

inOA

SALON SUCCESS GUIDE

L'ORÉAL
PROFESSIONNEL
PARIS

Premium Color. Modern Results.

The iNOA Salon Success Playbook

Welcome to iNOA!

By choosing iNOA, you are embracing a more advanced approach to permanent color, one that responds to today's client expectations for natural dimension, optimal comfort, seamless grow-out, and visible hair quality.

iNOA delivers everything expected from permanent color - coverage, lift, vibrancy - through a premium, oil-powered system designed to enhance performance while respecting the hair.

The result is multidimensional color and an elevated in-salon experience clients can immediately see, feel, and trust.

This playbook is designed to support your success. It will help you build client demand for professional-only services, strengthen long-term loyalty and drive revenue.

iNOA

No ammonia vegan permanent haircolor.

Powered by Oil Delivery System.



@jacobrau_hair

A premium color experience that builds loyalty & profit.

NO AMMONIA PERMANENT iNOA

The professional industry's first no ammonia permanent color.
Oil Delivery System technology with 60% oil-based formula.

100% grey coverage.
Long-lasting results.

Visibly healthier hair.
+48% shinier hair.**

Uncompromised comfort.
No dripping. No odor.
Easy & fast to apply.

Vegan Formula.
No animal-derived
ingredients or byproducts.



*Vs. unwashed, uncolored hair.

No iNOA service is complete without Metal Detox and Dia Light.

The perfect start and end to the iNOA application, for visibly
healthy results with no ammonia.

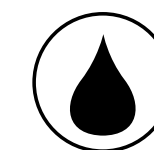


**Neutralize metals in the
hair with Metal Detox
Pre-Treatment.**

- 87% less breakage*
- 100% reliable color



**Refresh mid-lengths and ends
with Dia Light, acidic milky
crème demi-permanent color.**



Hyaluronic Acid
for 1.9X more hydration¹
and 2X less breakage²



Fast processing time
2–20 minutes.



82% more shine³
for glossier color.

*Instrumental test, after application of Pre-Treatment + technical procedure + Shampoo + Mask.

¹Vs. natural untreated hair. ²Treated natural hair vs. untreated.

*Dry combing test, shine test.

Our DNA.

Professional.

At our core are the Hair Professionals. Our innovations are born from direct collaboration, ignited by their artistry and potential to transform.

Hair tech that elevates you.

We elevate Pros and Consumers by delivering transformative results, unlocking boundless educational opportunities, and fostering a deep commitment to mental well-being.

Transformation through hair tech.



tech-nique

Defining the professional hair industry since 1909, through innovations like the level scale, French balayage, and the first hair academy, we relentlessly shape hair artistry's future.



tech-nological

Disrupting the pro landscape with first-to-market formulas obtained through advanced research, supercharged with active ingredients and patented technologies for proven results.



beauty-**tech**

Amplifying client results and improving hair to its highest possible level, augmented by patented technical tools.

Before



#iNOA



The iNOA Experience

The New Standard for Every Stylist & Client

For All Clients

- Multidimensional results and natural-looking coverage with better grow-out.
- Ammonia-free comfort from start to finish.
- Visibly healthier results, for all hair formations

For All Stylists

- A smoother, more controlled application.
- Confidence recommending a higher-value service.
- A color experience clients notice and remember.

A Smarter Choice for Your Salon

- Profit potential with an upcharge of up to 20% additional per client.
- Breadth of palette.
- Client loyalty through experience, not discounts.



"iNOA is great for curly hair because of the high shine from the oil based color. Plus, you don't have to worry about the cuticle being over-blown because it's ammonia free."

Jennifer Cahill
L'Oréal Professionnel Artist

From the creators of French Balayage, the next global trend has arrived!

Elevate Grey Coverage with
French Blending

Services On The Rise!
Requests coming to
your salon soon.



French Blending.



Classic Coverage.



Tailored technique using French Blending.
iNOA or Dia Color: Root touchup.
Dia light: Multi-dimensional pull-through.
Blond Studio: Optional full blend lightening for elevated service.

No technique, global application.



The Revenue Opportunity with iNOA

Modern, Professional-Only Services Supported With iNOA

1 iNOA vs Others

For clients seeking an ammonia-free, odorless experience and prioritize healthy hair.



Service price: +20%
vs. classic coverage

Example @ \$84
(vs. \$70 for standard permanent color)

8 clients / week × \$84
= \$672 / week

≈ \$35,000 / year

2 Color Melt & Cover

For clients seeking natural, subtle dimension and low upkeep.



Service price: +20%
vs. classic coverage

Example @ \$100
(vs. \$100 for standard permanent color)

5 clients / week × \$100
= \$500 / week

≈ \$26,000 / year

3 Re-Touch Blending

For clients who are stretching out salon visits (potentially by coloring at home), but are but seeking a softer, more natural blend.



Service price: +10%
vs. classic coverage

Example @ \$84
(vs. \$70 for standard permanent color)

8 clients / week × \$84
= \$736 / week

≈ \$38,000 / year

4 Total Blending

For clients with significant grey hair that are seeking lower maintenance and an alternative to going gray



Service price:
Same as French Balayge

Example @ \$180
(vs. \$70 for standard permanent color)

4 clients / week × \$180
= \$720 / week

≈ \$37,000 / year

The Combined Impact

Total Potential
(Per Stylist)

\$136,000+

in annual revenue

1 Window

Create curiosity and position your salon as modern, trend-forward and color-led both digital and in-salon.

2 Welcome

Design a first impression that reinforces trust and elevates the color conversation the moment clients arrive.

3 Consultation

Align by connecting hair goals, lifestyle, color results and long-term hair health.

Client Salon Journey

4 Service (Color)

Execute color services with confidence and modern techniques.

5 Shampoo Ritual & Back Bar

Turn care into a relaxing experience that supports color longevity and the premium Inoa experience.

7 Checkout & Rebook

Close the experience with confidence by confirming maintenance, rebooking and ongoing client connection,

6 Styling & Reveal

Bring the look to life while showing clients how to maintain and recreate it between visits.



Window

Create curiosity for iNOA services before clients book

Why iNOA Belongs in Your Window:

- Clients want multidimensional results and natural-looking coverage with better grow-out
- Clients want a premium, professional experience
- Clients want to go to a salon that is on-trend and offers customized color services

When clients are aware of iNOA before booking:

- Consultations are easier
- Color upgrades feels expected
- Price resistance decreases
- Rebooking becomes more natural

Make Your Color Services Visible

Digital Windows Where Clients Discover You First

Google Business People

- Upload 3-5 photos showing modern color results
- Add clear service descriptions
- Encourage happy clients to leave reviews

Website Color Feature

- Add a section or landing page explaining modern color options
- Share Before & After imagery
- Include a clear "Book a Consultation" call-to-action

Online Booking

- Rename services or add a modern color service option
- Add one reassuring line: "Consultation included"
- Keep descriptions short

Social Media Presence

- Real clients, real results
- Create a Highlight or pin called "Modern Color"
- Educational, not salesy

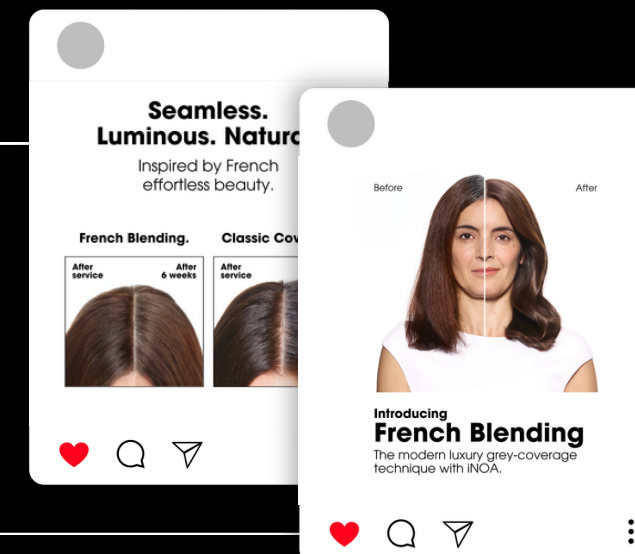
Brand Resources Backbar

Looking for more ideas on what to post?

Save Worthy Education

"3 ways to know which type of grey coverage is right for you"

See which followers saved the post. They are more likely to book.



Behind-The-Chair Moments

"This is how I approached this grey blending service."

Short, real video clips build trust and authority

Make Your Color Services Visible

Physical Window

Poster



Service Visuals



Eventing

Host a VIP Color Upgrade Day

An invitation-only opportunity for existing color clients to experience INOA as a premium evolution of permanent color.

Clients aren't asked to switch. They're invited to try something better. Experiencing iNOA's comfort, shine, hair quality, and refined regrowth builds confidence faster than explaining it.

VIP experiences create exclusivity, personal connection and trust.

What Clients Experience

- Personalized color consultation
- INOA color service
- Shampoo & care ritual
- Complimentary gloss or treatment
- Finished style highlighting shine and dimension



iNOA Event Toolkit



Modern Color Service Menu

How To Run A Successful Event

1 Plan

- Choose a slow day
- Block calendars

2 Promote (30 Days Out)

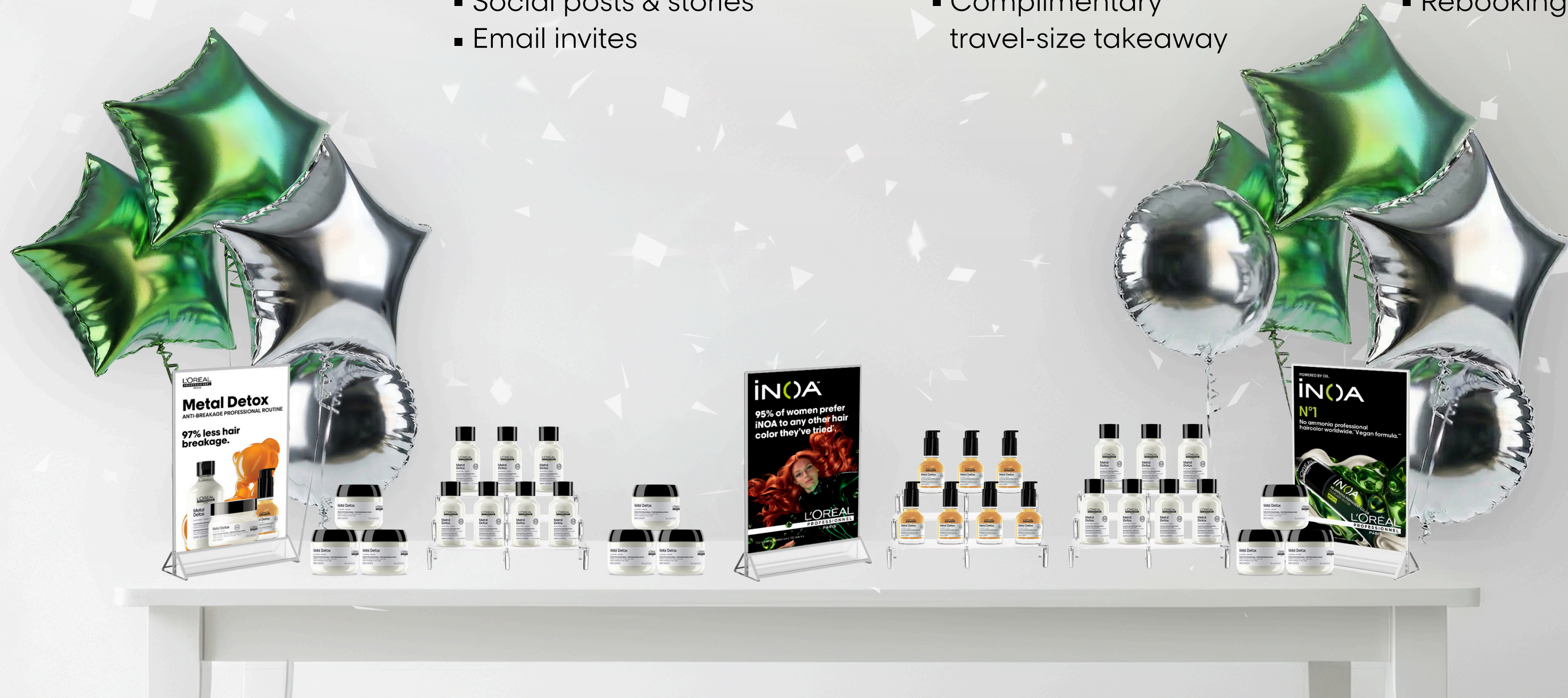
- In-salon conversations
- Social posts & stories
- Email invites

3 Execute

- Branded signage
- Décor & refreshments
- Complimentary travel-size takeaway

4 Assess

- Clients serviced
- New vs. returning
- Rebookings scheduled





Welcome

Turn Curiosity Into Comfort

Why The Welcome Matters

68% of clients feel anxious walking in for the first time. A great welcome puts clients at ease and reinforces confidence in your salon.

Welcome Language To Try

"Hi [Client Name]! Welcome in – we're so glad you're here. Make yourself comfortable. Your stylist will be right with you. Since this is your first visit we will walk you through everything."

Welcome Support Tools



Clean, shoppable shelves

Retail Planogram



Quiet education

Shelf Talkers & Easels



Clarity & confidence

Service Menu



Consult

Help clients understand why color services done with iNOA are right for them.

Your Role as The Expert

A great consultation balances listening and leading. You are assessing three things to decide the right services:

How They Feel About Grey

- "How do you feel about your greys right now?"
- "Do you want them blended, softened, or fully covered?"
- This tells you the result they want.

Align On Maintenance

- "How often do you realistically want to come in?"
- "Low-maintenance or more polished?"
- Maintenance determines the service.

Assess The Hair

- Feel the hair. Look at regrowth and ends.
- "I'm looking at what your hair has been through so we get the best result and keep it healthy."

Consult

How To Position iNOA Services as a Thoughtful Solution

"iNOA is ammonia-free, so it's more comfortable on the scalp. You get coverage and dimension, with hair that still looks healthy. It grows out more naturally, perfect for a modern approach to grey coverage.

I always recommend starting your color service with a Metal Detox treatment to remove buildup that can interfere with color. This helps your iNOA color look more even and keeps your hair feeling healthier."

Introduce Home Care

- Protects color.
- Extends results.
- Makes the next visit easier.

"Home care protects the results we're creating today."

Create The Color Roadmap

Before you start, the client should know:

- What you are doing today.
- Why you begin with Metal Detox Pre-Treatment Spray.
- Why iNOA is the right choice for them.
- How to maintain it.
- When to come back for a hyaluronic glossing service with Dia Light.

Support Tools



iNOA Digital Lookbook

Inspire & show achievable results.

[Access Here](#)

Mirror Cling

Guide conversation

[Access Here](#)

Service

Grow Your Technical Skills With iNOA Education

Your Role As A Professional

Technical precision

- Execute the agreed plan

Reassuring communication

- Briefly explain what you are doing and why.

Example:

"This step supports the tone and blend we discussed"

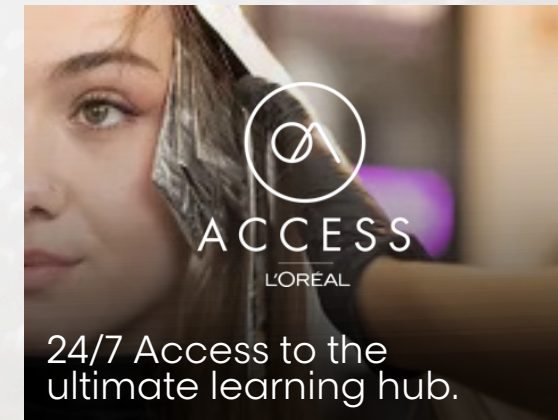
Foundation



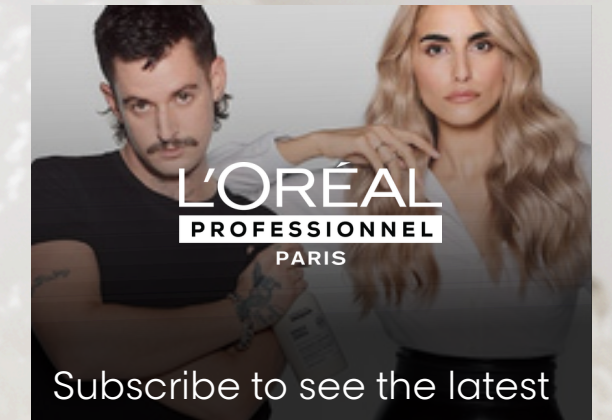
Digital Classroom



iNOA Tech Guide



L'Oréal Access

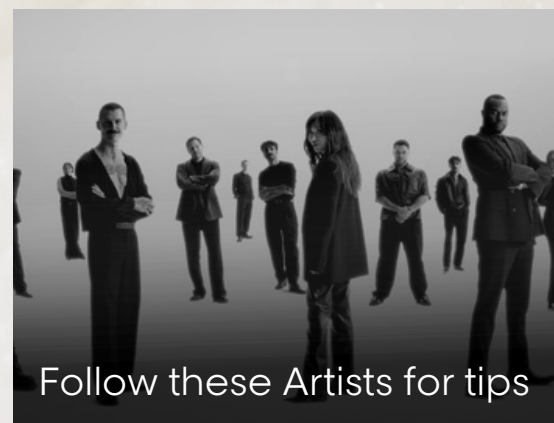


L'Oréal Youtube

Technique



French Blending
with Jack Martin



L'Oréal Ambassadors



L'Oréal Academies



Shampoo Ritual

87%

of clients say the shampoo is their favorite part.

70%

won't return if they don't enjoy it.

80%

of clients choose shampoo based on scent.

The shampoo experience is your moment to prepare the hair for INOA — It will set up for better results, better longevity, and easier maintenance conversations.

This is an emotional peak of the visit.

THE MISSION

- Create a calm, stress-free experience
- Slow down and try not to rush
- Reinforce trust in your expertise
- Prepare hair for iNOA color service



Serie Expert Ultimate Guide to Masks

MUST-HAVES AT THE BACK BAR

- A relaxing ritual (e.g. scalp massage)
- L'Oreal Professionnel care on display
- Visible Treatment Menu
- Clean, soothing environment



Treatment Menu



The premium INOA color experience starts with a clean foundation and lasts with the right care.

Shampoo With Purpose

Be prescriptive based on the consultation & choose products that help iNOA to perform it's best.

Choose Products Out Loud

Select products intentionally based on the hair. "Because you're getting permanent color today, I'm using products that support strength, shine, and color longevity."



"I explain Metal Detox as the hair's insurance policy"

Min Kim | @minkimcolorist
L'Oréal Professionnel Global Artist

Set Up Post-Color Care

Mention post-color care before leaving the bowl. "After your color, we'll finish with a treatment to help maintain softness and protect your color."

How To Continue The Maintenance Conversation

"What you use at home plays a big role in how long your color stays vibrant. I'm going to recommend Metal Detox because it both cleanses the hair from things like dirt, oil, and metals that can cause damage or yellowing AND it really boosts hydration, softness, and shine."

Prescription Card Moment

Before returning to the chair, set the expectation. I'll write down everything we used today on your prescription card so you know exactly how to care for your color at home."



Prescription Card

Styling & Reveal

Celebrate the look, demonstrate how to style and empower your Client.

1 Style With Purpose

- Finish service to match the agreed vision
- Showcase shine and dimension from INOA color services
- Invite feedback and make small refinements.
- Natural check-in: "How does this feel? Does this match what we talked about?"

2 Demonstrate & Record

- Demonstrate each styling step slowly
- Explain what product and tool you're using and why
- Record a short video on your phone for them as you style. If they can see it and replay it, they can do it!

3 Coach As You Style

- Show the order in which the products are used
- Call out the amounts, placement and motion
- Keep it realistic for home styling
- "Start with Metal Detox Oil on damp hair, then blow dry using this motion."

4 Retail Conversation

- Name products as you use them
- Connect each to color protection and style longevity
- Point out where products live in the salon
- Hand them their **Prescription Card**

5 Confirm & Capture

- Ask for final approval to capture a finished photo or video
- Send the styling video with:
- "Thank you. Here's how to recreate your look at home."

Did you know?

Only 1 in 5 clients leave with product because nothing was recommended.



20
This is where clients fall in love.

Check Out & Rebooking

Rebooking protects the results.

Rebook

- iNOA Classic Coverage: every 4- 6 weeks
- Retouch Blending: every 6 -8 weeks
- Total Blending: every 10-12 weeks
- "This timing keeps your color even and consistent"

Confirm The Color Road Map

Before they leave, make sure it's clear:

- Today: what they just received
- Next: maintenance visit already booked
- Ongoing: consistent results with fewer touch-ups

Reinforce Home Care

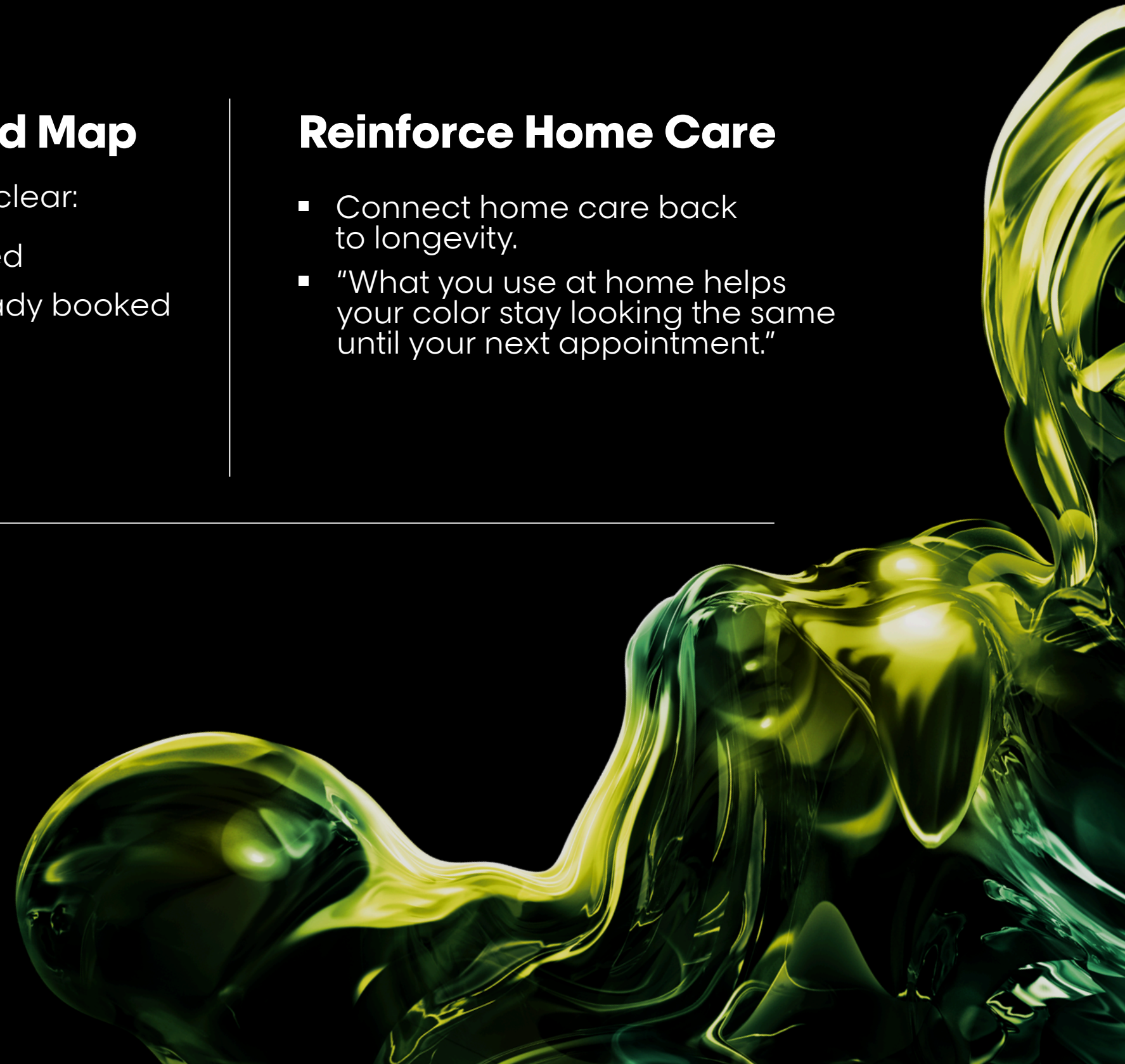
- Connect home care back to longevity.
- "What you use at home helps your color stay looking the same until your next appointment."

Reward Loyalty

- Position loyalty as a thank you, not a program.
- "You earn rewards every time you maintain your color with us. Your refresh visits and home care all count. It's our way of rewarding great hair habits."

Invite Referrals

- Be confident.
- "If you loved your experience, we'd love for you to share it. Referrals help us grow with clients just like you."



Salon Success Playbook

Scan to access
all customizable
tools & assets



Window



INOA POSTER



FRENCH BLENDING
SERVICE VISUAL



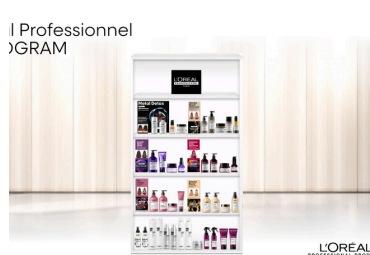
INOA SERVICE VISUAL

Eventing



EVENTING TOOLKIT

Welcome



RETAIL PLANOGRAM



SHELF TALKERS
AND EASELS



SERVICE MENU

Service



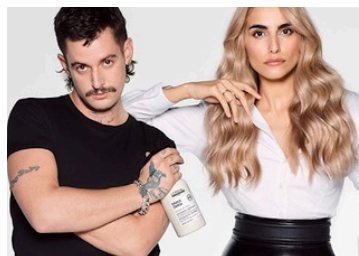
DIGITAL CLASSROOM



INOA TECH GUIDE



L'ORÉAL ACCESS



L'ORÉAL YOUTUBE



L'ORÉAL
AMBASSADORS



L'ORÉAL ACADEMIES



FRENCH BLENDING
WITH JACK MARTIN

Consult



INOA DIGITAL LOOKBOOK



MIRROR CLING

Shampoo Ritual



ULTIMATE GUIDE
TO MASKS



TREATMENT MENU



PRESCRIPTION CARD

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