

MY INDOLA



MAGAZINE

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.

Explore the versatility of **CREA-BOLD** with our **four NEW Colour Services!**

These fresh bold services are the perfect way to master your creativity with **CREA-BOLD**, creating colourful looks for every client in 2025.

This edition is bursting with inspiration, telling you all you need to know about **CREA-BOLD** and how to get the best results using our versatile colour portfolio.

Craving more inspiration?

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

#BECREABOLD



WHAT'S INSIDE

CREA-BOLD p. 04-07

New Shades p. 08-11

Services p. 12-15

Blonde & Colour p. 16-21

ED[YOU]CATION p. 22-23

Digi News p. 24-25

The INDOLA Portfolio p. 26-28

INTRODUCING CREA-BOLD



WHY CREA-BOLD

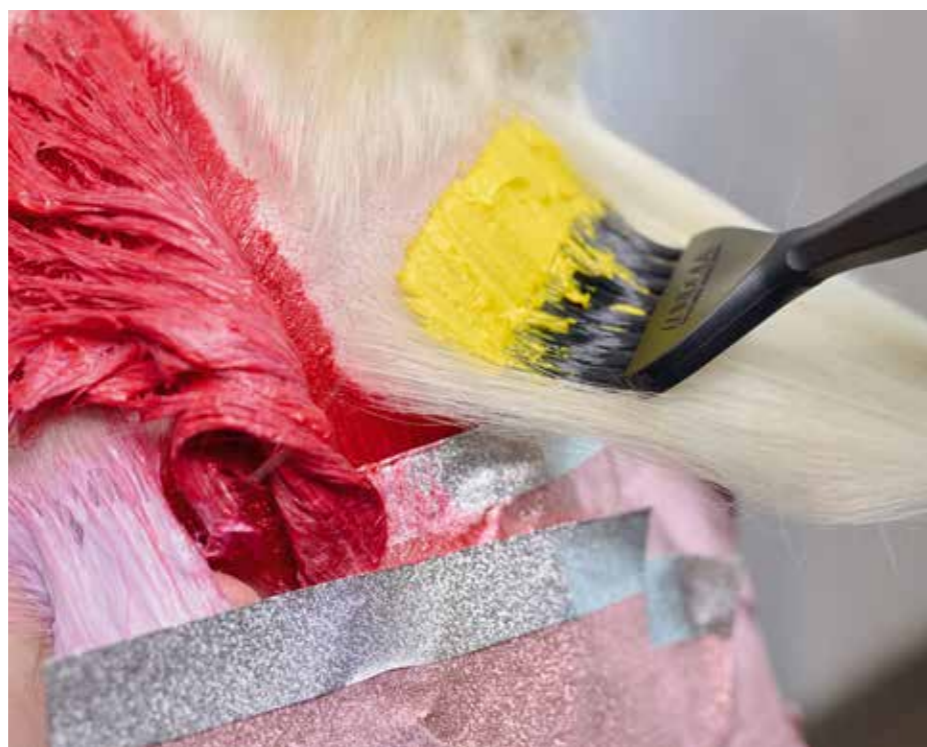
1.

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***



Vegan
FORMULA*



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



2.

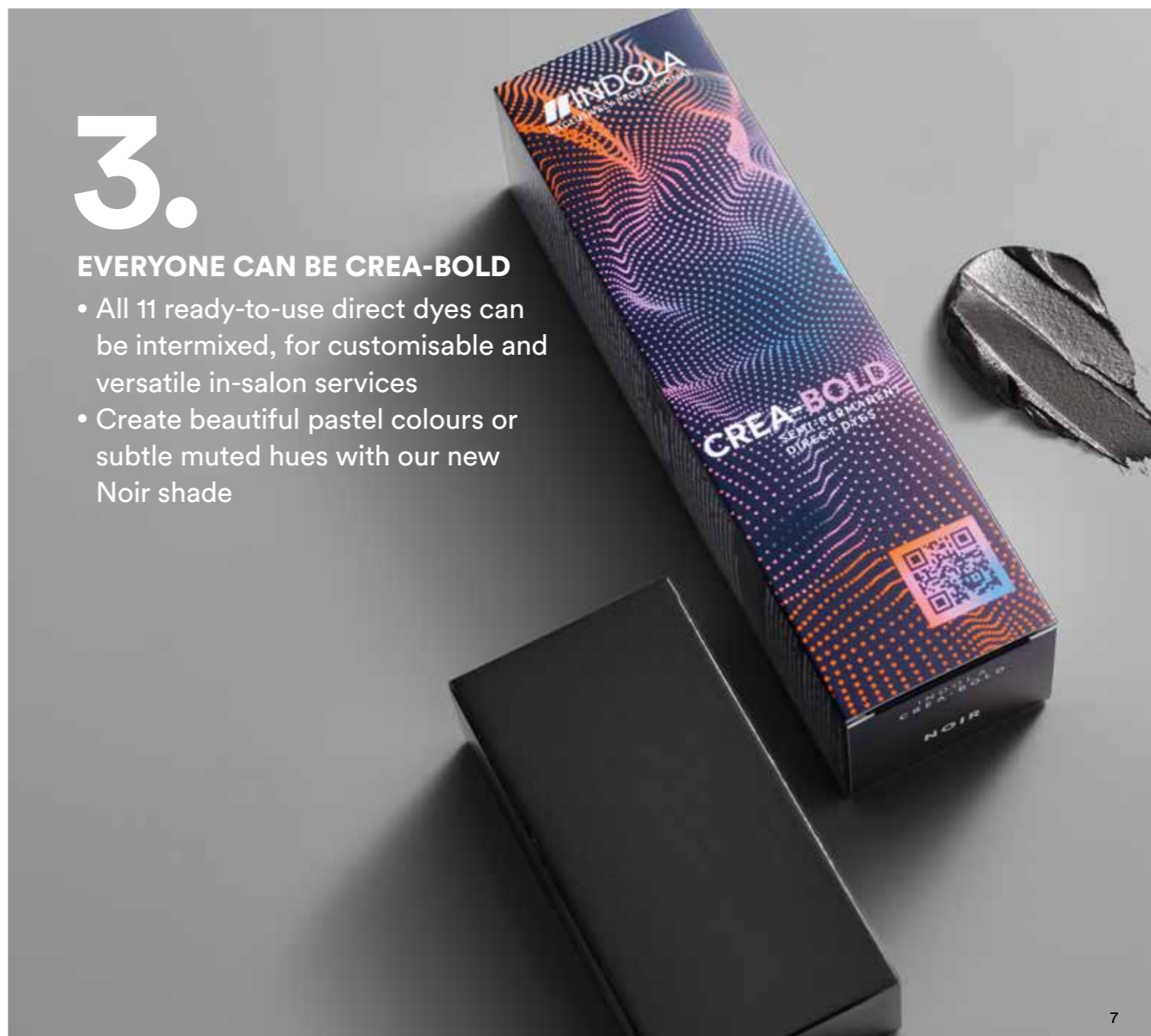
VERSATILE SERVICES

- 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





11 INTERMIXABLE SHADES



NEW SHADES



HOW TO USE

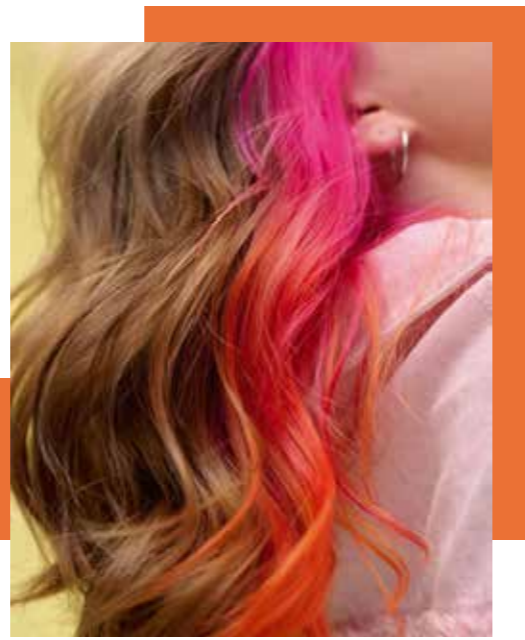
1. Wear appropriate gloves. Protect clothes, surfaces and skin from staining.
2. Thoroughly apply a sufficient amount of product to shampooed, towel-dried hair.
3. Leave to develop for up to 30 minutes.
4. Rinse with warm water until it runs clear.
5. Treat towel-dried hair with INDOLA Hair Therapy Spray Conditioner or Hydrate Spray Conditioner, if needed.

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



CREATE NEW HUES WITH NOIR

OUR NEW SHADE FOR MUTED HUES & SMOKY DEPTH.

Intermix CREA-BOLD Noir with your selected CREA-BOLD shade up to 1:20 to add depth and subtlety to your colour palette.



	USED ALONE*	MIXED WITH NOIR		
		1:20	1:10	1:5
BRIGHT RED				
NEON TANGERINE				
CANARY YELLOW				
TEAL GREEN				
TURQUOISE BLUE				
INDIGO BLUE				
PASTEL LAVENDER				
TRUE PINK				
FUCHSIA PINK				
DEEP PURPLE				



Scan QR FOR MORE TECHNICAL INFORMATION

*on a pre lightened base

MASTER CREA-BOLD...



PRODUCTS USED:

- BLONDE EXPERT Lightener mixed with CREAM DEVELOPER 6% (1:2)
- CREA-BOLD Noir + Bright Red
- CREA-BOLD Teal Green
- CREA-BOLD Turquoise Blue

EMERALD CASCADE

COLOUR CASCADING

This gradient effect enhances the fluid, cascading appearance of the green accents.

Starting gently, blending seamlessly with the blue and becoming more pronounced towards the mid-lengths and ends of the hair, ending with a subtle final touch of burgundy red.



... WITH OUR NEW SEASON SERVICES

NEON FLAME

PEEKABOO

PRODUCTS USED:

- BLONDE EXPERT Lightener mixed with CREAM DEVELOPER 6% (1:2)
- CREA-BOLD Fuchsia Pink
- CREA-BOLD Neon Tangerine
- PCC 6.0 + PCC 7.83 mixed with COLOR TRANSFORMER (1:1)



A subtle flame of colour, creating a striking contrast against a classic and elegant chocolate base that suits various skin tones.

The CREA-BOLD colours can either be mixed for a gradient effect or applied in distinct sections for a bolder look.

LAVENDER SHADOW

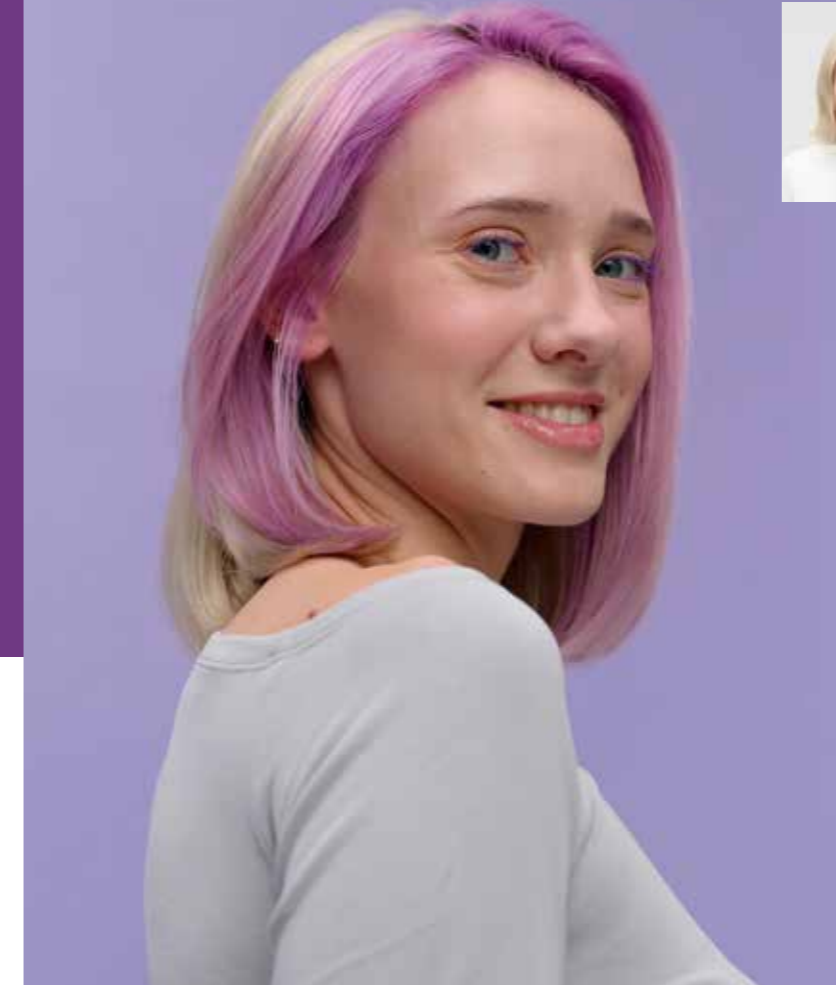
ROOT SHADOW

PRODUCTS USED:

- CREA-BOLD Noir
+ CREA-BOLD Fuchsia Pink (1:10)
- CREA-BOLD Fuchsia Pink
+ INDOLA Color Treatment (1:5)



By creating a subtle shadow effect, this lavender hue adds depth and dimension to the roots, blending seamlessly into a soft, pale lavender pink, enhancing the natural flow of the hair and creating a harmonious transition from the roots to the ends.



PRODUCTS USED:

- CREA-BOLD Pastel Lavender
+ CREA-BOLD Deep Purple (40:3)
- CREA-BOLD Pastel Lavender
+ INDOLA Color Treatment (1:10)

LILAC FRAME

FACE FRAMING



A creamy blonde base colour contrasting with lilac face framing, melting into the blonde to create a seamless, yet eye-catching look.

CREATE THE PERFECT CANVAS WITH BLONDE EXPERT

ENSURE CLEAN, COLOURFUL RESULTS WITH BLONDE EXPERT LIGHTENER BEFORE USING CREA-BOLD.

Superior performance with total safety.



#1 UNRIVALLED PERFORMANCE

Our strongest lightening performance ever.

#2 MAXIMUM PROTECTION

Guaranteed by our Hair-Bond Technology.

#3 HOLISTIC ASSORTMENT

#4 HOME CARE MAINTENANCE

WITH HAIR-BOND TECHNOLOGY

The Hair-Bond Technology integrated into BLONDE EXPERT Colour* and Care** products helps to minimise damage at every level. It shields the hair bonds during chemical processes and helps to form new bonds with the in-salon and at-home care.



*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

SIMPLY DO MORE...



Our #SimplySmarter colour solutions empower you to offer endless service opportunities in your salon.

Become a colour expert and bring every client's colour vision to life!

PERMANENT

PCC

- High-performing permanent colour in a compact assortment of intermixable shades
- Long-lasting colour retention and beautiful shine
- Great flexibility in combination with COLOR TRANSFORMER
- Vegan formulas

...WITH LESS!



SMART ADDITIVES

CREA-MIX

- Creative mix tones to achieve tailor-made permanent or demi-permanent colour results
- Assortment of 5 mix tones providing vibrant results and 1 clear tone
- All shades are intermixable

DEMI-PERMANENT

COLOR TRANSFORMER

- No need to carry an extra demi-permanent line
- Transforms 80+ PCC shades* into demi-permanent with flawless results from root to tip
- With easy 1:1 mixing ratio



* except CREA-BOLD, XPRESSCOLOR, BLONDE EXPERT Highlights, BLONDE EXPERT Pastel P.01



SMART ADDITIVES

CC2 COLOR CONDITIONING SPRAY

The best of shine and colour longevity, even on porous hair!

- 2-in-1 spray formulated with vegan keratin (hydrolysed soy protein) and vitamin E, with integrated **Hair-Bond Technology**
- Balances out the hair's porous structure to support even colour results and great longevity
- Protects highly porous hair structures against further hair damage
- **Free from parabens and artificial colourants**
- **Vegan formula**

NN2 NO STAIN, NO PAIN

Say goodbye to scalp discomfort and staining!

- Protecting formula with **algae oil, bisabolol and aloe vera leaf juice**
- Acts as a reliable barrier to reduce irritation & discomfort, especially for clients prone to sensitive or itchy scalps
- Prevents staining
- **Free from silicones, parabens and artificial colours**
- **Vegan formula**



ED[YOU]CATION INDOLA



Mastering the latest and most coveted hairstyles has never been easier.

Join the community of forward-thinking stylists who embrace today's trends.

Discover our hybrid range of Ed[you]cation programs, offering in-person and online options, empowering you to expand your skills at your own pace, anytime, anywhere.

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



ELEVATE YOUR SKILLS

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.

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



Get Creative!

Colour is a powerful tool that influences perception, evokes emotions, and communicates ideas in ways that words alone cannot.

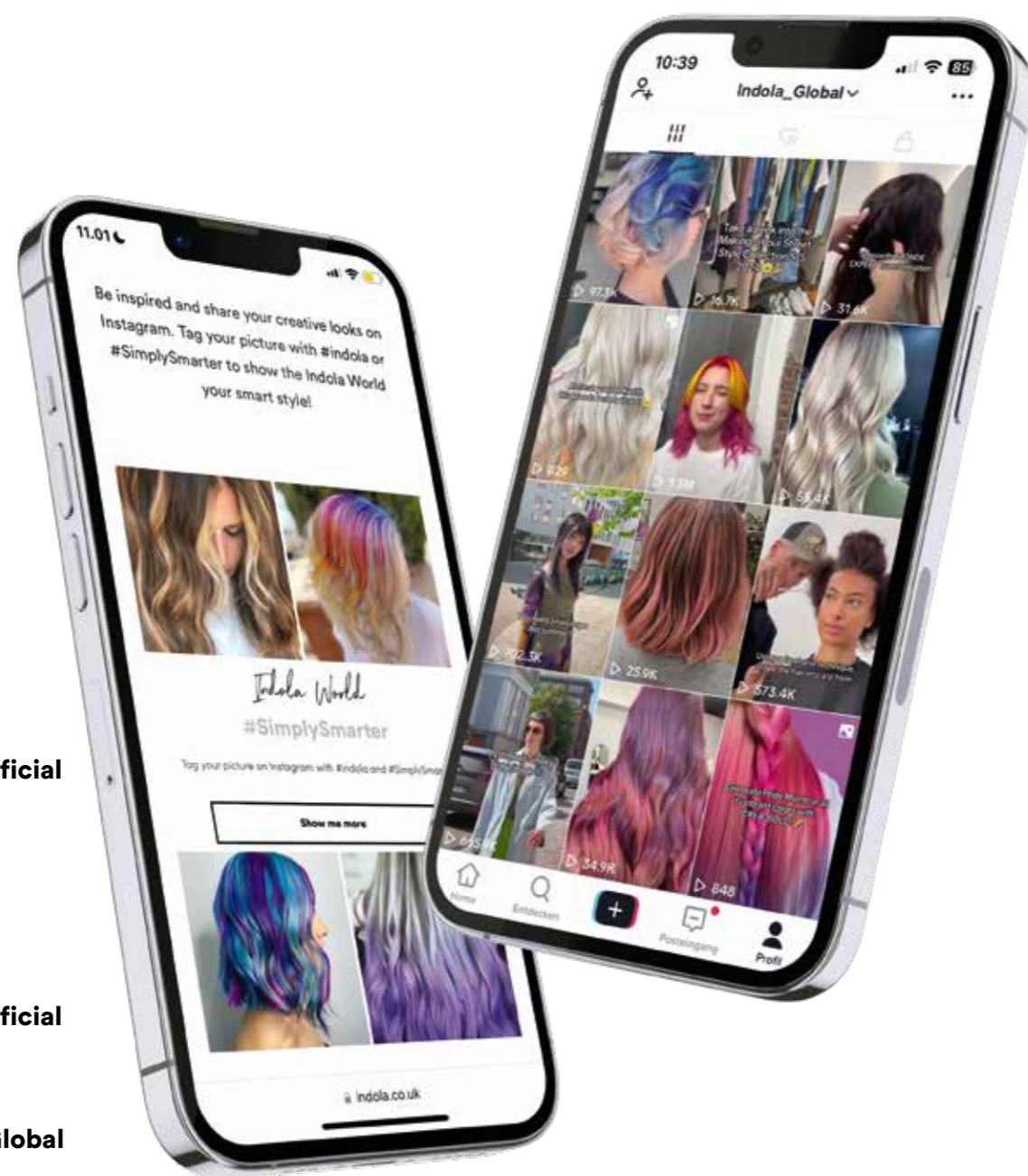
Within our colour seminars, we will explore the dynamic world of colour. Whether you're a seasoned professional or just beginning your journey into the realm of creativity, these sessions are designed to inspire, educate, and expand your understanding of colour.

Get ready to immerse yourself in a vibrant learning experience that celebrates the endless possibilities of colour. Let's step into the future with creativity and innovation!

DIGI NEWS. STAY TUNED.

Check out our **Social Media channels** for snappy education content around the CREA-BOLD new shades, such as gorgeous before and afters, how-to tutorials, #SmartTips and oddly satisfying TikTok videos!

AND DON'T FORGET THAT **#BECREABOLD UGC CONTEST IS BACK!** Show us the colourful looks you created with our 3 new CREA-BOLD shades through photos or videos for a chance to join our INDOLA Team. Find out more about the contest through our website and Social Media channels.



@IndolaOfficial



@Indola



@IndolaOfficial







@Indola_Global









indola.com



COLOUR





Permanent			Demi-Permanent
PCC	CREA-MIX	XPRESS COLOR	COLOR TRANSFORMER
 <ul style="list-style-type: none"> Permanent colour delivering long-lasting and superior shine, with great 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"> Convert permanent shades into demi-permanent for shiny, 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 minimised 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 Essentials	
CREA-BOLD	COLOR STYLE MOUSSE	NN2	CC2
 <ul style="list-style-type: none"> Ready-to-use direct dyes for bold, pastel or muted results 	 <ul style="list-style-type: none"> Styling mousse with direct dyes that lasts up to 4-20 washes* 	 <ul style="list-style-type: none"> Protective formula that prevents staining and reduces irritation and discomfort, especially in clients prone to sensitive or itchy scalps 	 <ul style="list-style-type: none"> Colour conditioning spray to deliver the best shine and colour longevity, even on porous hair Balances out the hair's porous structures to support even colour results and great longevity

CARE & STYLE ESSENTIALS

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

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

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

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

MAXIMISE

YOUR SERVICE OPPORTUNITIES WITH

CREA-BOLD

