



CHARACTERISTICS

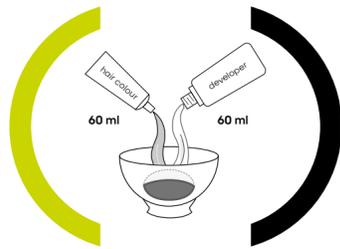
- No ammonia. Lift up to 3 levels.
- 100% grey coverage.
- High shine, high impact colour.
- Visibly improved hair quality.
- No odor.
- Optimal scalp comfort.

TECHNOLOGY

- Oil Delivery System (ODS) technology.
- Unparalleled oil-base that potentiates the action of the hair colouring process.
- Helps to respect the natural protective layer of the hair.

PREPARATION

- RATIO: 1:1**
- In a non metallic bowl, dose 60g of colour.
 - Add 60g of iNOA developer.
 - Mix with a whisk.



APPLICATION

REGROWTHS APPLICATION.
Thanks to its onctuous texture, INOA perfectly adheres to the hair. Spread the mix on the regrowths making sure to **saturate every hair strand.**

During the development time, leave hair lying on the scalp.

Start the application from the back of the head. End with the hair line.

TAKE THROUGH.

Depending on the alteration of the colour, the take through time can vary.

Slightly faded colour.

Take through 5 minutes before the end of the development time.

Moderately faded colour.

Take through only 20 minutes before the end of the development time.

Completely faded colour/Colour change.

Immediate take through.

! Never add water in the take through mixture.

EMULSION AND RINSING

- Start by gently emulsifying the colour.
- Add water and keep on emulsifying.
- Rinse until water runs clear.
- Shampoo twice with iNOA Post shampoo or Metal Detox Shampoo.



GREY HAIR COVERAGE

FOR A PERFECT GREY HAIR COVERAGE, USE 20 VOLUME INOA DEVELOPER.

OPTIMAL COVERAGE

Fundamentals: .1 .2 .7 .8 Cool Reflects

Golden Fundamentals (.3): .3 .4 .5 .6 Warm Reflects

Up to 70% of grey hair.

Apply the target shade (60g of colorant + 60g of iNOA developer) with 20 volume.

More than 70% of grey hair.

■ Mix 1/2 tube (30g) of the target shade with 1/2 tube (30g) of the fundamental or golden fundamental of the same level using 20 volume iNOA developer (60g).

- Start with the front of the head.
- End with the hair line.

The take through is only made with the target shade.

INOA DEVELOPER

Due to its specific ODS technology the iNOA developer is inseparable from the INOA colour. Never replace it with another classical oxidant.

- 10 vol. to lift up to 1 level.
- 20 vol. to lift up to 2 levels.
- 30 vol. to lift up to 3 levels.

- When **grey hair coverage rule** is applied on the regrowths, prepare a new mixture without fundamental or golden fundamental for the lengths and ends.
- When **30 vol. iNOA developer** is used on the regrowths, prepare a new mixture with 10 or 20 vol. for the lengths and ends depending on the sensitization of the fiber or the number of levels to darken.

PRO TIPS

For coarse and/or resistant hair, you can apply the grey hair coverage rule starting when 50% of grey hair.

For a deeper and/or more opaque coverage you can use the deep fundamentals (.0) with the cool shades.

INOA RED

FIRST APPLICATION.

Immediate take through is strongly advised when using red shades, regardless of the amount of colour fading on lengths and ends.

GREY HAIR COVERAGE.

- INOA classical reds.** (EXAMPLE: 6.46 OR 4.46).
Respect the usual grey hair coverage rule.
- INOA chromatic reds.** (EXAMPLE: R 6.40 OR C 6.66 OR D 5.60).
(RUBILANE™, CARMILANE™ AND DM5).

Thanks to their strong colouring power INOA chromatic reds provide a **PERFECT GREY HAIR COVERAGE.**

Without mixing with any fundamental, they provide an intense result for 0 to 100 % of grey hair.



Carmilane, DM5 and Rubilane chromatic shades can be mixed between themselves in their respective reflect family.

Do not mix them with:

- Fundamentals.
- Golden fundamentals.
- Deep fundamentals.
- Other INOA reflect shades.



In the case of Inoa Carmilane shades, pay special attention to the application to avoid colour stains around the face frame.

INOA CLEAR

- INOA CLEAR allows to increase the transparency or to lower the intensity of any reflect shade.



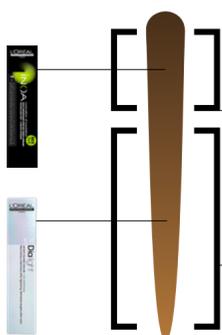
Modulate from 1/4 to 1/2 depending on how much transparency you want to achieve.

On light natural bases (6, 7 or 8), with 30 vol. iNOA developer you can mix 1/2 clear + 1/2 target shade to obtain slightly lighter results.

Example :
On natural base
7.30g clear + 30g
10.12 + 60g 30 vol.
iNOA developer.

FRENCH GLOSSING

The ideal salon service for gradient colour with an exclusive glossing treatment.



1. Perfectly covered regrowths.

Grey coverage at the regrowths, with iNOA.

2. Dialight glossing treatment.

Revive the radiance of already coloured lengths with no over-sensitization and no colour overload.

PRO TIPS

To create an even colour from regrowths to tips (back to « natural ») use a pure **Dialight** shade (without any clear) to get a stronger colour deposit.

To darken the lengths and ends. Select the target shade and mix with 9 vol. « Diactivateur » and develop for 20min.

CHOOSE THE DIA LIGHT SHADE

- Always 2 or 3 levels lighter.
- Mix with the new Clear for more transparent deposit.

Development time 10 to 20min.
Organize your **Dialight** application to rinse both formulas (regrowths and lengths) at the same time.

CHOOSE THE RIGHT DIACTIVATEUR

- **6 vol.:** Subtle reflect perfect to achieve tone on tone colour.
- **9 vol.:** Perfect balance to reveal reflection and depth, darkens up to 2 levels.



Flash the QR code to go on the French Glossing e-learning on ACCESS.

INOA SHADES CHART

