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FOR IMMEDIATE RELEASE

REVOLUTIONARY L'OREAL INOA HAIRCOLOR NOW AVAILABLE  
Local Salon Selected for Exclusive Pre-Launch

Annapolis, MD: L'Oreal Professionnel, the world's largest manufacturer of beauty products has just announced that its innovative hair color technology, INOA (Innovation No Ammonia), is now available in limited release at select locations in the USA.

INOA introduces a completely different chemical interaction to color hair than current hair coloring processes, leaving the hair with vibrant color with less fade, improved condition and incredible shine.

INOA eliminates the need for ammonia and the artificial fragrances used to cover the ammonia smell. Women have traditionally relied on hair dyes containing ammonia to remove color from hair before dye pigments transfer new color to the stripped hair. The process of applying permanent and semi-permanent color can be damaging because harsh chemical processes, usually using ammonia, need to open up the hair cuticle so that dye can squeeze into the hair to add color and dimension.

While the nationwide launch of INOA is slated for April 2010, it has been advance released to just 150 salons now as part of an exclusive limited pre-launch. Among those salons chosen to roll out INOA early is David Alexander Salon and Spa, 130 Lubrano Dr. in Annapolis ([www.dasalonandspa.com](http://www.dasalonandspa.com)). David Alexander is one of only three salons in Maryland where you will be able to experience this service.

'This is exciting because it's so revolutionary,' said stylist and local salon co-owner Scott Ferguson. 'It is much less aggressive and there is far less fade, which is a huge bonus for the customer, especially for women with fine hair. The shine and condition of hair colored with INOA is amazing.'

INOA relies on a completely revolutionary Oil Delivery System (ODS) technology. ODS is a breakthrough because the oil base is what drives the colorant into the heart of the hair fiber. Much less harsh than ammonia, it'll help to maintain the hair's natural level of lipids and essential amino acids (up to twice that of ammonia-based colorants), and the system is more comfortable to the scalp too.

Further, because the color solution is enriched with IONENE G and other conditioning agents the hair itself is restored to its pre-dyed condition as the color is applied. Tests have shown that after nine uses hair is as smooth as before being colored. Because INOA is a professional coloring product, it comes in 49 hues with the ability to lighten up to three levels, darken hair and perfectly cover 100% white hair.

L'Oreal sees the INOA system as the future of hair coloring. There's clearly a huge demand for ammonia-free hair dye as the first batch of INOA recently became available to salons in Europe and sold out in a flash.

“We are proud that we are entrusted with this exclusive new product”, said Scott Brainard, co-owner of David Alexander, “We are always looking for the most innovative products on the market, and clearly there is nothing like INOA.”

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