

#SimplySmarter

INDOLA
PROFESSIONAL

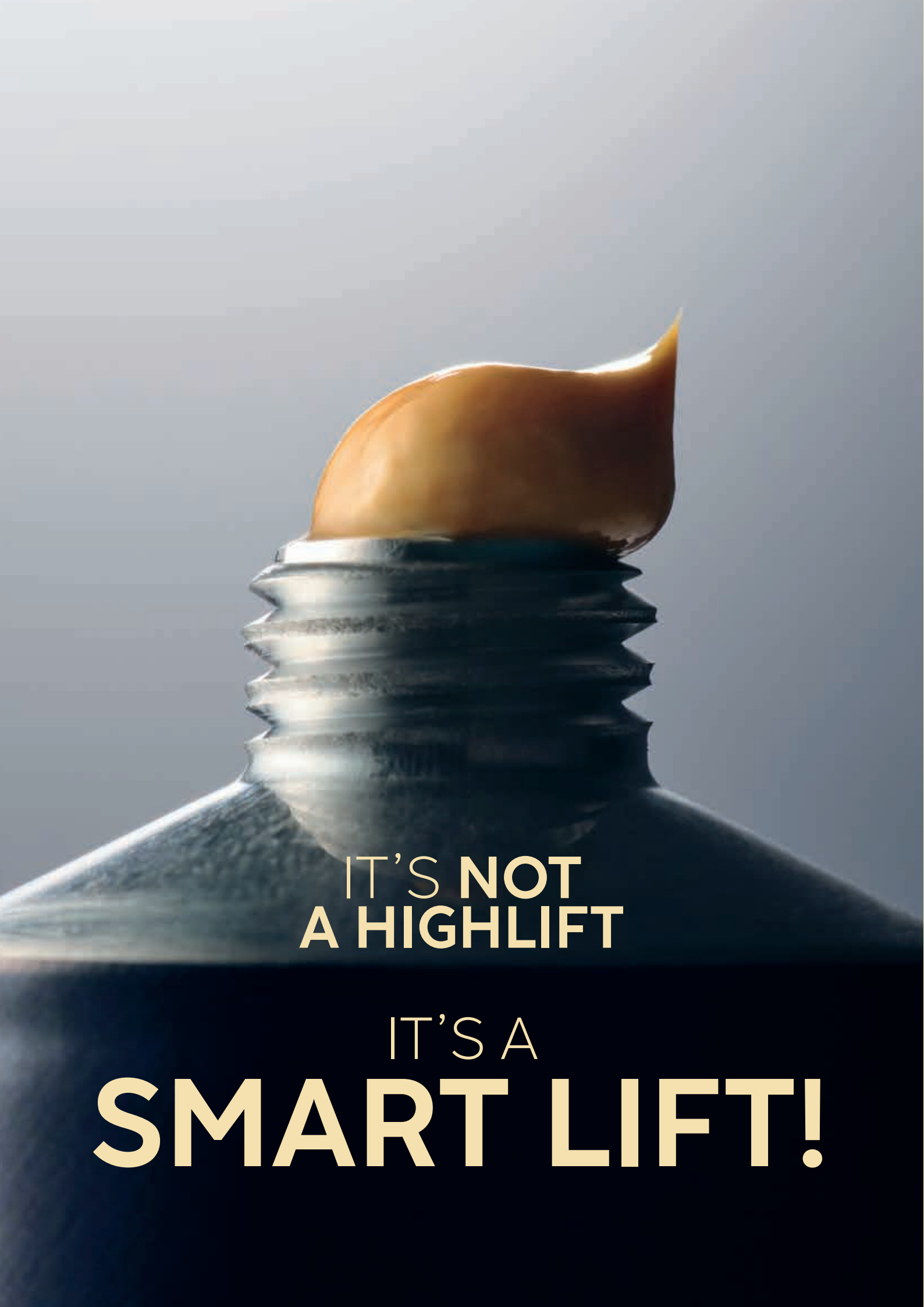
MY
INDOLA

APRIL 2026

WHATS'S INSIDE

INTRODUCING PCC SMART LIFT	p. 4-5
WHY IS IT #SIMPLYSMARTER?	p. 6-7
DISCOVER THE NEW SHADES	p. 8-9
COMMERCIAL SERVICES	p. 10-15
#SIMPLYSMARTER INSPIRATION	p. 16-19
#SIMPLYSMARTER EDUCATION	p. 20-21
#SIMPLYSMARTER DIGITAL APPROACH	p. 22-23
#SIMPLYSMARTER BUSINESS SUPPORT	p. 24-25
#SIMPLYSMARTER ASSORTMENT	p. 26-27





IT'S NOT
A HIGHLIFT

IT'S A
SMART LIFT!

With Pcc Smart Lift,
we're **introducing a new
category of lifting.**

Intermixable with the full
pcc Portfolio* - unlocking
endless creative possibilities.

Softly blends white hair
on 80–100% white bases while
preserving the hair's luminosity.

Can be used with 6%, 9%, or 12%
CREAM DEVELOPER to tone or lift
and with COLOR TRANSFORMER.

**IT'S LIFTING,
REDEFINED.**

* Except Intense Coverage shades

WHY IS IT #SIMPLYSMARTER?

1

All shades are intermixable with the existing PCC assortment to create new, tailormade colour results.



Turns white hair (80%-100%) into beautiful light blondes.

Offers **soft white hair blending**, up to 30%, while maintaining a luminous, light blonde tone – perfect for creating soft results without compromising brightness.

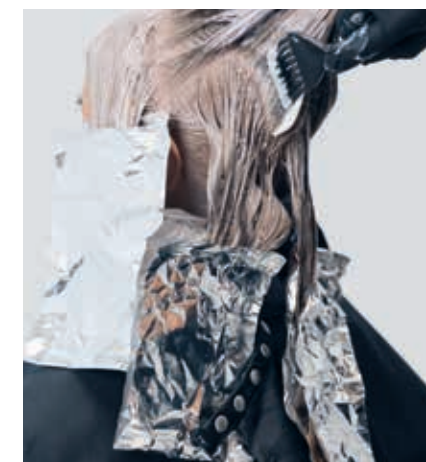
2



Compatible with different cream developer strengths (6%, 9%, or 12%) for customized lifting.

Ideal for refreshing faded blonde hair when paired with COLOR TRANSFORMER.

3



MORE SERVICE OPPORTUNITIES TO CREATE MORE REVENUE!



7 PCC SMART LIFT SHADES



10.0

Natural beauty, now with Built-In Bonding



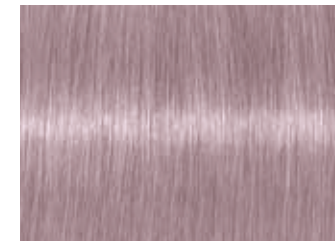
10.1

Strong neutralisation without brassiness



10.18

A glaze of muted chocolate



10.25

Iridescent pearl with a touch of mahogany



10.4

Flattering copper which perfectly complements golden and honey skin tones



10.76

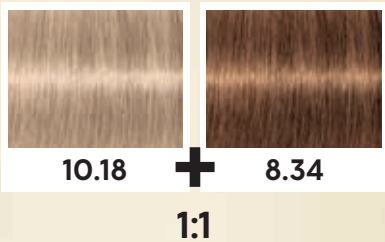
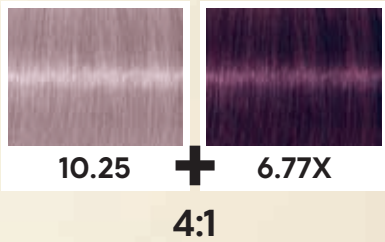
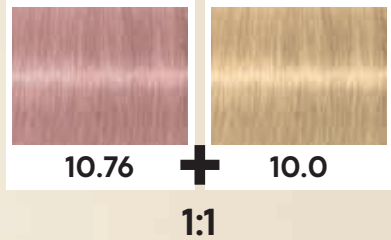
Strawberry blonde for strong statements



10.8

Delightful chocolate which embraces deep warmth

UNMATCHED INTERMIXABILITY WITH PCC



LUXE LIVED BLONDE

A **warm blonde base** interwoven with **soft rose-gold and light copper tones**. Subtle mauve and dusty pink lowlights create a luminous, multi-dimensional effect that shifts beautifully between golden warmth and cool, iridescent hues.

- Formulas**
- A Roots:** PCC 8.18 + 7.0 (3:1) mixed with CREAM DEVELOPER 9% (1:1)
 - B Lengths 1:** PCC 10.18 + PCC 8.34 (1:1) mixed with CREAM DEVELOPER 9% (1:1)
 - B Lengths 2:** PCC 10.25 + PCC 6.77X (4:1) mixed with CREAM DEVELOPER 9% (1:1)
 - C Face Framing + Ends:** PCC 10.76 + 10.0 (1:1) mixed with CREAM DEVELOPER 12% (1:1)

Care
BLONDE EXPERT Insta Strong range



A **luminous beige blonde** with a **soft neutral-to-cool tone**. The look balances brightness and natural contrast, while subtle beige and ash-blond shades add refined depth — ensuring the colour stays multi-dimensional, never flat.

Formulas

A: PCC 10.1 + 10.0 + 10.18 (2:1:1) mixed with CREAM DEVELOPER 6% (1:1)

B: PCC 10.1 + 10.25 (3:1) with CREAM DEVELOPER 6% (1:1)

Care

INDOLA Color Shampoo and Treatment



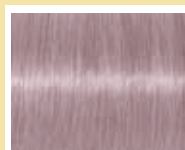
10.0



10.1



10.18



10.25

SILVER VEIL TONING

GENTLE LIFT & SOFT BLENDING

ON UP TO 80–100% WHITE HAIR!



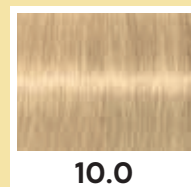
- **Soft White Hair Blending:**
Achieve beautiful results by **softly blending white hair on 80–100% white bases** while preserving the hair's luminosity
- **Gentle Lifts and Tones in One Step:**
Formulated with a caring Hyaluronic-Oil Complex – a blend of Hyaluronic Acid, known for its ability to retain moisture, and Apricot Kernel Oil, which is rich in oleic acid and Vitamin E.
- **New Creative Freedom for Colourists:**
Unlock a new service opportunity and expand your blonde portfolio to clients with high white hair percentages, without compromise.

SUNLIT BRUNETTE

BEFORE



A warm dark blonde enriched with golden undertones. Soft caramel highlights create a sun-kissed glow, adding natural dimension and a radiant, healthy finish.



10.0



10.1



10.4

Formulas

A: PCC S 10.4 + 10.1 + 10.0 (2:1:1) mixed with CREAM DEVELOPER 9% (1:1)

Care

INDOLA Color Shampoo and Treatment

REFRESH FADED BLONDES WITH PCC SMART LIFT USING COLOR TRANSFORMER



#SIMPLYSMARTER

STREET STYLE

INSPIRATION

COLLECTION DROP 2 / 2026



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



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

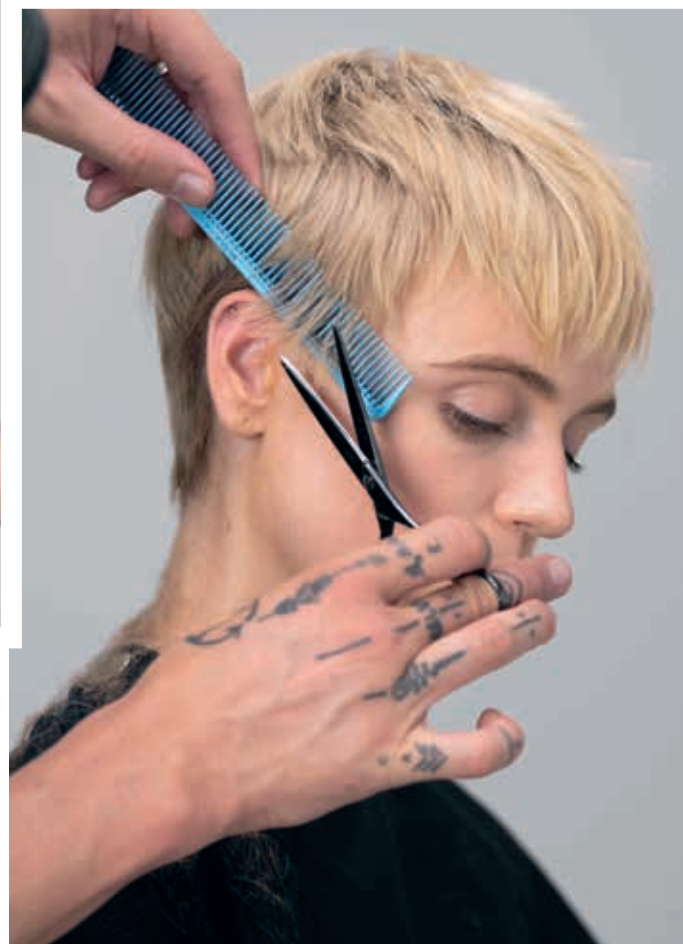
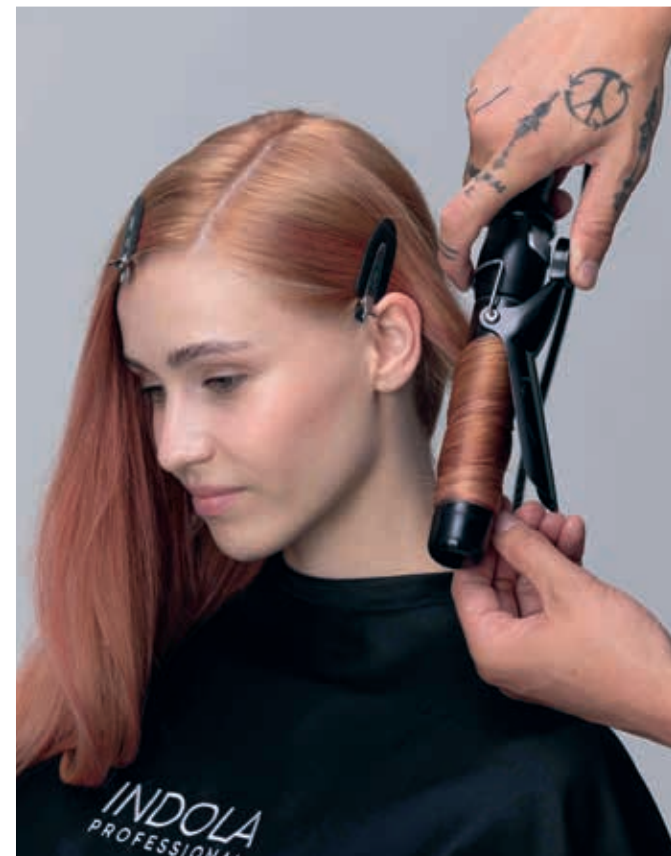
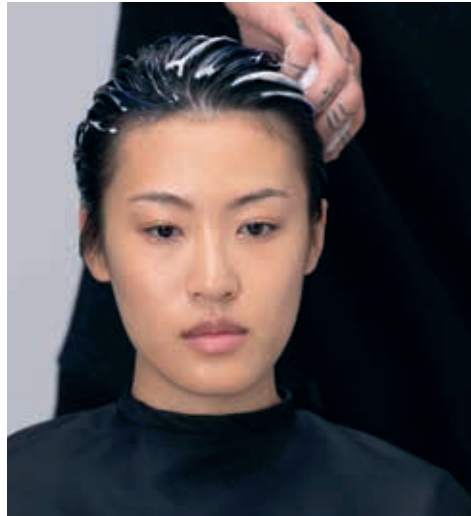
#SIMPLYSMARTER EDUCATION

Mastering modern hair isn't about doing more. It's about doing it smarter.

Our updated education concept is built around real salon needs, flexible formats and smart services that drive both creativity and commercial success.

Join our #SimplySmarter Education journey and discover how to work simply smarter — with versatile techniques, client-focused consultation tools and looks inspired by real people, not just trends.

Whether you're just starting out or advancing your artistry, we empower you with tailored learning paths that make education more relevant, accessible and inspiring than ever.



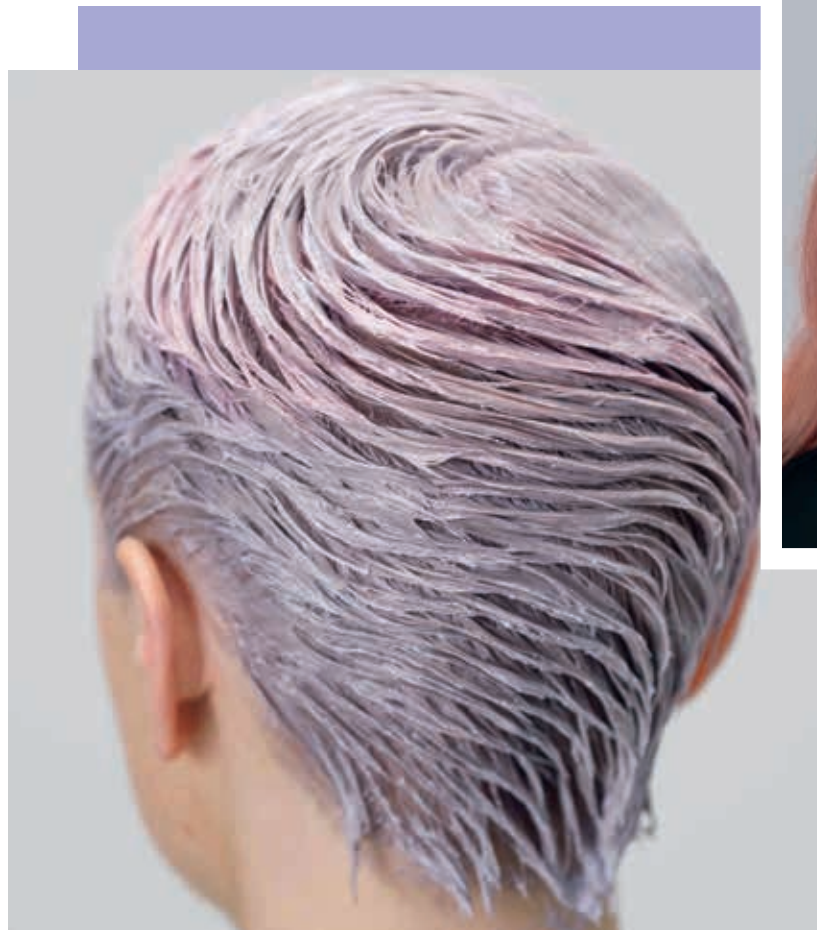
**LEARN SMARTER.
WORK SMARTER.
GROW SMARTER.**

Our new education experience gives you more than knowledge – it gives you the tools to grow.

- ✓ Unified seminar topics
- ✓ Pre-learning videos on demand
- ✓ Digital and face-to-face formats
- ✓ Commercial services integrated in every step

From the first consultation to the final result, our education supports every step of the stylist's journey – and every stage of your client's hair story.

Explore the Street Style Collection through a fresh, real-life lens, with each model representing a smart service opportunity. It's trend-driven inspiration made salon-relevant and ready to use.



#SIMPLYSMARTER DIGITAL APPROACH

@IndolaOfficial

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@Indola_Global

indola.com



DIGI NEWS. STAY TUNED.

Check out our Social Media channels...

for snappy educational content around the INDOLA world such as #SmartTips Reels, with gorgeous looks created with the new PCC Smart Lift range. Follow us on TikTok for exclusive content of look inspiration with much more fun and oddly satisfying videos!

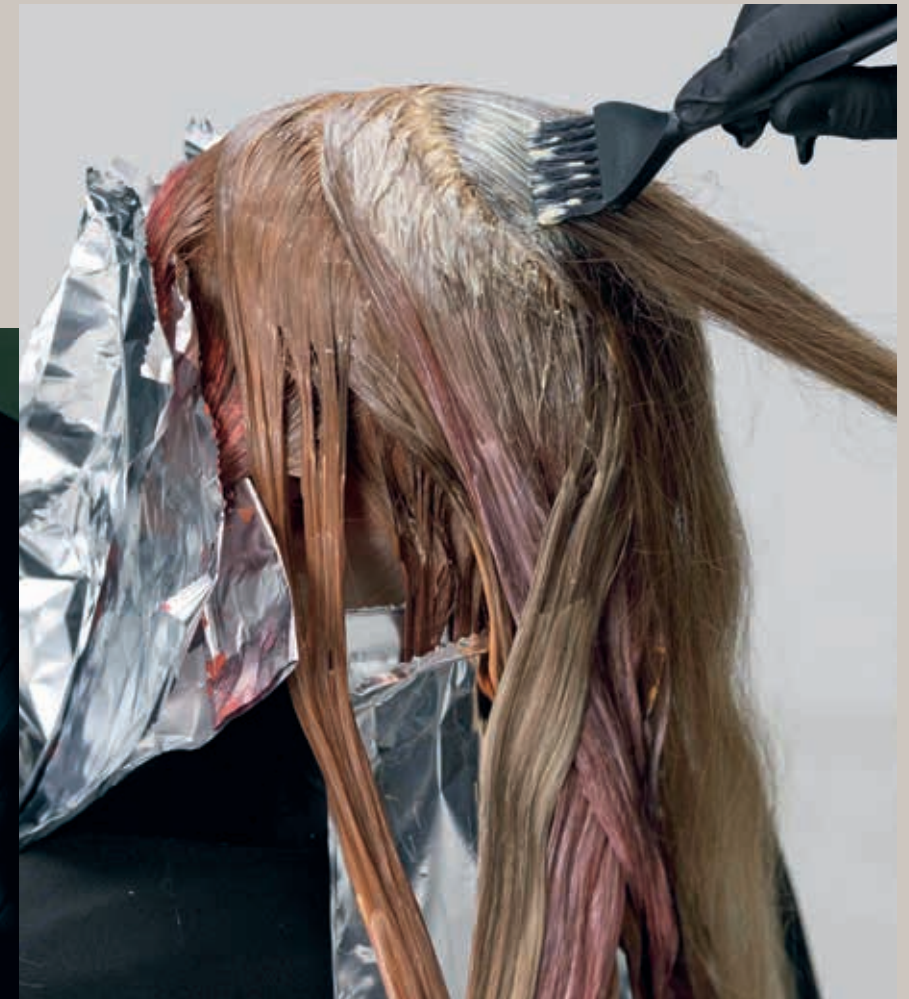
And don't forget to show us your creative looks created with our new PCC Smart Lift shades and share your #SimplySmarter moments for a chance to be featured on our Social Media channels and our Social Wall.



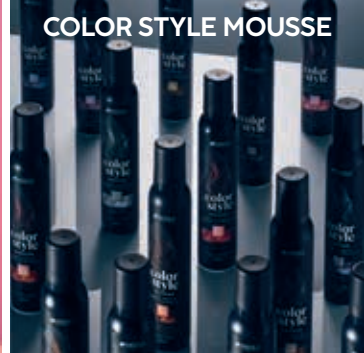
#SIMPLYSMARTER BUSINESS SUPPORT

WE ARE HERE TO SUPPORT YOU WITH:

- **High-quality point-of-sale materials** to enhance your visibility and attract new clients
- **Loyalty programs & on-trend gifts** with purchase to reward and retain your most valuable clients
- **Salon tools designed to support hairdressers** and make daily salon work easier



#SIMPLYSMARTER

Permanent		Developers	Demi-Permanent
 PCC	 CREA-MIX	 CREAM DEVELOPERS	 COLOR TRANSFORMER
Permanent colouration delivering long-lasting and superior shine, great colour retention and coverage		Assortment of developers compatible with the entire colour portfolio	Convert permanent shades into demi-permanent for flawless colour results that shine with health
Semi-Permanent		Service Essentials	
 CREA-BOLD	 COLOR STYLE MOUSSE	 NN2	 CC2
Ready-to-use direct dyes for bold, pastel or muted results		Protective formula to reduce irritation and discomfort, especially for clients prone to sensitive or itchy scalps, and to prevent staining	- Balances out the hair's porous structures to support even colour results and great longevity - Colour conditioning spray to deliver the best shine and colour longevity, even on porous hair
Blonding			
 RAPID BLOND+	 BLONDE EXPERT COLOUR	 BLONDE EXPERT LIGHTENER	 BLONDE EXPERT CARE
Dust-reduced bleaching powder available in white and blue colour		Assortment of highlifting shades, toning shades and additives to cater for ALL blonde services	- High-performing lightener with minimised hair damage - With Hair-Bond Technology - Available in white & blue
- Insta Cool Shampoo, Spray Conditioner and Treatment - Insta Strong Shampoo, Treatment, Bonding Oil, Restoring Spray and Leave-In Cream.			

ASSORTMENT

Repair		Colour	Silver	Hydrate
				
- Shampoo - Conditioner - Treatment - Split Ends Serum - Keratin Filler - Intense Mask		- Shampoo - Conditioner - Treatment	Shampoo	- Shampoo - Spray Conditioner
Scalp		Scalp & Hair Therapy		Glam Oil
				
- Cleansing Shampoo - Anti-Dandruff Shampoo - Root Activating System Shampoo - Root Activating System Lotion		- Scalp & Hair Therapy Shampoo - Hair Therapy Spray Conditioner		Glam Oil
Smooth	Volume	Texture	Finish	Comodity Line
				
- Finishing Serum - Glaze It Up - Thermal Protector - Treat & Tame	- Light Mousse - Strong Mousse - Lift It Up - Volume & Blow-Dry Spray - Volumizing Powder	- Shine Wax - Matte Wax - Shaping Gel - Texture Spray - Salt Spray	- Gel Spray - Flexible Hair Spray - Strong Lacquer	- Frisuren spray - Professionelle Lacque



For the #SimplySmarter generation of hair lovers.

