

# LOULOUS

— SALON & DAY SPA —



**Ammonia Free Hair Colour**

Enhance your natural colour with our ammonia-free hair colour products designed to restore vibrancy to your hair. Our no ammonia hair colourants are perfect for a subtle, yet effective hair colouring result that can even cover up the first signs of grey hair.

## PRODUCT INFORMATION

**INOA** is L'Oréal Professionnel's leading no ammonia permanent professional hair colour brand that provides uncompromised comfort and rich, luscious colour.

The innovative Oil Delivery System (ODS2) technology is a breakthrough oil base that optimises the action of the colouration system, acting as a catalyst for depositing colour on the hair strands. The absence of ammonia means no unpleasant odours, optimised scalp comfort for your clients and great hair condition after treatment. The hair can be lightened or darkened by 3 shades, and this revolutionary system even covers 100% of grey hair while leaving the hair feeling intensely nourished and hydrated with sublime shine.



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