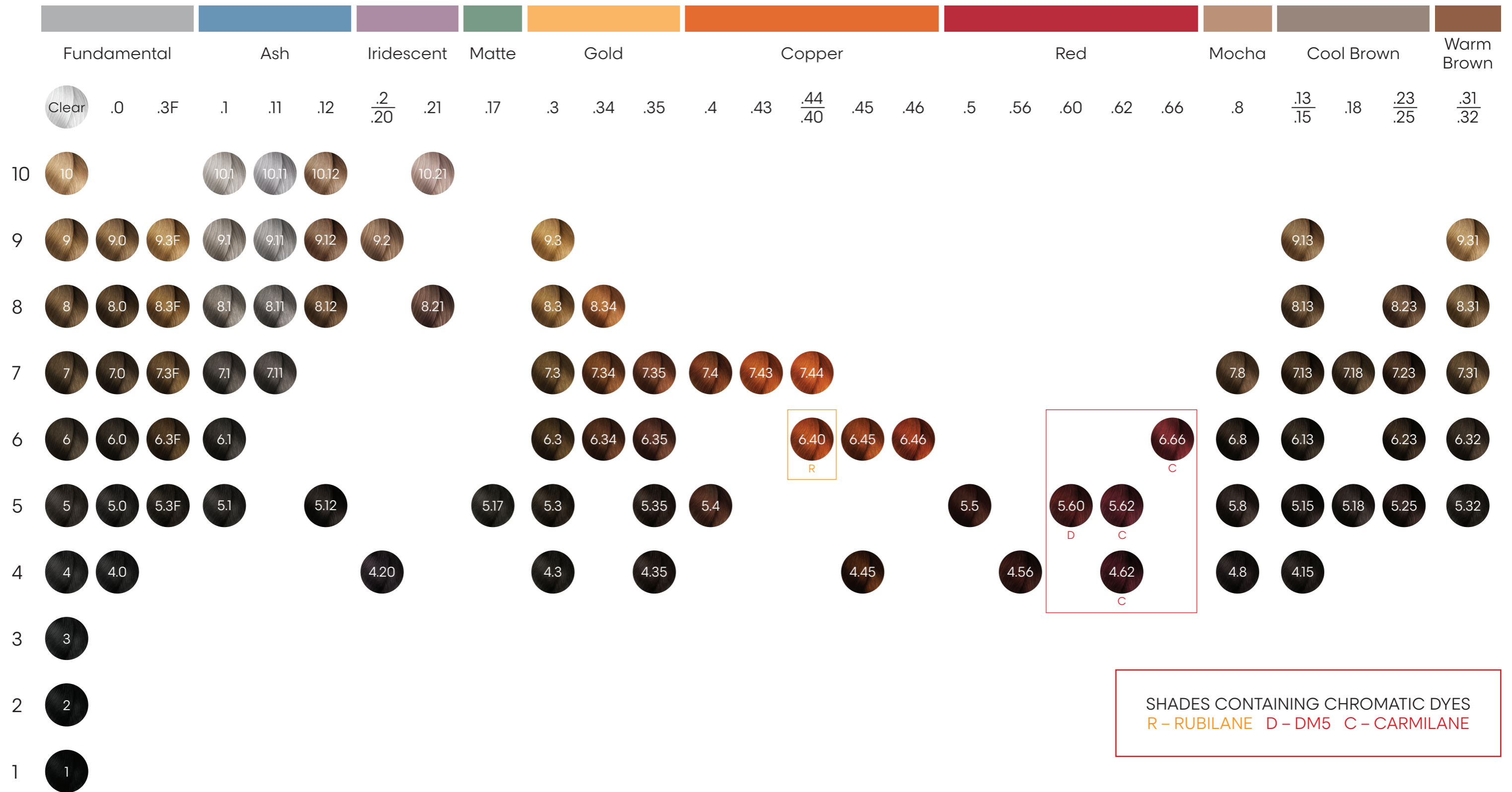


The iNOA Colour Palette



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



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

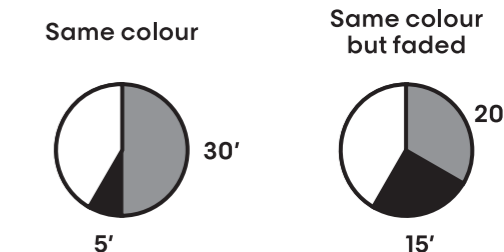
- After the development time, emulsify very gently. Then rinse hair thoroughly until water runs clear.
- Finish with the adapted shampoo: Metal Detox or iNOA Post.

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 the deep fundamentals (0) with the cool shades.

Refreshing Lengths and Ends



Colour change: take through immediately.
 Development Take through