

# iNOA The Innovation NO Ammonia

The most professional luxurious colour experience powered by oil, personalized with tech.

## PERMANENT



60ml - \$11.95



- Ammonia-free oxydative hair colour. 100% Vegan formula
- Technology : Oil Delivery System (ODS) an unparalleled oil-base that potentiates the action of the hair colouring process
- Lightens up to 3 levels in 35 mins.
- 100% grey hair coverage. Long lasting.
- Easy to use, optimal scalp comfort, no damage, no odor
- 100% Recyclable packaging



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## DEMI-PERMANENT

133 shades.



50ml - \$9.95

### Dia Richesse Tone on tone rich ammonia-free

- On natural hair
- Grey coverage up to 70%
- Opacity, deep and rich tones
- First reflects, greys

### Dia Light Acidic gloss ammonia-free hair colour

- On coloured hair
- No grey coverage
- Transparency
- Balayage and toning



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## LIGHTENERS

10 lighteners.



The lightening toolbox Developed by  
colourists  
For colourists. Ultra-simple. Ultra  
performing.

### Multiple choices

- Clay powder
- Bonder inside
- Can lift up to 9 levels



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