



INOA™

AMMONIA-FREE FOR ALL

With INOA, there is a color result for every client. Discover the possibilities of this diverse portfolio with the help of talented L'Oréal Professionnel Artists.

L'ORÉAL
PROFESSIONNEL
PARIS



TOFFEE DRIZZLE

BY: JENNIFER LUSZCZAK
@HAIRPAINTEDBYJEN
Matthew Morris Salon, Denver, CO

FORMULAS

1

INOA ½ 6N + ¼ 5.17 + ¼ 7.17 + 10-Volume
INOA Rich Developer

2

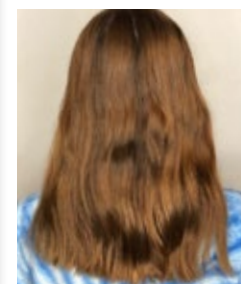
INOA 7.17 + 10-Volume INOA
Rich Developer

3

INOA Clear + 20-Volume INOA Rich Developer

4

DIA Light Milkshake 9.01 + 6-Volume
DIActivateur Developer



DEVELOPER



10-VOLUME
INOA RICH
DEVELOPER



20-VOLUME
INOA RICH
DEVELOPER



6-VOLUME
DIACTIVATEUR

PAINT + GLOSS



6N



5.17



7.17



9.01

PRO TIP

"It's important to take shallow subsections in order to completely saturate each strand. Neat sectioning and cleanliness in your application are key!"

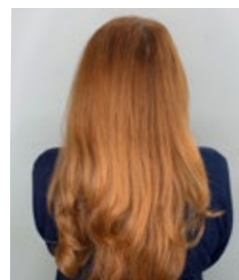
HOW-TO

- 1 Create 4 quad sections for base application. Split the head in half after applying **Formula 1**. Using diagonal back partings, alternating left & right take triangle sections starting at the nape, followed by a slice diagonal back parting. Continue alternating up the head.
- 2 Shadow/smudge-down single process application. Start processing time for 35 minutes. Create a profile parting to separate the head in half. Starting with diagonal back sections beginning at the nape, create a triangle section on either side of the head.
- 3 Using a Balayage method, paint **Formula 2 & Formula 3** alternating, keeping **Formula 2** closer to the face. Cover each subsection with plastic. For the next subsection, use a slice diagonal back parting. Alternating triangles and slice subsections working up the head.
- 4 Remove plastic and rinse INOA with tepid water. Rinse until water runs clear.
- 5 Section out hairline and leave for last. Apply **Formula 4** from roots to ends. Process for 3 minutes or until desired result is achieved.

PRO TIP
 “For the dimensional
 Balayage pieces, I concentrate
 lightness through the mid lengths
 and ends for the most natural
 looking result.”

HOW-TO

- 1 Create jagged zigzag following the parietal ridge to the crown.
- 2 Apply **Formula 1** to the regrowth globally in quadrants. Create an irregular zigzag shape starting at the recession following the round of the head.
- 3 Isolate triangles created by the zigzag. Paint **Formula 2** through the mid lengths and ends concentrating saturation through the bottom third of the strand.
- 4 Gloss globally with **Formula 3**.



DEVELOPER



**20-VOLUME
INOA RICH
DEVELOPER**



**30-VOLUME
INOA RICH
DEVELOPER**



**6-VOLUME
DIActivateur
DEVELOPER**

PAINT + GLOSS

INOA



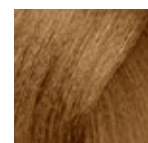
7.43

DIA



7.43

INOA



7.3

DIA



7.3



SUGAR MAPLE

BY: SEBASTIAN LANGMAN-KIRTLEY
 @SEBASTIANCOLORIST
 The Keep Salon, Cape Cod, MA

FORMULAS

1

INOA 7.43 + 7.3 + 20- Volume INOA
Rich Developer

2

INOA Clear + 30-Volume INOA
Rich Developer

3

DIA Richesse ½ 7.43 + ½ 7.30 +
9-Volume DIActivateur Developer



BEACH SIDE BRUNETTE

BY: JESS GONSALVES

@JESS.STYLIST

Summerland Salon & Spa, Summerland, CA

FORMULAS

1

INOA 5.3 Gold Natural +
10-Volume INOA Rich Developer

2

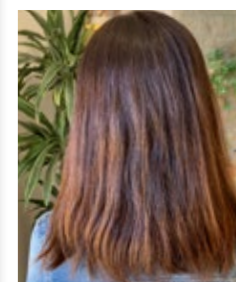
INOA 6.3 Gold Natural +
10-Volume Developer

3

Platinum Plus + 30-Volume
Nutri Developer

4

DIA Light 7.8 + 9-Volume
DIActivateur Developer



PRO TIP

"Hair is like different fabrics,
choose a product that best suits
the "fabric" of the hair!"

HOW-TO

- 1 With **Formula 1** create a horseshoe zigzag parting around the parietal ridge. Below the parietal ridge saturate slices to balance unwanted warmth and create depth.
- 2 At parietal ridge take the "valley" off the zigzags and surface paint your lowlights using **Formula 2**.
- 3 At the peaks of the zigzag add highlights using **Formula 3**. Once at the part, brick lay and alternate highlights and lowlight.
- 4 Rinse mid lengths and ends first, then add Vitamino Color A-OX Conditioner to the ends to protect the new highlights from getting toned out by the rinsing the base color. Use INOA Post Color Shampoo then towel dry.
- 5 Use **Formula 4** to gloss & finish.

DEVELOPER



10-VOLUME
INOA RICH
DEVELOPER



30-VOLUME
NUTRI
DEVELOPER



9-VOLUME
DIACTIVATEUR
DEVELOPER

LIGHTEN



PLATINIUM PLUS

PAINT + GLOSS



5.3/5G

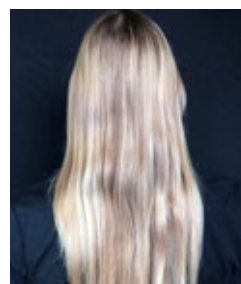
6.3/6G

7.8

PRO TIP
 "I knew INOA would produce long-lasting results with impactful shine and heal my client's hair! Copper shades in INOA are like liquid sunshine for the hair, they bring it back to life!"

HOW-TO

- 1 Perform a global application of **Formula 1** to regrowth (or first 1 ½ inches of hair). Sectioning: Profile from center forehead to center nape - radial from ear to ear - horizontal sub-sectioning working from bottom to top. Keep 4 quadrants separated so that dimensional color can be applied one quadrant at a time.
- 2 Apply **Formula 2** as accent pieces. Begin in front quadrants. Take a diagonal back section that is 1 ½ inches back from the hairline. The diagonal back originates from the profile parting and ends behind the ear. Take a slice of hair that increases in width towards the bottom.
- 3 Apply **Formula 2** to mid-lengths and ends, being sure to meld the two colors together. Isolate with Sweet Meches or process in open air. Apply 3 of these accent pieces per quadrant. Follow the same steps in the back quadrants working on diagonal back sectioning that increases in width towards the center.
- 4 Apply **Formula 1** to the mid-lengths and ends of the hair outside of the Sweet Meches, being mindful to meld the two colors together. Process for 35 minutes. Wet, emulsify and rinse. Apply **Formula 3** globally to clean, towel-dried hair and process for 10 minutes. Rinse. Follow with INOA Post Color Shampoo and Serie Expert Vitamino A-OX Powermix.



DEVELOPER



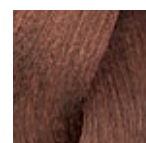
**9-VOLUME
DIActivateur
DEVELOPER**



**10-VOLUME
INOA RICH
DEVELOPER**

PAINT + GLOSS

INOA



6.45

INOA



6.46

INOA



6.8

DIA
LIGHT



7.43

EMBER GLOW

BY: BRANDON CURTIS

@BRANDONCURTIS

Alex Emilio Salon, Royal Oak, MI

FORMULAS

1

INOA ¾ 6.45 + ¼ 6.8 + 10-Volume
INOA Rich Developer

2

INOA 6.46 + 10-Volume INOA
Rich Developer

3

DIA Light 7.43 + 6-Volume
DIActivateur Developer





CRISP ROSÉ

BY: TARA FAYE BRZYCKI

@TARAFAYEHAIR

Salon Ablaze, Circleville, OH

FORMULAS

1

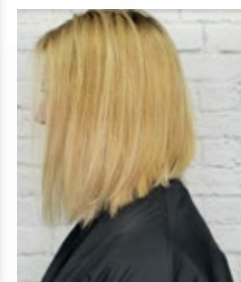
Majimèches Step 1 & 2 + 30-Volume
Majicrème Developer

2

INOA 7.11 + 10-Volume INOA
Rich Developer

3

INOA ½ 9.12 + ½ 9.22 + 10-Volume
INOA Rich Developer



PRO TIP

"I wanted to create this look to give the appearance of crisp fall air, apple cider, and pretty leaves, all within a blonde shade and giving my client her desired fashion shade."

HOW-TO

- 1 Begin with a horizontal parting at the nape. A total of 6 sections for applications.
- 2 Starting at the nape, using ½ inch sub-sections within the 6 sections to hand paint with **Formula 1**. Fully saturate the mid-lengths and ends, then blend towards the root but not a full coverage. Process for 10 minutes.
- 3 Rinse formula using Blondifier Shampoo and no conditioner. Towel dry twice or until there is very little dampness to the hair. Use Absolut Repair 10 in 1 Repair for comb through and then towel dry again.
- 4 Starting at the nape, within each section apply **Formula 2** at the base about 1/4 of an inch out from the scalp using 1/8 inch subsections for full saturation and complete this same process throughout the whole head. Make quick short strokes to keep it close to the root area.
- 5 Move into mid-lengths and ends with **Formula 3**. Starting at the nape area, use ½ inch diagonal back partings moving left to right, nape to crown. Then move to the sides and top, still using diagonal partings with a more severe angle finishing at her natural part line. Blend the root color into the mid color for a soft blend and to avoid any harsh lines. Process for 20 minutes.
- 6 Rinse thoroughly, cleanse using INOA Post Color Shampoo, followed by a second shampoo using Vitamino Color A-OX to help nourish the color and treat with Powermix Color. Finish using Liss Control on wet hair and use Mythic Oil on dry as a heat protection before using a hot tool.

DEVELOPER



10-VOLUME
INOA RICH
DEVELOPER

30-VOLUME
INOA RICH
DEVELOPER

LIGHTEN



MAJIMECHE
STEP 1 & 2

PAINT + GLOSS



7.11

9.12

9.22



L'ORÉAL
PROFESSIONNEL
PARIS

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