



INOA™
THE HAIRCOLOR OF THE FUTURE

**BEFORE THERE WAS HAIRCOLOR.
NOW THERE IS INOA.**

**WITH 6 WEEKS OF INTENSE
HYDRATION AND NUTRITION**

ASK YOUR HAIRSTYLIST TODAY

DISCOVER THE HAIRCOLOR OF THE FUTURE.

**SIX WEEKS OF
INTENSE HYDRATION
AND NUTRITION**

Visibly Improves hair
quality color after color ***

**NO AMMONIA
NO ODOR**

Provides an unrivaled
color experience

**OPTIMIZED
SCALP
COMFORT**

Provides optimal
respect for the
hair fiber *

**50% MORE
SHINE**

Hair is left shinier
than before coloring **

OUTSTANDING RESULTS

**OIL-BASED TECHNOLOGY MAXIMIZES EFFECTIVENESS
OF THE PERMANENT HAIRCOLOR PROCESS.**

* Respects the essential amino acids and lipid balance of natural hair.

** When used with 20-volume, versus before coloring.

*** Consumer test in France, Italy, UK, Germany, on 408 women and 489 hairdressers from February to April 2013.