



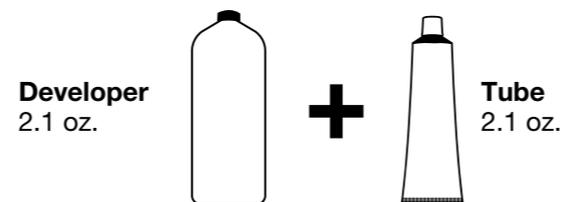
PREPARATION

The INOA 2-part system is a 1:1 mixing ratio.

FOR ONE APPLICATION

- Measure 2.1 oz./60g. of INOA ODS² Rich Developer (10-, 20-, or 30-volume) into an INOA measuring cup or INOA doser for accuracy.
- Add 1 tube (2.1 oz./60 g) of INOA ODS² haircolor.
- Mix together until a smooth, creamy texture is obtained.

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



APPLICATION

Apply to dry, unwashed hair with an INOA brush.
DEVELOPMENT TIME: 35 MINUTES

TECHNICAL RULES

COVERING WHITE HAIR

- **Up to 70% white hair:** Apply the chosen target shade and process 35 min.
- **Between 70% and 100% white hair:** If the chosen target shade is warm, mix ½ tube of the chosen target shade + ½ tube of the Gold Natural shade at the same level. If the chosen target shade is cool, mix ½ tube of the chosen target shade + ½ tube of the Natural shade at the same level. For mid-lengths and ends, use target shade only. Development time: 35 min.

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.

TAKE THROUGH GUIDELINES

| | |
|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MAXIMUM FADING: INOA (10-VOL) DIARICHESSE | LOSS OF DEPTH (2 – 3 LEVELS) + TONE <ul style="list-style-type: none"> • Take through immediately (TTI) • Take through last 20 minutes |
| MAXIMUM FADING: INOA (10-VOL) DIARICHESSE DIALIGHT | LOSS OF DEPTH (1 LEVEL) + TONE <ul style="list-style-type: none"> • Take through last 15 – 20 minutes • Take through up to 20 minutes • Take through up to 20 minutes |
| MINIMUM FADING: INOA DIARICHESSE DIALIGHT | SLIGHT LOSS OF TONE <ul style="list-style-type: none"> • Take through last 5 minutes • Take through up to 10 minutes • Take through up to 10 minutes |



INOA INTENSE REDS

CARMILANE™, RUBILANE™ AND DM5 SHADES COVER UP TO 100% WHITE HAIR.

COVERING WHITE HAIR: Thanks to their intensity, INOA ODS2 Carmilane™, Rubilane™ and DM5 red shades are designed to cover up to 100% white hair without mixing with another shade. Apply the target INOA ODS2 Carmilane™, Rubilane™ and DM5 red shades without mixing with another shade for an intense result.

FIRST APPLICATION OF INOA ODS² RED SHADES WITH CARMILANE™, RUBILANE™ AND DM5: For optimal results with the first application take through the mid-lengths and ends immediately. Development time starts when re-growth application is completed.

WARNING: IT IS IMPERATIVE THAT CARMILANE™, RUBILANE™ AND DM5 SHADES ONLY BE USED ALONE. THEY MUST NOT BE USED IN COMBINATION WITH ANY OTHER SHADES.

| CARMILANE | | | |
|------------------------------|--------------------------------|--------------------------------|--------------------------------|
| VIBRANT, GARNET REDS | | | |
| | | | |
| C5.6/C5R CARMILANE | C5.62/C5RV CARMILANE | C6.64/C6RC CARMILANE | C6.66/C6RR CARMILANE |

| DM5 | |
|--------------------|--------------------|
| COOL, SCARLET RED | |
| | |
| 5.60 DM5 | 6.66 DM5 |

| RUBILANE |
|-------------------------|
| VIVID, RED COPPER |
| |
| 6.40 RUBILANE |