

L'ORÉAL
PROFESSIONNEL
PARIS

INOA

ODS₂ TECHNOLOGY

COLOUR CHART

Unlike traditional permanent hair colour containing ammonia, the **ODS₂ (Oil Delivery System)** technology uses the power of oil to maximise the effectiveness of the hair colouring process with a minimal concentration of alkaline agent.

A low dose of **MEA** (monoethanolamine) slightly opens the cuticle while the ODS₂ technology envelops the hair fiber in a film of oil, propelling the water-based colourant and pushing it deeper into the hair fiber for unlimited colour results and supreme respect for the hair.



www.lorealprofessionnel.com.au

For more information contact

L'Oréal Professionnel's Hotline at 1300 651 991

 [lorealprofessionnel.au](https://www.facebook.com/lorealprofessionnel)  [LOrealProAus](https://www.youtube.com/LOrealProAus)  [@lorealpro](https://www.instagram.com/lorealpro)

INOA

FASHIONABLE AND MULTIDIMENSIONAL

PERFECT FOR

- Women who want a permanent colour, with a modern result

BENEFIT

- Ammonia-free Permanent Colour
- No Odour
- Optimun Scalp Comfort
- 100% Coverage
- Up to 3 Levels of Lift

MIXING RATIO

- 1:1

DEVELOPMENT TIME

- 35 mins



INOA SUPREME

LUMINOUS REFLECTS AND ADDED VALUE

PERFECT FOR

- Women who want a multidimensional result with white hair coverage

BENEFIT

- Ammonia-free Permanent Colour
- No Odour
- Optimun Scalp Comfort
- 100% Coverage
- Sublime Shine
- Dual Reflect
- Densilium+

MIXING RATIO

- 1:1

DEVELOPMENT TIME

- 30 mins



INOA HIGH RESIST

A PORTFOLIO OF TEN LONG-LASTING HIGH RESIST SHADES

- Combats brassiness for up to 8 weeks.
- Cutting-Edge patented technology.
- Improved visible hair quality.
- Maximization of tones for the most beautiful colours.



INOA Carmilane™

OUR MOST INTENSE, PERFECTLY PURE RED WITH EXTREME FADE-RESISTANCE



NEW EXCLUSIVE MOLECULE

Unique multi-dimensional structure bonds to the hair and anchors the colourant deep in the fiber



HIGH INTENSITY SHADES

Pure, intensely vibrant red with garnet accents



UNMATCHED FADE RESISTANCE*

Up to 6 weeks of true-to-tone colour results

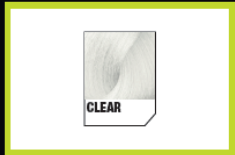
*According to Internal tests vs. other L'Oréal Professional reds



COLOUR CHART

AMMONIA-FREE PERMANENT HAIR COLOUR

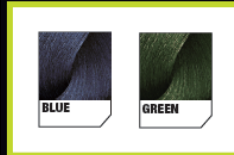
LEVEL	ASH & METALLICS					VIOLETS					COOL BROWNS & BLONDES				MOCHAS		NATURALS		WARM BROWNS & BLONDES			GOLDS		COPPERS						REDS						INOASUPREME																		
	.01	.1	.11	.07	.17	.20	.21	.22	.24	.25	.12	.13	.15	.23	.18	.8	EXTRA COVERAGE .0		.31	.32	.35	.3	.34	.4	.40	.42	.43	.44	.45	.46	.5	.56	.6	.60	.62	.65	.66	.13	.23	.31	.32	.34												
10	10.01/10NB					10 1/2 .22/ 10 1/2 W											10/10N													10.12/10AG																								
9	9.1/9B		9.11/9AA			9.22/9VV HIGH RESIST					9.12/9AV HIGH RESIST				9.13/9AG		9.8/9M		9.9/9NN EXTRA COVERAGE		9/9N		9.31/9GA			9.3/9G								9.13/9AG																				
8	8.1/8B		8.11/8AA			8.21/8VA HIGH RESIST					8.13/8AG				8.23/8VG		8.8/8M		8.9/8NN EXTRA COVERAGE		8/8N		8.31/8GA			8.3/8G		8.34/8GC		8.40/8CCC						8.13/8AG																		
7	7.1/7B		7.11/7AA NEW			7.07/7NGr					7.13/7AG				7.23/7VG		7.18/7AM		7.8/7M		7.07/7NN EXTRA COVERAGE		7/7N		7.31/7GA			7.3/7G		7.34/7GC		7.4/7C		7.42		7.43/7CG		7.44/7CC		7.45/7CRv		7.31/7GA												
6	6.1/6B					6.20					6.24				6.23/6VG		6.18/6BM		6.8/6M		6.0/6NN EXTRA COVERAGE		6/6N		6.32/6GV			6.35/6GRv		6.3/6G		6.34/6GC		6.40/6CCC HIGHLIGHT						6.42/6CV		6.45/6CRv		6.46/6CR		6.61/6GA								
5	5.17/5Br					5.20/4VV					5.25/5VRv HIGH RESIST				5.12/5AV HIGH RESIST		5.15/5AM		5.8/5M		5.0/5NN EXTRA COVERAGE		5/5N		5.32/5GV			5.35/5GRv		5.3/5G		5.4/5C		5.42		5.45/5CRv		5.5/5RN HIGH RESIST						5.56/5Rr CARMILANE		5.60/5RRr DMS		5.65/5RRv HIGH RESIST		5.61/6GA				
4						4.20/4VV					4.25/4VRv HIGH RESIST				4.15/4ARv		4.8/4M		4.0/4NN EXTRA COVERAGE		4/4N		4.35/4GRv			4.3/4G		4.45/4CRv		4.56/4Rr HIGH RESIST						4.62/4Rr CARMILANE		4.65/4RRv HIGH RESIST		4.61/6GA														
3																																																						
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INOA Clear

ONE SHADE, MULTIPLE POSSIBILITIES

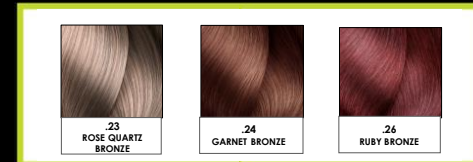
- Break the base
- Use as a corrective tool
- Subdue the intensity of tone
- Use to dilute another shade for colour matching and refreshing on mid-lengths and ends
- Create a lighter shade



INOA Mix

AMMONIA-FREE CONCENTRATED COOL COLOUR MIXERS, Perfect For:

- Neutralsation – Avoid brassiness with exclusive professional colour
- Creativity – Create special colour effects and personalised results



INOA GEMS

SHADES BOOSTED IN BRONZING REFLECTS FOR SUBTLE RADIANCE AND DIMENSION