# incha The Innovation

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

## PERMANENT



- Ammonia-free oxydative hair colour. 100% Vegan formula
- Technology: Oil Delivery System (ODS) an unparelleled 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



## **DEMI-PERMANENT**

#### 133 shades.

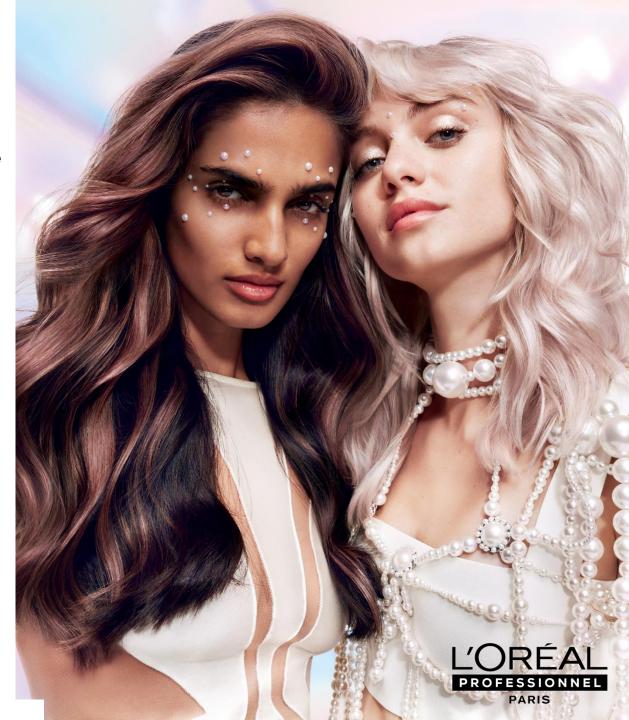


## Dia Richesse Tone on tone rich ammonia-free

- 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



# 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

