10.1	10.11	10.12		10.21																			
9	9	9.0	9.3F	9.1	9.11	9.12	9.2			9.3														9.13			9.31
8	8	8.0	8.3F	8.1	8.11	8.12		8.21		8.3	8.34													8.13		8.23	8.31
7	7	7.0	7.3F	7.1	7.11					7.3	7.34	7.35	7.4	7.43	7.44								7.8	7.13	7.18	7.23	7.31
6	6	6.0	6.3F	6.1						6.3	6.34	6.35			6.40 R	6.45	6.46					6.66 C	6.8	6.13		6.23	6.32
5	5	5.0	5.3F	5.1		5.12			5.17	5.3		5.35	5.4					5.5		5.60 D	5.62 C		5.8	5.15	5.18	5.25	5.32
4	4	4.0					4.20			4.3		4.35				4.45			4.56		4.62 C		4.8	4.15			
3	3																										
2	2																										
1	1																										

SHADES CONTAINING CHROMATIC DYES
R – RUBILANE D – DM5 C – CARMILANE

L'ORÉAL PROFESSIONNEL PARIS

iNOA

No ammonia permanent colour – Oil delivery system.

OIL DELIVERY SYSTEM TECHNOLOGY

Patented oil delivery system technology:
60% oil concentration, that maximizes the ammonia-free hair colour performance, offering up to 100% white hair coverage, high-shine and high impact colour.

BENEFITS

[Pro-colour guarantee]

- Up to 100% white hair coverage with true to-tone colour result*.
- Long lasting colour intensity.
- Up to +48% shinier result**.
- Infinite tailor-made colour possibilities.

[Luxurious colour experience]

- Optimal scalp comfort.
- Visibly improved hair quality.
- No-ammonia, pleasant smell.

[New fluid formula]***

- More manageable formula.
- Faster and easier to mix, apply, rinse and extend to the lengths.

*Instrumental test, vs before colour
**vs. Before colouration
***vs. previous iNOA

IMPORTANT: HAIR COLOUR CAN CAUSE SEVERE ALLERGIC REACTIONS. IGNORING AN ALLERGY CAN BE LIFE THREATENING YOU MUST CONDUCT AN ALLERGY ALERT TEST 48 HOURS BEFORE EACH COLOUR APPLICATION

SERVICES

- **iNOA:** No ammonia colour service for high impact colour with up to 100% white hair coverage.* Full head colour with iNOA for the first colour application.
- **French Glossing:** 2-step technique for a tailor-made ultra-natural result.

  Step 1: Perfect white hair coverage at root area with iNOA.

  Step 2: Revive the radiance of already coloured lengths with no over sensitisation and no colour overload for a shiny natural result with Dia light acidic gloss.

TECHNICAL APPLICATION

REQUIREMENT	ACTION
iNOA service: to offer up to 100% white coverage.	Apply mixture to the roots and develop for 35 minutes. **Refresh lengths and ends accordingly** (see Refreshing Lengths and Ends).
French Glossing service: to offer up to 100% white coverage, refresh faded lengths and uniform lengths and ends after a root retouch.	Apply the chosen iNOA shade to the roots. **20 min before the end of development time**, apply a suitable Dia Light shade 2-levels lighter. **Development time: 20min.**

PROFESSIONAL GUIDANCE

Read and follow the full instructions printed inside the iNOA carton box.

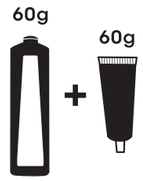
- Wear suitable disposable gloves.
- Use exclusively with the recommended iNOA oxidants 10, 20, or 30 volume.
- Do not use with hydrogen peroxide greater than 30 volume (9%).
- Use only the proportions indicated.
- Do not use metallic tools (clips, comb...).

1. PREPARATION

For one application, mix:

- 60g of iNOA oxidant 10, 20 or 30 volume:
  10 vol. for lengths and ends techniques
  20 vol. to lift up to 2 levels.
  30 vol. to lift up to 3 levels.

60g of iNOA colour. Mix together with a whisk until a smooth texture is obtained.



2. APPLICATION

Apply to the root area and, if necessary, the lengths and ends.
Development time: 35 min.

Please note:

- Development time starts at the end of the root application.
- Do not add water.

3. EMULSION AND RINSING

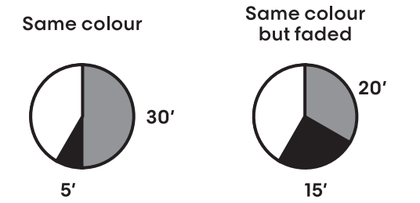
- After the development time, emulsify very gently. Then rinse hair thoroughly until water runs clear.
- Finish with the adapted shampoo: Metal Detox or iNOA Post.

White hair coverage rules:

- 70% of white hair	+ 70% of white hair	
Apply the chosen shade	**Cool reflect (,1 ,2 ,5 ,7 ,8)** Mix with fundamental at the same level	**Warm reflect (,3 ,4 ,5 ,6)** Mix with golden fundamental at the same level
	30g shade + 30g fundamental or golden fundamental	
Mix with 60g of iNOA 20 vol. oxidant		

Pro tips: For a deeper and/or more opaque coverage, use thedeep fundamentals (,0) with the cool shades.

Refreshing Lengths and Ends



Colour change: take through immediately.
Development | Take through