

# A Dyeing Art

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Lorraine Frustace, owner of **Shine Salon and Spa** in Ossining (161 Main St, 914-762-6675), raves about the new INOA (which stands for Innovation No Ammonia) semi-permanent hair dye from L'Oréal. While there are other ammonia-free formulations on the market, what's turning heads is INOA's claim to lighten up to three color levels—a tricky feat to pull off—as well as to darken hair and perfectly transform white hair into any of its 49 hues with 100-percent coverage. The secret, the company says, is an oil-based gel that drives the color smack dab into the heart of the hair fiber. It's easier on the scalp, the nose, and your hair. Available now at Shine.