

# INOA INTENSE REDS

A COMPLETE INTENSE RED PORTFOLIO

L'ORÉAL  
PROFESSIONNEL  
PARIS



## PREPARATION

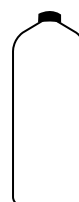
The INOA 2-part system is a 1:1 mixing ratio.

### FOR ONE APPLICATION

- Measure 2.1 oz./60g. of INOA ODS<sup>2</sup> 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 ODS<sup>2</sup> 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

Developer  
2.1 oz.



Tube  
2.1 oz.

## 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

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

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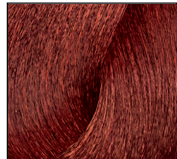
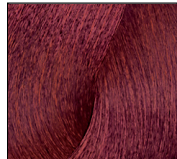
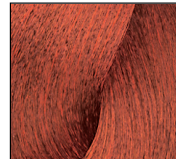
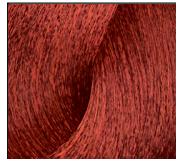
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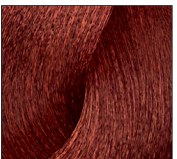
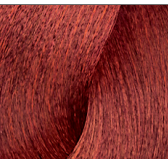
**CARMILANE™, RUBILANE™ AND DM5 SHADES COVER UP TO 100% WHITE HAIR.**

**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 ODS<sup>2</sup> 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			
			
<b>C5.6/C5R</b> CARMILANE	<b>C5.62/C5RV</b> CARMILANE	<b>C6.64/C6RC</b> CARMILANE	<b>C6.66/C6RR</b> CARMILANE

DM5	
COOL, SCARLET RED	
	
<b>5.60</b> DM5	<b>6.66</b> DM5

RUBILANE
VIVID, RED COPPER

<b>6.40</b> RUBILANE