

## **Hilde's Salon Vienna First Hair Salon to be Certified in the Upper Valley for L'Oreal's Revolutionary New INOA Professional Hair Color System**

**Hanover, NH**—An ammonia-free, odorless, high performing, and safer permanent haircolor system that preserves the hair's natural protective layer, is kind to the scalp, and healthier for clients and hairdressers is now available at Hilde's Salon Vienna in downtown Hanover. The revolutionary new permanent haircolor of the future: L'Oreal Professional INOA (an acronym that stands for Innovation and No Ammonia) was introduced in Paris last fall and just launched this month in the U.S. Hilde's Salon Vienna is the first salon in the Upper Valley to be certified to use the INOA haircolor system.

According to salon owner Margot Schafflinger, "The INOA haircolor system is revolutionary. This extraordinary new product changes the face of permanent haircolor as we have known it and greatly improves the hair salon experience for clients and hairdressers. We are proud to be the first salon in the Upper Valley to offer INOA permanent hair color."

INOA comes in 49 shades and eight tonal families. It uses ODS, a hydrant rich oil-based delivery system that locks color molecules deep within the cortex of the hair with out damaging the cuticle. L'Oreal claims that INOA produces no noticeable damage to delicate hair fibers, dramatically diminishes scalp irritation, offers complete gray/white coverage, and is void of the pungent odor associated with ammonia-based permanent hair colors.

Hilde's has eight stylists trained in the use of the INOA hair color system and is offering a special of \$10 off the first application of INOA hair coloring.

Hilde's Salon Vienna offers complete hair and skin care for women, men and children at 80 South Main Street in the Mascoma Bank Building in Hanover. Contact 603-643-4260 for more information or visit [HildesSalonVienna.com](http://HildesSalonVienna.com).