

iNOA

The professional luxurious colour experience.
Powered by oil.



- Innovation. No ammonia.
- Up to 100% white hair coverage¹
- Up to +48% shinier result²
- High impact colour
- Optimal scalp comfort
- Fluid formula. Faster & easier to mix, apply and rinse³

- -43% reduction in hair porosity⁴
- Respects all patterns, including all types of curls
- High-impact & long-lasting colour
- Supports scalp hydration⁵

¹ Instrumental test, vs. before colour. ² vs. before colouration. ³ vs. previous iNOA. ⁴ Instrumental tests vs without oil. ⁵ Instrumental tests.

01 | Colour application with iNOA

PREPARATION

In a non-metallic bowl:

60g
colourant



60g

iNOA «Oil Developer»

10 vol. - Lengths and ends.
20 vol. - Lift up to 2 levels.
30 vol. - Lift up to 3 levels.

Develop 35 minutes



Do not use any other classical oil developer.
Mix well with a non-metallic whisk.
Do not add water to the mixture.

1. Root Application.

Thanks to its silky texture, iNOA perfectly adheres to the hair.
Apply the mix to the root area making sure to saturate every hair strand.

Do not tie the hair or cover. Do not use heat. Start the application at the hairline and end at the nape of the neck.

35 MIN **Development time:**
after the root application is complete.

2. Take through with Dia light.

Unique acidic pH technology, in order to preserve hair integrity, application after application.

■ **Slightly altered hair colour.**

Take through **10 minutes** before the end of iNOA development time using 9 Volume Diactivateur

■ **Change of reflect or altered colour.**

Take through **20 minutes** before the end of iNOA development time using 9 Volume Diactivateur

3. Take through with iNOA.

TAKE THROUGH TECHNIQUES

■ **Colour refresh TT5:**

Emulsify with care 5 minutes before the end of the development time.

■ **Loss of tone TT:**

Take through for last 15 minutes of the development time.

■ **Loss of depth and tone or change of colour TTI:**

Take through immediately.

THE MIX

■ When white hair coverage rule is applied on the roots, prepare a new mixture without fundamental or golden fundamental for the lengths and ends using oil developer

■ When 30 vol. «oil developer» is used on the roots, prepare a new mixture with 10 vol. oil developer for the lengths and ends.

4. Emulsion and rinsing.

- Start by gently emulsifying the colour
- Add water and keep on emulsifying
- Rinse until water runs clear
- Shampoo twice with Metal Detox Shampoo or Vitamino Color Spectrum Shampoo

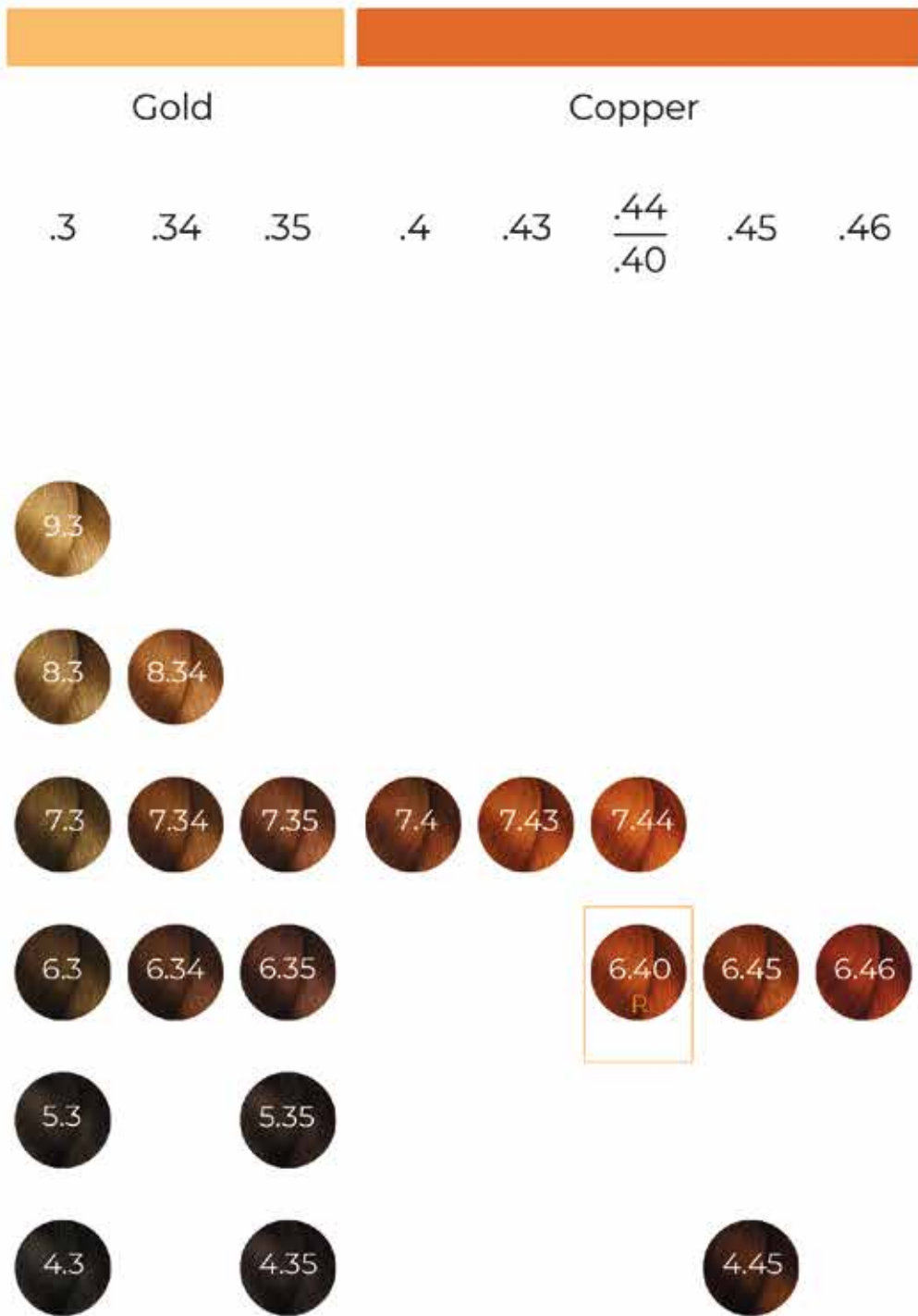


02 | The iNOA palette

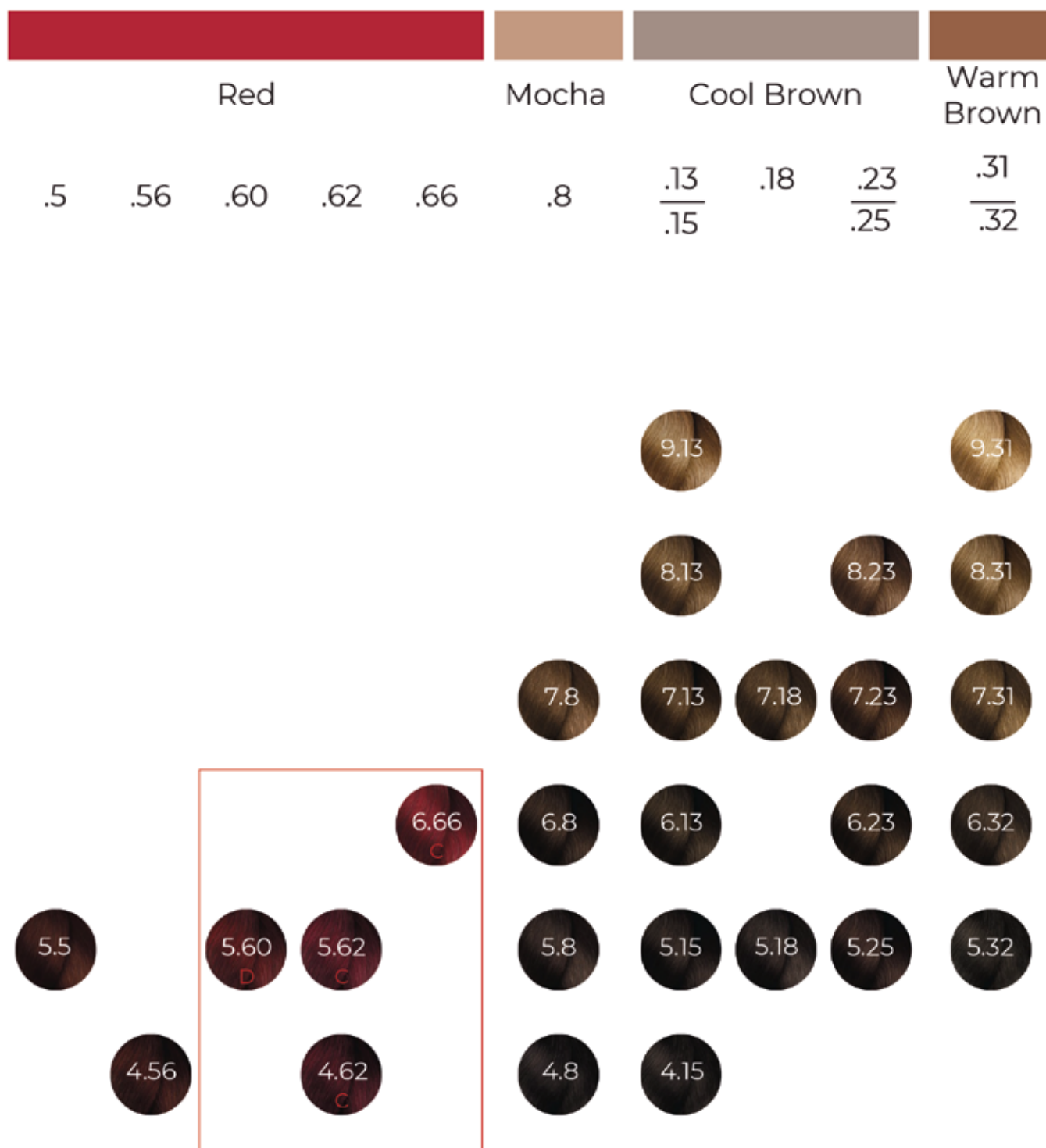
| | Fundamental | | | Ash | | | Iridescent | | Matte |
|----|-------------|-----|------|------|-------|-------|------------------|-------|-------|
| | Clear | .0 | .3F | .1 | .11 | .12 | $\frac{.2}{.20}$ | .21 | .17 |
| 10 | 10 | | | 10.1 | 10.11 | 10.12 | | 10.21 | |
| 9 | 9 | 9.0 | 9.3F | 9.1 | 9.11 | 9.12 | 9.2 | | |
| 8 | 8 | 8.0 | 8.3F | 8.1 | 8.11 | 8.12 | | 8.21 | |
| 7 | 7 | 7.0 | 7.3F | 7.1 | 7.11 | | | | |
| 6 | 6 | 6.0 | 6.3F | 6.1 | | | | | |
| 5 | 5 | 5.0 | 5.3F | 5.1 | | 5.12 | 5.26 | 5.17 | |
| 4 | 4 | 4.0 | | | | | 4.20 | 4.26 | |
| 3 | 3 | | | | | | | D | |
| 2 | 2 | | | | | | | | |
| 1 | 1 | | | | | | | | |

NEW iNOA Boosters

- Blue
- Violet
- Green



02 | The iNOA palette



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

1. Before oxidative colour service

iNOA, Majirel, Majirel Highlift, Dia light, Dia color



- Read the safety instructions on leaflet or in pack before each use.
- **Allergy Alert Test must be done 48 hours before each use** even if hair colouring products have been used before.
- Haircolour products are not intended for use on persons under the age of 16.



Temporary black henna tattoos may increase the risk of allergy.

Do not colour the hair if your client has a rash on their face or sensitive, irritated and damaged scalp, if your client has ever experienced any reaction after colouring their hair, if your client has ever experienced a reaction to a temporary «black henna» tattoo in the past.



Prepare the test mixture:

1. With a cotton bud, mix small amounts of agent 1: colourant and agent 2: developer of the same quantity on a saucer / small plate. With the cotton bud, apply a pea size of the test mixture evenly in a thin layer on an area of 2 by 2 cm on the inner side of the forearm.



Do not use metal utensils.
Carefully reseal the colourant and developer containers.



2 Leave the test mixture applied for 45 minutes without covering or touching. Avoid contact with clothes.



3. Wash the test area with water after 45 minutes and pat dry with a clean tissue.



4. If the client observes any changes from normal skin appearance, such as itching, redness, swelling on and around the test area during the processing time, or during the following 48 hours, rinse immediately, do not use the product and consult a doctor.



5. If there is no reaction, you can apply the haircolour.



6. In case of an allergic reaction, do not colour your hair before consulting a doctor or seeking medical advice.

This test represents an important precaution which has proved to be reliable when carried out under the conditions outlined. However, be aware that even if an Allergy Alert Test has been carried out you may still experience an allergic reaction when you colour your hair. The Allergy Alert Test is not a guarantee of avoiding future allergic reactions. Please consult a doctor, if you have any doubts.

2. During oxidative colour service

- Wear suitable disposable gloves during the preparation, application and rinsing of the product.
- Use exclusively with the recommended developer.
- Use only the proportions indicated.
- Avoid contact of the product with skin and eyes.
- Do not use to dye eyelashes or eyebrows or beard or moustache, or for any purpose other than colouring the hair.

03 | White hair coverage

UP TO 70% OF WHITE HAIR

Mix the target shade with the oil developer.



MORE THAN 70% OF WHITE HAIR

Root mixture.



For white hair coverage, use 20 volume oil developer.

| | | COOL REFLECTS 1.2.7.8 | WARM REFLECTS .3.4.5.6 |
|---------------------------|-------------------------------|--------------------------|---------------------------|
| FUNDAMENTALS | Optimal coverage | ✓ | |
| GOLDEN FUNDAMENTALS (.3F) | | | ✓ |
| DEEP FUNDAMENTALS (.0) | Deeper / more opaque coverage | ✓ | |

Pro tips

For coarse and/or resistant hair, you can apply the white hair coverage rule starting at 50% of white hair. For a more opaque coverage you can use the deep fundamentals (.0) with the cool shades.

04 | iNOA reds: specific rules

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

WHITE HAIR COVERAGE

iNOA classical reds (example 6.46 or 4.56)

Respect the usual white hair coverage rule.

iNOA chromatic reds (example 6.40 or 6.66 or 5.60) (RUBILANE™ CARMILANE™ AND DM5)

Thanks to their strong colouring power, iNOA chromatic reds provide the perfect white hair coverage.

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

05 | iNOA clear: pro tips

- iNOA CLEAR can increase the transparency or lowers the intensity of any reflect shade.



Adjust 1/4 to 1/2 of clear depending on how much transparency you want to achieve.

Mixture example: On natural base 7, 30g clear + 30g 10.12 + 60g 30 vol. «oil developer».

06 | NEW iNOA Boosters

Intensify ash reflect, neutralise and or to neutralise unwanted reflects to reduce the brassiness and get a long-lasting effect.

Boosters as a creative tool on light bases mixed with clear to create a pastel reflect.



| Levels | Booster | Ratio |
|------------|---------|-----------|
| 10, 9, 8 | Violet | 1g - 7g |
| 7, 6, 5 | Blue | Up to 15g |
| 4, 3, 2, 1 | Green | Up to 15g |

Note: Booster is included in the total 60g iNOA formula.

When adding any iNOA cool booster to the formula, results may appear deeper due to the intensity of cool reflects. On lighter bases booster visibility will be increased.

Mixing example: 45g iNOA reflect shade + 15g iNOA booster + 60g oil developer

