

# MY INDOLA



# MAGAZINE

# INDOLA. FOR TRUE COLOUR... AND HAIR LOVERS!

WE STAND BY YOUR SIDE, ALWAYS INNOVATING  
TO CELEBRATE YOU AND OUR MUTUAL LOVE FOR COLOUR.  
IT'S WHAT WE DO.

That's why we've relaunched our NEW INDOLA CARE & STYLE assortment, providing YOU with the perfect tools to beautify every individual colour result!

The new **high-performing, vegan range** is here to help you care for and style EVERY client's hair. The multi-benefit, intermixable formulas enable you to offer **more services, with less products.**

Explore the **flexibility of the range** with our five new Styling Services! Cater to clients of all hair types, ages and genders, keeping your salon on-trend and in-demand at an affordable price.

Then, **meet our A/W 24 Street Style Collection** and dive into the world of **Imaginative Renaissance!** Discover five diverse looks, with styles by INDOLA Cut & Styling Ambassador, Andy Smith, and colour by INDOLA Colour Experts, Ari Palojarvi and Peter Marity.

Be inspired to recreate the looks in your salon using our compact yet complete portfolio, from the timeless elegance of Vintage Verve to the edgy-yet-modern Renaissance Rebel.

This edition is absolutely packed with action to boost your salon business and help you do what you do best, COLOUR, CARE & STYLE.

Still thirsty for more inspiration? Don't forget to follow us on social media and share your #SimplySmarter creative looks.

# TALKING ABOUT

The New CARE & STYLE p. 4-19

New Styling Services p. 20-25

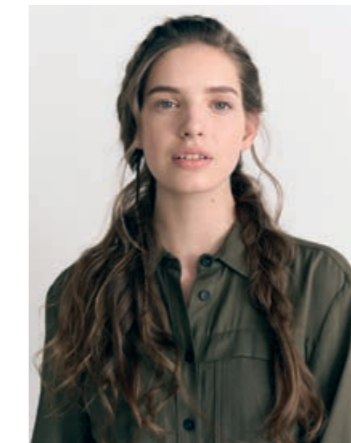
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# WE INDOLA CARE & STYLE



## New INDOLA CARE & STYLE.

Our compact and high performing care and styling assortment enables you to create the complete services simply in-salon and at home. Infinite care & styling performance for you.

[indola.com](https://indola.com)

#SimplySmarter

# WE UNDERSTAND YOUR NEEDS



You don't need to carry a huge product assortment to perform a wide range of services. With our NEW multi-benefit formulas and intermixable range, you can offer more services with less products.

Easy and intuitive to use, all products have a QR code, giving you 24/7 access to usage instructions for our existing formulas AND our newly added blockbusters.



You need high-performing, trustworthy professional products. That's why our products come with the **highest quality** standards. Our **newly vegan** range of care & styling products has formulas you can rely on, plus **dedicated seminars** to help you find the right products to offer tailored services and cover a **diverse range of hair needs**.



Sustainability is on the rise, but you still need reliable formulas. We strive to become **more sustainable** – changing our assortment to vegan formulas and using recyclable packaging formats – **without compromising on quality or affordability**.



# WE INDOOLA CARE

Fascinated by our love for hair, inspired by imagination and confirmed by results, we believe in the power of truly smarter care.

With high-performing formulas and powerful benefits, we aim to reveal the true beauty of every individual's hair.

As we know, quality colour isn't possible without healthy hair. Because the perfect look is always about seeing and feeling.



# CARE

Healthy hair is remarkably resistant, but it can't renew itself once it has grown from the follicle. Personal habits, environmental factors and chemical treatments are affecting the hair's condition.



Every hair type requires a different level of care solution and so we've developed products and treatments that act primarily on the outer or inner structure to target its unique need.



Should SCALP & be removed as well here?

		TYPE OF HAIR				
		SCALP	TINTED / COLOURED	POROUS / DAMAGED	NORMAL TO DRY	
<b>CARE:</b> ● LIGHT ● MEDIUM/INTENSE	●●●	SCALP & HAIR THERAPY SHAMPOO		GLAM OIL		
	●●●	CLEANSING SHAMPOO	COLOR SHAMPOO	REPAIR SHAMPOO	HYDRATE SHAMPOO	
	●●●	ANTI-DANDRUFF SHAMPOO	COLOR SHAMPOO	REPAIR CONDITIONER	HYDRATE SPRAY CONDITIONER	
	●●●	ROOT ACTIVATING SYSTEM SHAMPOO	HAIR THERAPY SPRAY CONDITIONER			
	●●●	ROOT ACTIVATING SYSTEM LOTION	COLOR SHAMPOO	REPAIR TREATMENT		
			COLOR TREATMENT	INTENSE REPAIR MASK		
			REPAIR KERATIN FILLER			
			REPAIR SPLIT ENDS SERUM			
	●●●		MEDIUM			
	●●●●		INTENSE			

## REPAIR RANGE

Protects physically or chemically stressed hair against breakage up to 95%.\*\*

- Protects and repairs damaged hair
- Enhances hair's combability without weighing it down
- Brings back inner hair strength & elasticity
- Suitable for daily use\*\*\*

\*Free from animal derived ingredients  
 \*\*when used as a holistic care regime  
 \*\*\*except for treatment (weekly use)

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## COLOR RANGE

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

- Prevents fading in colour-treated hair
- Adds shine & a silky hair feel
- For healthy-looking hair
- Suitable for daily use\*\*\*

\*Free from animal derived ingredients  
 \*\*when used as a holistic care regime  
 \*\*\*except for treatment: suitable for weekly use (rinse-off), or daily use (leave-on)

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HYDRATE RANGE

Improves moisture level and enhances bounce.

- Lightweight formula
- Boosts the bounce and vitality of wavy and curly hair
- Fights frizz and flyaways
- For healthy-looking hair
- Suitable for daily use

\*Free from animal derived ingredients.

SCALP RANGE

Targeted care for individual scalp concerns.

CLEANSING SHAMPOO

- Perfectly balances both scalp and hair, clearing away build-up & urban pollution without stripping the scalp

ANTI-DANDRUFF SHAMPOO

- Significantly reduces flakes

ROOT ACTIVATING SYSTEM SHAMPOO & LOTION

- A two-step system proven to reduce hair loss

\*Free from animal derived ingredients.



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GLAM OIL

Luxurious, multi-tasking oil.

- Instantly transforms all hair types into softer, smoother and glossier hair
- Controls frizz
- Eases detangling & combability
- Can be used in combination with INDOLA rinse-off treatments to enhance smoothness

\*Free from animal derived ingredients.

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HAIR THERAPY

Multi-benefit formulas to balance physically or chemically stressed hair and scalps prone to dandruff.

HAIR THERAPY SPRAY CONDITIONER

1 product, 10 benefits!

- Heat protection up to 230°C / 410 °F
- Humidity resistance
- Nourishes the hair
- Prevents hair damage
- Enhances shine
- Eases detangling
- Reduces frizz
- Aids elasticity
- Evens out porosity
- Strengthens the hair and enhances smoothness

"AS THE SHAMPOO IS IN THE IMAGE, SHOULD WE MENTION IT IN COPY TOO?"



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\*Free from animal derived ingredients.



# WE INDOLA STYLE

We truly love styling – in all its thousand shades of beauty.  
We want to share this love with you.  
Because you're an artist. You create your own style and joy.

We advocate the unity of quality & performance, in-salon  
experience & everyday affordability. We support infinite  
self-expression to make your clients look and feel good.

We believe in diversity so you can enhance every client's  
individual uniqueness. The inter-mixability of our high  
performing assortment offers infinite styling possibilities.



# STYLE OVERVIEW

SMOOTH	VOLUME	TEXTURE	FINISH
<ul style="list-style-type: none"> <li>GLAZE IT UP</li> </ul>	<ul style="list-style-type: none"> <li>LIGHT MOUSSE</li> </ul>	<ul style="list-style-type: none"> <li>SHAPING GEL</li> </ul>	<ul style="list-style-type: none"> <li>FLEXIBLE HAIR SPRAY</li> </ul>
<ul style="list-style-type: none"> <li>FINISHING SERUM</li> </ul>	<ul style="list-style-type: none"> <li>VOLUME &amp; BLOW-DRY SPRAY</li> </ul>	<ul style="list-style-type: none"> <li>SHINE WAX</li> </ul>	<ul style="list-style-type: none"> <li>GEL SPRAY</li> </ul>
<ul style="list-style-type: none"> <li>THERMAL PROTECTOR</li> </ul>	<ul style="list-style-type: none"> <li>LIFT IT UP</li> </ul>	<ul style="list-style-type: none"> <li>SALT SPRAY</li> </ul>	<ul style="list-style-type: none"> <li>STRONG LACQUER</li> </ul>
<ul style="list-style-type: none"> <li>TREAT &amp; TAME</li> </ul>	<ul style="list-style-type: none"> <li>VOLUMIZING POWDER</li> </ul>	<ul style="list-style-type: none"> <li>TEXTURE SPRAY</li> </ul>	
	<ul style="list-style-type: none"> <li>STRONG MOUSSE</li> </ul>	<ul style="list-style-type: none"> <li>MATTE WAX</li> </ul>	

**HOLD LEVEL:**

●●●● No Hold  
 ●●● Light  
 ●● Medium  
 ● Strong  
 ●●●●● Very Strong



## SMOOTH

### GLAZE IT UP

- Instant glossy shine
- Controls frizz
- Eases detangling and combing
- Adds light conditioning effect
- Helps to protect against humidity
- Heat protection up to 230°C/450°F

### TREAT & TAME

- Smoothens & tames unruly hair
- Nourished hair feel
- Improves detangling & combability
- Emphasises soft definition
- Helps to reduce hair breakage
- Reduces frizz and static flyaways
- Helps to protect against humidity
- Heat protection up to 230°C / 450°F

### FINISHING SERUM

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

### THERMAL PROTECTOR

- Heat protection up to 230° C / 450°F
- Helps to protect against humidity
- Fine non-aerosol spray mist
- Reduces hair breakage
- Adds light, non-sticky hold
- Leaves hair feeling smooth

\*Free from animal derived ingredients.

## VOLUME

### LIGHT MOUSSE

- Light hold without stiffness
- Boosts natural volume
- Supports bounce and shine
- Creates natural definition (when air-dried)
- Protects against blow-dry damage
- Lightweight consistency
- Helps to thicken, texturise and increase fullness to hair

### STRONG MOUSSE

- For all hair types, ideal for medium and thick hair
- Rich cream-foam consistency creates outstanding volume and bounce
- Reliable, strong hold
- Supports lasting body
- Tames stubborn hair

### VOLUMISING POWDER

- Ideal for fine or limp hair
- Provides impressive volume, root-lift and texture
- Remouldable grip supports all up-dos
- Leaves hair with a matte finish

### VOLUME & BLOW-DRY SPRAY

- Protects against blow-dry damage
- Ideal for fine and porous hair
- Keeps the hair smooth and detangled
- Adds free-flowing volume
- Natural, healthy-looking shine

\*Free from animal derived ingredients.



### LIFT IT UP

- Helps the hair to fight gravity
- Targeted nozzle applicator allows the root booster to be applied as close to the scalp as possible
- Connects hair strands with strong, but flexible polymers, which makes the hair look and feel thicker
- Panthenol and Glycerine protects the hair from drying out
- Lifts roots and creates major volume without any sticky residue
- Suitable for dry hair application to reactivate or enhance root-lift



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TEXTURE

SHINE WAX

- For smooth or heavily-textured hairstyles
- Adds intense shine
- Leaves hair mouldable without feeling rough
- No flakes, easy to apply and to wash out

MATTE WAX

- Soft, creamy texture
- Matte effect and a fuller hair feel
- Strong hold ensures that the hair is defined and fixed
- Hair stays malleable
- Can be mixed with INDOLA Shine Wax for tailormade results (to lower the mattifying effect)
- Non greasy or stiff hair feel
- Easy to apply and to wash out

TEXTURE SPRAY

- Heat protection up to 230°C / 450°F
- Ideal for limp and normal hair
- Enhances lived-in, tousled texture and remouldable volume
- Gives a pleasant, non-sticky hair feel
- The lightweight formula allows natural movement and easy brushing

SALT SPRAY

- Ideal for wavy and curly hair
- Creates beachy texture and perceptible grip
- Provides a matte finish whilst adding volume and body
- Air-drying: creates definition
- Blow-drying: Volume and subtle grip
- Does not dry out the hair

SHAPING GEL

- Creates sleek looks with a natural shine effect
- Doesn't weigh down hair
- Clear, silicone-free gel formula provides light hold for a natural look and feel
- Adds a memory effect on longer hair

\*Free from animal derived ingredients.



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FINISH

GEL SPRAY

- Fast drying, non-aerosol formula
- Supports shape and definition
- Creates long-lasting hold and fixation
- Can be used as a hair spray on dry hair
- Can be used as a setting spray before blow-drying
- Creates a wet-look when air-dried

FLEXIBLE HAIRSPRAY

- Heat protection up to 230°C / 450°F
- Micro-fine spray distribution
- Fast-drying formula
- Delivers natural looking and workable hold
- Allows natural, effortless movement
- Can be brushed out easily without unpleasant residuesubtle grip
- Does not dry out the hair

STRONG LACQUER

- Heat protection up to 230°C / 450°F
- Micro-fine spray distribution
- Fast-drying formula
- Provides shine and strong hold
- For long-lasting shapes
- Can be brushed out easily without unpleasant residues

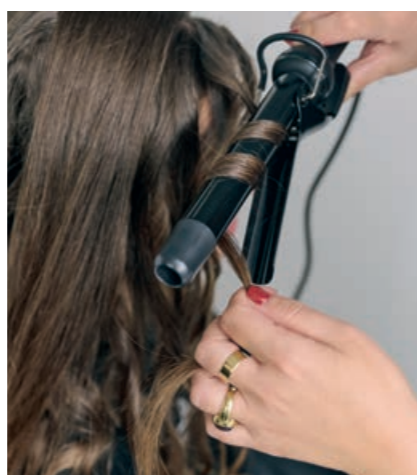
\*Free from animal derived ingredients.

# STYLING SERVICES

## BEGIN YOUR JOURNEY TO BECOME THE ULTIMATE STYLING ENTHUSIAST!

We're here to guide you as you explore five NEW commercial styling services designed to cater to clients of all ages. Our commitment to unmatched quality at an affordable price ensures that you can confidently embrace these new offerings.

With a comprehensive assortment of styling products, we empower you to master any styling technique and fulfill the unique needs and preferences of your clientele. Get ready to dive into a world of creativity and transformation, where every client's style vision becomes a reality.



## ENCHANTING ROMANCE

Waves and braids entwine, framing the face with a modern twist and romantic vibes.

## GLAMOUR FLOW

A stunning flowing hairstyle, boasting luscious waves that express modern sophistication and fiery allure.

## TIMELESS WAVES

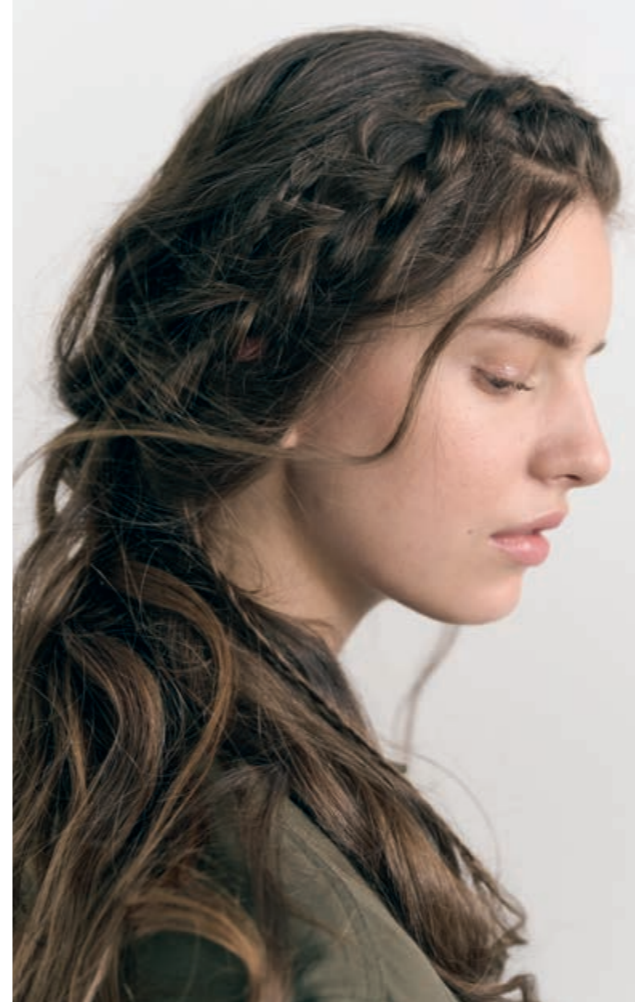
Long, soft waves cascade with effortless elegance, embodying timeless beauty for the modern mature individual.

## URBAN CASUAL

A beachy, gritty man bun that highlights who you truly are. Effortlessly cool, this hair style combines a bun with a relaxed vibe, perfect for the modern city dweller.

## PRECISION TEXTURE

A sculpted short textured style, defined by its sharp edges and meticulously crafted texture, exuding confidence and sophistication.




# ENCHANTING ROMANCE



1. On towel-dry hair spray **Hair Therapy Spray Conditioner**, comb through to ensure even distribution.
2. For more volume, spray **Lift It Up** into the roots.
3. Rough-dry the hair.
4. With the help of a round brush, blow-dry the hair, creating waves as you go.
5. Using an appropriate curl wand or tong, define the waves you created whilst blow-drying.
6. Braid the hair from both sides and bind them together, using **Flexible Hairspray** to gently fix your waves.
7. Create perfect imperfection with an undone finish.
8. To finesse your look, use **Glaze It Up** as a final touch.





*created with:*

**LIFT IT UP**

- Recommended for all hair lengths, **Lift It Up** adds lift at the roots and makes the hair look and feel thicker
- Contains Panthenol and Glycerine to protect the hair from drying out

**SMART TIP:**

Apply **Lift It Up** across the area to braid. To maximise volume and root lift in the braided area, gently tease the roots before braiding to add texture and dimension, creating a fuller, more lifted appearance.

# URBAN CASUAL

1. Spray **Hydrate Spray Conditioner** by working your way through the whole head, section by section.
2. Spray **Lift It Up** into the root area and apply **Salt Spray** on the mid-lengths to add texture.
3. Blow-dry the hair using a finger technique to lift the roots.
4. Take a small amount of **Matte Wax** and work it between your hands before working into the hair. For more texture, apply **Salt Spray** as a layering product on top of **Matte Wax**.
5. Personalise your man bun with some undone details. If necessary, use **Flexible Hairspray** to fix the shape.



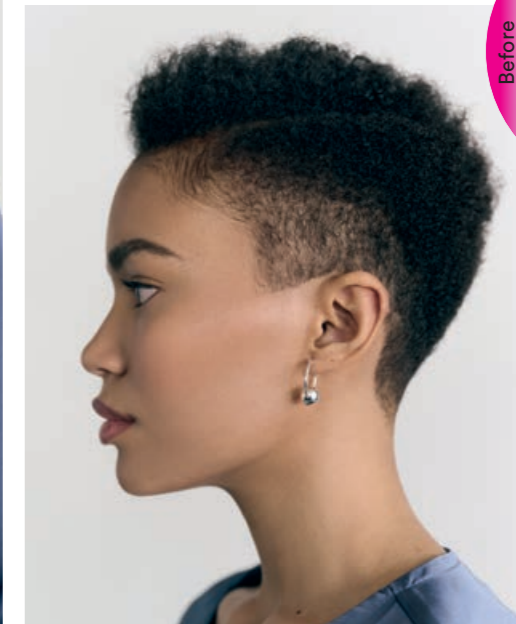
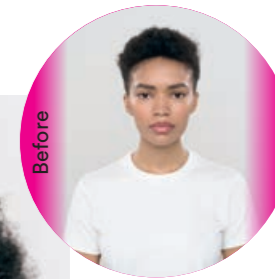
### SALT SPRAY

- Creates beachy texture with perceptible grip and fullness
- Provides a matte finish whilst adding volume and body

### SMART TIP:

For an effortlessly rugged man bun, spritz **Salt Spray** onto damp hair, then tousle and scrunch to enhance texture before styling, achieving a natural, undone look with ease.

# PRECISION TEXTURE



1. Apply **Treat & Tame** throughout the hair.
2. Comb through the hair with a wide-toothed comb.
3. With a diffuser, start drying and shaping the hair.
4. With the help of a big sponge, perform gentle circular movements over the ends to create a defined texture.
5. Optional: If you need more texture, use **Texture Spray**.
6. Use **Shaping Gel** to shape the hair and create some face-framing details.
7. Spray **Glaze It Up** as a final touch.

### TREAT & TAME

- Smooths and tames unruly hair and provides a nourished hair feel
- Emphasises soft definition, protects against humidity and offers heat protection up to 230°/450°F.

### SMART TIP:

For natural short, coily hair, use **Treat & Tame** to moisturise and accentuate curls, ensuring a soft, voluminous style.



# GLAMOUR FLOW



1. Spray **Lift It Up** onto the root area.
2. With the help of a colour brush, apply **Shaping Gel** on mid-lengths & ends.
3. Wrap-dry the hair.
4. Select an appropriate curl wand or tong and create coils. Always alternate the direction for each coil.
5. Pin each coil, allowing the ends to stay loose.
6. With the help of a wide-tooth comb or a paddle brush, comb the coils through. Be sure to spray **Flexible Hairspray** whilst combing to create a memory effect.
7. Relax the coils with a soft wrap-dry technique.
8. Style as desired and use a dash of **Glaze It Up** to finish.



## SALT SPRAY

- A clear and silicone-free gel formula providing light hold with a natural look and feel
- Apply on damp hair and blow-dry using a round brush for a more volumised look

## SMART TIP:

For polished waves, apply **Shaping Gel** to wet hair before blow-drying and styling with hot tools, ensuring a glamorous finish with long-lasting hold and shine.

# TIMELESS WAVES



1. Spray **Lift It Up** onto the root area.
2. Apply **Treat & Tame** and work into the hair.
3. Spray **Volume & Blow-Dry Spray** onto the mid-lengths and ends. Comb through to ensure even distribution.
4. Start blow-drying, lifting the roots to maximise volume.
5. Select an appropriate curl wand or tong and create curls. Always alternate the direction for each curl and pin them after.
6. Once done, spray **Flexible Hairspray** over the hair.
7. Remove the clips, brush the curls out. With a tong, create an undone effect on the ends.
8. Work a small amount of **Treat & Tame** into the hair to accentuate your undone effect.



## VOLUME & BLOW-DRY SPRAY

- Protects against blow-dry damage and keeps the hair smooth and detangled
- Adds free-flowing volume and a healthy-looking, natural shine

## SMART TIP:

For timeless waves, spritz **Volume & Blow-Dry Spray** generously onto damp hair before styling, ensuring each strand is coated for maximum lift and body.



# IMAGINATIVE RENAISSANCE

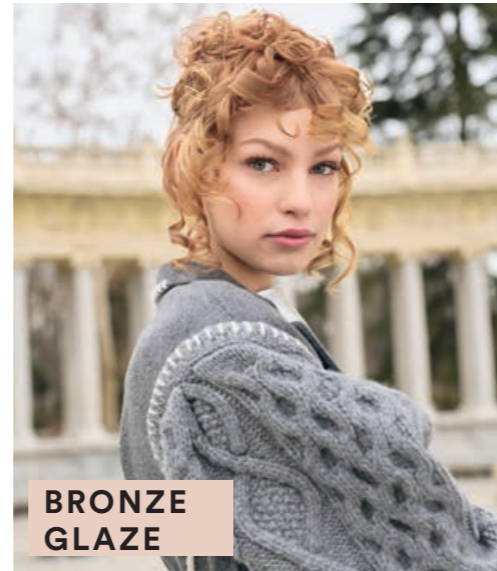


# INTRODUCING SSC A/W 24

Dive with us into the world of **Imaginative Renaissance**, where past and present come together in a **new reality**. This inspiring movement celebrates the convergence of **art, science, and tradition** by infusing them with innovative thinking, modern ideas and technologies.

The spirit of the Renaissance challenges us to find **new perspectives and solutions** for a modern **cultural and artistic revival**.

Our looks reflect this by expressing **timeless elegance** whilst at the same time breaking away from **antiquated norms** and **rejuvenating into something new**.



BRONZE  
GLAZE



EPOCHE  
ELEGANCE

VINTAGE  
VERVE



BLUSH  
ROMANCE



RENAISSANCE  
REBEL

# VINTAGE VERVE

Indulge in the timeless elegance of Renaissance-inspired updos, where every twist, knot, and braid weaves together to evoke the opulence of bygone eras.

Drawing inspiration from the elaborate hairstyles immortalised in Renaissance paintings, these updos are a symphony of intricate details and romantic flair.





**Embrace the essence of Renaissance beauty with a modern twist through this textured bob haircut adorned with a warm brown hair colour.**

This timeless style pays homage to the sophistication and elegance of the Renaissance epoch whilst incorporating contemporary flair.

# EPOCHE ELEGANCE

# BRONZE GRACE

**Imagine a curly hairstyle that exudes modern sophistication and timeless charm.**

Cascading curls that intertwine seamlessly with delicate twists, creating a stunning effect of texture that adorns your crown with effortless elegance.

Each twist and knot is carefully crafted, adding depth and dimension to your curls, reminiscent of the meticulous artistry found in Renaissance masterpieces.



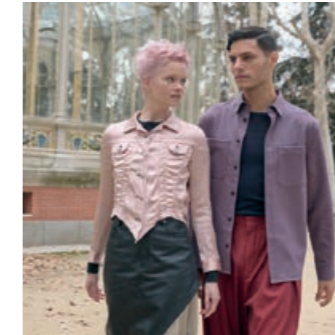
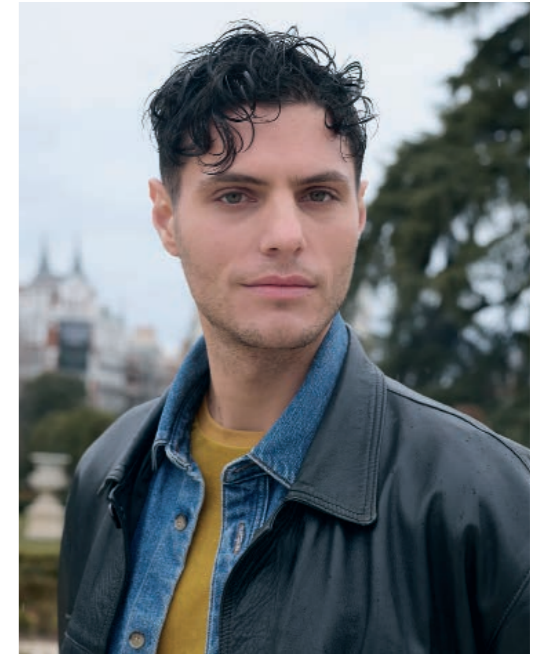


# BLUSH ROMANCE



This Renaissance-inspired feminine short haircut in soft pink and golden honey tones offers a timeless and elegant look.

It allows for romantic and sophisticated styling variations and inspires admiration with its delicate tones and beautiful texture.



Explore a short male haircut with a longer disconnected top and super short sides, complemented by matte brown hair colour and wavy styling details.

Offering a contemporary interpretation of classic elegance. This look exudes sophistication and refinement with a modern edge.

# RENAISSANCE REBEL

# 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.



# ELEVATE YOUR SKILLS

Essence of Care & Essence of Styling

**Introducing our two seminars all about Care & Styling.**

Designed meticulously for hairdressers seeking to elevate their expertise to new heights.

These comprehensive seminars offer a deep dive into every facet of hair care and styling, ensuring you're equipped with the latest techniques, trends, and industry insights.



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

Elevate your craft with The Essence of Care & The Essence of Styling.



# DIGI NEWS. STAY TUNED.

Check out our **Social Media** channels for snappy education content around the **CARE & STYLE** relaunch such as #SmartTips Reels, with gorgeous before and afters.

Follow us on **TikTok** for exclusive content from our **creator campaign** with much more fun and oddly satisfying videos!

And don't forget to show us your **creative looks** created with 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.

Explore our **website** for inspiring educational look tutorials and service offers designed to assist you in identifying the unique needs of every client.

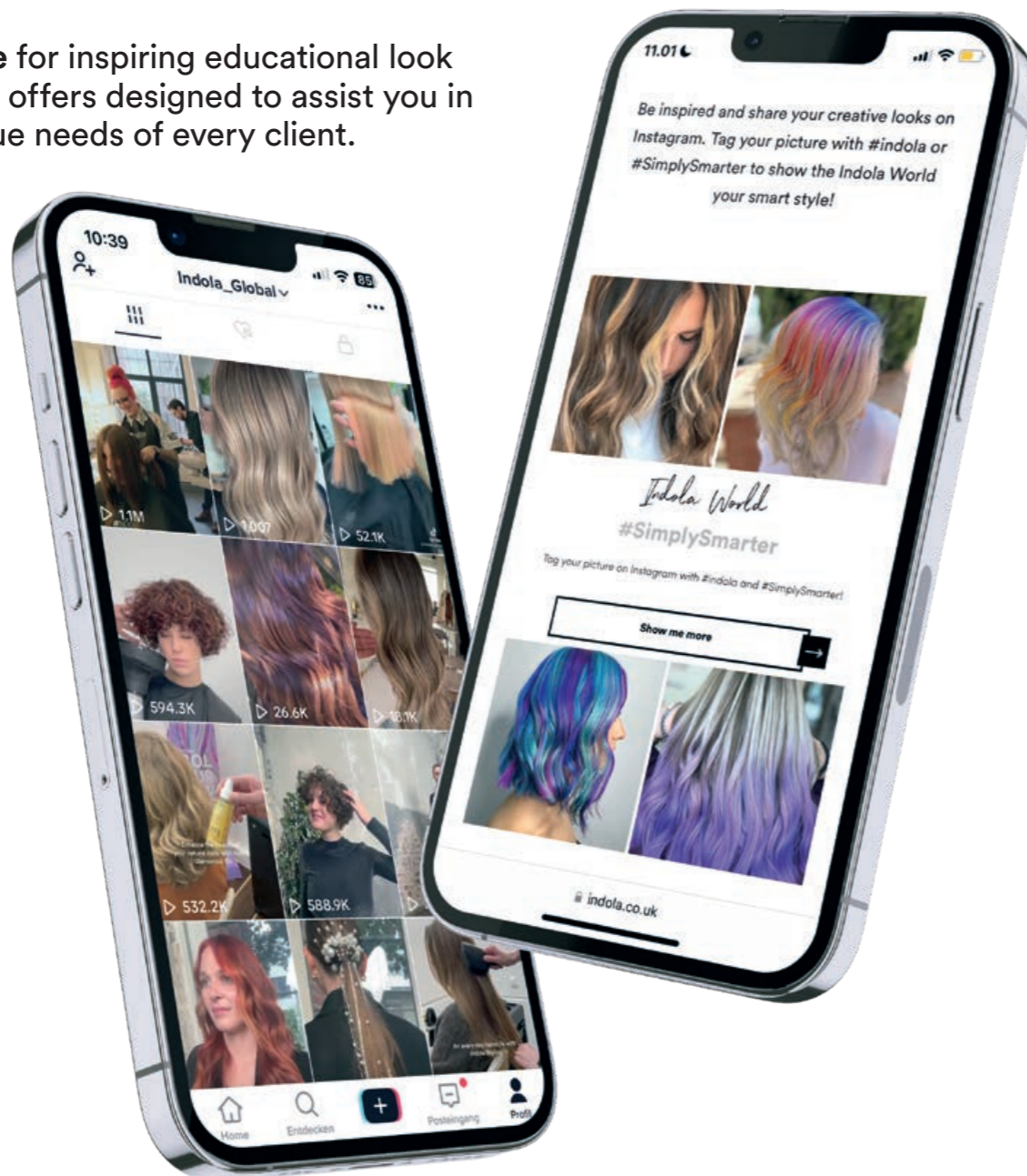
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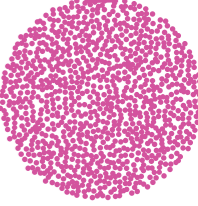
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 @Indola\_Global

 indola.com



# GIFTS FOR THE FESTIVE SEASON!



## COLOUR CARE GIFT SET

A great gift for all hair lovers this holiday season!

This elegant bag comes free and contains the perfect products for coloured hair.

### Includes our NEW CARE & STYLE:

- INDOLA CARE & STYLE Color Shampoo 300ml
- INDOLA CARE & STYLE Color Treatment 250ml


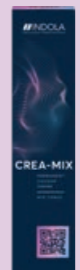




## DETANGLING BRUSH

Don't miss the opportunity to grab our NEW trendy detangling brush.

- Perfect for detangling both wet and dry hair
- Easy to use thanks to a lightweight design and curved, flexible brush head
- The soft-touch handle provides comfortable grip
- Gaps in the brush create more efficient heat and air flow for faster drying

# COLOUR

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

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

Semi-Permanent		Service Essentials	
<b>CREA-BOLD</b>	<b>COLOR STYLE MOUSSE</b>	<b>NN2</b>	<b>CC2</b>
 <ul style="list-style-type: none"> <li>Ready-to-use direct dyes for bold or pastel results</li> </ul>	 <ul style="list-style-type: none"> <li>Styling mousse with direct dyes that last up to 4-20 washes*</li> </ul>	 <ul style="list-style-type: none"> <li>Protective formula to reduce irritation and discomfort, especially for clients prone to sensitive or itchy scalps, and to prevent staining</li> </ul>	 <ul style="list-style-type: none"> <li>Colour conditioning spray to deliver the best shine and colour longevity, even on porous hair</li> <li>Balances out the hair's porous structures to support even colour results and great longevity</li> </ul>

New **CARE & STYLE ESSENTIALS**

Repair	Colour	Silver	Hydrate
 <ul style="list-style-type: none"> <li>Shampoo</li> <li>Conditioner</li> <li>Treatment</li> <li>Split Ends Serum</li> <li>Keratin Filler</li> <li>Intense Mask</li> </ul>	 <ul style="list-style-type: none"> <li>Shampoo</li> <li>Conditioner</li> <li>Treatment</li> </ul>	 <ul style="list-style-type: none"> <li>Shampoo</li> </ul>	 <ul style="list-style-type: none"> <li>Shampoo</li> <li>Spray Conditioner</li> </ul>

Scalp	Scalp & Hair Therapy	Glam Oil	Blonde Expert
 <ul style="list-style-type: none"> <li>Cleansing Shampoo</li> <li>Anti-Dandruff Shampoo</li> <li>Root Activating System Shampoo</li> <li>Root Activating System Lotion</li> </ul>	 <ul style="list-style-type: none"> <li>Scalp &amp; Hair Therapy Shampoo</li> <li>Hair Therapy Spray Conditioner</li> </ul>	 <ul style="list-style-type: none"> <li>Glam Oil</li> </ul>	 <ul style="list-style-type: none"> <li>Insta Cool Shampoo, Spray and Treatment</li> <li>Insta Strong Shampoo, Spray Conditioner and Treatment</li> </ul>

Smooth	Volume	Texture	Finish
 <ul style="list-style-type: none"> <li>Finishing Serum</li> <li>Glaze It Up</li> <li>Thermal Protector</li> <li>Treat &amp; Tame</li> </ul>	 <ul style="list-style-type: none"> <li>Light Mousse</li> <li>Strong Mousse</li> <li>Lift It Up</li> <li>Volume &amp; Blow-Dry Spray</li> <li>Volumizing Powder</li> </ul>	 <ul style="list-style-type: none"> <li>Shine Wax</li> <li>Matte Wax</li> <li>Shaping Gel</li> <li>Texture Spray</li> <li>Salt Spray</li> </ul>	 <ul style="list-style-type: none"> <li>Gel Spray</li> <li>Flexible Hair Spray</li> <li>Strong Lacquer</li> </ul>

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



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