

# BRAND



# BOOK

FOR TRUE

COOL

OUR

LOVE

ERS

INDOLA. FOR TRUE  
COLOUR LOVERS.

We are standing by **YOUR** side, always **innovating and celebrating** you and our mutual love for colour.

We **understand your individual needs** as an entrepreneurial salon or hairdresser. That's why we provide you with **outstanding colouration performance** in a **compact & intuitive assortment** that enables you to perform **more services with less products**. This, without **compromising on quality & creativity**.

And because **we breathe colour** just like you do, we have been dedicating our know-how and creativity to **always inspire you with new street style looks**.

From **business support to education**, we aim at building real partnerships. And this, always at real value for money – as colouring with **INDOLA** saves you a fortune.

Our essence is **COLOUR**

**We breathe**  
**COLOUR**

We dedicate our know-how and creativity to always inspire you with tomorrow's street style looks, created by our colour experts.

*Inspiration*

**We teach**  
**COLOUR**

We transform knowledge into skills and our partners into masters of colour. Count on us by your side 24/7.

*Education*

**We grow**  
**with COLOUR**

We are at your side to grow your business. With money-making colour services for all clients, from 17 to 70! And a regular support to promote your business.

*Business growth*

# OUR ESSENCE IS COLOUR



## COMPACT YET CREATIVE ASSORTMENT

- Core permanent assortment of commercial to fashion-led permanent shades, all intermixable for maximum opportunities
- Complemented by Smart Creatives, a selection of compact yet multi-benefit additives and products that maximise your service offer
- Complete blonde assortment to cater for all blonde services, from classical techniques to the latest social media trends

## HIGH PERFORMING AND RELIABLE FORMULA

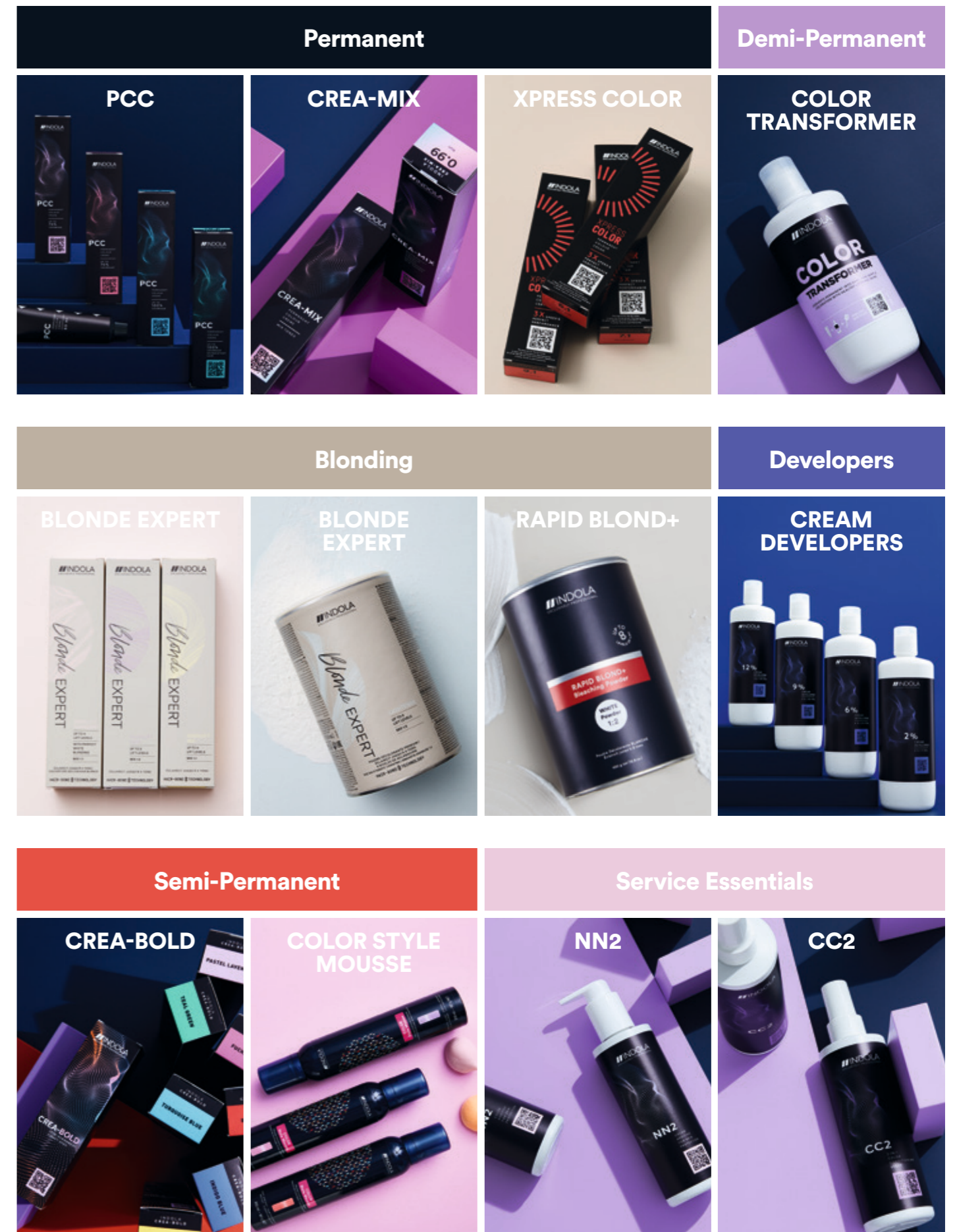
- Best-in-class colour results ensuring up to 100% coverage, longevity, shine and retention
- Hair-bond technology in the Blonde Expert range, to reduce damage during blonde services

## INTUITIVE AND EASY-TO-USE PORTFOLIO

- Clear colour coding allowing for easy navigation through the portfolio
- With QR codes leading to additional inspiration & information

## SUSTAINABLE COLOUR ASSORTMENT

- Most formulas across our assortment are vegan (without animal derived ingredients)
- Recycled and recyclable packaging across our assortment
- Climate positive manufacturing of our developers



# A COMPACT RANGE

for unlimited colour services.

- Deliver all core colouring services from fashion-lead to commercial colours
- Compact yet smart: all shades are intermixable
- One range of cream developer (available in 4 strengths) compatible with all Indola permanent colourations



## A HIGH-PERFORMING DUO

The combined action of PCC & CREAM DEVELOPERS delivers optimized colour results, even with coarse hair. Micro-dye molecules and amino acids penetrate deep into each hair for unrivalled true colour without compromise and up to 100% coverage.

The full caring benefits of this system are unlocked by the cationic care agent in our CREAM DEVELOPER.

- Permanent, vivid colour results
- Long lasting colour retention
- Beautiful shine
- Up to 100% coverage
- Available strengths:  
2% (7 Vol.), 6% (20 Vol.), 9% (30 Vol.), 12% (40 Vol.),



## NEW CREA-MIX

To achieve tailor-made permanent or demi-permanent colour results (6 shades)

- Assortment of 5 mix tones providing vibrant results and 1 clear tone
- With shine enhancing apricot kernel oil
- Oxidative formulas without ammonia
- Up to 70% white hair coverage
- All shades are intermixable

# PCC ASSORTMENT

● Compatible with Color Transformer



● Similar shade in XpressColor assortment

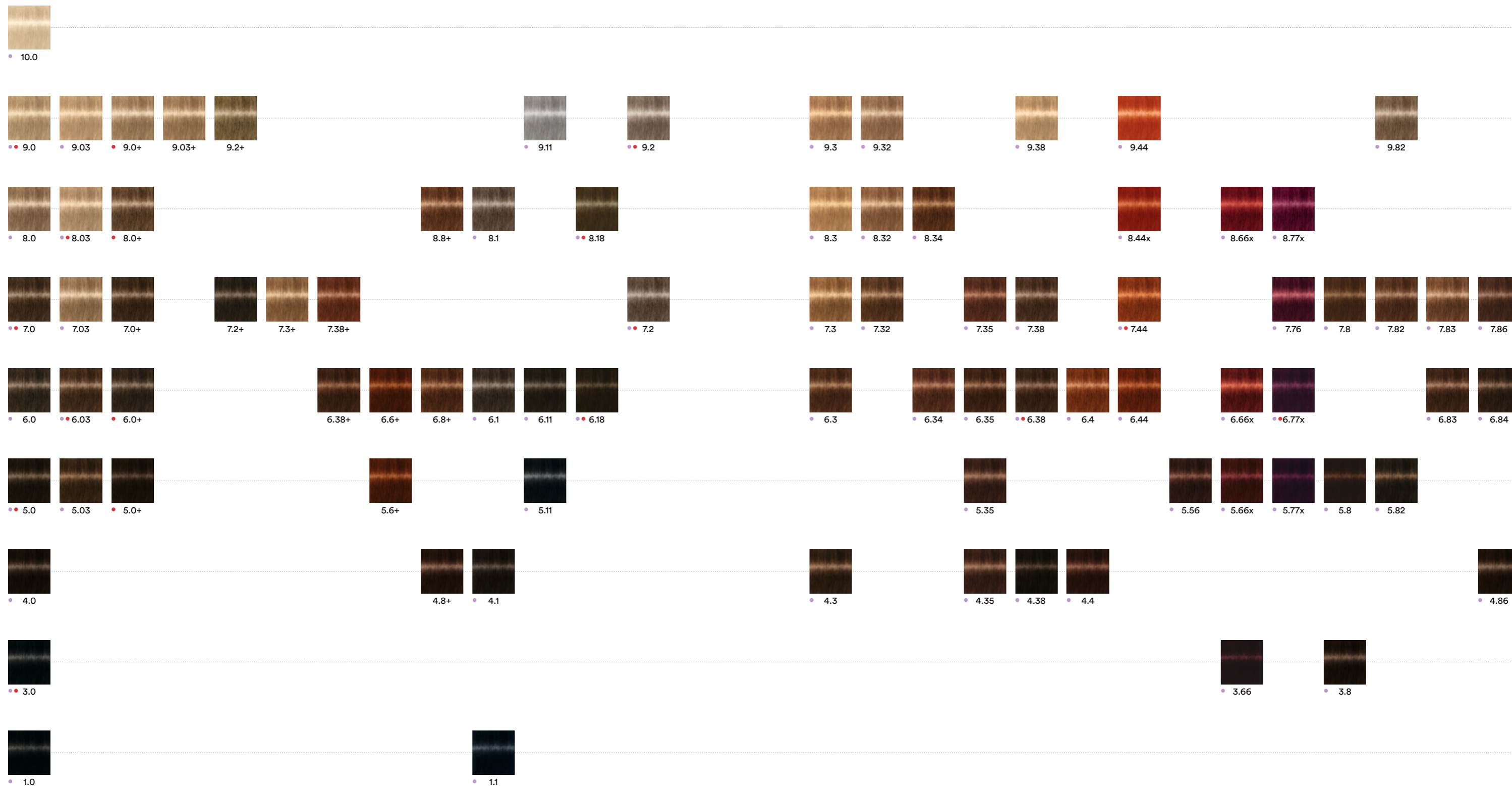


## NATURAL

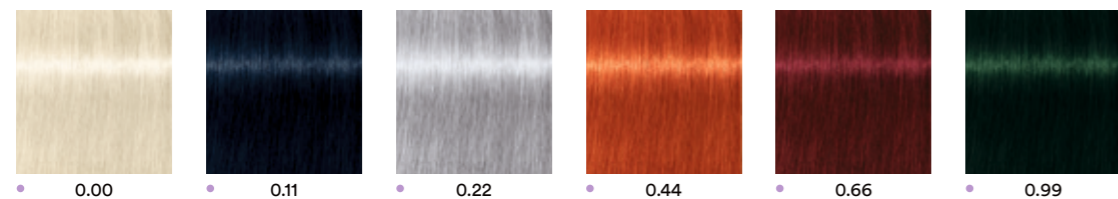
## INTENSE COVERAGE

## COOL & NEUTRAL

## FASHION



## CREA-MIX



Discover  
THE FULL ASSORTEMENT HERE!

# 1 PRODUCT, MULTI-BENEFITS

Convert permanent shades into demi!

We know that managing stock & order and being able to deliver a large palette of services to your clients is a daily challenge!

That's why we created a breakthrough innovation that substitutes an entire demi-permanent line with **ONE hero product!**

## No need to carry an extra demi-permanent line

- Transforms 80+ shades into demi-permanent\* with flawless results from roots to tips
- With easy 1:1 mixing
- Gentle & caring formula to support healthy, shiny hair
- Suitable for dual application








# TAKE THE FAST TRACK WITH XPRESSCOLOR

Quick colour services for quick wins!

## XPRESSCOLOR

Up to 21 shades  
Complete assortment of natural & fashion shades with grey coverage

-  The colour processes 3 times faster
-  Stunning colour results with perfect white coverage in half the service time!
-  Time is money. Time saved for other precious tasks without compromise on the results!



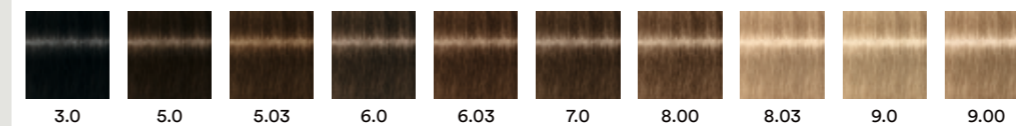
Boost your service potential and expand your colour creativity with Xpress techniques at your fingertips:

- Root retouch
- Short crop
- Partial design
- Male backwash coloration

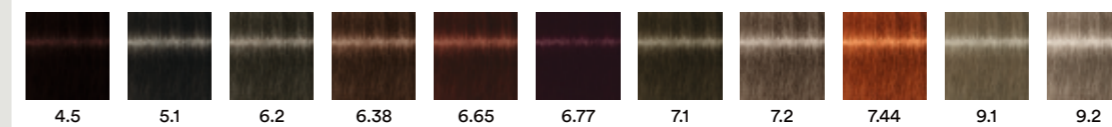


## XPRESSCOLOR shades

### NATURAL



### FASHION



# BE THE GO-TO BLONDE EXPERT!

Superior performance with total safety.

## 1. Superior lifting performance

- Lightening Powder (450g) with up to 9 levels of flawless lift

### ULTRA COOL BOOSTER:

- Additive for additional neutralising performance
- Always to be mixed with Blonde Expert Lightener
- Suitable for natural bases 7.0 and darker

### ULTRA LIFT BOOSTER:

- Additive for additional lifting performance on natural bases (up to 6 lift levels)
- Only to be mixed with BLONDE EXPERT Highlift Special Blonde Natural 1000.0
- Suitable on natural bases 6.0 (Dark Blonde) to 5.0 (Light Brown)

## 2. Maximum hair protection

Integrated Hair Bond Technology for all blonde services with total safety.

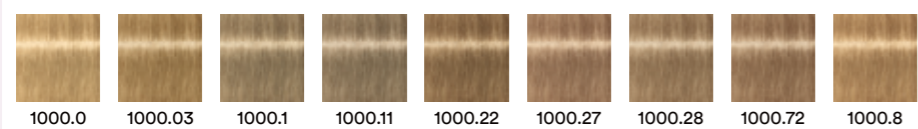
- Integrated within the entire assortment\*
- Protects hair structure during the highlifting and lightening process
- No additional bonding add-on required

## 3. An irresistible choice of up to 25 shades

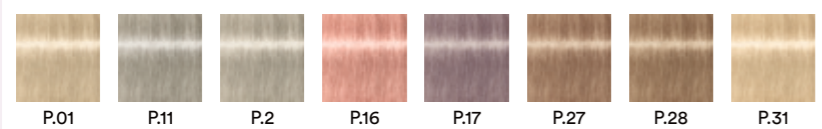
- SMART assortment to cater for ALL blonde needs
- A range of Highlifts to lift & tone in 1 step on different bases and different levels of white hair
- A range of Pastel to tone pre-lightened or natural blonde hair

\*except the boosters, which can be easily mixed with other bonding Blonde Expert products.

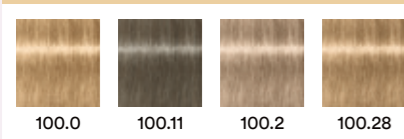
### SPECIAL BLONDE - HIGHLIFT 1000.



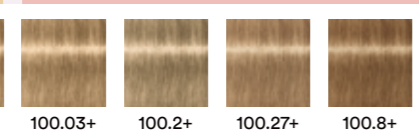
### PASTEL



### ULTRA BLONDE HIGHLIFT 100.



### ULTRA BLONDE + BLEND HIGHLIFT 100.+Blend



## RAPID BLOND+ BLEACH POWDER

450g

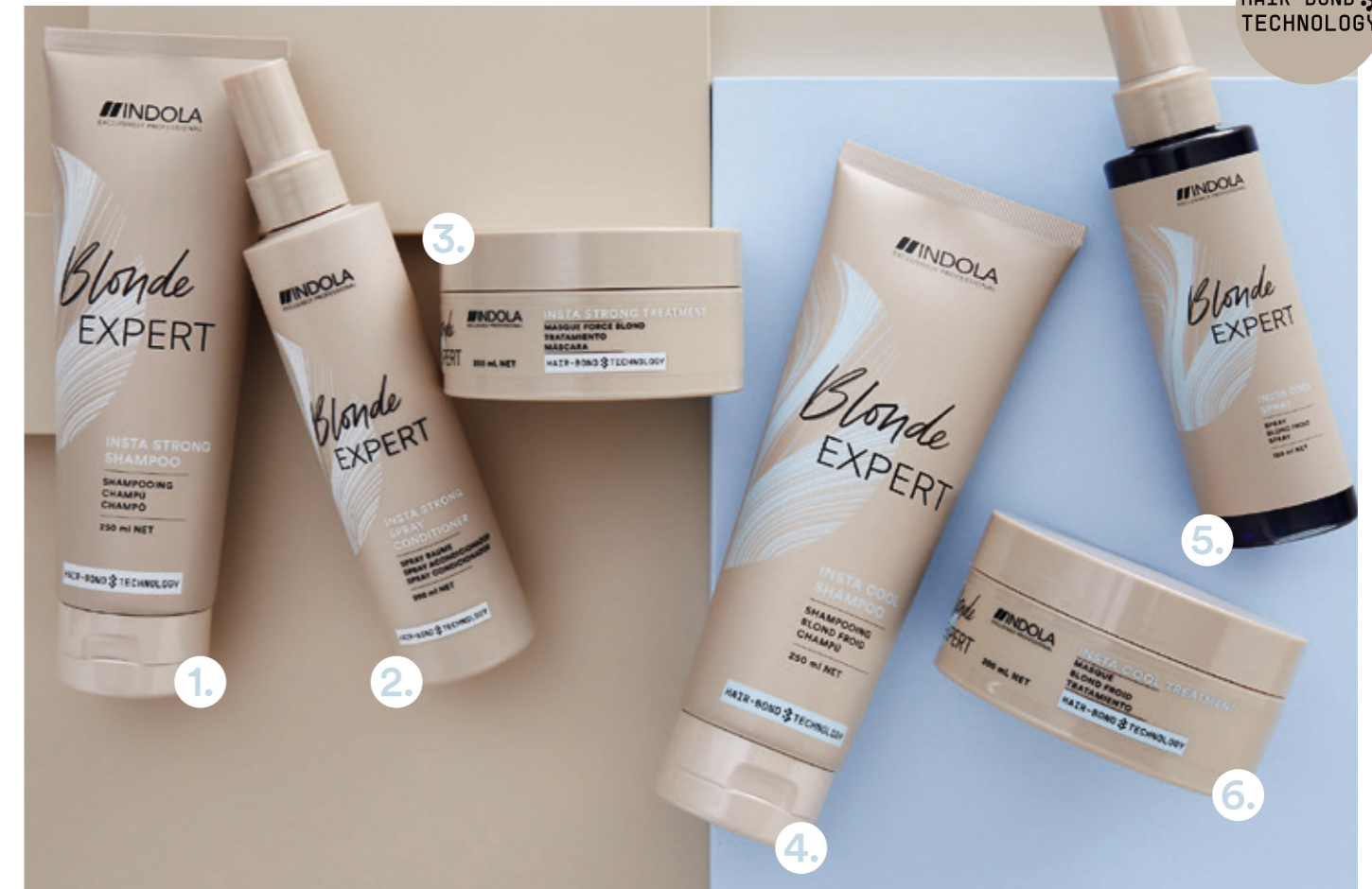
- High-performance dust-reduced bleaching powders for precise and reliable blonde tones
- Formulation offering up to 8 levels of lift
- Available in white and blue
- Suitable for all creative lightening techniques





# COMPLEMENTARY CARE RANGE

with  
HAIR-BOND  
TECHNOLOGY



## #InstaStrong

Ensures the most brilliant blonde looks with outstanding hair quality & high shine thanks to deeply repairing formulas that reconstruct the hair bonds after lightening & lifting and seal the hair surface.

### 1. INSTA STRONG Shampoo

- Rich shampoo with enhanced Bonding Technology
- 250 ml

### 2. INSTA STRONG Spray Conditioner

- Weightless conditioning spray with enhanced Bonding Technology
- 200 ml

### 3. INSTA STRONG Treatment

- Intense treatment with enhanced Bonding Technology
- 200 ml

## #InstaCool

Maintain and refresh cool tone directions and banish unwanted, brassy or golden tones while strengthening the hair from within.

### 4. INSTA COOL Shampoo

- Powerful pigmented shampoo with enhanced Bonding Technology
- 250 ml

### 5. INSTA COOL Spray

- Lightweight spray with neutralizing pigments
- 150 ml

### 6. INSTA COOL Treatment

- Pigmented treatment with enhanced Bonding Technology
- 200 ml

# NEW CREA-BOLD

Bold colour results for all clients that can never get enough colours!

- Assortment of intermixable direct dyes that provide radiant and shiny results (8 shades)
- Boosted by shine-enhancing ingredients
- For semi-permanent results up to 15 washes (8 washes for Pastel lavender)
- With extra vibrant dyestuffs

## BOLD Results

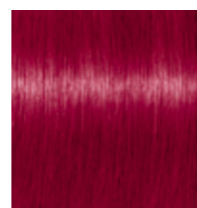
- Ready to use formula
- The paler the hair, the brighter and truer to the tone the shade will be

## PASTEL Results

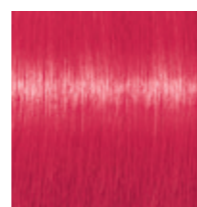
- Mix with Indola Color Treatment for softer results and enhanced care effect
- The paler the colour result, the shorter the longevity will be



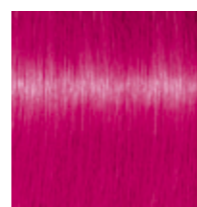
Canary Yellow



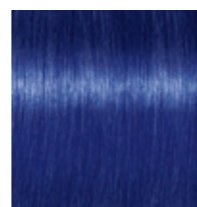
Bright Red



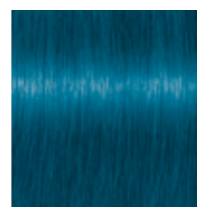
True Pink



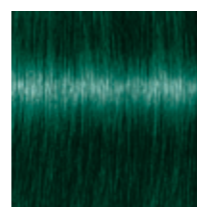
Fuchsia Pink



Indigo Blue



Turquoise Blue



Teal Green



Pastel Lavender

# COLOR STYLE MOUSSE

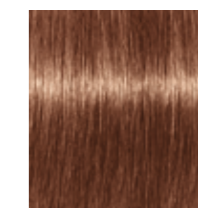
15 shades for endless opportunities!

## Five benefits in 1 unique mousse

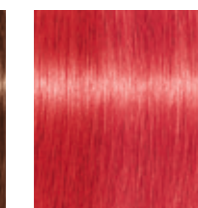
1. Quick & easy colour refresh in an instant and without commitment. Up to 4 washes.
2. Versatility of usage: refreshment, neutralisation, blending, pre-pigmentation, re-pigmentation
3. At-home colour maintenance and customisation
4. Provides volume and a thicker hair-feel
5. Protects hair against blow-dry damage



Copper



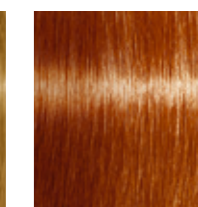
Medium Brown



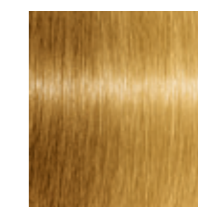
Red



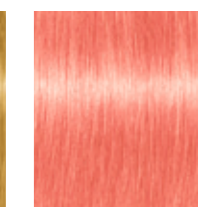
Dark Blonde



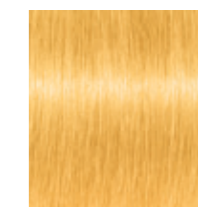
Light Brown Hazel



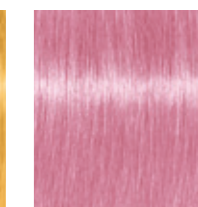
Medium Blonde



Soft Apricot



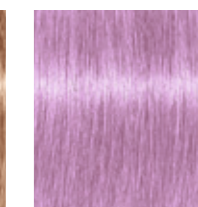
Honey Blonde



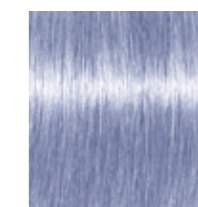
Strawberry Rose



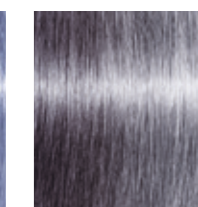
Pearl Beige



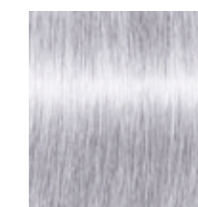
Powdery Lilac



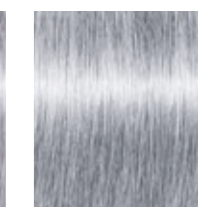
Silver Lavender



Anthracite



Silver



Pearl Grey

# COLOUR IN CONFIDENCE & SAFETY

Don't miss our service essentials!

## CC2 Color conditioning spray

The best of shine and colour longevity, even on porous hair!

- 2-in-1 spray formulated with vegan keratin (hydrolized soy protein) and vitamin E, with integrated **Hair Bond Technology**

### PRODUCT BENEFITS:

- Balances out the hair's porous structures to support even colour results and great longevity
- Protects highly porous hair structures against further hair damages

### PRODUCT USAGE:

- **Use before the colour service** on highly porous hair to prepare your colouring canvas
- **Use after the colour service** on all hair types to provide shine, subtleness and combability
- **Use at home** as a non-overburdening conditioning spray to banish frizz and static and leave the hair smooth
- **Free from parabens and artificial colourants. Vegan formula.**



## NN2 No stain, no pain

Say goodbye to scalp discomfort and staining!

- Protecting formula with **algae oil, bisabolol and aloe vera leaf juice**

### PRODUCT BENEFITS:

- Acts as reliable barrier to reduce irritation, discomfort especially for clients prone to sensitive or itchy scalps
- Prevents from staining

### PRODUCT USAGE:

- Can be intermixed with PCC, Blonde Expert Highlifts and Lightener
- Apply directly on skin as barrier or mixed in the colour mixture
- **Free from silicones, parabens, artificial colourants. Vegan formula.**



# INDOLA CARE & STYLE YOUR 360° SOLUTION

## Outstanding care performance

- Close-to-natural hair perfection & great shine
- Strong lengths
- Vital movement & bounce
- High-performing styling range, your creative toolbox to free up your creativity
- Outstanding design with bold colours & modern packaging
- A sustainable packaging with up to 50% recycled plastic

## COLOR



### COLOR SHAMPOO

with Silk Protein  
300ml, 1500ml

- Locks colour into the hair as it cleanses to prevent fading
- Provides a rich lather
- Gives a silky movement
- For close-to-natural hair perfection and great shine

For up to 90% colour retention even after 30 washes\*



### COLOR CONDITIONER

with Silk Protein  
300ml, 1500ml, 50ml

- Helps to lock colour into the stressed hair
- Detangles and smoothens for a healthy-looking hair surface
- Protects the hair against mechanical damages
- For close-to-natural hair perfection and great shine

For up to 90% colour retention even after 30 washes\*

## SILVER



### SILVER SHAMPOO

with Hydrolyzed Silk  
300ml, 1500ml, 50ml

- Helps to neutralize brassy tones whilst repairing the hair structure as it cleanses
- Brightens white, grey and blonde hair
- For close-to-natural hair perfection and great shine

Beautifies all blondes and white hair



### COLOR LEAVE-IN/ RINSE-OFF TREATMENT

with Silk Protein  
300ml, 1500ml, 50ml

- Helps to lock colour into porous hair
- Provides an in-depth care and regenerates the inner hair structure
- Nourishes the hair from root to tip
- For close-to-natural hair perfection and great shine

For up to 90% colour retention even after 30 washes\*

## REPAIR



### REPAIR SHAMPOO

with Marula Oil  
300ml, 1500ml

- First step to re-strengthen the hair structure
- The luxurious formula cleanses and nourishes damaged and stressed hair
- Great combability of wet and dry hair, without overweighting it

Protects against hair breakage up to 95%\*



### REPAIR CONDITIONER

with Marula Oil  
300ml, 1500ml

- Detangles and eases combability
- Repairs and enhances the cuticle whilst improving shine
- Protects against mechanical influences
- Increases the hair's resistance to breakage

Protects against hair breakage up to 95%\*



### REPAIR TREATMENT

with Marula Oil  
200ml, 30ml

- Detangles and eases combability
- Seals the hair surface while smoothing unruly hair types
- Repairs the inner and outer hair structure
- Helps to prevent further damages
- Increases the hair's resistance to breakage

Protects against hair breakage up to 95%\*



### REPAIR SPLIT-ENDS SERUM

with Marula Oil  
100ml

- Seals split hair tips
- For a visible healthier looking hair
- The non-burdening consistency provides natural shine
- Increases the hair's resistance to breakage

Free from silicones

Protects against hair breakage up to 90%\*



### REPAIR KERATIN FILLER

with Marula Oil  
300ml, 50ml

- Deeply repairs the inner hair structure
- Provides strength, elasticity and bounce
- Helps to prevent further damages
- Increases the hair's resistance to breakage

Protects against hair breakage up to 95%\*



### REPAIR KERA RESTORE MASK

with Marula Oil  
200ml

- Deeply penetrates the weakened hair foundation and replenishes the bonding cement
- Provides in-depth regeneration of the internal hair structure
- Seals the hair surface

Provides in-depth regeneration

\*when used as a holistic care regime

# HYDRATE



## HYDRATE SHAMPOO

with Jojoba Oil  
300ml, 1500ml, 50ml

- Cleanses while improving the moisture level of healthy and dry hair
- Enhances a full-bodied appearance, bounce and vitality
- For close-to-natural hair perfection and great shine

**Improves the moisture level and enhances bounce**



## HYDRATE SPRAY CONDITIONER

with Jojoba Oil  
300ml

- Instantly detangles and provides great combability
- Smooths the cuticle layer, leaving the hair soft and nourished
- Shine enhancing, giving a flawless foundation for styling
- Fights frizz and protects against mechanical damages

**Improves the moisture level and enhances bounce**

# SCALP



## CLEANSING SHAMPOO

with Ginseng Root Extract  
300ml, 1500ml

- Deeply cleanses, sweeps away impurities and product build-up
- Refreshes hair and scalp without stripping out nutrients
- Safe for daily usage and coloured hair, revealing the natural shine

**Perfectly balances out the needs of scalp and hair**



## DANDRUFF SHAMPOO

with Octopirox  
300ml

- Removes visible dandruff from the very first wash
- Reduces scalp itchiness and irritation associated with dandruff
- Can be used on dry scalps and normal to oily hair

**Perfectly balances out the needs of scalp and hair**



## ROOT ACTIVATING SYSTEM - SHAMPOO

with Taurine & Carnitine  
300ml

- First step to reduce non-pathological hair loss
- Cleanses while stimulating roots stimulating the roots
- Strengthens the fragile hair
- Provides high energy nutrients to the hair follicles

**Perfectly balances out the needs of scalp and hair**



## ROOT ACTIVATING SYSTEM - LOTION

with Taurine & Carnitine  
8 x 7ml

- Second step to reduce non-pathological hair loss
- Trichotherapy Cosmetics' energizing formula stimulates hair roots
- Balances out the proportion of active hair roots to a near normal level of 80% after 24 weeks of application
- Enhances a fuller appearance and vitality

**Perfectly balances out the needs of scalp and hair\***

# STYLING - SETTING



## THERMAL PROTECTOR

with Hydrolyzed Wheat Protein  
300ml

- Helps to protect against heat damage when using irons or tongs up to 230°C
- The fine spray distribution allows an even application
- For a smooth and silky finish without regrets

**Don't weaken your hair! This is the must-have product when creating gorgeous looks with the help of hot-tools**



## VOLUME & BLOW-DRY SPRAY

with Panthenol  
200ml

- Keeps the hair smooth and detangled
- Helps to fasten the blow-drying
- Supports free-flowing volume and shine
- Helps to protect against blow-dry damages

**Combined with Strong Mousse on roots, the volumising effect will be increased**



## STRONG MOUSSE

with complementary styling polymers  
300ml

- The formula with its rich foam consistency creates marvelous volume and bounce
- Strong hold for a style that stays exactly the way you want it
- Supports lasting body, but also tames stubborn hair

**On finer or porous hair, apply Strong Mousse on roots only to create massive root lift**



## CURL CREAM

with natural wax  
200ml

- Ensures great curl definition and control
- Leaves hair with a moisturized feel and beautiful shine
- Easy distribution due its soft, cream-like texture

**Apply a small amount on dry hair to fight unruly hair**



## STYLING - TEXTURE



**DRY SHAMPOO FOAM**  
with herbal extracts  
300ml

- Refreshed look & feel without shampooing
- Instant absorption of greasiness
- The lightweight foam formula adds volume and body
- Extends the life of the blow-out
- Leaves the hair moisturized without unpleasant residues

The consistency quickly allows blow-drying to reshape the style



**VOLUMISING POWDER**  
with silica compound  
10g

- Provides impressive volume, root lift and texture
- The grip providing formula supports all up-dos
- Leaves hair remouldable with an extreme matt finish

Can't live without it & using it on daily bases? Try out our Cleansing Shampoo from time to time



**TEXTURE SPRAY**  
with talcum  
300ml

- Enhances lived-in, tousled texture and volume
- Gives a pleasant, non-sticky hair feel which allows remouldability
- The lightweight formula allows natural movement and easy brushing

Want to freeze the great texture effect? The Flexible Hairspray will fix it!



**FIBREMOLD**  
with natural plant wax  
85ml

- The elastic gum consistency with fibers creates a flexible texture
- Provides medium control and beautiful shine
- Leaves hair mouldable without feeling rough

Great solution to accentuate also wavy and curly hair



**ROUGH UP**  
with natural waxes  
85ml

- Supports great control, definition and matt finishes
- Leaves hair mouldable
- Easy to apply and to wash out

Intermix with Fibremold to dilute the matte effect



**GLUE**  
with styling agents and Berry Wax  
150ml

- Provides instantly extreme hold until the next shampoo
- Gives natural shine and the strongest hold within Indola
- Easy to work in and to shampoo out of the hair

The application on damp hair provides a larger ability to style the hair



**SALT SPRAY**  
with Salt  
200ml

- Creates beachy textures and perceptible grip
- Provides a matt finish
- Adds volume and body

No fan of beach waves? Apply before blow-drying shorter hair – it'll give a fuller hair feel

## STYLING - FINISH



**SMOOTH SERUM**  
with Coconut Oil  
200ml

- The lightweight formula provides beautiful shine
- Controls frizzy, tangled and static hair
- For healthy looking hair and a smooth surface

The application on damp hair ensures a more even distribution



**FLEXIBLE HAIRSPRAY**  
with a micro-fine spray distribution  
500ml, 50ml

- The fast-drying formula delivers natural looking hold
- Fights humidity and gives the hair effortless and workable fixation
- Easy to brush out

Avoiding a helmet-effect? The Flexible Hairspray allows natural movement



**STRONG LACQUER**  
with a micro-fine spray distribution  
500ml

- The fast-drying formula provides shine and strong hold
- Supports long-lasting shape
- Can be brushed out easily without unpleasant residues

The formula with micro-fine spray distribution leads, despite of the strong hold, to a natural look



**GEL SPRAY**  
with strong styling agents  
300ml

- Fast drying non-aerosol formula
- Supports shape and definition
- Creates long-lasting hold and fixation

Spray on damp hair and leave air-dry to create a clean and well-groomed wet look



## MULTI-TASKING OIL



**GLAMOROUS OIL GLOSS**  
100ml

- Luxurious, multi-tasking oil
- Anti-frizz control and easy detangling
- Instantly transforms all hair types into softer, smoother and glossier hair

Apply to dry hair for additional smoothness + anti-frizz

ACT NOW!

# 17 VEGAN, FREE-FROM PRODUCTS!

Free-from sulfate surfactants, silicones, parabens, mineral oils & artificial colourants\*. For pleasant, yet nourishing care & touchable, lasting styles.



## STATE-OF-THE-ART FORMULAS

- Vegan
- Free-from
- With natural ingredients like Chia Seed Extract and Avocado Oil

## SUSTAINABLE PACKAGING

- Up to 97% recycled materials
- Fully recyclable

## SOCIAL COOPERATION

- Giving back to the planet & community
- Fighting pollution with Plastic Bank



QR codes

on all products for direct access to ingredients, packaging infos & more.

## WASH



### COLOR SHAMPOO

300ml, 1000ml, 50ml

- Pleasantly cleanses the hair
- Provides beautiful shine + combability
- Locks colour pigments in the inner hair fibre

Formulated with Chia Seed Extract



### REPAIR SHAMPOO

300ml, 1000ml

- Pleasantly cleanses while nourishing the hair
- Strengthens the hair structure
- Enhances shine and a smoother hair feel

Formulated with Almond Oil



### MOISTURE SHAMPOO

300ml, 1000ml

- Cleanses & gives a moisturized hair feel
- Leaves hair manageable & smooth without weighing it down

Formulated with Aloe Vera Leaf Extract



### PURIFY SHAMPOO

300ml

- Removes impurities from pollution and dust
- Purifies the hair and scalp from silicones, styling residues, chlorides and metals
- Provides shine and a nourished hair feel

Formulated with Moringa Oleifera Seed Extract



### SOLID SHAMPOO

60g

- Cleanses the hair and scalp while cutting down on your daily plastic consumption
- The colour-friendly pH value enhances the longevity of colorations
- Provides natural shine and improves the combability
- The size and shape allows an easy application
- Box made of 100% FSC recycled material

Formulated with Shea Butter



\*Please refer to the individual product specifications for further details.

CARE



**COLOR CONDITIONER**

300ml, 1000ml

- Regenerates the hair structure
- Provides beautiful shine + combability
- Locks colour pigments in the hair fibre

Formulated with Chia Seed Extract



**COLOR SPRAY CONDITIONER**

200ml

- Locks the color pigment in the inner hair fiber
- Provides instant detangling and combability
- Non-overweighting formula

With Soy Amino Acids



**MOISTURE SPRAY**

200ml

- Provides great combability while moisturizing the hair
- Leaves hair manageable, smooth & shiny

Formulated with Aloe Vera Leaf Extract



**REPAIR MASK**

200ml, 650ml, 30ml

- Seals the cuticle & regenerates the hair structure
- Restores smoothness & vitality

Formulated with Avocado Oil

STYLING

SETTING



**SETTING SPRAY**

200ml

- Free from PVP/VA and silicones
- Blow-dry protection
- Supports combability and manageability
- Adds subtle control, body and shine

Formulated with Coconut Oil



**NON-AEROSOL VOLUME MOUSSE**

200ml

- Medium hold without stiffness
- Supports bounce, shine, and root lift
- Lightweight consistency allows usage also on fine hair types

With plant derived Amino Acids

STYLING

TEXTURE



**TEXTURE SPRAY**

300ml

- Free from silicones
- Boosts texturized, tousled volume
- Dry formula leaves hair full of movement & subtle grip

Formulated with Cellulose



**MATTE WAX**

85ml

- Free from artificial waxes & colourants, silicones and paraffin oils
- Creates strong, remouldable control
- Adds semi-matte shine
- Very dry, non-greasy look & feel

Formulated with Mineral Earth Compound



**VOLUME POWDER**

10g

- Free from silicones and artificial colourants
- Very fine powder for touchable hair feel & body
- Provides great mouldability, a thicker hair feel, root lift and grip

Formulated with Natural Starch



**SHINE WAX**

85ml

- Free from artificial waxes & colourants, silicones and paraffin oils
- Medium control for remouldable shapes
- Adds healthy looking shine and definition

Formulated with Glycerin

FINISH



**HAIRSPRAY**

300ml, 50ml

- Free from silicones
- Extra fine distribution for dry + long-lasting fixation
- Medium, yet touchable hold
- Easy to brush out



**NON-AEROSOL FIXATION SPRAY**

200ml

- Medium fixation
- Fine spray distribution
- Quick drying time
- Easy to brush out. No visible residues



# NEW, INSPIRING STREET STYLE COLLECTION

## WHAT'S IN IT FOR YOU!

Street style looks trending right now around the world, translated by our Creative Crew into commercial services, with all the scene-stealing colour techniques & indispensable products for your salon success.

**Make your salon the go-to destination for wearable street style looks.**



### STAND OUT

Be first with the latest trends & colour techniques - and get ahead of the rest.

### BOOST REPEAT VISITS

Tempt clients more often with fashion-led, wearable looks and service inspiration.

### INCREASE SPEND

With exclusive in-salon trend services and care & styling products for home.

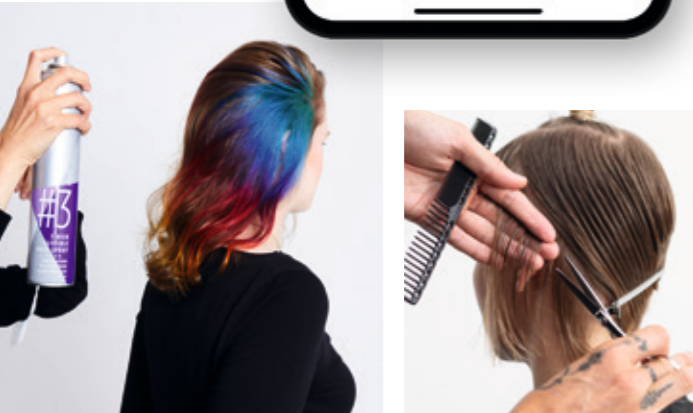
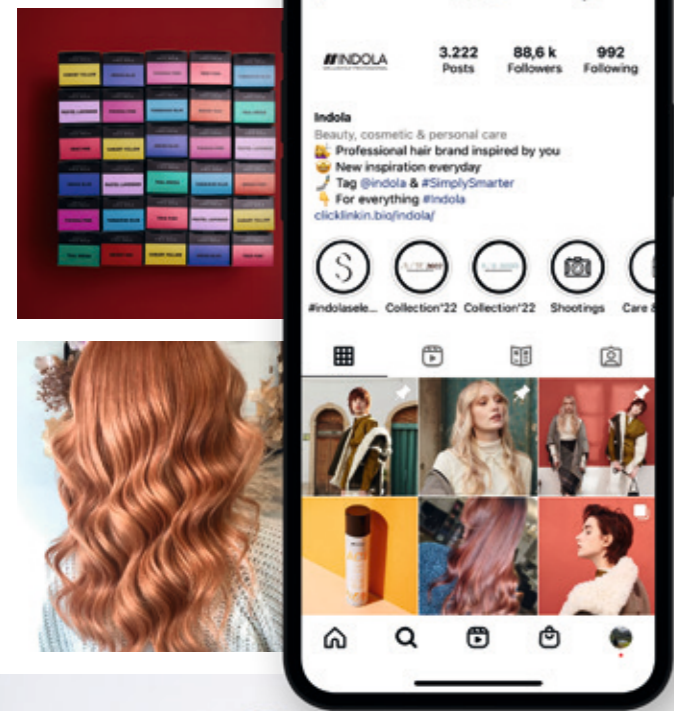
### TOP-UP SKILLS

Keep bang up to date with the hottest colour & cut techniques.



# WE ARE AT YOUR SIDE TO BOOST YOUR SKILLS

The Ed[YOU]cation offer.



All your challenges covered:

## 1. LIVE SEMINARS

We are all individuals and not everyone has the same learning needs. That's why we have created a modular Ed[YOU]cation system.

- 1) Fundamental
- 2) Creative
- 3) Heroes

## 2. SOCIAL MEDIA

You can count on our Instagram to bring you strong educational content where you will not only find #smarttips but full IGTV and live sessions tackling on-trend Ed[YOU]cation.

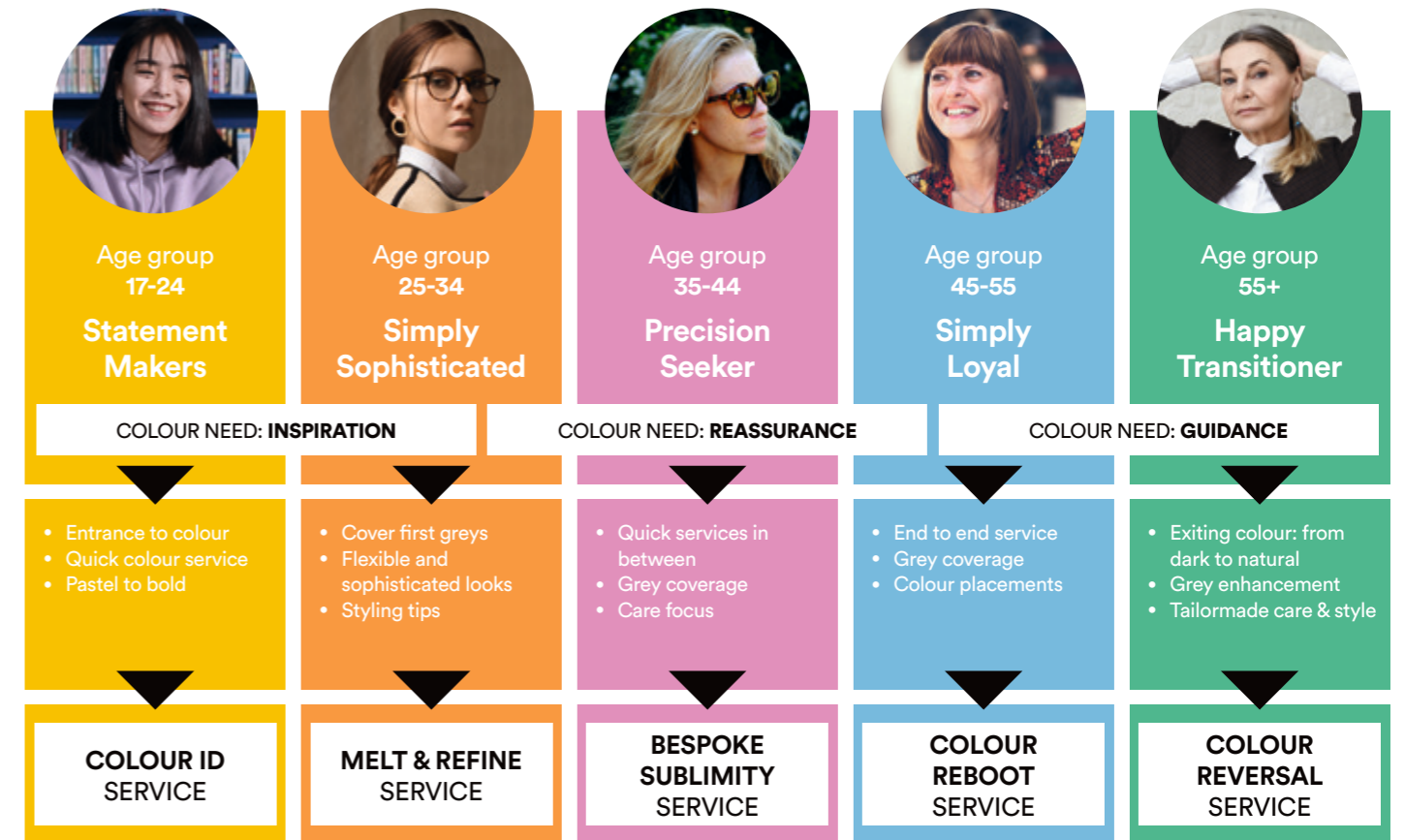
## 3. WEB BASED LEARNING INSPIRATION

Ed[YOU]cation available whenever, and wherever.

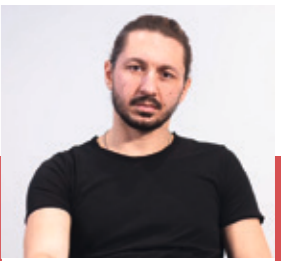
You can also learn about the new Street Style Collection with a full set of step-by-step pictures and video tutorials.

# AND TO STEP UP YOUR COLOUR SERVICES

Easy clientele matrix to better target the needs of your clients with a bespoke offer.



- Analyse your clientele and check out your unexploited potential behind each target group. i.e. do you already have in your portfolio the younger clientele 17-24 y.o.?
- Offer your clients new services to increase your ticket price. i.e. Do you know that Rainbow colours can also be done with soft pastels?
- Gain new clients with innovative services such as i.e. the Color Reversal for customers aged 55+, who either want to transition to or are already grey.



@urbanstudio\_kumurov



@abigail\_jarrold



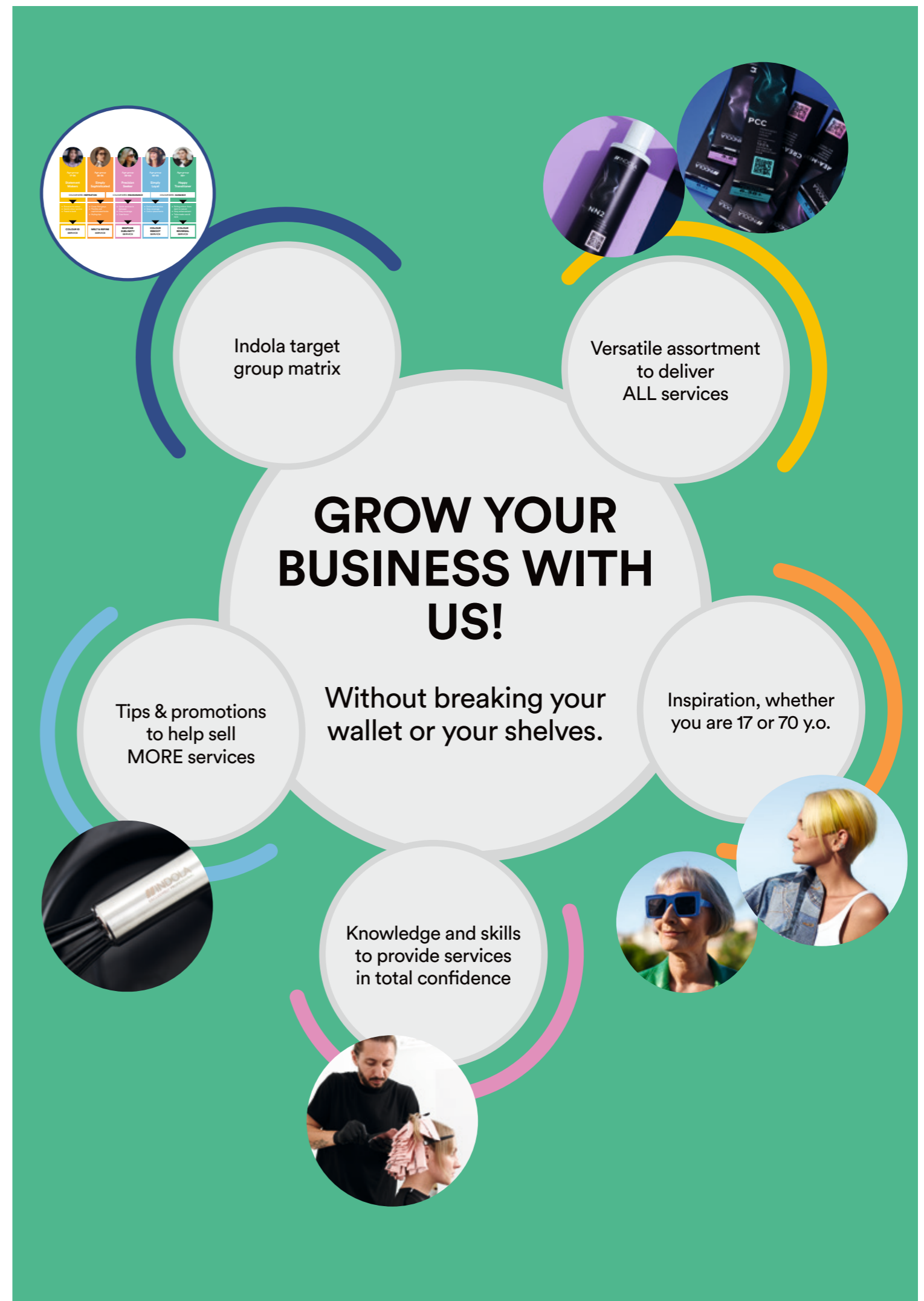
@miss\_sita\_zoroo

## #INDOLASELECTED

#indolaselected is a squad of young uber talented hairdressers regularly showcasing the latest trending colour techniques on our social channels.

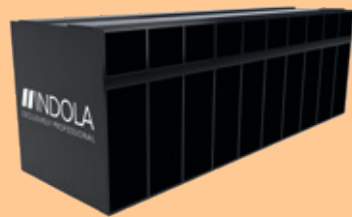
# WE ARE AT YOUR SIDE TO GROW YOUR BIZ

- Top-quality **point of sales materials** to boost your visibility & attract new clients to your salon
- Loyalty programmes & on-trend gift with purchase to **reward & retain your most valuable clients**
- Regular **salon tools drops**, designed by the global expert company FRAMAR, to **push your creative boundaries**
- **Online business sessions** on relevant topics such as „How to gain new clients?“. Held by successful Indola salon owners from around the globe



# SALON TOOLS FOR TRUE COLOUR LOVERS

All sustainable!



## THE COLOUR SMART BOX

Smart storage solution. Perfect for all colour lovers, it can store up to 14 different shades. 3x14 in stock, 14 tubes per row in use (56 tubes together).  
Size: 140mm W x 420mm L x 130mm H



## THE VERSATILE COLOUR TROLLEY

Multi-functional salon trolley - the smart solution for colour application. Detachable tray for up to 4 colour bowls. 5 drawers with large storage capacity. Metal holder for blow dryers. Includes mirror holder. Metal basket for products or developer bottles.  
Size: 340mm W x 280mm L x 900mm H



## THE SUPER COLOUR BOWL

The stylish shape allows easier mixing, stacking and cleaning. Comfortable to hold, with a non slip base for better stability on all surfaces.



## THE UNMISSABLE COLOUR BRUSH

The perfect brush for all daily salon techniques. Bristles: 23 mm long, 43 mm wide.



## THE PAPER BAG - FSC ECO-FRIENDLY

High-quality paper bags that complete your client's salon visit. Reusable and fully recyclable. Colour: white.



## THE FAST HAIR DRYING TOWEL!

Soft and delicate towel for daily use. Machine washable. They dry your client's hair in a fraction of the time of other towels!  
Size 500mm W x 900mm L



## THE STYLISH COLOUR APRON

Made from recycled polyester. With useful front pocket to store brushes and clips. Machine washable cool (30°C),  
One size: 680mm W x 840mm L



## THE GREAT CAPE

Smart closure with 5 neck buttons preventing hair and water from running down your clients neck! Smooth surface that allows hair to slide off cape. Exceptional sustainable material that is breathable for client. Machine washable in cold water, air dry.



## THE EASY T-SHIRT

Comfortable and trendy black base T-shirt with white #SimplySmarter print. Unisex.  
Size: S/M, M/L

## OUR PARTNERSHIP WITH FRAMAR!

### MIGHTY MIXER - COLOR WHISK

- Mixes your color and bleach quick and easily.
- Rubberized loops won't alter hair color like metal loops.
- Elegant stainless steel handle with hook to hang or attach. Built to last.



### BIG DADDY COLOR BRUSH

- An extra-wide color brush amazing for all color and getting big jobs done fast.
- Framar's famous AccuSoft bristles are tapered to pick up and distribute color to hair evenly, quickly and precisely
- Wide brush head is designed for all over dye jobs and root tapping while still being comfortable in your hand.



# MAKE THE SMART CHOICE!

## Become a colour lover!

**Compact range for unlimited services**

**Smart additives to boost your creativity**

**Easy-to-use** thanks to new clustering,  
colour coding & QR codes on all products

**With no compromise on sustainability**

FOR TRUE

# COLOUR LOVERS

