

#SimplySmarter

INDOLA  
PROFESSIONAL

# LOOK BOOK

STREET STYLE COLLECTION  
DROP 2 / 2026



Your world is becoming more complex – but we believe solutions should not!

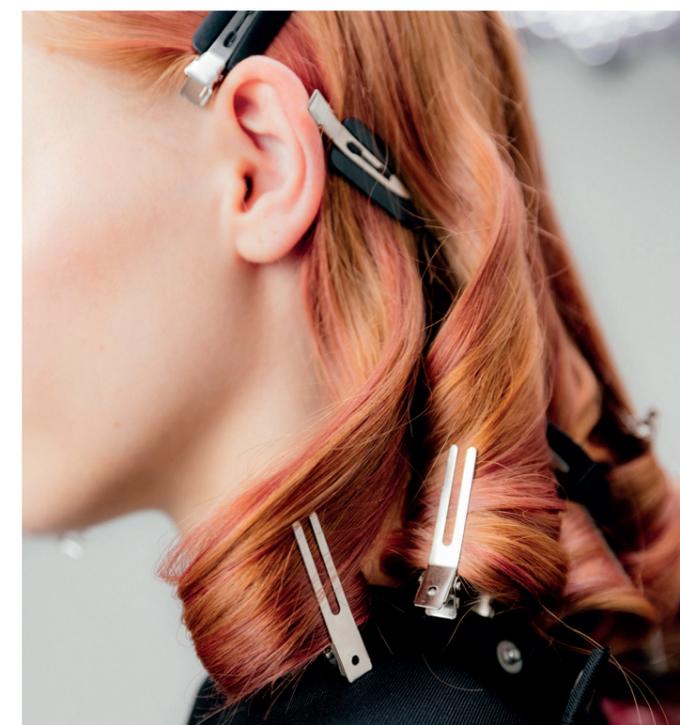
Continuing the **#SimplySmarter** journey...



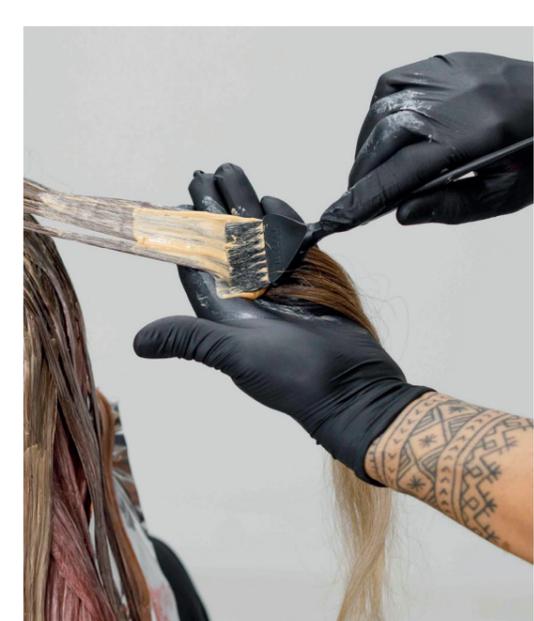
Trend-driven.  
Salon-ready.

The new SSC collection is here.

Two new looks. Real inspiration.  
**#SimplySmarter**



# #SimplySmarter



# THE CREATORS



# LAVENDER FITPIX



# Smarter Short Hair

This effortlessly cool crop delivers high impact with low effort. Designed with smart internal texture and soft graduation, the cut supports lived-in styling and grows out beautifully.

The soft lavender blonde highlights enhance movement and give the shape a playful, modern edge.

## #SimplySmarter

- One cut, multiple styles—from tousled to defined
- Built-in shape that lasts over time
- Soft lavender blonde colour placement designed for texture visibility



**LAVENDER**  
FITPIX

# LAVENDER FITPIX



## Smart Colour

Soft yet striking, this luminous blonde radiates freshness with a refined, modern twist.

The ultra-light base is delicately toned with whispers of powdery lilac creating subtle iridescence that shifts with the light.

These pastel reflections enhance the cropped texture, adding movement and dimension while keeping the overall look clean and effortless.

The colour doesn't just highlight the cut—it transforms it, balancing softness with edge for a finish that feels both fashion-forward and wearable.



## Smart Cut

This cropped pixie is all about precision with personality. Cut close to the head, the shape is refined yet playful, with textured layers that bring natural movement and effortless styling versatility. The soft fringe frames the face with a modern edge, while the choppy crown detail adds lift and individuality.

Designed for low-maintenance wear, the cut grows out gracefully, keeping its shape without demanding constant upkeep. It's a bold yet adaptable style that speaks of confidence, freedom, and ease.



## Smart Styling & Product

- **Style:** Air-dry and go for natural texture, or define with wax for piecey detail
- **Product:** Salt Spray + Shine Wax
- **Care:** Blonde protection & pastel maintenance with BLONDE EXPERT Insta Strong Shampoo and Treatment and Insta Cool Spray to support tone and texture



PEACH  
GLOW

PEACH  
GLOW



# Smarter Blonde

This luminous blonde proves that elegance doesn't require bleach. Created with our new PCC Smart Lift shades, this look combines beautiful apricot and rose reflections with a clean blonde base — offering brightness, refinement, and shine in one smart step.

## #SimplySmarter

- Blonde impact without bleach
- Dimensional tone with one-step application
- Shine, lift, and tone—ideal for salon efficiency



## Smart Colour

This refined blonde blends a clean base with soft apricot and rose reflections. The delicate interplay of warm tones creates a luminous, multi-dimensional effect that shifts beautifully with the light.

Radiant yet sophisticated, it balances brightness with depth, ensuring the colour feels both modern and wearable. A smart blonde choice that delivers warmth, shine, and refinement in one step.



# PEACH GLOW



## Smart Cut

The cut is kept simple and elegant with long layers and a deep side parting. Designed to enhance the flow of the colour, it creates natural movement and a polished silhouette that frames the face with softness and shine.



## Smart Styling & Products

- **Style:** Sculpted waves or a soft brushed-out finish to reflect the tonal richness
- **Technique:** Set once, wear twice—polished or relaxed depending on styling mood
- **Product:** Light Mousse & Flexible Hair Spray to support shine and a natural looking and workable hold

## How does the motto #SimplySmarter come to life in this collection's looks?

With Peach Glow, everyone aims for that beautiful, polished finish — hair with movement, quality, and shine that still feels modern and fashionable. There's a really smart way to achieve that through styling and clever colour layering, enhancing both shape and luminosity.

Lavender Fitpix brings a completely new vibe. The smart approach here lies in keeping the shape narrow while adding subtle disconnections into short hair. This allows the hair to move more freely and gives it a playful, effortless feeling that feels truly current.

## What cutting or styling techniques did you use to achieve the #SimplySmarter look?

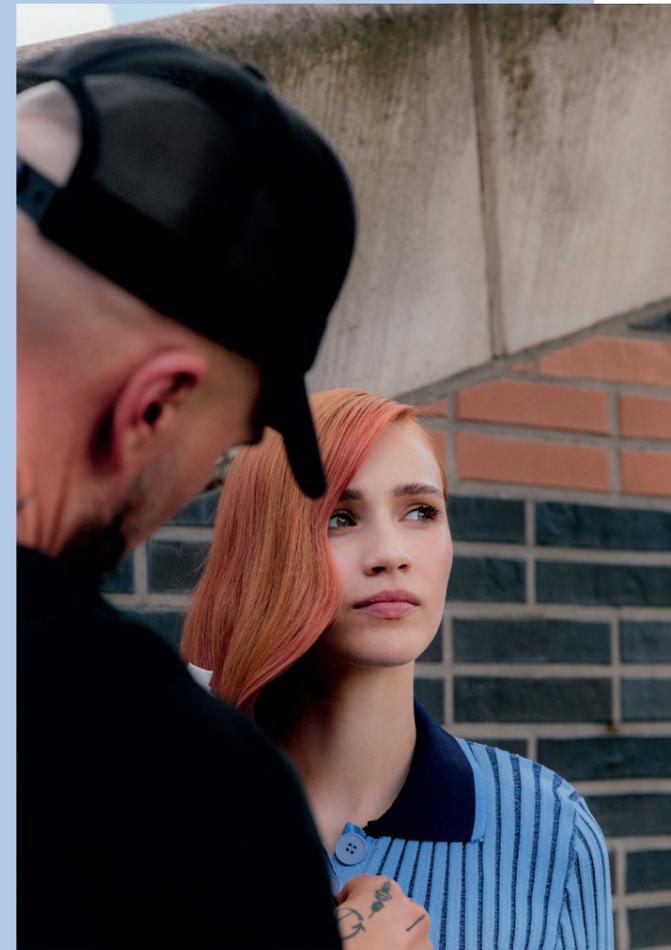
Sometimes less is more. For Peach Glow, this look was both a styling and colour story. The smart tip was to clean the baseline — creating a strong, healthy foundation before working on the wave.

For Lavender Fitpix, as mentioned before, the smart trick is creating a narrow silhouette that follows the head shape, while adding horizontal rectangular disconnections. These can be adjusted for each client, making the look versatile and individual.

## What excites you most about the future of smart haircare and styling?

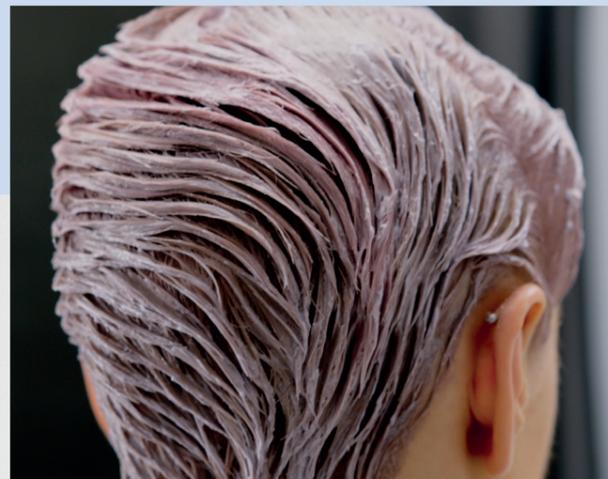
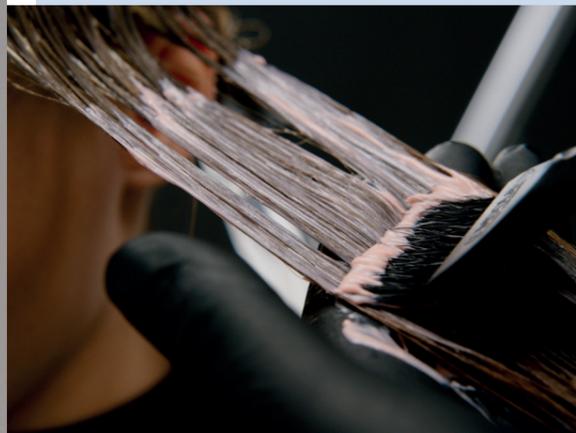
Smart haircare and styling are becoming more important than ever. In my opinion, education is key — if we can provide a simple, smart approach to haircare, from shampoo and conditioner to treatments and aftercare, it will help guide educators and stylists alike.

This ensures that they achieve the best possible results, which in turn helps clients understand the smartest, easiest ways to get amazing hair.



# THE CREATORS

# THE CREATORS



## How is the motto #SimplySmarter integrated into this collection's looks?

In Peach Glow, #SimplySmarter is reflected in the way a glamorous, red-carpet finish was created through soft placement of soft apricot and rose tones — sophisticated yet easy to wear every day. It's elegance made effortless, beautiful without being high-maintenance.

For Lavender Fitpix, the #SimplySmarter idea comes from enhancing a minimal blonde pixie with a subtle lavender hue. This playful yet precise touch transforms the entire mood of the look — adding personality without complicating upkeep.

## Which colour was the most technically challenging to achieve, and why?

Peach Glow was the most technically demanding. Blending soft apricot and rose seamlessly through longer lengths requires absolute precision.

On long hair, even the smallest inconsistency stands out, so every placement and toning step had to be flawless to achieve a luminous finish that looks completely effortless.

## What excites you most about the future of smart hair colouring?

The future of smart colouring is about individuality, sustainability, and hair health. With advanced techniques and smarter products, we can create high-impact results while keeping the hair strong and the process efficient.

It's where creativity meets care — delivering beautiful, lasting results that make clients' lives easier.

MILÉ KUMUROV

BRIGHTER.  
SOFTER.  
#SimplySmarter





**For the #SimplySmarter  
generation of hair lovers**

