

MY INDOLA



MAGAZINE

TALKING ABOUT



FOR TRUE

BLONDE LOVERS

Embracing the beauty of blondes is not just a seasonal trend; it's a year-round celebration of the incredible versatility and appeal that blonde hair brings to the world of hairdressing.

To elevate your service offering, we're spotlighting our love for blondes with 5 stunning blonde services for clients of all ages – bringing YOU new creative colour and commercial revenue opportunities, that start in the salon and continue at home.

Blondes have a beautifully unique way of lighting up any salon. They are, without a doubt, the backbone of any thriving salon business. From cool blondes, misty greys and pastels, to warm balayage and honey highlifts, each of our services has been developed with your diverse clients in mind.

All brought to life with your creativity, supported by our holistic blonde colour & care solution: **BLONDE EXPERT**. The full BLONDE EXPERT line offers proven superior quality with integrated Hair-Bond Technology, all at an affordable price – enabling YOU to be the **#AbsoluteBlondeExpert!**

We're also paving the way for a fresh beauty journey with our S/S Street Style Collection, this edition focuses on balance, self-expression and the art of creativity – enjoy 5 brand-new looks and be inspired to deliver the most beautiful and on-trend looks for your clients, no matter their age or lifestyle! Plus, especially for summer, we've also launched a special promotion; helping you to reward those salon clients who prioritise their summer haircare.

Raring to go? Read on and rejoice in your love for colour – we're by your side every step of the way to support and grow your salon business through the magic of blonde.

BLONDE EXPERT

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New Blond Services

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The INDOLA Portfolio

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BLONDE EXPERT – TAKES YOUR BLONDE CREATIONS TO THE NEXT LEVEL

Superior performance with total safety.

#1 UNRIVALLED PERFORMANCE

Our strongest lightening performance ever, complemented by two boosters for cleaner blonde results.

with
HAIR-BOND 
TECHNOLOGY



#2 MAXIMUM PROTECTION

Guaranteed by our Hair-Bond Technology; no additional bonding add-ons required!

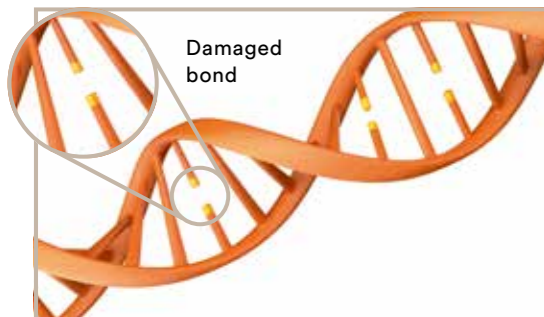
#3 HOLISTIC ASSORTMENT

A collection of Highlifts and Pastels for on-trend looks and expanded service opportunities for every hair base.

#4 HOME CARE MAINTENANCE

Balance salon-perfect blondes with expert at-home maintenance using our BLONDE EXPERT Care range.

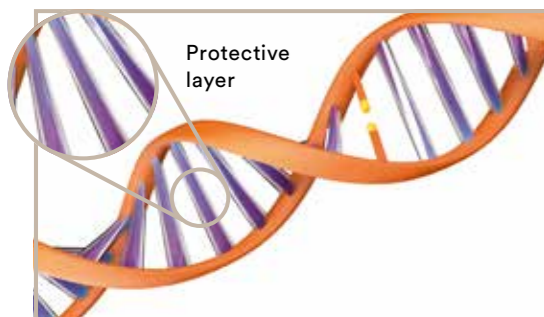
BLONDE EXPERT – HAIR-BOND TECHNOLOGY



The inner hair structure is composed of a cohesion of bonds and its stability and elasticity can be easily damaged during chemical processes, such as lightening or lifting.

To achieve the perfect blonde, safeguarding and reconstructing the hair structure DURING and AFTER the services is essential.

with
HAIR-BOND
TECHNOLOGY



The Hair-Bond Technology and Hair-Bond Technology+ integrated into our BLONDE EXPERT Colour* and Care** products respectively help to minimise damage at every level.

It shields the bonds during chemical processes and helps to form new bonds afterwards with in-salon and at-home care. With BLONDE EXPERT, you can craft stunning blondes with maximum safety and complete confidence!

* except Ultra Cool Booster & Ultra Lift Booster
**except Insta Cool Spray

THE HOLISTIC BLONDE COLOUR & CARE SOLUTION

IN-SALON

COLOUR

The Bond Bodyguard

Forms a protective layer around the natural bonds during lifting or lightening, maintaining strength and elasticity.



CARE

The Bond Builder

Builds and reconstructs new bonds inside the hair fibre for stronger, more healthy-looking hair.



AT HOME CARE

CARE

The Bond Maintainer

Maintains and strengthens the hair structure at home, in-between salon visits.



* except Insta Cool Shampoo

BLONDE EXPERT COLOUR PORTFOLIO



LIGHTENING

LIGHTENER

- High performing and reliable lightener for perfect clean and light results
- Optimised combination of active ingredients for up to 9 levels of lift
- Integrated Hair-Bond Technology for significantly reduced hair damage
- Intermixable with BLONDE EXPERT Ultra Cool Booster

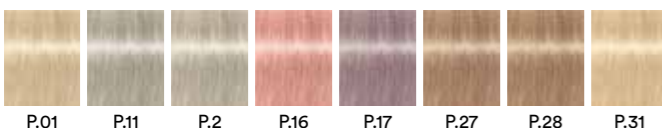
ULTRA COOL BOOSTER

- Additive for additional neutralising performance on challenging bases

TONING

PASTEL

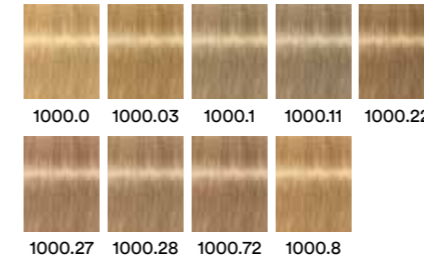
- Integrated Hair-Bond Technology
- Neutralises unwanted yellow or golden hues
- Tones lightened or lifted bases
- Intermixable with Special Blonde shades for endless variation possibilities



HIGHLIFTS

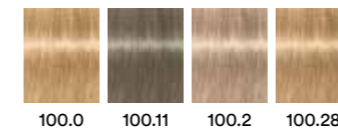
SPECIAL BLONDE 1000.

- Up to 4-5 levels of lift with integrated Hair-Bond Technology for significantly reduced hair damage
- Lifts and tones natural bases in one application



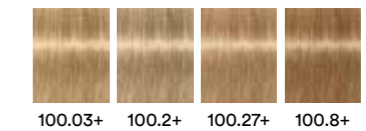
ULTRA BLONDE 100.

- Up to 4 levels of lift with integrated Hair-Bond Technology for significantly reduced hair damage
- Lifts and provides our strongest tonal direction or neutralisation in one easy step



ULTRA BLONDE 100. + BLEND

- Up to 4 levels of lift
- Blends natural bases in one application
- Up to 80% white hair blending
- Integrated Hair-Bond Technology for significantly reduced hair damage



ULTRA LIFT BOOSTER

- Additive for additional lifting performance on challenging bases
- Only to be mixed with BLONDE EXPERT Highlift Special Blonde Natural 1000.0



BLONDE EXPERT CARE PORTFOLIO

INSTA STRONG

Ensure the most brilliant blonde looks with outstanding hair quality and high shine thanks to deeply repairing formulas that reconstruct the hair bonds after lightening & lifting, while sealing the hair's surface.

SHAMPOO

- Rich shampoo with enhanced Bonding Technology
- 250ml

CONDITIONER

- Weightless conditioning spray with enhanced Bonding Technology
- 200ml

TREATMENT

- Intense treatment with enhanced Bonding Technology
- 200ml



INSTA COOL

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

SHAMPOO

- Powerful pigmented shampoo with enhanced Bonding Technology
- 250ml

CONDITIONER

- Lightweight spray with neutralising pigments
- 150ml

TREATMENT

- Pigmented treatment with enhanced Bonding Technology
- 200ml



DISCOVER 5 NEW BLOND SERVICES

with BLONDE EXPERT

MILE KUMOROV

@urbanstudio_kumurov



ABBEY SMITH

@abigailsmith_hair



Our team of experts have created a range of different blonde services, tailored to every age group.

Each one is a masterpiece, meticulously crafted using the power of our ultimate BLONDE EXPERT colour and care range.

ARI PALOJÄRVI

@aripalojarvi



THE ICY COOLNESS

For clients who want to achieve the clearest icy blonde, recommend a personalised lightening service with BLONDE EXPERT Lightener & Insta Cool Treatment.

Created with:



LIGHTENER

For maximum lightening performance with significantly reduced hair damage.

Best at-home maintenance



BLONDE EXPERT INSTA COOL RANGE

To flawlessly maintain and refresh cool-toned shades while eliminating undesired brassy or golden tones, all while fortifying the hair from within.





THE DELICATE POWDER

Take your client's blonde to new heights with this refined pastel tonal enhancement; an addition to your lightening service.



THE CARAMEL LUXURY

Create a seamless blonde blend from root-to-tip with beautiful highlights; giving your client a lasting look with minimal maintenance.



Created with:



PASTEL

Essential toning range for fine-tuning blondes with stunning pastel tones.



Best at-home maintenance



BLONDE EXPERT INSTA COOL SHAMPOO & TREATMENT

This powerful duo not only cares for vibrant blonde locks but also brings an extra burst of coolness, elevating lived-in pastels to new heights.



Created with:



LIGHTENER

For maximum lightening performance with significantly reduced hair damage.

Best at-home maintenance

BLONDE EXPERT INSTA STRONG RANGE

Ensures the most dazzling blonde results, along with exceptional hair health and luminous shine.





THE HONEY TEXTURE

A root shadow that blends away any silver strays, or simply creates the same rich and lustrous shade throughout, enhanced with subtle highlights.



THE MISTY ASH

Creating different levels of highlights with enhanced white blending and lifting in a single application gives the most natural-looking results!



Created with:



LIGHTENER

For maximum lightening performance with significantly reduced hair damage.



Best at-home maintenance



BLONDE EXPERT INSTA STRONG SHAMPOO & SPRAY CONDITIONER

This combination delivers the most vibrant blonde results, all while enhancing hair quality with remarkable shine.

Created with:

HIGHLIFT 100.+ BLEND

The highlift range that lifts and blends mature blonde.



Best at-home maintenance

BLONDE EXPERT INSTA COOL RANGE

A range not just limited to blondes! The violet pigments can also neutralise any hints of yellow in greys and silvers too.



ED(YOU)CATION INDOLA

Creating the latest trending styles has never been simpler. Be part of a generation that embraces the trends of today.

Discover our full Ed(you)cation offering either offline or online – allowing you to learn at your own pace, whenever and wherever.



GET READY FOR SUMMER

Essence of Blonde

This seminar contains all the relevant information to create a fantastic in-salon blonding experience.

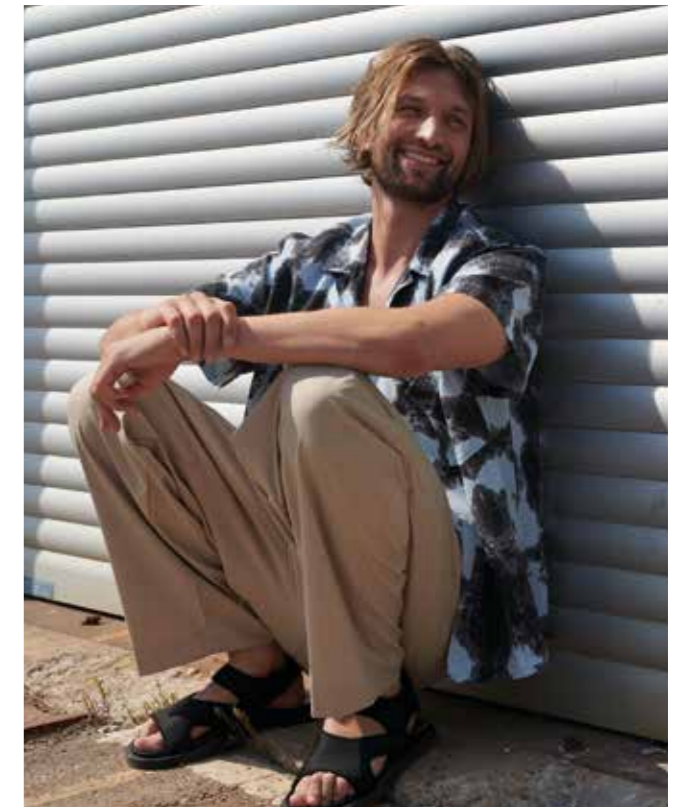
From simple highlight techniques to complex corrections and achieving the clearest blondes – it's all covered!





CREATIVE CONFIDENCE

STREET STYLE COLLECTION SPRING/SUMMER 2024



INTRODUCING SSC S/S 24

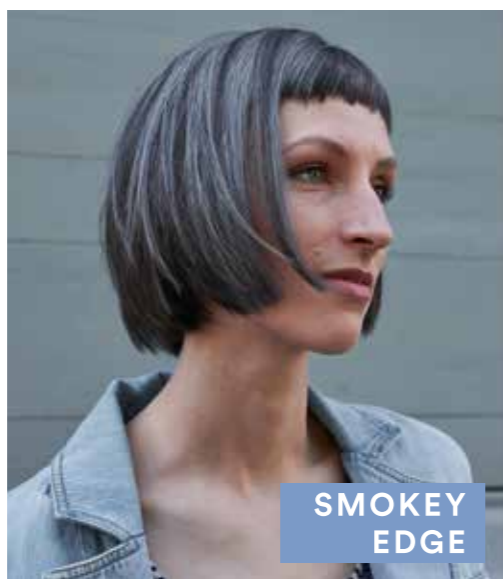
We're setting the stage for a new beauty chapter where balance and self-expression are embraced. Inspired by recent lifestyle changes, we've crafted this collection to inspire balance, authenticity, and self-care.

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.

Join us on our new Street Style Collection towards a newer, happier self.



EMERALD
TEXTURE



SMOKEY
EDGE



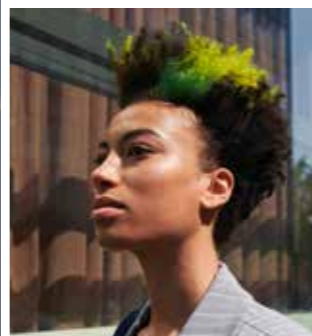
DUSK
BLONDE



BLUEBERRY
FUSION



RUBY
FLASH



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 colour weave in a visually strong side parting.

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

EMERALD TEXTURE





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

It's a sleek bob cut with an asymmetrical fringe and reflective fashion choices that 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.

DUSK BLONDE

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

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



SMOKEY EDGE

BLUEBERRY FUSION



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.



Rich in striking red shades, 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.



RUBY FLASH



**ROCK THIS
SUMMER
IN STYLE!**



DON'T MISS OUR SPECIAL SUMMER PROMOTION!

We're rewarding clients who prioritise summer haircare.





BLONDE EXPERT Care is the ultimate summer ally, and this season, when salon clients buy 2 BLONDE EXPERT Care products, they'll receive a phone chain that fits all phones for FREE.

It's the perfect summer combo!



COLOUR

Permanent			Demi-Permanent
PCC	CREA-MIX	XPRESS COLOR	COLOR TRANSFORMER
 <ul style="list-style-type: none"> Permanent colouration delivering long lasting superior shine, great colour retention and coverage 	 <ul style="list-style-type: none"> Permanent mix tones to intensify colour vibrancy or neutralise unwanted tones 	 <ul style="list-style-type: none"> For express colour results without compromising on hair quality, in just 10 minutes processing time 	 <ul style="list-style-type: none"> To convert permanent shades into demi-permanent with flawless shiny and healthy-looking colour results

Blonding			Developers
BLONDE EXPERT	BLONDE EXPERT LIGHTENER	RAPID BLOND+	CREAM DEVELOPERS
 <ul style="list-style-type: none"> Assortment of highlighting & toning shades and additives to cater for ALL blonde services 	 <ul style="list-style-type: none"> High performing lightener with significantly reduced hair damage With Hair-Bond Technology 	 <ul style="list-style-type: none"> Dust reduced bleaching powder available in white and blue colour 	 <ul style="list-style-type: none"> Assortment of developers compatible with the entire colour portfolio

Semi-Permanent		Service Enablers	
CREA-BOLD	COLOR STYLE MOUSSE	NN2	CC2
 <ul style="list-style-type: none"> Ready to use direct dye for bold or pastel results 	 <ul style="list-style-type: none"> Styling mousse with direct dye that lasts up to 4-20 washes* 	 <ul style="list-style-type: none"> Protective formula to reduce irritation and discomfort, especially for clients prone to sensitive or itchy scalps, and to prevent from staining 	 <ul style="list-style-type: none"> Colour conditioning spray to deliver the best shine and colour longevity, even on porous hair

CARE & STYLE ESSENTIALS

Colour	Silver	Repair	Hydrate	Scalp
 <ul style="list-style-type: none"> Shampoo Conditioner Treatment 	 <ul style="list-style-type: none"> Shampoo 	 <ul style="list-style-type: none"> Shampoo Conditioner Treatment Split-Ends Serum Keratin Filler Kera Restore Mask 	 <ul style="list-style-type: none"> Shampoo Spray Conditioner 	 <ul style="list-style-type: none"> Cleansing Shampoo Dandruff Shampoo Root Activating Shampoo Root Activating Lotion
Setting	Texture	Finish	Blonde Expert	Glamorous Oil
 <ul style="list-style-type: none"> Strong Mousse Curl Cream Thermal Protector Volume & Blow-Dry Spray 	 <ul style="list-style-type: none"> Dry Shampoo Foam Texture Spray Salt Spray Glue Volumising Powder Fibermold Rough Up 	 <ul style="list-style-type: none"> Gel Spray Flexible Hair Spray Strong Lacquer Finish Smooth Serum 	 <ul style="list-style-type: none"> Insta Cool Shampoo, Spray and Treatment Insta Strong Shampoo, Spray Conditioner and Treatment 	 <ul style="list-style-type: none"> Glamorous Oil Gloss

ACT NOW! VEGAN & SUSTAINABLE

Colour	Repair	Moisture	Purify
 <ul style="list-style-type: none"> Shampoo Conditioner Spray Conditioner 	 <ul style="list-style-type: none"> Shampoo Treatment 	 <ul style="list-style-type: none"> Shampoo Moisture Spray 	 <ul style="list-style-type: none"> Shampoo
Setting	Texture	Finish	
 <ul style="list-style-type: none"> Setting Spray Volume Mousse 	 <ul style="list-style-type: none"> Texture Spray Volume Powder Matte Wax Shine Wax 	 <ul style="list-style-type: none"> Hairspray Non-Aerosol Fixation Spray 	

* The lastingness can vary depending on the hair's condition, used amount of product and shades

