

MY INDOLA



MAGAZINE



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WE INDOLA
CARE & STYLE

PREPARE YOUR CLIENTS FOR THE SEASONAL CHANGE

AS WE TRANSITION FROM THE WARMTH OF SUMMER TO THE CRISPNESS OF AUTUMN, it's important to address the unique needs of your clients' hair. Post-summer hair can often feel dry, dull, and lacklustre—colours start to fade, and hair needs extra attention to restore its vibrancy and health. Now is the perfect time to give your clients the care they deserve.

Embrace the new season with confidence, knowing that you have everything you need to keep clients' hair looking its best all year round. Make this fall the season of vibrant, healthy, and frizz-free hair!

With autumn and winter just around the corner, it's crucial to protect your clients' hair as the 'frizzy season' approaches.

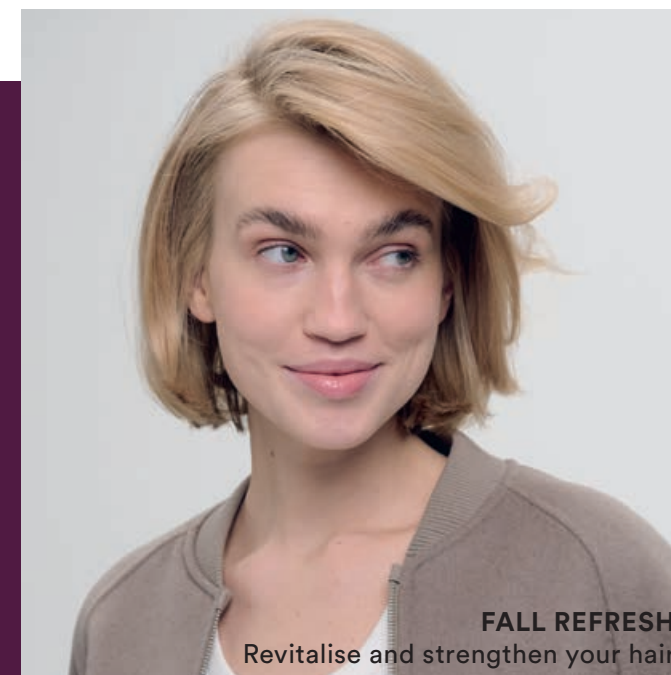
By combining colour services with an intensive at-home care regimen, you DO ensure that hair stays healthy, styled, and protected throughout the cooler months.

HOW-TO TUTORIALS TO ACHIEVE THESE LOOKS:

SCAN FOR MORE



NEW COMMERCIAL LOOKS



FALL REFRESH
Revitalise and strengthen your hair



AUTUMN COLOUR BRILLIANCE
Vibrancy and long-lasting colour protection



SUMMER ISN'T OVER YET
Effortless way to re-create your heatless beach waves



SAY HELLO TO SHINY, POLISHED HAIR
Protection and smoothness for the frizzy season



FALL REFRESH

IS YOUR HAIR LOOKING DULL AFTER THE SUMMER MONTHS?

It's time to give it a fresh start!
Our service is designed to breathe new life into your blonde hair, restoring shine and strength.



Products used:

- BLONDE EXPERT Insta Strong Shampoo
- BLONDE EXPERT Insta Strong Treatment
- BLONDE EXPERT Insta Strong Restoring Spray
- BLONDE EXPERT Pastel Gel Toner
- INDOLA CREAM Developer
- INDOLA Light Mousse
- INDOLA Thermal Protector
- INDOLA Volume Blow-Dry Spray
- INDOLA Texture Spray
- INDOLA Finishing Serum
- INDOLA Flexible Hair Spray



Products used:

- INDOLA Texture Spray
- INDOLA Finishing Serum



STYLING VARIATION

AUTUMN COLOUR BRILLIANCE

EMBRACE THE RICH, VIBRANT HUES OF AUTUMN

with our service delivering instant colour vibrancy while ensuring long-lasting colour protection.



Products used:

- PCC mixed with COLOR TRANSFORMER
- INDOLA Color Shampoo
- INDOLA Color Treatment
- INDOLA Glam Oil
- INDOLA Lift It Up
- INDOLA Light Mousse
- INDOLA Flexible Hair Spray



Products used:

- INDOLA Texture Spray
- INDOLA Flexible Hair Spray

STYLING VARIATION

SUMMER ISN'T OVER YET

KEEP THE CAREFREE VIBE OF SUMMER ALIVE

a little longer with our service, designed to refresh and recreate your signature beach waves with ease and elegance.



Products used:

- INDOLA Scalp & Hair Therapy Shampoo
- INDOLA Hair Therapy Spray Conditioner
- INDOLA Treat & Tame
- INDOLA Light Mousse
- INDOLA Flexible Hair Spray

SAY HELLO TO SHINY, POLISHED HAIR

ACHIEVE SHINY, FRIZZ-FREE HAIR

with our service, specially designed to keep your hair polished and smooth during the cooler months.



Products used:

- INDOLA Hydrate Shampoo
- INDOLA Color Treatment
- CREA-BOLD Canary Yellow
- INDOLA Light Mousse
- INDOLA Thermal Protector
- INDOLA Glaze It Up
- INDOLA Shaping Gel
- INDOLA Finishing Serum
- INDOLA Flexible Hair Spray



STYLING VARIATION

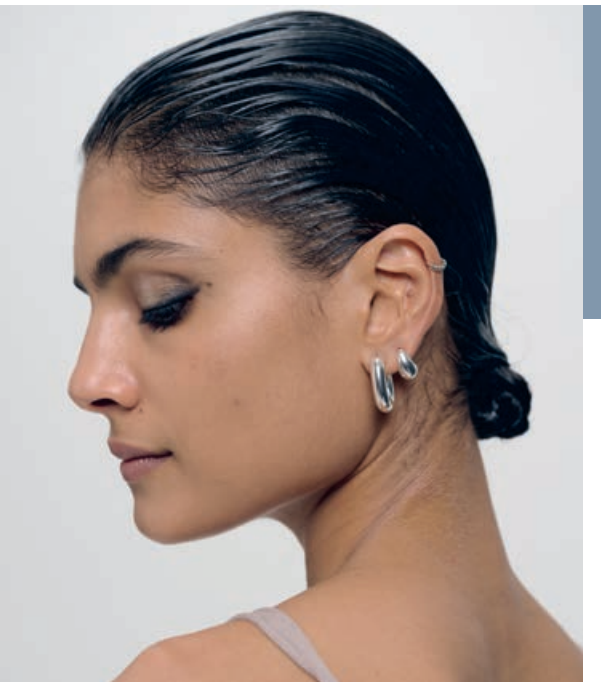


Products used:

- INDOLA Flexible Hair Spray



STYLING VARIATION



Products used:

- INDOLA Shaping Gel
- INDOLA Glam Oil
- INDOLA Gel Spray

MYSTICAL GARDEN

STREET STYLE COLLECTION AUTUMN/WINTER

MYSTICAL GARDEN is a tribute to nature in its most primal form—wild, unfiltered, and ever-evolving—where beauty is found in both darkness and renewal.



CREATIVE TEAM

ANDY SMITH
Global Cut & Styling Ambassador

MILÉ KUMUROV
Global Colour Ambassador

GOLDEN TWILIGHT

A FREE-SPIRITED EXPRESSION OF NATURAL TEXTURE AND SOFT REBELLION.

This look captures the raw, unfiltered energy of nature, like wildflowers growing untamed in a secret garden.

The effortless, lived-in finish contrasts with the depth of colour to evoke mystery and sensuality.



MYSTIC MULBERRY

A BOLD YET REFINED INTERPRETATION OF THE MYSTICAL GARDEN TREND.

This look channels the balance between structure and softness, blending sleek graphic lines with a surreal, berry-toned colour palette that feels both grounded in nature and dreamlike in mood.



LOOK VARIATION



The signature wild texture of the original look is reimaged into a softly undone updo.

The hair is gathered loosely at the crown, allowing natural waves and layers to fall freely for an airy, romantic finish. Face-framing tendrils and tousled bangs keep the mood effortless and organic, like a garden breeze caught mid-movement.

This variation elevates the look while staying true to its free-spirited essence.



The blunt bob is given a bold, modern twist with a sleek, slicked-back finish.

The hair is combed away from the face and styled close to the scalp, emphasizing the cut's clean lines and the sculptural silhouette.

The high-shine texture enhances the mystical plum tones, creating a look that feels both futuristic and grounded in nature, like dewdrops on midnight petals.



LOOK VARIATION

CRIMSON VEIL

**THIS LOOK RADIATES
QUIET STRENGTH AND
CONFIDENCE, COMBINING
ELEGANCE WITH INTENSITY.**

Flowing length, a rich palette, and effortless movement come together to evoke a mystical garden where passion meets poetry, a powerful statement that remains soft at the edges.



AMBER SHADOW

**A RELAXED, TEXTURED
LOOK THAT FEELS
GROUNDED AND ORGANIC,
LIKE MOSS UNDER BARE
FEET OR WIND THROUGH
TALL GRASS.**

This effortless cut and colour combo reflects the natural charm and quiet complexity of a hidden woodland grove, bringing a soft, contemporary edge to the trend.



The flowing length of the original look is reimagined with a half-up top knot, adding a fresh and modern twist.

The top section is pulled up into a softly structured bun, while the remaining hair cascades freely in gentle waves.

This style highlights the dimensional red tones and brings a youthful, carefree energy, like a bold flower blooming beneath the sun.

LOOK VARIATION



LOOK VARIATION



The tousled crop is transformed with sculpted volume and a refined, retro-inspired finish.

The top is styled back and up with defined lift, creating contrast to the natural texture through the sides and back.

This elevated styling introduces a polished, fashion-forward attitude while still celebrating the hair's movement, like a cultivated garden shaped by the elements, yet still wild at heart.

CREATE MYSTIC AUTUMN COLOURS WITH PCC

FROM DEEP AMBER REDS TO SOFT BRUNETTES - the PCC portfolio offers a wide range of intermixable shades with reliable, long-lasting results and vibrant shine. Whether you're seeking a bold transformation or a subtle seasonal glow, INDOLA has the shades to match every autumn mood.



COLOUR WITH TOTAL CONFIDENCE!

INDOLA NN2 IS A MUST ESPECIALLY WHEN WORKING WITH DARKER HAIR COLOURS, especially with intense pigments. NN2 offers reliable protection without affecting the colour result. It ensures a clean, professional finish every time.



NN2: NO PAIN, NO STAIN

The **protective formula** enriched with algae oil, bisabolol and aloe vera leaf juice acts as a reliable barrier to minimise irritation and discomfort, especially for clients with sensitive or itchy scalps.

Say goodbye to scalp itchiness and staining!

HOW-TO:

1. Apply directly on skin as a barrier or mixed into the colour mixture
2. Intermix with PCC, BLONDE EXPERT Highlifts & Lightener 9+



STRONG COLOUR, LASTING SHINE.



USING INDOLA COLOR RANGE IN THE SALON, ensures long-lasting, vibrant colour results and healthy-looking hair after every colour service.

The range is specifically formulated to **lock in colour pigments**, protect against fading, and provide intense care. For beautifully radiant results your clients will love!



ED[YOU]CATION INDOLA



Mastering the latest and most coveted hairstyles has never been more seamless.

Join a community of forward-thinking stylists who embrace today's trends.

Discover our hybrid range of Ed[you]cation programs, effortlessly blending in-person and online options, empowering you to expand your skills at your own pace, anytime, anywhere.

Join us for an unforgettable journey of learning, growth, and mastery.



ELEVATE YOUR SKILLS



Step into a new era of learning with our revamped education experience.

Carefully designed to meet the evolving needs of your business, this fresh, modular, and learner-focused approach offers clear learning paths from foundation to advanced levels.



Discover updated seminar topics, a unified look and feel for seamless delivery, and flexible pre-learning videos for on-demand access.

With a strong focus on real salon scenarios, client consultation, and the latest trends and innovations, this new education journey empowers you to grow with purpose and precision.

Experience modern education that's as inspiring as it is relevant!



DIGI NEWS. STAY TUNED.



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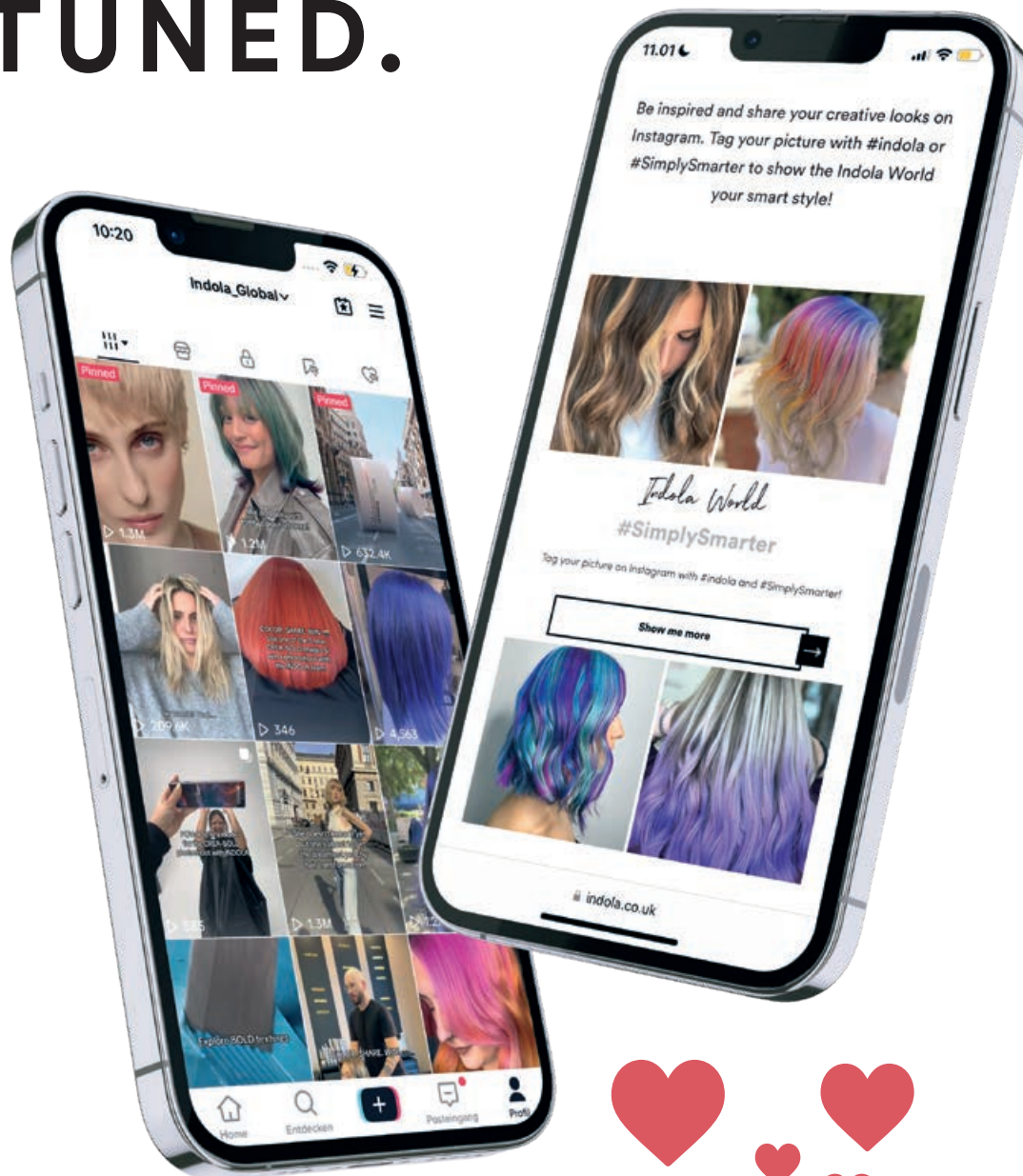
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Check out our **Social Media** for snappy education content around the INDOLA CARE & STYLE range such as #SmartTips Reels, with gorgeous before and afters. Follow us on TikTok for exclusive content of our creator campaign with even more fun and oddly satisfying videos!

And don't forget to show us your creative looks created using our new CARE & STYLE range and share your **#SimplySmarter** moments for a chance to be featured on our Social Media channels and our Social Wall.



THE PERFECT GIFT FOR THE NEW SEASON!

TURBAN TOWEL

A must-have for post-summer haircare, introducing our INDOLA Turban Towel!

This microfibre towel reduces frizz, minimises breakage, and speeds up drying time compared to a standard cotton towel.

Gentle on the hair, microfibre towels help to maintain softness and shine—perfect for hair that's feeling fragile after months of sun, sea, and sand!



COLOUR

Permanent			Demi-Permanent
PCC	CREA-MIX	XPRESSCOLOR	COLOR TRANSFORMER
			
Permanent colouration delivering long-lasting and superior shine, great colour retention and coverage	Permanent mix tones to intensify colour vibrancy or neutralise unwanted tones	For express colour results without compromising on hair quality, in just 10 minutes processing time	Convert permanent shades into demi-permanent for flawless colour results that shine with health

Blonding			Developers
BLONDE EXPERT	BLONDE EXPERT LIGHTENER	RAPID BLOND+	CREAM DEVELOPERS
			
Assortment of highlighting 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	Dust-reduced bleaching powder available in white and blue colour	Assortment of developers compatible with the entire colour portfolio

Semi-Permanent		Service Essentials	
CREA-BOLD	COLOR STYLE MOUSSE	NN2	CC2
			
Ready-to-use direct dyes for bold, pastel or muted results	Styling mousse with direct dyes that last up to 4-20 washes*	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

CARE & STYLE ESSENTIALS

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	Blonde Expert
			
- Cleansing Shampoo - Anti-Dandruff Shampoo - Root Activating System Shampoo - Root Activating System Lotion	- Scalp & Hair Therapy Shampoo - Hair Therapy Spray Conditioner	Glam Oil	- Insta Cool Shampoo, Spray Conditioner and Treatment - Insta Strong Shampoo, Treatment, Bonding Oil, Restoring Spray and Leave-In Cream.

Smooth	Volume	Texture	Finish
			
- 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

*Colour retention can vary depending on the hair's condition, amount of product used, and shade choice

