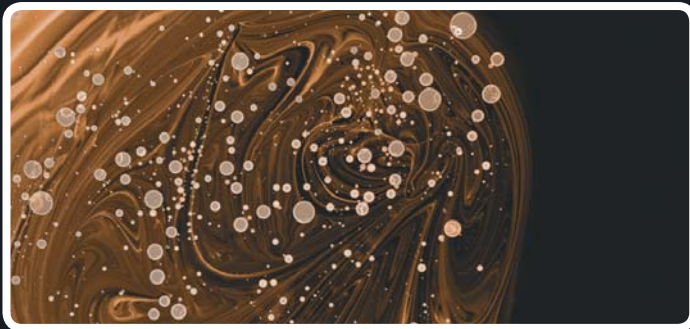
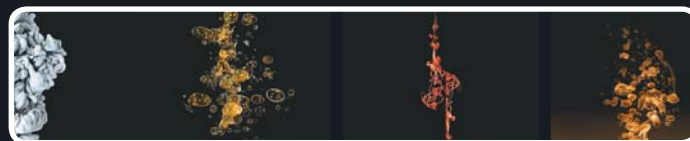


The Latest Innovation in Hair Colour Coming to Diosa hair

The colouring of hair is about to be stepped up a notch. 20 years in the making, L'Oréal Professionnel have researched and produced a premium product that overcomes the negative connotations associated with ammonia based hair colouring. The result, a hair colouring process that is more natural and friendlier for all involved.



What is the first thing that comes to mind when you think of colouring your hair? Most people would say the ammonia based smell, or the stinging, burning, itchy skin if you have a sensitive scalp. Many world renowned leading hair care specialists have produced products to try and overcome these shortfalls with varying success, with the most common substitute for ammonia being monoethanolamine. Straight out substituting the ammonia for monoethanolamine resulted in the inability of the product to lighten hair or cover grey the way ammonia laden products have been successful in doing for so long.



L'Oréal Professionnel's INOA, which stands for Innovation NO Ammonia, uses an Oil Delivery System (ODS) technology which incorporates adding an oil-based gel to the monoethanolamine color concentrate, plus the cream developer. The success of this product is reflected in the final results that can cover 100% of grey hair, and provides true-to-tone colour results. No other company has been able to match the unique qualities of this product that make it so successful.

With the launch overseas being so successful and taking the hair dressing world by storm, Kerry Chaplin, owner of Diosa hair is looking forward to being able to increase their current range of hair colouring options to include the new INOA range. The ability to open up the option of colouring hair to those who have previously been unable to has huge benefits in a world that is becoming increasingly aware of the people around it and their appearance.

If you have been reluctant to colour your hair, or have had a negative experience before with ammonia based products this is the moment you have been waiting for. Contact Diosa hair today on 09 238 5886 to find out more on the product, and launch date. Laurent Dubois, L'Oréal Professionnel's managing director France claims "INOA will be to the hair coloring industry what the CD was to vinyl."

For more info, pop in and see our friendly team at Diosa hair.



09 238 5586
Corner East St
8 Valley Rd
www.diosahair.co.nz