

LOOK



BOOK

THE TREND



We're setting the stage for a new beauty chapter where balance and self-expression are embraced.

Inspired by recent lifestyle changes, we've crafted this collection to inspire balance, authenticity, and self-care. Our looks are stripped back to their essence, removing excess and emphasizing what truly matters - they invite reflection, allowing one's authentic self to shine through.

Each hairstyle tells a story of resilience and self-discovery, celebrating the joy of life and the art of creative expression.

As you journey through the following pages, remember to embrace the tranquility, as moments of pause and reflection await to rejuvenate your spirit and inspire your creative soul.

COME, JOIN US ON OUR NEW STREET STYLE COLLECTION TOWARDS A HEALTHIER, HAPPIER SELF.





TRUE BEAUTY lies in authenticity.



THIS TREND INVITES everyone to embrace freedom of expression and enthusiasm for reinvention.



HELSINKI'S HEARTBEAT, echoed in every vibrant, unique style we create.



LET'S UNVEIL the confidence within each strand.



BOLD. Authentic. You.

INTRODUCING..
**CREATIVE
CONFIDENCE**

TAKE A MOMENT.
Reflect. Find inspiration.



EMERALD TEXTURE

COLOURED BY MILE

Emerald Texture is all about striking a balance between daring and casual.

The haircut is tapered close to the nape with mini coils for added movement, creating a lived-in, organic feel.

Splashes of neon green and lime yellow color weave in a visually strongside parting.

The look partners well with comfy blue shades in the outfit, adding a touch of serenity.



PRODUCTS USED:

Craft this look with CREA-BOLD: Mix Turquoise Blue, Canary Yellow, and CARE & STYLE Colour Treatment for that perfect neon green. Enhance with a hint of Teal Green for a vibrant lime finish.



HAIR VARIATION

"I'VE TEASED THE CURL TO TRANSFORM IT. This technique enhances the Afro texture, creating a fluffy, voluminous and textured look."

Andy Smith, INDOLA Global Ambassador



THE COLOUR: A global color with earthy tones and an intense focus on the parting and top of head in lime green.

THE CUT & STYLE: A strong shapes haircut short on the sides, longer on top keeping length to be able to pull out the curls in different directions with a strong parting.

“VIBRANT GREENS ON A TEXTURED CANVAS, a strong wearable statement for those eager to express this spring and summer.”

MILE, COLOURIST

SMOKEY EDGE

COLOURED BY MILE

Evoking the mystique of a twilight sky, the Smoky Edge swirls together soft gray and deep charcoal tones.

Its sleek bob cut with asymmetrical fringe and reflective fashion choices offer a moment of quiet contemplation in a world of noise. This look is a tribute to those who dare to express their introspective, confident selves.



“A BOLD BLEND of cool darks and vibrant ash; for the direct and daring, craving transformative change.”

MILE, COLOURIST

THE COLOUR: An asymmetric color placement from fringe to the top of the head toned with different shades of grey, combined with a global cool brown base color.

THE CUT & STYLE: A chin length bob with broken edges and a short fringe.



HAIR VARIATION

“BY CHANGING THE PARTING, THE COLOR WAS MADE MORE PROMINENT and it gave the haircut a unique, asymmetric vibe. To complete the look, volume was added for increased dynamism.”

Andy Smith, INDOLA Global Ambassador



PRODUCTS USED:

Achieve the Smoky Edge allure with our tailored CREA-MIX shades. Dive into a world of bespoke greys and fearless self-expression.



MILE



THE CREATORS

“ Working with INDOLA is like having an endless box of color crayons. It keeps things simple but makes me think outside the box. Our latest collection? It's like your favorite playlist – familiar but full of surprises. We've crafted looks that anyone can wear, but with a unique twist. It's not just about cutting and coloring; it's about capturing someone's essence. With INDOLA, we're painting dreams on hair, and I'm here for every vibrant moment of it. ”

@urbanstudio_kumurov
INDOLA Colour Expert, #IndolaSelected member, based in North Macedonia



“ Hair, to me, is more than an accessory – it's an expression. With INDOLA, I'm reminded of the vibrant pulse of street style, capturing that playful spirit while remaining cutting-edge. For the 'Creative Confidence' collection, it was about embracing our unique textures, about finding confidence in versatility. This is not just about hair; it's about asserting our individuality, creating statements. Whether it's a bold cut, a subtle color accent, or a dramatic hue, every choice is a step towards standing out. After all, hair is the crown we wear daily. When it's on point, so is our game. With INDOLA, we're bringing that urban flair and confidence right from Helsinki's streets to every salon. ”

@andysmith_stylist
INDOLA Global Ambassador, based in London



ANDY SMITH

PAUSE. REFLECT. REST.

In today's fast-paced world, it's all too easy to get caught up in the constant whirlwind of tasks and responsibilities.

We often forget to take a step back, to pause and reflect, to rest.

Yet, it is in these moments of quiet contemplation that we rediscover our authentic selves, reignite our creativity, and gain a fresh perspective.

Our Creative Confidence collection is not just about daring hairstyles or groundbreaking techniques; it is about the whole journey of self-expression and creativity.

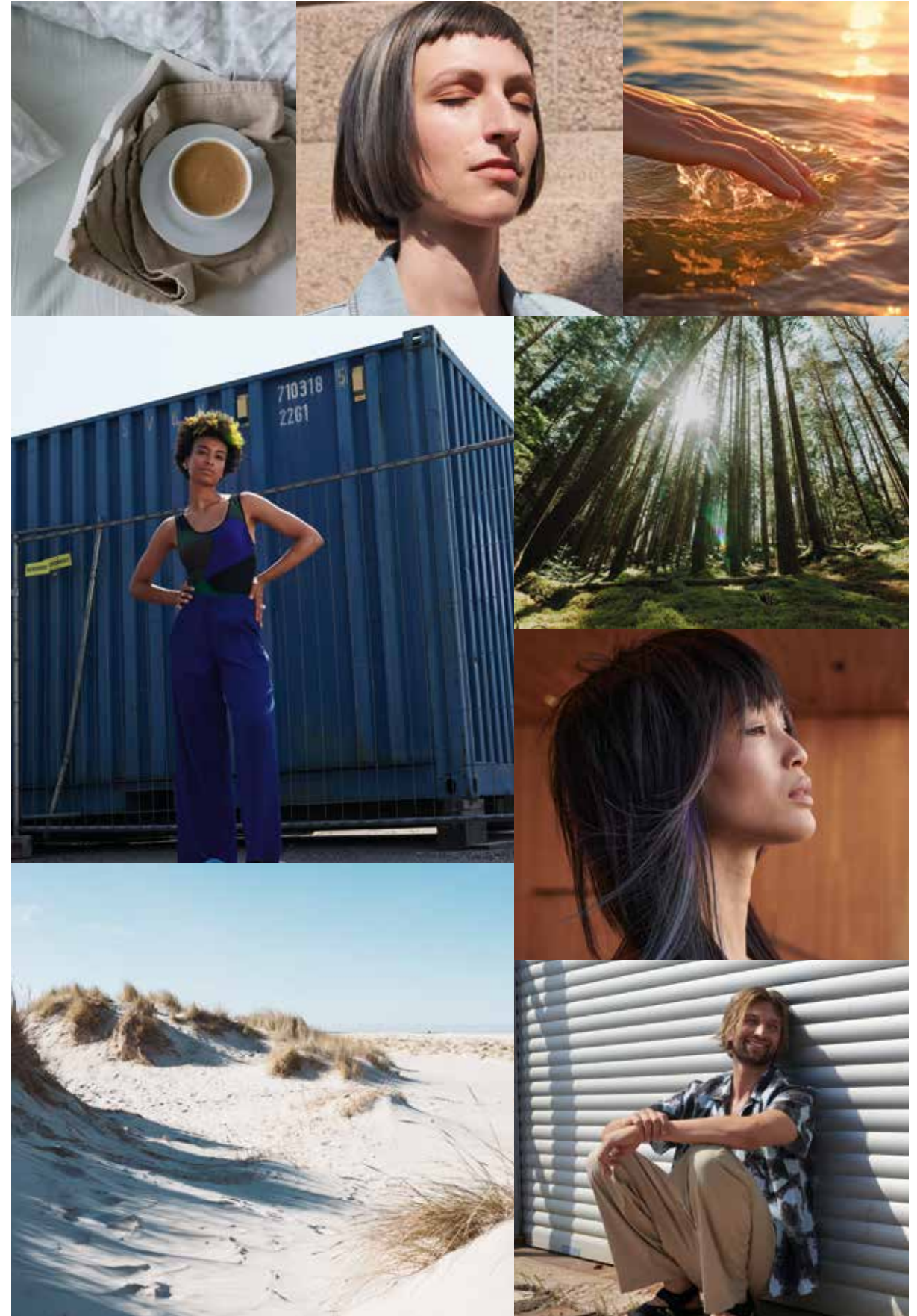
A journey that requires us to sometimes slow down, listen to our inner voice, and let it guide our path.

Each look in this collection is a testimonial to the beauty that emerges when we honor our individuality and uniqueness.

When we allow ourselves to pause, to be in the moment, to reflect on what truly matters, and to rest before continuing our creative journey.

So, as you admire these looks, remember the importance of taking a moment for yourself.

It is in these moments of self reflection that creative confidence is born.



DUSK BLONDE

COLOURED BY ARI



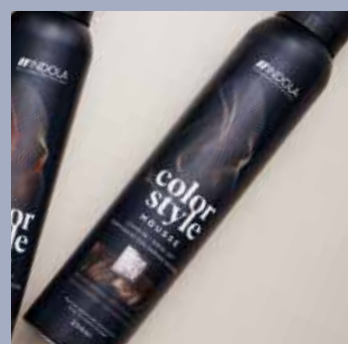
Embodying a gentle masculinity, this look introduces relaxing blonde tones & tousled waves.

Paired with a casual, boho-inspired outfit, it resonates with men of calm demeanor and free spirit. This style embodies the serenity of a late summer's dusk.



PRO TIP:

Use CARE & STYLE Texture Rough Up to craft this look on your own & use COLOR STYLE MOUSSE Medium Brown for easy at home touch-ups to keep that shade lively!



HAIR VARIATION

"I ADDED MORE STYLING PRODUCT, pulling the hair away from the face but leaving some breaks. This opened up his facial features without making the style overly sculpted."

Andy Smith, INDOLA Global Ambassador



THE COLOUR: Sunkissed cool blonde with some darker pieces to create more dimension.

THE CUT & STYLE: A layered haircut with shorter areas in the back and on the sides. Long on top of the head and front.

"IT FELT LIKE CRAFTING THE OCEAN'S waves on hair; a carefree blend of balayage and roots that channels that rebel-surfer spirit."

ARI, DIGITAL EDUCATOR

BLUEBERRY FUSION

COLOURED BY ARI

A rich brown base layered with intense dark violet and pastel blue highlights presents a pause for the unconventional.

The cut, a blend of longer sections contrasted with short internal layers, enhances a unique persona. Coupled with a striking, eclectic outfit, this look is a nod to creative confidence and reflective moods.



“THIS LOOK REVIVES a sophisticated punk spirit while at the same time displays a symmetric dance of the colors violet and blue. I simply love it.”

ARI, DIGITAL EDUCATOR

THE COLOUR: A dark violet / brown global color with irregular lighter pieces highlighting the longer part of the haircut, toned with violet and light pastel blue.

THE CUT & STYLE: An extremely layered hair cut with longer sections on the sides and in the back with short internal layers.



HAIR VARIATION

“I TWISTED AND PINNED THE HAIR UP, giving the illusion of a shorter haircut. This showcases the hair texture and creates an interesting contrast.”

Andy Smith, INDOLA Global Ambassador



PRODUCTS USED:

Conjure this enchanting look with CREA-BOLD: Pastel Lavender and Bright Red with Indigo Blue for deep violet-brown shades punctuated with pastel blue highlights.



“ In the heart of Helsinki, every strand of hair weaves a tale just as every corner of the city holds a memory. The collection we’ve melded together is a vibrant mix of styles, a blend of the city’s authenticity and its versatility.

Helsinki, with its combination of tradition and innovation, mirrors the essence of this collection. As a hair colourist, every shade I choose, feels like painting a canvas with the city’s spirit. And together with INDOLA, each creation becomes a masterpiece.

INDOLA, for me, is much more than just a brand- it’s a trusted companion on my creative journeys; and my favorite product will always be CREA-BOLD. It is like an artist’s dream palette - reliable, vibrant, and so smooth to work with. Plus, the ease of it? Just the cherry on top! ”

@aripaljarvi
Ari Paljarvi, Digital Educator based in Helsinki, Finland



ARI PALJOJARVI

THE CREATORS



RUBY FLASH

COLOURED BY ARI

Rich in striking red shades, the Ruby Flash brings out vivid placements that shine brightest on the top of the head.

The cut, a smooth and soft silhouette, seamlessly combines elegance with simplicity. When paired with a rock-chic ensemble, the entire look becomes a captivating blend of boldness and style. It's truly tailored for those who don't just step into a room but illuminate it.



PRODUCTS USED:

Unlock the Ruby Flash with our PCC 6.66x for a standout intense red transformation, and for a quick at-home refreshes, use COLOR STYLE MOUSSE Red!



HAIR VARIATION

"I GENTLY TEASED THE HAIR, encouraging it to expand and adopt a fuller appearance, maintaining an organic and unpretentious aesthetic, yet captivating in its casual elegance."

Andy Smith, INDOLA Global Ambassador



"A WILD RED HAIR paired with this one-sleeve body and corsage? A fearless blend that shouts confidence, and I'm all for it! "

IOANNA, FASHION STYLIST

THE COLOUR: Different shades of red with intense red reflections on the top of the head.

THE CUT & STYLE: A soft, one length haircut, no layers with a slight rounded shape towards the front.



“ For me, this collection is about breathing new life into an old pair of trousers, mixing, and matching until they scream ‘you’. With the team, it’s always been more than fashion; it’s the laughter, the shared moments, and the trust that fuels my creativity. ‘Creative Confidence’ is more than just outfits on a rack; it’s an attitude, a challenge to be unapologetically you. In this world of style, we don’t just wear clothes; we wear our spirit, our stories, our bold choices. Fashion is the city’s pulse, a dance of colors, and a glimpse in the eye. ”

@ioanna_Auschra
Fashion stylist



IOANNA AUSCHRA

THE CREATORS

