



# COLOUR IS WHAT WE DO.

That's why we've introduced **three NEW shades** to our **CREA-BOLD** semi-permanent direct dye range, creating a total of **11 intermixable shades**, for endless colour opportunities!

Whether you're looking for bold, vibrant shades or soft pastel tones, **CREA-BOLD** makes it possible with **100% customisation**. Plus, with the introduction of the **NEW shade Noir**, you can now create the muted, smoky hues you and your clients have been dreaming of.

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

# #BECREABOLD

# INTRODUCING CREA-BOLD



## 1.

### OPTIMAL FORMULA



- For true-to-tone fading
- Free from mineral oil & silicone
- Creamy formula for easy application and precise control
- Extra conditioning & nourishment when mixed with INDOLA Color Treatment
- Suitable for all hair types\*\*
- Quick result in just 20 minutes\*\*\*



## 2.

### VERSATILE SERVICES

- Bold colour to make a statement
- Pastel shades for soft, individual results
- Muted tones for fashionable, rich results



## 3.

### EVERYONE CAN BE CREA-BOLD

- All 11 ready-to-use direct dyes can be intermixed, for customisable and versatile in-salon services
- Create beautiful pastel colours or subtle muted hues with our new Noir shade

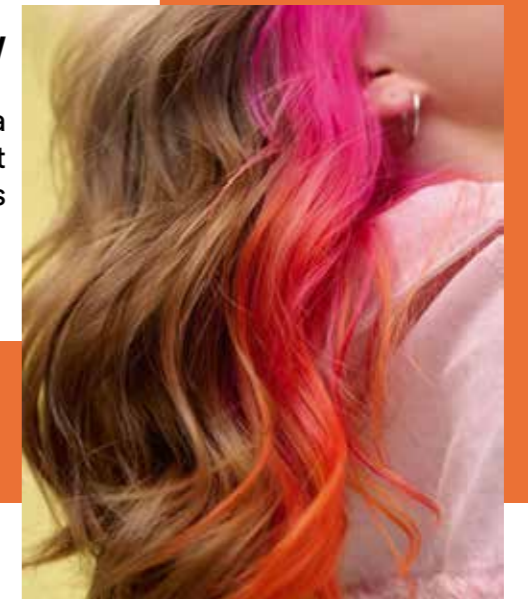
\*free from animal derived ingredients  
\*\* natural or chemically treated & pre-lightened hair (except for Noir)  
\*\*\* recommended development time for most vibrant result: 30 mins

# 100% CUSTOMISABLE

All 11 shades are intermixable, enabling infinite mixing opportunities and the power to give your clients the creative colours they dream of:

### BRIGHT & RAINBOW

Ready-to-use, extra-vibrant formula for bold transformations with bright & colourful results



### SOFT & PASTEL

Mix with INDOLA Color Treatment for soft and delicate colour results with extra conditioning & a fluid consistency

### MUTED & SMOKY

Mix with Noir to darken your selected shades & add muted depth and subtlety to your colour palette



# 11 INTERMIXABLE SHADES



**Bright Red**



**Fuchsia Pink**



**Canary Yellow**



**Teal Green**



**Turquoise Blue**



**Indigo Blue**



**Pastel Lavender**



**True Pink**

## NEW SHADES



**Neon  
Tangerine**



**Deep  
Purple**



**Noir**