

iNOA

e-technical guide.



[Discover iNOA]

What changed
What didn't changed
New pantone families
New sustainable pack



01

[Science of iNOA]

New optimized formula
ODS technology



02

[Technical Choices]

Preparation
Regrowth application
Take through with iNOA
Take through with Dia light
Emulsion and rinsing
White hair coverage



03

[Color Palette]

The complete palette of all shades
Focus on reds



04

[iNOA [iD]

What is iNOA[iD]
Download iNOA[iD]



05

[Discover iNOA]



01

97% hairdressers find the new formula pleasant to use.*
Easier & faster color application, mixing & rising.

+48% shinier hair, long-lasting color.**

for **100%** grey coverage.

*Use test on 96 hairdressers.**Instrumental test, vs before color.

WHAT CHANGED ?



New sustainable pack and luxurious design codes.



New formula without waxes easier to apply.



Better experience for clients with iNOA [iD] hairtech diagnosis.

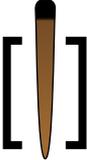
WHAT DID NOT CHANGED ?



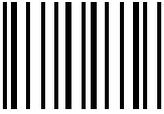
Development time (35min)



Mixing ratio (1+1)



Take through rules



White hair coverage rules



Oil developers strengths (10/20/30vol)



The same true-to-tone color results

NEW PANTONE FAMILIES



Fundamental

Ash

Iridescent

Matte

Gold

Copper

Red

Mocha

Cool Brown

Warm Brown

NEW SUSTAINABLE PACK



Color pantone family & shade visibility



Carton box FSC material



Paperless instructions
- 66 tons of paper



Recycled plastic cap

95% of recycled aluminium tube



02

NEW OPTIMIZED FORMULA



Vegan. *

No ammonia.

No more additive waxes.

ODS technology - 60% oil

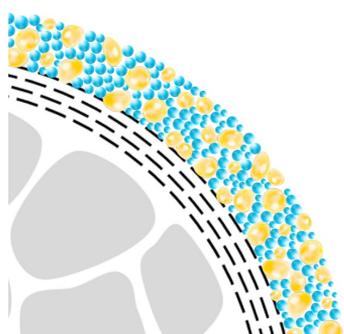
*Vegan formula: no animal derived ingredients of be-products

ODS TECHNOLOGY

Discover the ODS engine in action

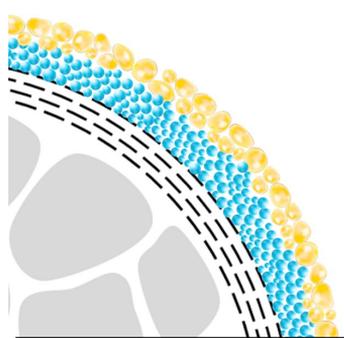
1.

- A few seconds after the application, oil and water coexist.



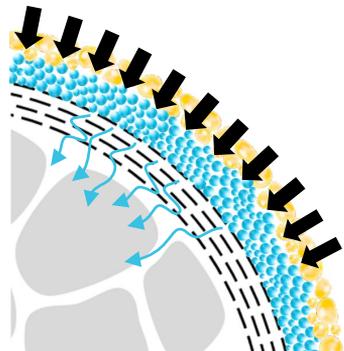
2.

- A few minute after the application, the water will separate from the oil.
- The water phase is « trapped » between the hydrophobic cuticule & the hydrophobic oil phase.
- For the water, the only way **OUT** is to go **INSIDE** the hair.



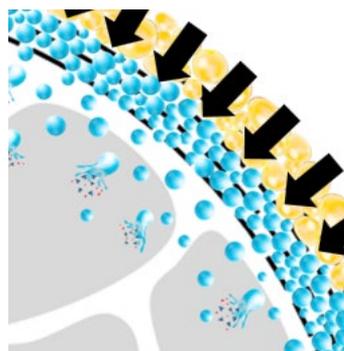
3.

- The Oil will behave like a sort of tights pushing the water & forcing the water to cross the cuticule.



4.

- Once the cuticule crossed, the coloring agents, the MEA & the hydrogen peroxide will diffuse throughout the whole cortex. (The cortex is hydrophilic.)





[Technical choices]

03

PREPARATION

MIXING RATIO 1 +1



Do not use any other classical oil developer.
Mix well with a whisk.
Never add water in the mixture.

THE MIX

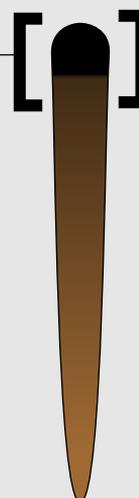
When white hair coverage rule is applied on the roots, prepare a new mixture without fundamental or golden fundamental for the lengths and ends.

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

ROOTS APPLICATION

Thanks to its onctuous texture, iNOA perfectly adheres to the hair.

Spread the mix on the roots making sure to saturate every hair strand.



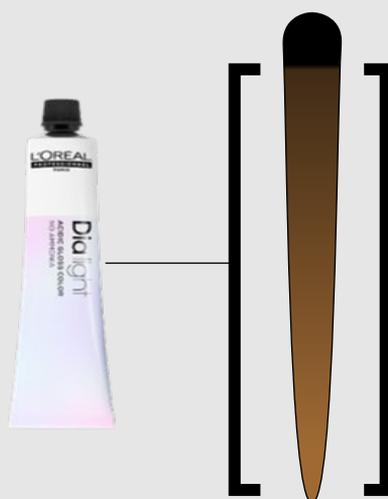
During the development time, leave hair lying on the scalp.

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

Development time:
after the root application is complete.

TAKE THROUGH WITH DIA LIGHT

Each time you can, to benefit from the unique acidic pH technology, in order to preserve hair integrity, application after application.



Slightly or moderately altered color:

Take through 10 minutes before the end of iNOA development time, using 9 volume diactivator.

Very altered color:

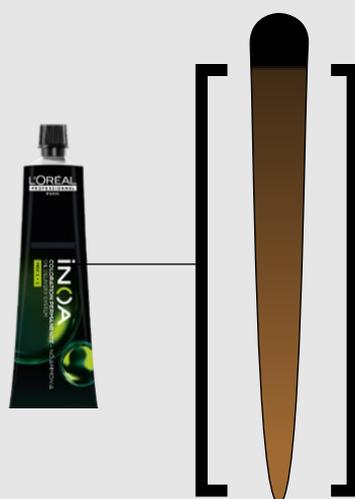
Take through 20 minutes before the end of iNOA development time, using 9 volume diactivator.

TAKE THROUGH WITH iNOA

When you do not have Dia light in your salon, neither the right Dia light shade.

TAKE THROUGH TIME.

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



Slightly altered color:

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

Moderately altered color:

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

Very altered color/color change:

Immediate take through.

EMULSION AND RINSING

Always start by gently emulsifying the color for maximal shine.

Add water and keep on emulsifying.

Rinse until water runs clear.

Shampoo twice with Metal Detox Shampoo.



WHITE HAIR COVERAGE

UP TO 70% OF WHITE HAIR

Mix the target shade
(60g of color cream + 60g of « oil developer»)
with 10, 20 or 30 volume.

MORE THAN 70% OF WHITE HAIR



30g
Target shade

30g
Fundamental shade
of the same level

60g
20 vol.

		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

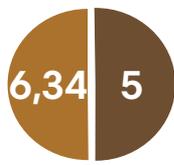
White hair coverage is not as simple and standard as it seems. Some hair are really resistant and require a deeper coverage to get some help. On the contrary, some medium or light natural base have an advantage to preserve a certain transparency to benefit from an aesthetic regrowth.

For coarse and/or resistant hair, you can apply the white hair coverage mix starting when only 50% of white hair.

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

SUITABLE COVERAGE FOR EVERY CONSUMERS' NEEDS.

[1 level darker fundamental]



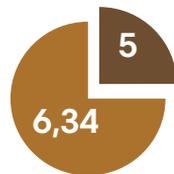
For a more opaque coverage.

[More reflect]



To prioritize the « vibration » of the reflect.

[More reflect & 1 level darker fundamental]



[Compromise coverage/reflect]

iNOA CLEAR PRO TIPS

■ iNOA CLEAR increases the transparency or to lower the intensity of any reflect shade.



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



On 6, 7 & 8 natural bases with 30 vol. « oil developer» you can mix 1/2 clear + 1/2 target shade to obtain slightly lighter results.



[Color Palette]

04

3 series of fundamentals

Natural fundamental

Deep fundamental

Golden fundamental

Clear		
10		
9	9.0	9.3F
8	8.0	8.3F
7	7.0	7.3F
6	6.0	6.3F
5	5.0	5.3F
4	4.0	
3		
1		

Because white hair coverage can be so different, for each client, all our fundamentals also have to be.

Ash



.1 $\frac{.11}{.10}$.12

Iridescent Matte



$\frac{.2}{.20}$.21 .17

10.1

9.1 9.11

8.1 8.11

To go cool or really cool

9.12

8.12

To go cool yet neutralizing yellow

9.2

8.21

To neutralize all yellow undercoats

7.1 7.11

6.1 6.11

5.1 5.12

To neutralize all orange undercoats

5.17

To neutralize red orange or red undercoats

2.10

4.20

Mocha



.8



Mocha are easy to wear shades & very successful for that reason

Cool Brown



.13
.15

.18

.23
.25

Warm Brown



.31
.32



For easy to wear brown well balanced, in the cool or warm direction.

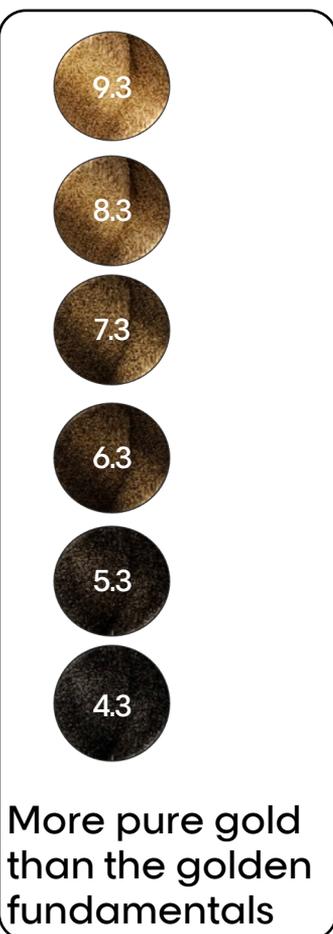
Gold



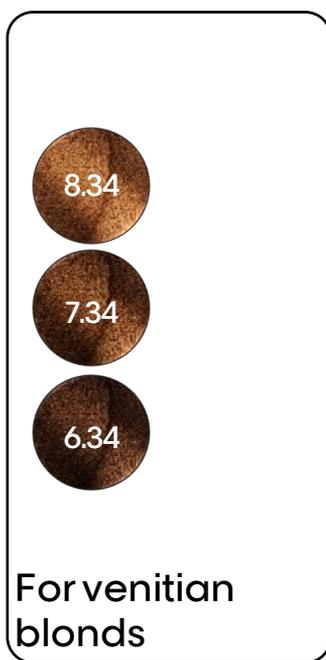
.3

.34

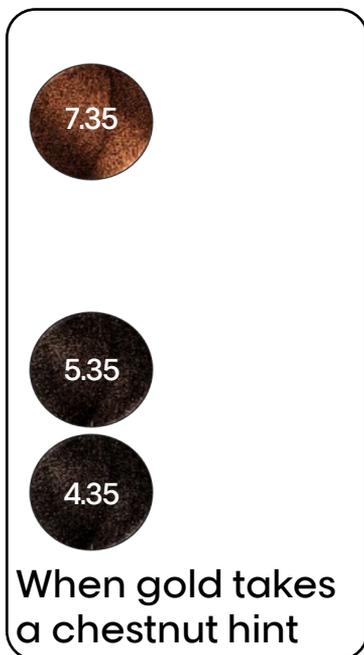
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More pure gold than the golden fundamentals



For venitian blonds



When gold takes a chestnut hint

Copper



.4

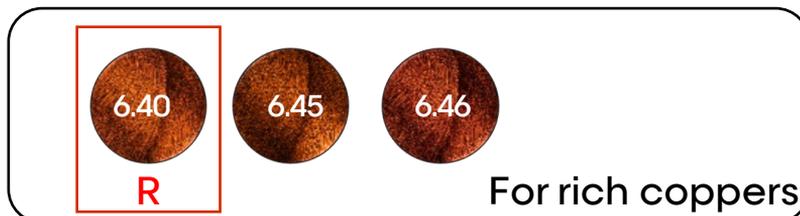
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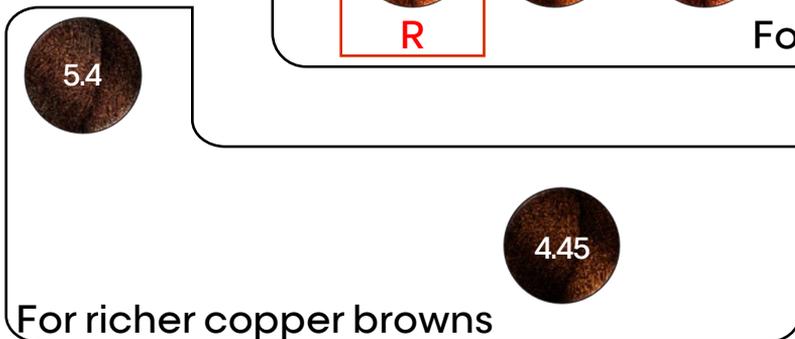
.46

From the outset, our most iconic coppers



R

For rich coppers



For richer copper browns

Red



.5 .56 .60 .62 .66

Because reds need this extra boost of visibility & tenacity. Formulated with chromatic dyes to deliver intense & vibrant results with strong coverage

5.5

4.56

Because not everyone want to wear intense red

5.60 D

5.62 C

4.62 C

6.66 C

SHADES CONTAINING CHROMATIC DYES

R - RUBILANE D - DM5 C - CARMILANE

WHAT ARE RED SPECIFIC DYES

RUBILANE™
Intense red copper

DM5
Intense red

CARMILANE™
Intense carmin red

iNOA REDS SPECIFIC RULES

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

WHITE HAIR COVERAGE.

1. iNOA classical reds.
(EXAMPLE: 6,46 or 4,46).
Respect the usual white hair coverage rule.
2. iNOA chromatic reds.
EXAMPLE: R 6,40 or C 6,66 or D 5,60
(RUBILANE, CARMILANE & DM5).
Thanks to their strong coloring power iNOA chromatic reds provide a 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 color stains around the face frame.

05

DIAGNOSIS
AND CONSULTATION: iNOA [iD]

The professional diagnosis and virtual try-on for tailor-made color, designed by hairdresser.

WHAT IS INOA [iD]?



- 1. Inspiration**
 The lookbook will help you align with your client with different looks and color effects. The swatchbook will show all the 63 possible shades.
- 2. Diagnosis**
 Out of 5 simple questions, you will be able to evaluate your client's hair, in order to receive the perfect mix recommendation to prepare the personalized iNOA recipe for the roots and lengths out of 63 shades included in the diagnosis.
- 3. Virtual Try-On**
 It will simulate the final result to help your client project herself in her potential new look.



Scan the QR code to download YOUR HAIR [iD] app.

