

#SimplySmarter

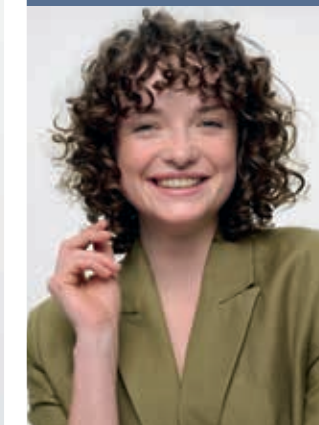
INDOLA
PROFESSIONAL

MY INDOLA

SEPTEMBER 2026

WHAT'S INSIDE

INTRODUCING OUR NEW CURL ESSENTIALS	06-13
CARE & STYLE PRODUCT MATRIX	14-15
STREET STYLE COLLECTION / DROP 3	16-27
#SIMPLYSMARTER EDUCATION	28-29
INDOLA INTERVIEW	30-31
INDOLA GWP: CURL DEFINING BRUSH	32-33
INDOLA PORTFOLIO	34-35



INDOLA caters to the
#SimplySmarter generation of
hair lovers who appreciate
being able to **do more with less**.

Empowering all stylists to tackle
diverse hair needs, with a **compact
yet complete portfolio** that provides
endless service opportunities.

Making it simple to delight our client
and **bring every vision to life**.

For both: seasoned stylists
and those just starting their
hairstyling journey.

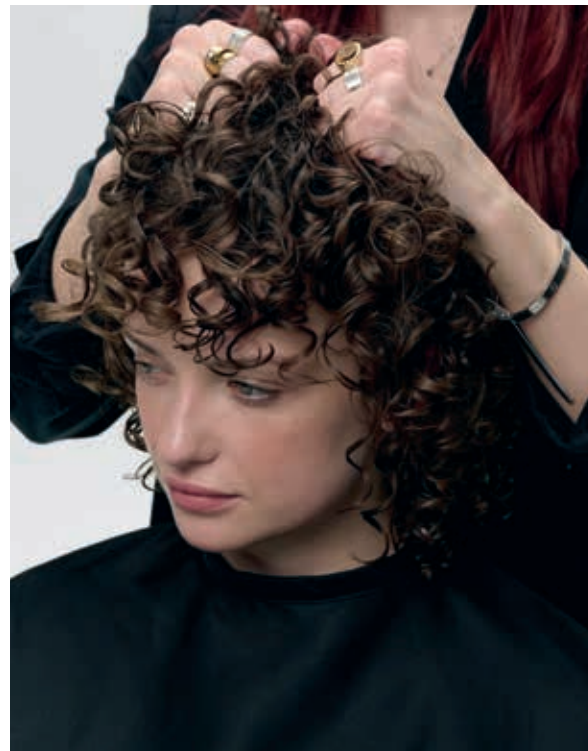
TIMES ARE EVER CHANGING, SIMPLE IS THE NEW SMART!



INDOLA #SIMPLYSMARTER

INTRODUCING OUR NEW CURL ESSENTIALS

DESIGNED FOR THE ARTISTS
BEHIND EVERY CURL



WE **INDOLA**

Doing it the #SimplySmarter way:
Made to move with the market & care for every curl.

Our new smart curl solution: From roots to tips with,
just 3 essentials.

Delivering everything textured hair needs from scalp
balance to effortless, hydrated styling. Mix, match, and
create tailor-made routines for salon and home.

Less complexity. More possibilities. #SimplySmarter.

WE **INDOLA**
CARE & STYLE
FOR EVERY TEXTURE!



Smart solutions for every texture

Wave, curl or coil – no two textures are the same. That's why we created
3 new mix-and-match essentials that adapt to all textured hair needs.
From gentle cleansing and deep hydration to enhanced definition, bounce and
shine, these formulas nourish lengths while supporting scalp health.

Three Products. Full Texture Support.

CURL THERAPY CLEANSER



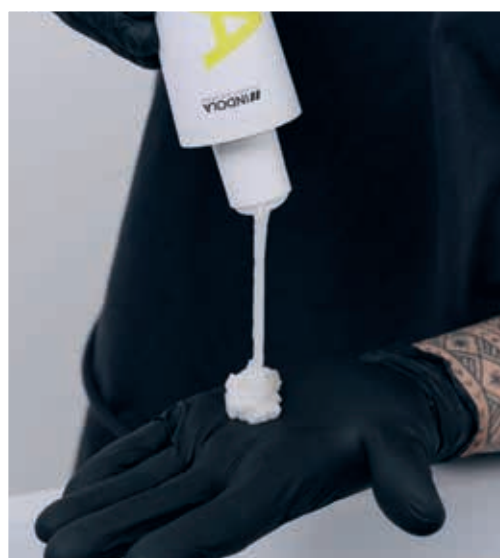
A CO-WASH FOR THE REAL NEEDS OF TEXTURED HAIR

Cleanses Gently. Cares Deeply

This hybrid co-wash delicately cleanses while delivering conditioning care, leaving textured hair refreshed, soft and perfectly balanced — never stripped, never heavy.

Moisture Without Compromise

Boosts hydration and elasticity while protecting natural oils, so hair feels nourished, resilient and healthy from the first wash.



Naturally Defined, Effortlessly Beautiful

Enhances the hair's natural pattern, helping curls, coils and waves look more defined, flexible and full of life — with less effort and 2 steps in one.

Smooth Shine, Frizz Under Control

Tames frizz and flyaways while adding a healthy, touchable shine for a polished yet natural finish.

SCALP THERAPY SERUM

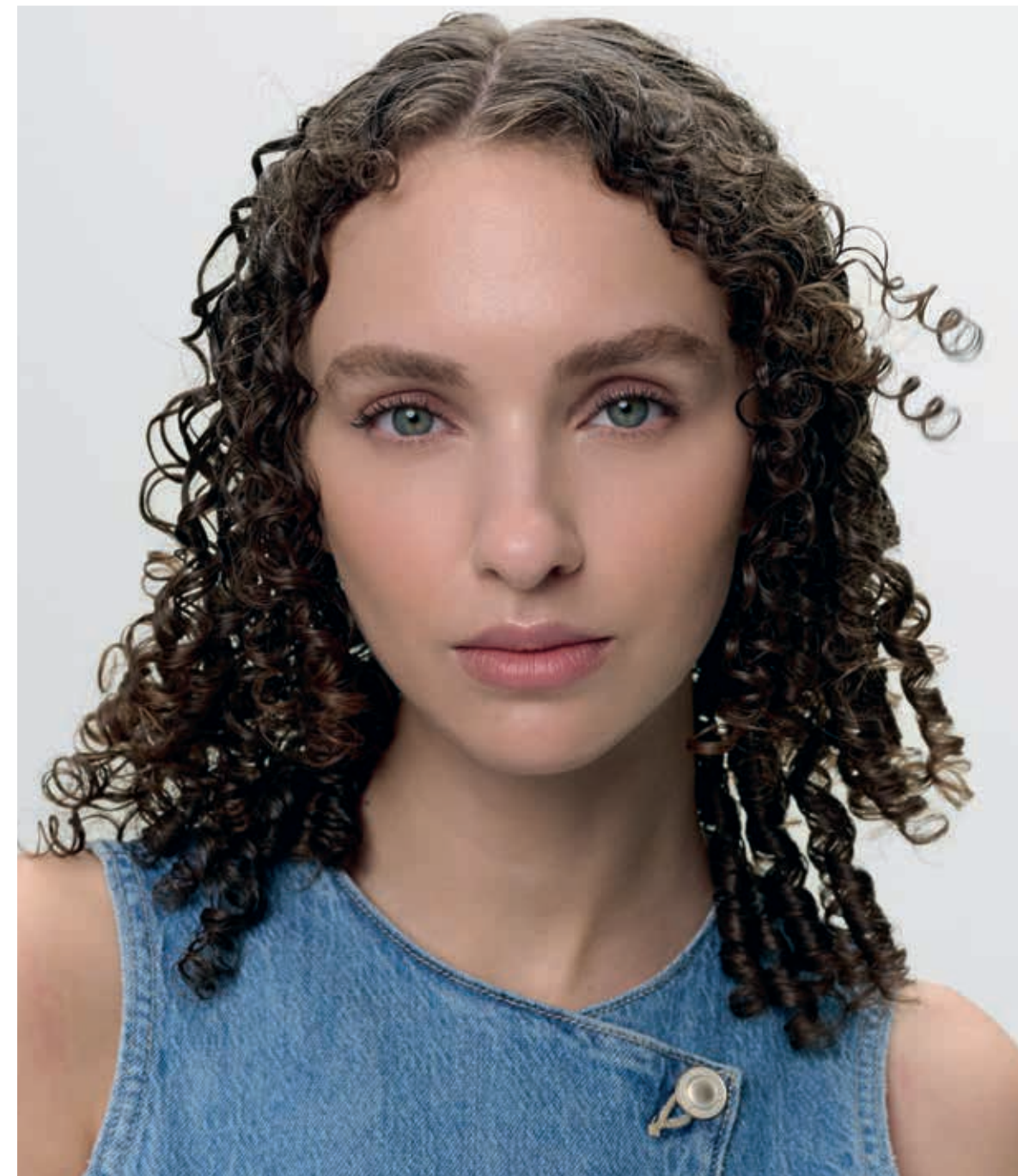
TARGETED CARE FOR DEMANDING SCALPS

Instant Comfort for a Balanced, Healthy Scalp

This targeted scalp care formula helps to calm and protect the scalp while restoring its natural balance — creating the ideal foundation for healthy-looking hair.

Immediate Soothing Support

Helps to relieve dryness, itchiness and sensitivity, supporting long-lasting scalp comfort and wellbeing.



Lightweight and Fast Absorbing Care

A weightless, non-greasy texture absorbs quickly into the scalp, delivering comfort and care without residue or heaviness.

Tailored to the Needs of Textured Hair

Developed specifically for demanding scalps, while remaining suitable for any hair type in need of extra scalp care and support.

CURL EMBRACING MOUSSE

STYLE & CARE IN ONE SMART MOUSSE

Strong and Long-Lasting Definition

Shapes and defines waves, curls and coils with reliable hold that lasts throughout the day, while keeping texture natural and flexible.

Moisture and Nourished Hair Feel

Helps maintain hydration, leaving hair feeling soft, nourished and comfortable — never dry or sticky.



Fights Frizz and Static Control

Enhances the hair's natural pattern, helping curls, coils and waves look more defined, flexible and full of life.

Added Shine with Bounce

Boosts shine and elasticity for lively, defined texture - without a stiff or crispy finish.

Additional Heat Protection

Provides heat protection up to 230°C, helping protect the hair from friction and styling tool damage..

CARE & STYLE

HAIR PATTERN		2A	2B	2C
TARGET		Tousled Texture	Volume & Texture	Strong Definition
CARE	WASH	 INDOLA Color Shampoo or INDOLA Hydrate Shampoo		
	TREAT	 INDOLA Color Conditioner or INDOLA Hydrate Spray Conditioner		
STYLING	METHOD	Blow-drying with round brush	Air-drying or difusser	
	Damp	 INDOLA Lift It Up or INDOLA Volume & Blow-Dry Spray	 INDOLA Salt Spray or INDOLA Light Mousse	 INDOLA Strong Mousse
	Dry	 INDOLA Texture Spray or INDOLA Volumising Powder (roots) or INDOLA Flexible Hairspray	 INDOLA Volumising Powder (roots)	 INDOLA Glaze It Up or INDOLA Treat & Tame

PRODUCT MATRIX

3A	3B	3C	4A+B+C
Definition	Sorted Definition	Definition & Smoothness	Definition & Shine
 INDOLA Curl Therapy Cleanser or INDOLA Hydrate Shampoo		 INDOLA Cleansing Shampoo or INDOLA Curl Therapy Cleanser	
 Color Conditioner or Repair Conditioner and Scalp Therapy Serum	 Hydrate Spray Conditioner or Repair Treatment and Scalp Therapy Serum	 Hydrate Spray Conditioner or Intense Repair Mask and Scalp Therapy Serum	 Hydrate Spray Conditioner or Intense Repair Mask and Scalp Therapy Serum
Air-drying or difusser			Air-drying
 INDOLA Strong Mousse or INDOLA Curl Embracing Mousse	 INDOLA Curl Embracing Mousse		
 INDOLA Treat & Tame	 INDOLA Glaze It Up	 INDOLA Glam Oil or INDOLA Finishing Serum or INDOLA Glaze It Up	

STREET STYLE COLLECTION

DROP 3 / 2026

We believe **waves, curls, and coils** are more than just a hairstyle—they're a **statement of individuality, heritage, and self-expression.**

That's why we've **expanded our portfolio** with a new line designed to embrace textured hair.

To **keep the curl momentum alive and celebrate the Street Style Collection**, we've created three looks that are not only trend driven, but salon ready. #SimplySmarter styles that are customisable to every type of textured hair – empowering you and your clients to **feel confident, proud, and free to express your identity.**



SIMPLE IS THE NEW SMART.

INDOLA is made for stylists who want to do more with less.

Simply smarter has always been our foundation — now we're defining it for curls.

GOLDEN CURLS

Smarter Shine, Smarter Texture

A soft hazelnut brown base – PCC Smart Lift demonstrates how it can be used to achieve a balanced, light-reflective result that highlights natural texture, delivers modern softness, and preserves a healthy, glossy finish.



THE PRODUCTS BEHIND THE LOOK

NATURAL TEXTURE. SOFT CONTROL.
LIGHTWEIGHT FINISH.



Care & Colour Support:

INDOLA Colour Range

Selected to support colour longevity while maintaining hydration and shine. This care combination helps keep the hair looking healthy, vibrant and smooth — the ideal base for textured styling.



Lightweight Volume & Definition:

INDOLA Light Mousse

Chosen to create airy volume and soft curl definition. The lightweight formula enhances texture and movement without stiffness, keeping curls flexible and natural-looking.



Finish & Control:

INDOLA Finishing Serum

Used to refine the final look by smoothing the hair surface, enhancing shine and reducing frizz — without weighing the hair down.

DISCOVER MORE!



CARAMEL POP



Smarter Placement, Smarter Dimension

Intelligently placed caramel tones add brightness and depth exactly where curls move and separate.

A care-supported colour approach ensures even reflection, healthy shine and a soft, wearable result that grows out effortlessly.



THE PRODUCTS BEHIND THE LOOK

LIGHTWEIGHT TEXTURE. VISIBLE COLOUR.
MODERN FINISH.



Care & Prep:

INDOLA Hair Therapy Spray Conditioner
Chosen to support nourishment, shine and manageability. This lightweight leave-in helps improve detangling and hair feel, creating a smooth, healthy base for styling.



Definition with Flexibility:

INDOLA Curl Embracing Mousse
Selected to define curls while maintaining softness and movement. Provides long-lasting definition without stiffness, keeping the texture natural and touchable.



Texture & Finish:

INDOLA Texture Spray
Used as the final touch to add remouldable volume, subtle separation and a modern, lived-in finish — without weighing the hair down or compromising shine.

DISCOVER MORE!



TOFFEE BOUNCE



Supported by subtle colour and lightweight styling, the result is a fresh, expressive look with structure, softness and dynamic movement.

Smarter Shape, Smarter Movement

Soft layering and controlled length create lift through the crown and fluidity through the silhouette, allowing curls to sit effortlessly and spring into shape.



THE PRODUCTS BEHIND THE LOOK

CARE DRIVEN. TEXTURE FOCUSED.
PERFORMANCE LED.



Care Foundation:

BLONDE EXPERT Insta Strong Care Range
Strengthen the hair fibre, support elasticity and maintain a healthy, resilient base.



NEW

Scalp Support:

INDOLA Scalp Therapy Serum
Balance and care for the scalp, supporting future hair quality and root vitality.



NEW

Texture & Definition:

INDOLA Curl Embracing Mousse
Activate curl bounce, leaving hair with a nourished feel and defining the shape with soft and natural hold.

DISCOVER MORE!



THE COLOUR BEHIND THE LOOKS

SOFT LIFT. DEFINED CURLS. MODERN GLOW.

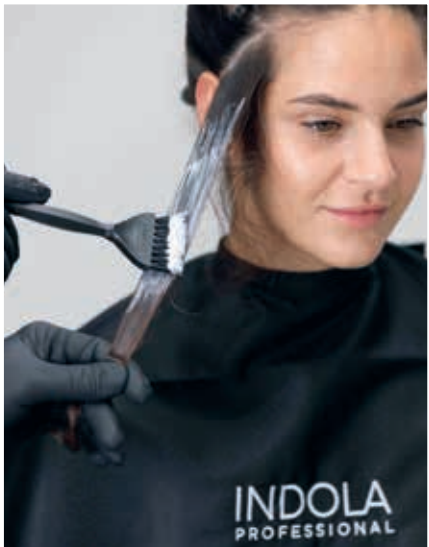
For this Curl Look, **PCC Smart Lift** and **CC2** work together to create softness, balance and definition. **PCC Smart Lift** subtly elevates darker natural bases, enhancing light reflection while preserving curl texture and a healthy, glossy finish.



Built-in bonding technology, 20% less ammonia and a Hyaluronic-Oil Complex help maintain moisture and elasticity throughout the lift.

To perfect the result, **CC2** balances the hair structure before and after colouring, creating a calm, even colour effect on porous curl lengths.

It smooths the hair surface, reduces frizz and improves combability, allowing curls to look defined, controlled and luminous – in the salon and beyond.



DISCOVER 7 NEW BEAUTIFUL SHADES



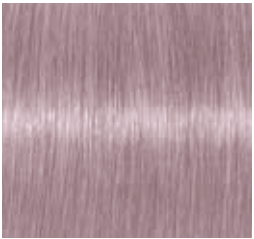
10.0
Natural beauty, now
with Built-In Bonding



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



THE COLOUR BEHIND THE LOOKS

PRECISION PLACEMENT. NATURAL CURL FLOW.

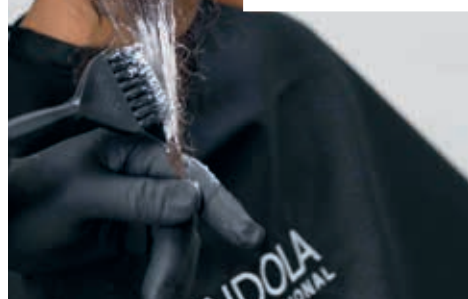
For **TOFFEE BOUNCE & CARAMEL POP**, our Lightening Duo – **LIGHTENER 9+** and **Clay Transformer** – was used to enhance natural curls with control and precision.

Selective lightening on the natural base adds soft dimension while emphasising texture and movement. The placement remains subtle and freehand, allowing the cut, shape and curl pattern to stay in focus.

LIGHTENER 9+ delivers clean lift with up to 9+ levels while integrated **Hair-Bond Technology** helps reduce hair breakage by up to 90%. Combined with the **Clay Transformer**, the mixture gains a non-drip, clay-like texture, enabling precise application tailored to natural curl patterns. The result is a natural, balanced lift that enhances curl definition and movement – without overpowering the overall shape.

RESULT:

- ✓ Controlled lift
- ✓ Texture-enhancing placement
- ✓ Creative freedom on natural curl patterns
- ✓ More natural looking results



SMARTER PLACEMENT

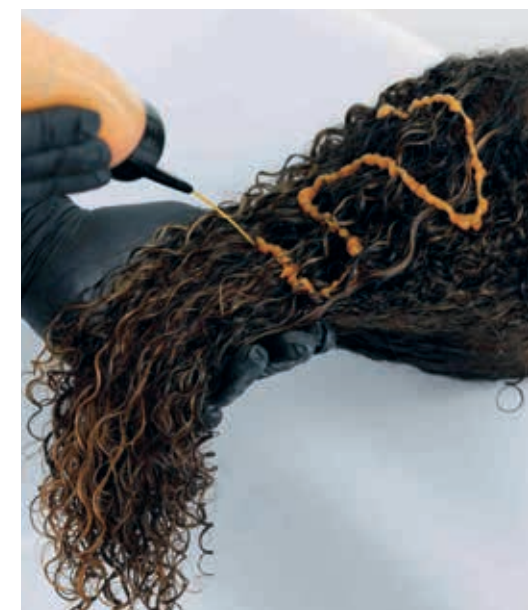
WARM DEFINITION. EXPRESSIVE CURLS.

CARAMEL POP is driven by intelligent colour placement that enhances depth, movement and natural curl definition. Warm caramel tones are placed exactly where curls move and separate, catching the light to create a subtle pop without overpowering the shape.

The look is refined with **Pastel Gel Toner**, boosting tonal direction and dimension on lightened hair with zero lift. The combination of **G.31 + G.41** creates a warm beige-caramel finish that enhances curl definition and delivers soft, luminous movement with healthy-looking shine — especially visible in natural light.

RESULT:

- ✓ Placement-led dimension
- ✓ Warm caramel reflection
- ✓ Defined, expressive curls
- ✓ Soft grow-out with a wearable finish



#SIMPLYSMARTER EDUCATION

Education designed for the way hairdressers work today.

Modern salon work demands more flexibility, more personalisation and smarter ways to create impactful results efficiently.

That's why our updated education approach combines technical expertise, creative inspiration and commercial relevance — across colour, care, cutting, styling and texture.

Through flexible learning formats, pre-learning support and salon-ready techniques, **#SimplySmarter Education** helps stylists build confidence behind the chair while staying connected to modern client expectations.



This season, the focus expands further into movement, texture and curls — embracing individuality and giving stylists the tools to work with every hair type in a modern, wearable and service-friendly way. From foundational skills to advanced artistry, our education journey is designed to support continuous growth at every stage of the stylist career.



LEARN WITH PURPOSE. CREATE WITH CONFIDENCE. GROW WITH EVERY CLIENT.

Education today needs to do more than inspire — it needs to translate directly into salon reality.

- ✓ Flexible seminar structures.
- ✓ On-demand pre-learning support.
- ✓ Face-to-face and digital education formats.
- ✓ Modern curl and texture expertise.

Every seminar, technique and collection look is built around real salon opportunities — helping stylists create results that feel personalised, wearable and commercially relevant.

Explore the Street Style Collection through a more diverse lens of colour, cut, styling and texture, where every look is designed to support smarter consultation, smarter services and smarter creativity behind the chair.

From sleek finishes to defined movement and natural texture, discover education created to help stylists adapt, personalise and grow with confidence.



MEET SIAN ROSCOE

EVERY HAIRSTYLE TELLS A STORY - BUT
SO DOES THE PERSON CREATING IT.



MORE THAN A SERVICE: CREATING REAL CONNECTION

For **Sian Roscoe** hair has never just been about technique. It's about people. About understanding who they are, how they live, and how they want to be seen by the world.

"I always take time to really get to know my clients before I touch their hair," she explains.

"When someone looks in the mirror and says, 'This is the most ME I've ever felt', that moment is indescribable."

Behind every cut, every curl and every mirror moment is a human connection. In this hairdresser Interview, we explore craftsmanship, curls and the quiet power of creating a safe space behind the chair — and why real connection is the foundation of creativity, confidence and truly great curl services.



Building genuine relationships is essential — not just for great results, but to create an environment where clients feel safe, seen and free from judgment. The salon becomes a space where individuality is welcomed and self-expression is encouraged.



WHY CURLS CAN NEVER BE ONE-SIZE-FITS-ALL

Curls are as unique as the people who wear them — and that's exactly what makes them so fascinating. One of the biggest mistakes when working with curly hair is treating it like any other texture. **"Hair is a fabric, You wouldn't cut denim the same way you cut leather — and hair should be approached with the same respect."**

Great curl services start with proper assessment, education and a tailored approach — including the right products. Moving away from mainstream, one-solution-fits-all thinking makes all the difference.

INDOLA CURL LINE: CREATED FOR UNIQUE CURL STORIES

Supporting the INDOLA Curls Line Extension shoot was especially exciting because it showed how well the products perform across different curl types.

The range fills real gaps and brings true inclusivity to the brand. A personal standout is the **new Curl Embracing Mousse** from the Care & Style range.

After testing different amounts on different curl patterns, one thing became clear: it's a must-have professional product that belongs in every kit bag.

Inclusivity isn't a trend — it's a mindset. And with the INDOLA Curl Line, that mindset becomes visible in every texture, every routine and every result.

FOR SIAN ROSCOE, a hairdresser with over 20 years in the business, hairdressing has always been about more than technique. Working from Oxford, she focuses on people, trust and creating space for individuality — especially when it comes to curls.

Being a hairdresser means making an impact. We are not just cutting hair — we are transforming lives.

Hairdressers are present for some of the most important moments in their clients' lives: weddings, new jobs, big changes and even difficult times.

They build confidence, educate, listen and offer a sense of safety. This profession is unique. **We create. We inspire. We listen.**

And that's what makes our work truly special.

FOLLOW US FOR MORE ON:

@IndolaOfficial
 @IndolaOfficial
 @Indola
 @Indola_Global
 indola.com



INDOLA GWP: CURL DEFINING BRUSH

MEET THE BRUSH EVERYONE
IS TALKING ABOUT



Where precision meets performance

A multi-talent styling tool for waves, curls and coils, designed to effortlessly define and elevate every styling routine. Complementing the curl range by fulfilling our **#SimplySmarter** approach with a 3-in-1 multi-use tool – in salon and at home!

1. Clean partings & precise sectioning

The slim, smooth handle enables for accurate parting and clean sectioning – creating the perfect foundation for any style.

2. Targeted curl definition

Easily wrap individual strands around the pointed handle to shape defined, uniform curls – ideal for controlled styling from root to tip.

3. Anti-frizz finish

Specially designed teeth glide gently through the hair, grouping strands together and helping to reduce frizz – for smooth, polished, and shiny curls.

STEP BY STEP



1. Start on towel-dried or dry hair. Apply a product of choice e.g. INDOLA Curl Enhancing Mousse.



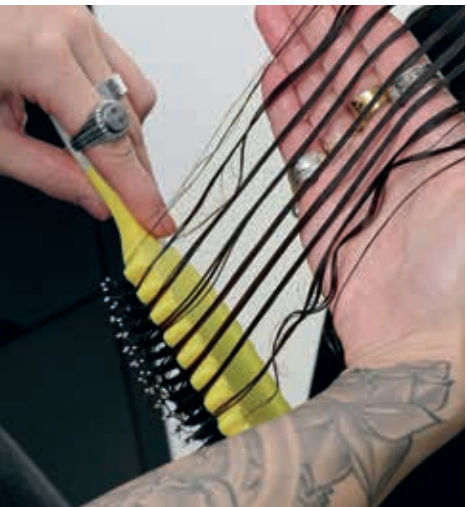
2. Take a medium sized section. Place the brush at the root and create tension.



3. Gently rotate the brush, securing strands into the bristles.



4. Glide smoothly from roots to ends to shape the curl.



5. Release and repeat throughout the hair.



6. Air-dry or diffuse for a smooth, frizz-controlled finish.

See full tutorial by scanning QR code
here & on the package of the brush



INDOLA

PORTFOLIO

COLOUR

PERMANENT	DEVELOPERS	DEMI-PERMANENT
PCC  Permanent colouration with long-lasting and superior shine, great colour rententio and coverage	CREA-MIX  Permanent mix tones to intensify colour vibrancy or neutralise unwanted tones	CREAM DEVELOPERS  Assortment of developers compatible with the entire colour portfolio COLOR TRANSFORMER  Convert permanent shades into demi-permanent for flawless colour results that shine with health
SEMI-PERMANENT	SERVICE ESSENTIALS	
CREA-BOLD  Ready-to-use direct dyes for bold, pastel or muted results	COLOR STYLE MOUSSE  Styling mousse with direct dyes that lasts up to 4-20 washes NN2  Protective formula to reduce irritation and discomfort, especially for clients prone to sensitive or itchy scalps and to prevent staining CC2  Balances out the hair's porous structures to support event colour results and longevity	

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, and available in white or blue	Insta Cool Shampoo, Spray Conditioner & Treatment Insta Strong Shampoo, Treatment, Restoring Spray, Leave-In Cream & Bonding Oil

CARE

REPAIR	COLOUR	HYDRATE	CURLS
 Repair Shampoo Repair Conditioner Treatment Repair Intense Repair Mask Repair Keratin Filler Repair Split-Ends Serum	 Color Shampoo Color Conditioner Color Treatment	 Hydrate Shampoo Hydrate Spray Conditioner	 Curl Therapy Cleanser Scalp Therapy Serum
SCALP	HAIR THERAPY	SILVER	GLAM OIL
 Cleansing Shampoo Anti-Dandruff Shampoo Root Activating System Shampoo & Lotion	 Scalp & Hair Therapy Shampoo Hair Therapy Spray Conditioner	 Silver Shampoo	 Glam Oil

NEW

STYLING

SMOOTH	VOLUME	TEXTURE	CURLS	FINISH	OTHER BRANDS
 Treat & Tame Glaze It Up Thermal Protector Finishing Serum	 Lift It Up Strong Mousse Volumising Powder Light Mousse Volume & Blow-Dry Spray	 Shine Wax Matte Wax Shaping Gel Texture Spray Salt Spray	 Curl Embracing Mousse	 Flexible Hair Spray Strong Lacquer Gel Spray	 Frisurespray Professionelle Lacque

NEW

WE INDOLA
CARE & STYLE – FOR EVERY TEXTURE!



For the #SimplySmarter
generation of hair lovers.



INDOLA.com