

L'ORÉAL
PARIS
PROFESSIONNEL

■
iNOA™
ODS² TECHNOLOGY

COLOR CHART



DISCOVER
THE HAIRCOLOR OF THE FUTURE

INOATM
ODS² TECHNOLOGY







- REINFORCED COVERAGE UP TO 100% WHITE HAIR.
- 6 WEEKS OF INTENSE HYDRATION AND NUTRITION.
- NO AMMONIA. NO ODOR.
- OPTIMIZED SCALP COMFORT.
- SUPREME RESPECT FOR THE HAIR.*
- INFINITE HAIR COLOR POWER. 50% MORE SHINE.**

*Respects the essential amino acids and lipid balance of natural hair.

**When used with 20 volume, versus before coloring

INOA™



































COLOR CHART

LEVEL	REDS				COPPERS				GOLDS	WARM BROWNS & BLONDES			
	.5	.56	.62	.64	.4	.43	.45	.46	.3	.31	.32	.34	.35
10													
9									 9.3	 9.31			
8									 8.3	 8.31	 8.34		
7					 7.43				 7.3	 7.31	 7.34	 7.35	
6				 6.64			 6.45	 6.46	 6.3		 6.32	 6.34	
5	 5.5	 5.56	 5.62		 5.4		 5.45		 5.3		 5.32		 5.35
4		 4.56					 4.45		 4.3				 4.35
3													
2													
1													

Results are shown on hair swatches that is one level lighter than the shade.

AMMONIA-FREE PERMANENT HAIRCOLOR ODS² TECHNOLOGY (OIL DELIVERY SYSTEM²)

A unique technology that uses the power of oil to truly maximize the effectiveness of the haircoloring process with a minimal concentration of alkaline agent. INOA, for the first time, a true permanent haircolor result without ammonia, supreme respect for the hair* and optimized scalp comfort – now in 2 parts. 22 worldwide patents pending.

NATURALS	COOL BROWNS & BLONDES							VIOLETS			BLUES & GREENS		
	.12	.13	.15	.23	.25	.51	.52	.2	.26	.20	.1	.10	.17
 10		 9.13						 9.2			 10.1		
 9		 8.13									 9.1		
 8		 7.13		 7.23							 8.1		
 7		 6.13		 6.23							 7.1		
 6		NEW  5.12		 5.25			 6.52				 6.1		
 5	 5.12				 5.25		 5.52					 5.17	
 4			 4.15			NEW  4.51			 4.26	 4.20			
 3													
 2												 2.10	
 1													

*Respects the essential amino acids and lipid balance of natural hair.

ODS² TECHNOLOGY

AMMONIA-FREE PERMANENT HAIRCOLOR WITH ODS² TECHNOLOGY

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A 2-PART SYSTEM:












HAIRCOLOR
60G./2.1OZ.



RICH DEVELOPER
60G./2.1OZ.

COLOR THEORY

INOA WORKS WITH THE EXISTING PRINCIPLES OF COLOR THEORY.

NATURAL LEVEL	UNDERTONE/ UNDERLYING PIGMENT	NEUTRALIZATION:
10	PALE YELLOW	Opposite colors on the color wheel neutralize each other. Use a cool shade to neutralize warm undertone / underlying pigments.
9	YELLOW	 +  = 
8	YELLOW ORANGE	 +  = 
7	ORANGE	 +  = 
6	RED ORANGE	
5 & darker	RED	

MIXING & USE INSTRUCTIONS

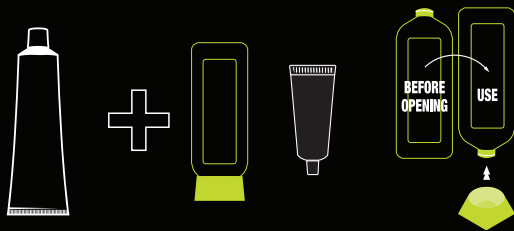
PREPARATION:

The new INOA system is in 2 parts. Use only with the new INOA developer bottle.

FOR ONE APPLICATION:

- Measure 60g./2.1oz. of Rich Developer (10, 20, or 30-volume) into an INOA measuring cup for accuracy.

	INOA 10-VOL	INOA 20-VOL	INOA 30-VOL
LEVEL OF LIFT	1 level	Up to 2 levels	Up to 3 levels
USAGE	Toning, refreshing	Coverage of white	More visible color change



- Add 1 tube of INOA haircolor.
- Mix together until a smooth, creamy texture is obtained.

CAUTION

- Wear suitable disposable gloves.
- Use exclusively with the recommended developers, 10-vol (3%), 20-vol (6%) and 30-vol (9%) maximum. Do not use with hydrogen peroxide greater than 30-vol (9%).
- Use only the proportions indicated.
- Do not use metallic tools (clips, comb...).

APPLICATION:

Apply to dry, unwashed hair with an INOA brush.

DEVELOPMENT TIME: 35 MIN.

REMOVAL AND RINSING:

- When development time is complete, add a little warm water to the hair and gently emulsify thoroughly, and rinse until the water runs clear.
- Shampoo twice with INOA-Post Shampoo.

TECHNICAL RULES:

COVERING WHITE HAIR:

- **Up to 70% white hair:** apply the chosen target shade and leave on for 35 min.
- **Between 70% and 100% white hair:** mix 1/2 tube of the chosen target shade + 1/2 tube of the Natural shade at the same level. For mid-lengths/ends, use target shade only. Development time: 35 min.

TAKE THROUGH GUIDELINES:

MAXIMUM FADING: INOA (10-vol) DIARICHESSE	LOSS OF DEPTH (2 – 3 LEVELS) + TONE Take through immediately (TTI) Take through last 20 minutes
MODERATE FADING: INOA (10-vol) DIARICHESSE DIALIGHT	LOSS OF DEPTH (1 LEVEL) + TONE Take through last 15 – 20 minutes Take through up to 20 minutes Take through up to 20 minutes
MINIMAL FADING: INOA DIARICHESSE DIALIGHT	SLIGHT LOSS OF TONE Take through last 5 minutes Take through up to 10 minutes Take through up to 10 minutes

INOA RED SHADES WITH RUBILANE™ AND DM5 SHADES COVER UP TO 100% WHITE HAIR.

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

FIRST APPLICATION OF INOA RED SHADES WITH RUBILANE™ AND DM5: For optimal results with the first application of INOA RED SHADES with Rubilane™ and DM5, take through the mid-lengths and ends immediately without taking into consideration the color fading on mid-lengths and ends. Development time starts when re growth application is completed.

INOA DM5 WARNING: IT IS IMPERATIVE THAT DM5 SHADES ONLY BE USED ALONE.

THEY MUST NOT BE USED IN COMBINATION WITH ANY OTHER SHADES.



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 FROM THIS BRAND OR ANOTHER.