

MY INDOLA



MAGAZINE

INDOLA. FOR TRUE COLOUR LOVERS.

Just like YOU, we love great colour! This year we continue to celebrate self-expression and creativity through colour with our **second edition of our Street Style Collection – Ode to Colour.**

The collection features **four diverse and beautiful looks**, crafted by INDOLA Global Ambassador **Andy Smith** and colour experts **Gilles, Sita Zoroa** and **Milé Kumurov**. Ready and waiting to inspire you and your clients' next on-trend look, easy to re-create with our compact portfolio, including:

- CREA-BOLD – for pastel to bold colour creations
- CREA-MIX – to express your creativity
- BLONDE EXPERT – for your best blonde
- PCC – to craft colour with perfect coverage

GROW YOUR SALON BUSINESS WITH NEW AUTUMN/WINTER COLOUR SERVICES

We dedicate our passion for colour to help YOU fully embrace colour services in your salon. This season we're introducing **five new relevant services** suitable for every client – whether they are 17 or 70 years old – all developed to help **keep you and your salon on trend** and charging the right price!

For more inspiration follow us on social media.
INDOLA. FOR TRUE COLOUR LOVERS.

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.

We teach COLOUR

We transform knowledge into skills and our partners into masters of colour. You can count on us to be by your side with 24/7.

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.

Inspiration

Education

Business growth

CONTENT



Explore our A/W SSC looks

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Learn more about the INDOLA product assortment

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Discover our seasonal salon services

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Enjoy the festive season

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THE YEAR OF COLOUR CONTINUES...



... with the release of four new A/W looks inspired by the **Ode to Colour!**

How are people blossoming in 2023? **One word, COLOUR!**

Colour is the way consumers choose to express their personality and their emotions, especially in the post-pandemic era. That's why we consider hair colour as an instinctive communication tool that celebrates self-expression and creativity.

We encourage this desire for colour expression by offering an **outstanding diversity** of tones.

For us hair colour embodies emotional plurality, an expression of feelings in an ever-changing world. Colour helps us to embrace uniqueness and difference with a spirit of togetherness.

MEET THE NEW A/W 23 COLLECTION...

ODE TO COLOUR

Because we breathe colour just like you do. Odysseys from earthy, commercial tones to bold, extravagant statements!

Colour is how we communicate; it reflects our attitudes & behaviours and it's one of the ways we connect our community together.

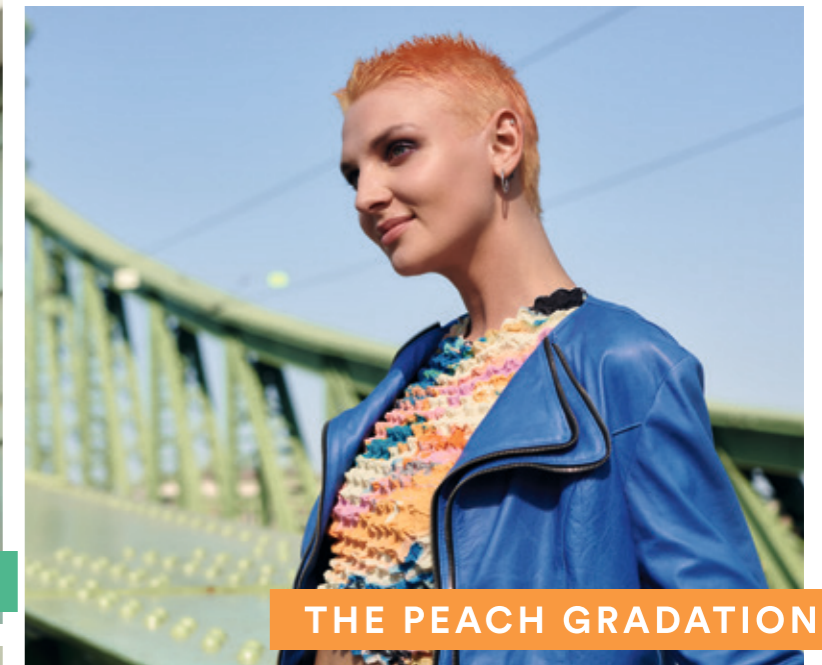
With our latest Street Style Collection we want to build an emotional connection with all true colour lovers.

We believe in the power of colour. How you make a statement with your colour choice. How you dare to express yourself. Colour has no specific language, it offers communication across countries, generations, genders. We play with colours in harmony or colours in contrast.

DO YOU DARE TO JOIN US? #SimplySmarterCOLOUR



THE EARTHY TEXTURE



THE PEACH GRADATION



THE CANDY EDGE



THE BLUE INFINITY



THE PEACH GRADATION



Summer was all about the Wedge, but for winter we're celebrating **The Peach Gradation** trend. Even though she moved from trousers to a skirt, jeans remain her muse – her outfit symbolises a wild escapism.

The colour palette on the top creates a landscape to dive into. The high-heeled boots draw an aerial silhouette, as if **The Peach Gradation** had the power to fly around the world. The look inspires a safe journey, thanks to a peaceful and united blue colour, where calming tones allow the hair's bright shades of apricot to shine through.

Coloured with:
CREA-BOLD



CREA-BOLD

FOR PASTEL TO BOLD COLOUR RESULTS, THAT CLIENTS FROM 17 TO 70 Y.O. WILL LOVE!

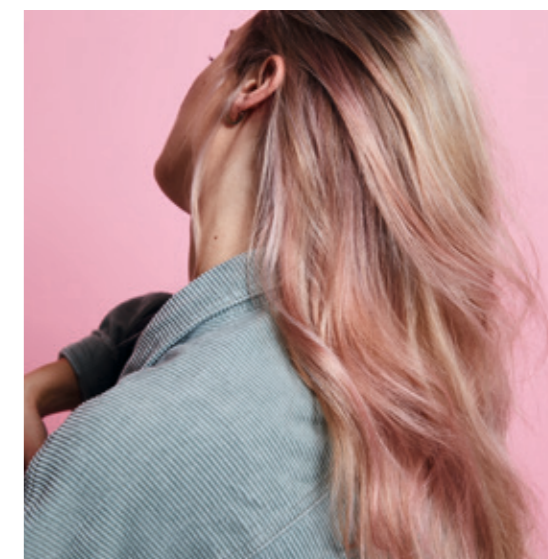
- Assortment of intermixable direct dyes that provide radiant and shiny results
- Boosted by shine-enhancing ingredients
- For semi-permanent results up to 15 washes (8 washes for Pastel Lavender)
- With extra vibrant dyestuffs

BOLD RESULTS

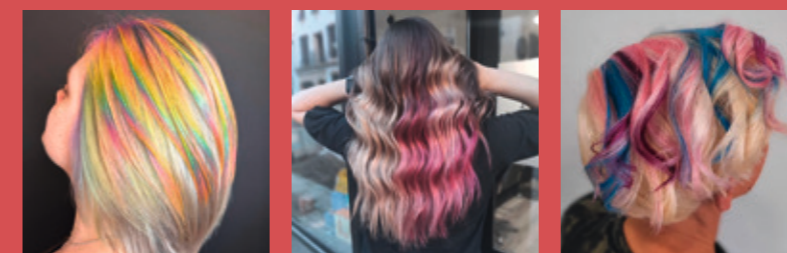
- Ready to use formula
- The paler the hair, the brighter and truer to the tone the result will be

PASTEL RESULTS

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



Discover some of the participations of our #BeCREABOLD Contest



@hair.shalabai

@salon_de_belleza_avril

@nikatijeritas

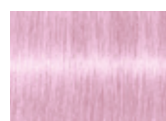
THE CANDY EDGE



Purple top, lavender shades, **The Candy Edge** trend follows the colour rules of 2022. In fact, the whole world was inspired by the luxurious purple dresses seen within the American series, *Bridgerton*.

The digital lavender of the hair also reminds us of how virtual our planet has become with a total look that mirrors our society with a subtle touch of sensuality. The dark, tight trousers and boots give a cool effect which is softened by the brightness of the hair. Beauty emerges from such contrast.

Coloured with:
BLONDE EXPERT
CREA-BOLD Pastel Lavender



CREA-BOLD
Pastel Lavender



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BLONDE EXPERT

Expect superior performance with total safety!

CREATE THE PERFECT CANVAS FOR ALL BLONDE LOOKS!

- Our hero Lightener offers maximum performance and up to 9 levels of lift, with minimised hair breakage thanks to integrated Hair Bond Technology
- With additives to either increase the lifting, or neutralising power
- Plus, an irresistible choice of highlifting shades for lifting and toning in just one step



GIVE IT A TWIST WITH THE PASTEL SHADES!

- For toning and neutralisation
- Intermixable with Highlifting shades (Special Blonde range only)



**FROM THE SALON
 BLONDING SERVICE TO THE
 RIGHT AT-HOME CARE**

Complementary
BLONDE EXPERT
 haircare range

THE BLUE INFINITY



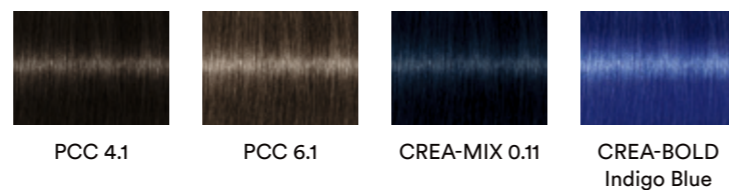
Optimism, balance, creativity, that's what people are looking for when wearing colours and **The Blue Infinity** trend perfectly matches these expectations.

The orange top makes this look refreshing, while the blue coat tones down the brightness – paired with the subtly speckled blue-grey and brown-orange flared trouser, to refine and add a touch of class.

This hair colour is made for the true colour lover who enjoys playing with contrasts; feel the power of optimism in these intensive blue accents, clash-matching with the dark brown tones.

Coloured with:

CREA-BOLD, PCC & CREA-MIX



PCC

Our compact yet complete portfolio helps you to deliver all commercial services, from ash hues to fashion tones:

- 85 intermixable permanent shades
- Delivering vivid colour results, long lasting colour retention and beautiful shine
- Up to 100% coverage
- All shades can be transformed into demi-permanent with the COLOR TRANSFORMER (except Intense Coverage shades)
- The combined action of PCC & CREAM DEVELOPER delivers optimised colour results, even on coarse hair.



NATURAL

Up to 100% coverage
14 shades

COOL & NEUTRAL

Up to 70% coverage
11 shades

FASHION

Up to 70% coverage
44 shades

INTENSE COVERAGE

Up to 100% coverage
on resistant hair
16 shades

THE EARTHY TEXTURE

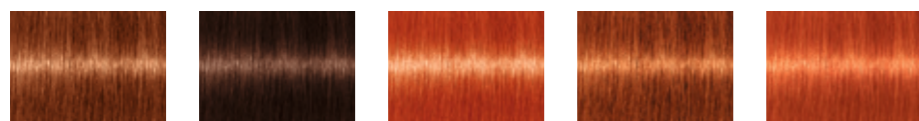


Ready to dive into the past? **The Earthy Texture** trend will kick you back to the 90s with all the streetwear-inspired clothes and accessories.

Reminiscent of skate culture fashion where oversized short sleeved t-shirts are layered over longer sleeves, styled half-tucked in with edgy chains and boots – this is a look that claims the grunge scene a thousand times over.

The Earthy Texture trend spreads energy and determination through wild curls, often adored by 90s music icons. The fantasy of the colour hue flows through the hair with punchy yellow tones, balanced by copper shades.

Coloured with:
PCC & CREA-MIX



PCC 6.4 PCC 4.4 PCC 9.44 PCC 7.44 CREA-MIX 0.44

CREA-MIX

DELIVER TAILORMADE PERMANENT OR DEMI-PERMANENT COLOUR RESULTS!

- Assortment of 5 mix tones providing vibrant results and 1 clear tone
- Up to 70% white hair coverage
- All shades are intermixable

Usage:

MIX SHADES

0.11, 0.22, 0.44, 0.66, 0.99

- Intensify the tonal directions of PCC, create new, tailormade results or fight unwanted warm undertones
- Delivers lively or cool colour results when used with the COLOR TRANSFORMER only

CLEAR SHADE

0.00

- Increases the lightening results of PCC shades up to 1 level
- Provides a natural sun-kissed effect when mixed with the COLOR TRANSFORMER



NEVER MISS A POTENTIAL CLIENT AGAIN

with XPRESSCOLOR this busy year-end season!

Do you want to push your salon business to the next level? Do you want to increase the number of services in your salon and earn more revenue?

This is the perfect time to prioritise quick colour services for those quick wins! We know how busy this time of the year is for you and your salon team – and naturally all your clients want for Christmas is great-looking hair. Thanks to XPRESSCOLOR, there is always the opportunity to create open slots in your salon’s diary!

Take the fast-track with XPRESSCOLOR and go the extra mile for your clients with a super fast-colouring service! It also successfully turns all your daily challenges and unexpected circumstances into additional profitable colour opportunities.

With a x3 time faster processing time than standard colouration, XPRESSCOLOR provides the flexibility to easily integrate more colour services in-between appointments, which means more services and more revenue!

WHAT’S IN IT FOR YOU?

Broaden your salon’s opportunities by adding speedy colour services to your salon routine! It will maximise your business potential while delivering stunning color results with perfect coverage.



Achieves the same result as a standard permanent coloration but all in as little as 10 minutes processing time



Delivers stunning colour results with up to 100% white hair coverage



Suitable for walk-in clients, late clients, last minute booking clients & lunch break clients



Gentle on the hair without compromise

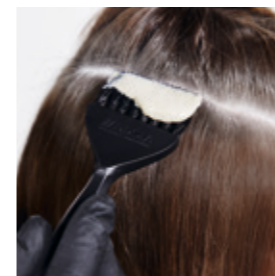
BOOST YOUR SERVICE POTENTIAL

and expand your colour creativity with Xpress techniques at your fingertips:



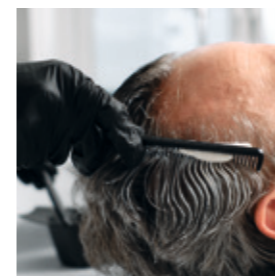
Global colour application

Use globally or for two-tone colourations on short crops



Root retouch / T-sectioning

Create a beautiful root-retouch with perfect coverage. Colour just the T-zone (parting and temples) to quickly disguise the most obvious white hair in between appointments



Male clients

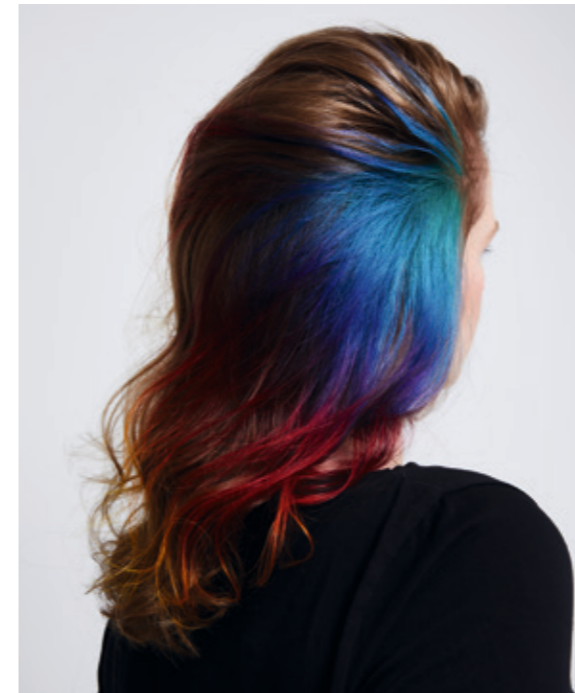
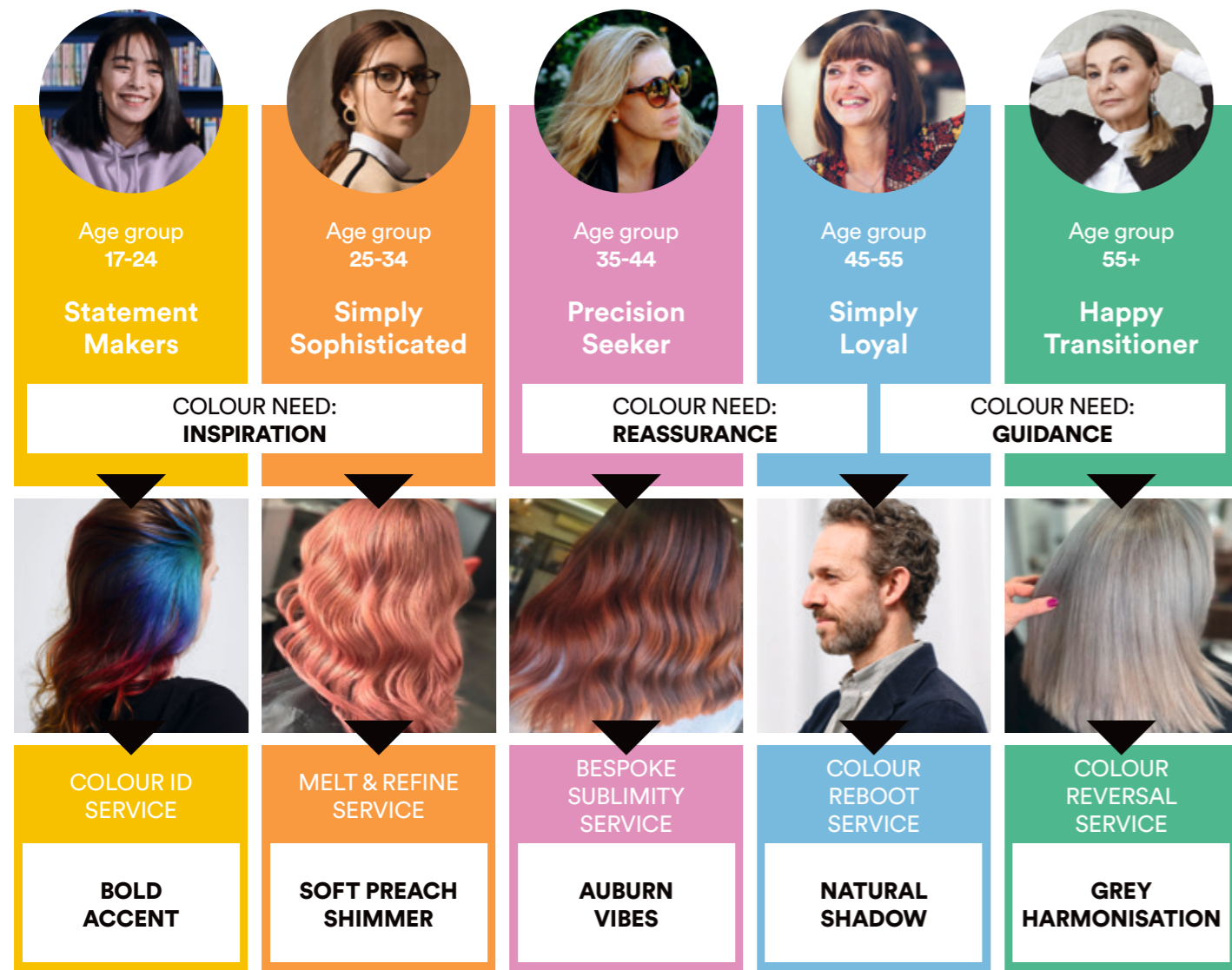
Create beautiful translucent colour results to hide unwanted whites or or neutralise unwanted warmth in just 5 minutes– ideal for backwash services!



SEASONAL SALON SERVICES

Help your salon stand out from the rest with the latest colour techniques.

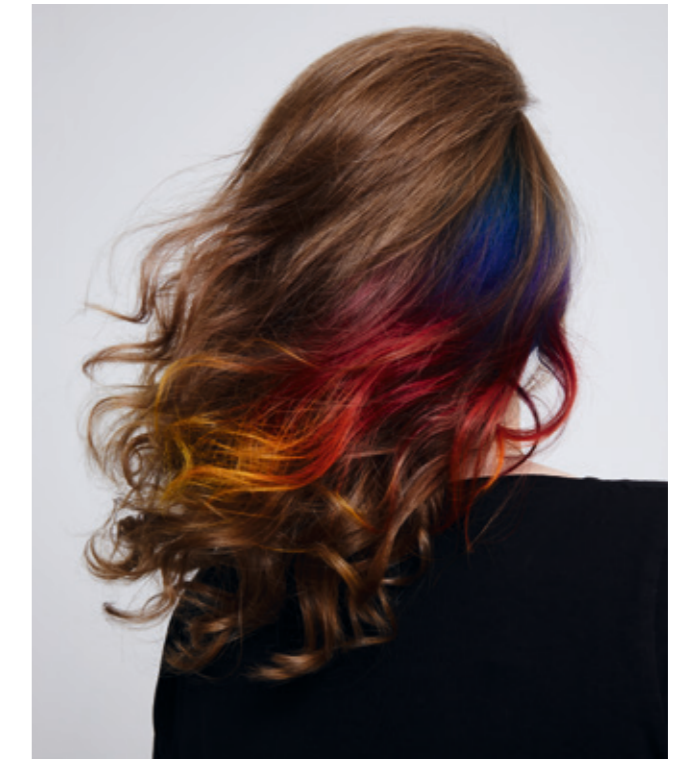
The following services have been developed with all clientele in mind to help you increase your ticket price and gain new clients through innovative and commercial options.



COLOUR ID SERVICE BOLD ACCENT

There's a full spectrum of shades to choose from to create bold hidden panels! To achieve the best colour possible, the sections of hair you're applying colour to must be **light blonde** for a perfect pre-colour canvas.

Don't forget! The condition of the hair is also key to achieving a beautiful bold colour that lasts



The second step to achieving your desired result is to use the CREA-BOLD portfolio – it offers everything you need to answer the requests of your clients. Be creative! Play around with the colours to create a unique colour blend for each individual client.

When creating a bold hidden panel think about the size of the hair section and how striking the colour should be. As well as where to place the panels to achieve a hidden colour result that really 'pops' when changing the hairstyle.

SERVICE STEPS:

- Client consultation
- Pre-lightening if needed using RAPID BLOND+ or BLONDE EXPERT
- Check if desired lightening level has been achieved, rinse thoroughly, shampoo and apply CARE&STYLE Color Conditioner
- Blow-dry the hair and plan next steps colour
- Use CREA-BOLD for intense color results or mix with Colour Treatment for softer, more tailored results
- After development time rinse thoroughly and style as usual
- Recommend a suitable home care regime to maintain the colour result in-between appointments

PRODUCTS USED:



HOME CARE:



MELT & REFINE SERVICE SOFT PREACH SHIMMER

Sheer, almost-invisible highlights followed by a pastel toner will take colour to the next level, but make sure you go low on lift to avoid a bright, bleached-out look.



These highlights should melt into the hair and lend a perfectly polished shine, which is why BLONDE EXPERT is the ideal lightener to respect the integrity of each strand.

The trick is to layer hues in the same tonal direction, so veer away from dialling up contrast with stand-out ribbons.

SERVICE STEPS:

- Client consultation
- For subtle, sheer highlights that melt into the natural hair use BLONDE EXPERT Lightener
- After the development time rinse thoroughly shampoo and apply Colour Conditioner
- Blow-dry the hair and plan the next steps for colour
- Use CREA-BOLD mixed with Colour Treatment OR use BLONDE EXPERT Pastels for even more colour enhancement and shine
- After the development time rinse thoroughly and style as usual
- Recommend a suitable home care regime to maintain the colour in-between appointments

PRODUCTS USED:



HOME CARE:



BESPOKE SUBLIMITY SERVICE AUBURN VIBES

We suggest opting for a demi-permanent colour here, which will gently lighten the hair without creating a strong demarcation line when the regrowth starts to come through.

You can dare to achieve the most perfect end-result, creating a beautiful autumn inspired colour using PCC and the COLOR TRANSFORMER.

To create a more holistic approach, integrate an in-salon care routine into the service. Don't forget to advise on the best shampoo and conditioner for coloured hair to ensure the colour lasts as long as possible, with a glossy finish and healthy feeling.



SERVICE STEPS:

- Client consultation
- To gently lighten the hair, use PCC with the COLOR TRANSFORMER
- After the development time rinse thoroughly, shampoo and apply a Color Conditioner
- Blow-dry the hair and plan the next steps for colour if needed
- Make sure to recommend a suitable home care regime to maintain the colour in-between appointments

PRODUCTS USED:



HOME CARE:



COLOR REBOOT SERVICE NATURAL SHADOW

Does your client want a root shadow that touches every grey, or do they prefer wearing the same rich, lustrous shade all through their hair?



Either way, a quick touch-up solution is available in-between colour visits with XPRESSCOLOR.

Did you know that XPRESSCOLOR is your perfect partner as well for male services?

SERVICE STEPS:

- Client consultation
- For quick touch-up use XPRESSCOLOR
- After the development time rinse thoroughly, shampoo and apply a Color Conditioner
- Blow-dry the hair and style as usual
- Make sure to recommend a suitable home care regime for maintaining the colour

PRODUCTS USED:



HOME CARE:



COLOUR REVERSAL SERVICE GREY HARMONISATION

Clients with grey often see an uneven distribution of their grey or white hair.

To give grey hair dimension and a more even result, create highlights and lowlights for a balanced salt and pepper using PCC and the COLOUR TRANSFORMER for lowlights and Pastel shades for Babylights – this will give a more balanced ‘salt and pepper’ look.



When it comes to home maintenance for grey hair recommend our BLONDE EXPERT INSTA COOL range.

It's not just for blondes; the violet pigments can neutralise the hints of yellow in greys and silvers too. All your clients have to do is lather up with the BLOND EXPERT Insta Cool Shampoo, leave it on for 2-5 minutes, then rinse and follow up with our BLONDE EXPERT Insta Cool Spray Conditioner or Treatment.



SERVICE STEPS:

- Client consultation
- For highlights and lowlights check the client's colour history, then use PCC and the COLOUR TRANSFORMER, and pastel shades for babylights
- Shampoo and treat the hair with tailored products for coloured hair
- Blow-dry the hair and style as usual
- Make sure to recommend the BLONDE EXPERT INSTA COOL range for colour maintenance at home, in-between appointments

PRODUCTS USED:



HOME CARE:



WE ARE AT YOUR SIDE TO BOOST YOUR SKILLS

Our Education offering provides holistic offline and online training opportunities to inspire you and your salon team – making you true colour experts.

OUR HOLISTIC OFFER:

We empower you through our **seminar programme** with tailored, modular courses to enable you to learn however suits YOU best, with both physical and digital seminars available

Divided into:

- Fundamental
- Creative
- Inspirational



24/7 education on Youtube

- Street Style Collection tutorials that cover the colour, cut and style
- Short, intuitive educational videos to inspire and motivate

ENJOY THE FESTIVE SEASON

Maximise your retail opportunities

LET YOUR CLIENTS JOIN IN ON THE FESTIVITIES!

Since it's the year of colour for INDOLA we want to celebrate with our colourful gift bag!

- Use this colourful bag as your best ally for your retail business
- Fill this bag with joy for your clients using their two most needed INDOLA Care products
- Reward your client with the gift bag for FREE with the purchase of two INDOLA Care products festive season



REWARD CLIENT LOYALTY

Give back to your clients with this colourful bracelet!

This is a special promotion where you can reward client loyalty with this beautiful Christmas gift. All clients need to do is purchase any INDOLA Care & Style product and the bracelet is theirs to enjoy!

COLOUR

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

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

Semi-Permanent		Service Enablers	
CREA-BOLD  <ul style="list-style-type: none"> Ready to use direct dyes with bold or pastel results 	COLOR STYLE MOUSSE  <ul style="list-style-type: none"> Styling mousse with implemented direct dyes that last up to 4 washes 	NN2  <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 	CC2  <ul style="list-style-type: none"> Colour conditioning spray to deliver the best of shine and colour longevity, even on porous hair

CARE & STYLE ESSENTIALS

Colour	Silver	Repair	Hydrate	Scalp
 <ul style="list-style-type: none"> Color Shampoo Conditioner Treatment 	 <ul style="list-style-type: none"> Silver 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 and Treatment 	 <ul style="list-style-type: none"> Glamorous Oil

ACT NOW! VEGAN & SUSTAINABLE

Colour	Repair	Moisture	Purify
 <ul style="list-style-type: none"> Shampoo Conditioner Color 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 Solid Shampoo
Setting	Texture	Finish	
 <ul style="list-style-type: none"> Setting Spray Non-aerosol 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 	

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online!

