

# Blonde

# EXPERT

SERVICE MANUAL



# BECOME THE ULTIMATE BLONDE EXPERT!

Unlock your potential as the **#AbsoluteBlondeExpert** with INDOLA and let us guide you through 5 stunning blonde services for clients of all ages.

Our holistic assortment, offering superior quality at an accessible price, is your all-in-one solution for colour and care.

Fueled by our revolutionary Hair-Bond Technology, it gives you the power to perfect every blonde technique, so you can meet your clients' unique desires and individual hair needs.



**THE ICY COOLNESS**  
Full Head Lightening



**THE DELICATE POWDER**  
Placements

## #1 UNRIVALLED PERFORMANCE

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

## #2 MAXIMUM PROTECTION

Guaranteed by our Hair-Bond Technology; no additional bonding additives needed!

## #3 HOLISTIC ASSORTMENT

A collection of Highlifts and Pastels for creating on-trend looks and expanded service opportunities.



**THE MISTY ASH**  
High/Lowlights

## #4 HOME CARE MAINTENANCE

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



**THE CARAMEL LUXURY**  
Balayage/Foliage



**THE HONEY TEXTURE**  
Highlift & Blend



# 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.

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

The integrated active components of Hair-Bond Technology, deeply penetrate the hair fibre, forming a protective layer around the natural bonds to shield them from breakage during lifting or lightening, whilst maintaining strength and elasticity.



### Care

#### The Bond Builder

The triple-charged ions featured in our BLONDE EXPERT care products\* build and reconstruct new bonds by forming a 3-dimensional network inside the hair fibre. These newly created bonds ensure a stronger, more resilient inner structure resulting in more healthy-looking hair.



## AT HOME CARE

### Care

#### The Bond Maintainer

Our care regime maintains and strengthens the hair structure at home, in-between salon visits, extending the beauty of blonde hair.



\* except Insta Cool Shampoo

# BLONDE EXPERT COLOUR ASSORTMENT

## LIGHTENING

### LIGHTENER

- 450g
- High-performing lightener for maximum performance and protection

### ULTRA COOL BOOSTER

- 60ml
- Additive for additional neutralising performance on challenging bases



## LIFTING

### SPECIAL BLONDE HIGHLIFT 1000.

- 60ml
- 9 shades
- Lifts and tones natural bases in one application
- Up to 5 lift levels

### ULTRA BLONDE HIGHLIFT 100.

- 60ml
- 4 shades
- Lifts and provides our strongest tonal direction or neutralisation in one easy step
- Up to 4 lift levels

### ULTRA BLONDE +BLEND HIGHLIFT 100.

- 60ml
- 4 shades
- Optimal combination of lifting and up to 80% white hair blending in one step
- Up to 4 lift levels

### ULTRA LIFT BOOSTER

- 60ml
- Additive for additional lifting performance on challenging bases



## TONING

### PASTEL

- 60ml
- 8 shades
- For precise expert toning and neutralisation services to lightened, bleached or lifted hair



# BLONDE EXPERT CARE ASSORTMENT

## INSTA STRONG

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

### SHAMPOO

- 250ml/1000ml
- Rich Shampoo with enhanced Bonding Technology that helps to re-create the inner hair structure by adding new bonds

### SPRAY CONDITIONER

- 200ml
- Weightless conditioning spray with enhanced Bonding Technology

### TREATMENT

- 200ml/750ml
- Intense Treatment with enhanced Bonding Technology



## INSTA COOL

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

### SHAMPOO

- 250ml/1000ml
- Helps re-create the inner hair structure for cool blondes, especially for porous, chemically treated blonde hair

### SPRAY CONDITIONER

- 150ml
- Lightweight spray conditioner for blonde or white hair that needs to get rid of unwanted warm tones

### TREATMENT

- 200ml
- Re-creates the inner hair structure to combat damage. Especially for porous, chemically treated cool blonde hair







# 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.



## LIGHTENER

Maximum performance with significantly reduced hair damage.

## BENEFITS

- With integrated Hair-Bond Technology to protect the hair fibre during the lightening process
- Up to 9 levels of lift
- For a clean blonde base



## MIXING

Always mix BLONDE EXPERT Lightener in a mixing ratio of 1:2 with CREAM DEVELOPERS.

- **All Techniques:** CREAM DEVELOPERS 2% (7 Vol.) or 6% (20 Vol.)
- **Off-Scalp Techniques:** CREAM DEVELOPERS 9% (30 Vol.)
- Adapt the cream developer strength to your client's natural base and desired result



## APPLICATION

- Apply to dry and unwashed hair
- Begin at the nape area, apply the mixture from roots-to-tips
- Take fine sections ensuring a sufficient amount of product is used to saturate the hair
- Process for up to 45 minutes without additional heat
- Rinse thoroughly until water runs clear



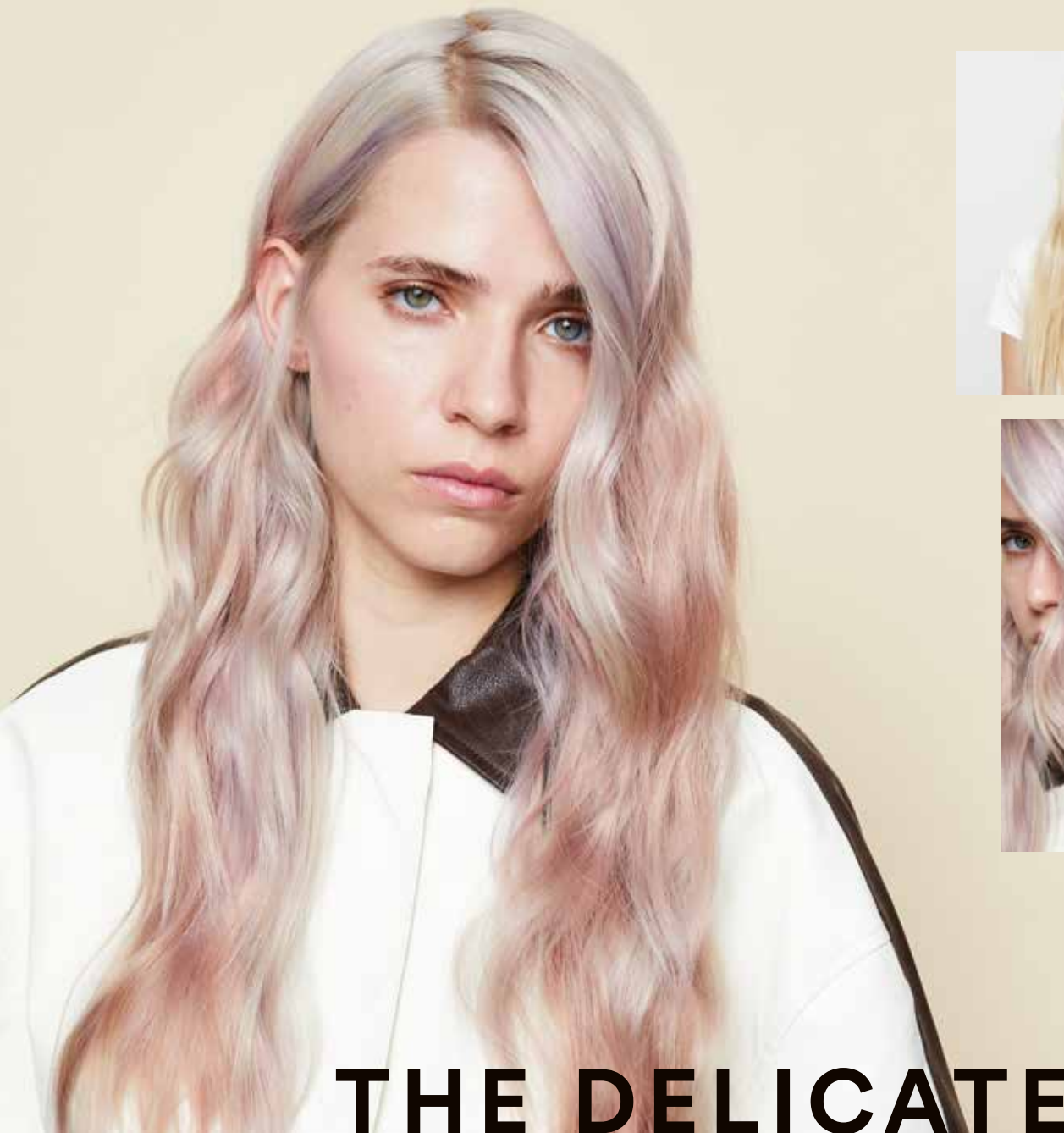
## COLOUR CARE SERVICE

Assist your clients in maintaining their fresh, frosty look with the BLONDE EXPERT Insta Cool range. Helping maintain and refresh cool-toned shades, while eliminating brassy tones, all while protecting the hair from within.



+ OR





# THE DELICATE POWDER

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



## PASTEL

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

### BENEFITS

- Neutralises or adds subtle tonalities to natural blonde or lightened, bleached and lifted hair
- Up to 1 lift level on natural bases when mixing 1:1 with CREAM DEVELOPER 6% (20 Vol.)
- Mix with COLOR TRANSFORMER\* for a lived-in pastel, low-commitment result
- Adjust the tonal direction of Special Blonde (Highlift 1000. Series) when intermixing
- Vegan formula\*\*

\* except P.01

\*\* free from animal-derived ingredients



## MIXING

Mix BLONDE EXPERT Pastel (1:1) with CREAM DEVELOPER 2% (7 Vol.) or COLOR TRANSFORMER\* for a lived-in, powdery pastel result.



## APPLICATION

- Start at the nape area and create a 1cm wide section
- Apply BLONDE EXPERT Pastel P.2 mixed with COLOR TRANSFORMER (1:1) on roots and apply BLONDE EXPERT Pastel P.16 on lengths and ends
- Take a new section, the same size as before, and divide it into 3 equal parts. Apply BLONDE EXPERT Pastel P.2 mixed with COLOR TRANSFORMER (1:1) on roots and apply a different BLONDE EXPERT Pastel shade on the lengths and ends of each sub-section (shades used for the look: P.16, P.17, P.28)
- Using the same technique, work your way through the remaining hair
- Develop for up to 30 mins
- Rinse thoroughly until water runs clear

\* except P.01



## COLOUR CARE SERVICE

Ensure your client's new pastel look is well-maintained by using BLONDE EXPERT Insta Strong Shampoo and Insta Cool Treatment. This powerful duo not only cares for vibrant blondes but also brings an extra burst of coolness, elevating lived-in pastels to new heights.



+ OR





# THE CARMEL LUXURY

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



## MIXING

To achieve varying levels of highlights, prepare two different BLONDE EXPERT Lightener formulas: mix one with CREAM DEVELOPER 2% (7 Vol.) (1:2) and the other with 6% (20 Vol.) (1:2).



## APPLICATION

- Use a balayage technique, work your way through all mid-lengths and ends, alternating the two different mixtures
- Apply PCC 6.0 + 6.18 (1:1) with COLOR TRANSFORMER (1:1) on the roots. Process for 30 mins
- Rinse out thoroughly, shampoo with BLONDE EXPERT Care Insta Strong Shampoo
- Towel dry the hair and apply CC2
- Apply BLONDE EXPERT Pastel P.16 + P.31 (1:1) with COLOR TRANSFORMER (1:1), develop for 20-30 mins



## COLOUR CARE SERVICE

Help your clients maximise the beauty of their luxurious caramel balayage. Using our 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.



## TIP

In need of an extra dash of coolness? Use our BLONDE EXPERT Insta Cool Spray!



## APPLICATION

- Create a triangle section in the front area and prepare the hair for highlights. Apply BLONDE EXPERT Lightener with CREAM DEVELOPER 2% (7 Vol.) (1:1)
- Apply PCC 6.0 + PCC 7.0 + PCC 6.18 (1:2:3) with CREAM DEVELOPER 6% (20 Vol.) (1:1) onto the roots
- Process for 30 mins
- Rinse out thoroughly, wash and care with BLONDE EXPERT Care Insta Strong Series
- Towel dry hair and apply CC2
- Apply BLONDE EXPERT Pastels mixed with COLOR TRANSFORMER\* (1:1). Start with P.31 for the back area and BLONDE EXPERT Pastel for the triangle section, alternating P.01 & P.28.
- Develop, then rinse out thoroughly



## COLOUR CARE SERVICE

Guarantee your client's blonde hair receives the attention it deserves with BLONDE EXPERT Insta Strong Shampoo, followed by our weightless Insta Strong Spray Conditioner. This combination delivers the most vibrant blonde results, all while enhancing hair quality with remarkable shine.



\* except P.01





# THE MISTY ASH

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



## ULTRA BLONDE +BLEND HIGHLIFT 100.+BLEND

The highlift range that lifts and blends mature blonde hair.

### BENEFITS

- Integrated Hair-Bond Technology for significantly reduced hair damage during processing
- Up to 4 levels of lift
- Suitable for natural depth 6 and lighter, with more than 30% white hair
- Provides up to 80% white hair blending



### MIXING

Always mix BLONDE EXPERT Ultra Blonde +BLEND (HIGHLIFT 100.+BLEND Series) in a mixing ratio of 1:1 with CREAM DEVELOPER 9% (30 Vol.) or 12% (40 Vol.) depending on your client's natural base and desired result.



### APPLICATION

- Weave out fine strands of highlights and alternate between BLONDE EXPERT Ultra Blonde +BLEND 100.02+ & 100.27+ (1:2) with CREAM DEVELOPER 12% (40 Vol.) (1:1) and lowlights PCC 7.2+ & PCC 9.2 (1:1) with CREAM DEVELOPER 6% (20 Vol.) (1:1)
- Process for 45 mins, rinse out thoroughly, wash and care with BLONDE EXPERT Care Insta Cool range
- On towel-dried hair first apply CC2, then apply BLONDE EXPERT P.11 + P.2 (1:1) with COLOR TRANSFORMER (1:1)
- Process for up to 20 mins, rinse out thoroughly



### COLOUR CARE SERVICE

Did you know? Our BLONDE EXPERT Insta Cool range is also suitable for white or grey hair – it's not just limited to blondes! The violet pigments can also neutralise any hints of yellow in greys and silvers too.



+ OR



