



BLONDE EXPERT

BLONDE MANUAL

WE ARE INDOLA BLONDE EXPERT

WE BELIEVE IN THE PERFECT BLONDE FOR EVERYONE.
Our comprehensive 360° Bonding System strengthens and nourishes every strand, ensuring flawless results and radiant shine.

From colour application and finishing touches to at-home care, BLONDE EXPERT empowers you to deliver precision and perfection at every step with #SimplySmarter solutions.

We elevate your artistry, enhance your ability to bring out your clients' beauty, and showcase the power of true blonding.

BLONDE EXPERT – BECAUSE GREAT BLONDES ARE BUILT ON STRONG BONDS.



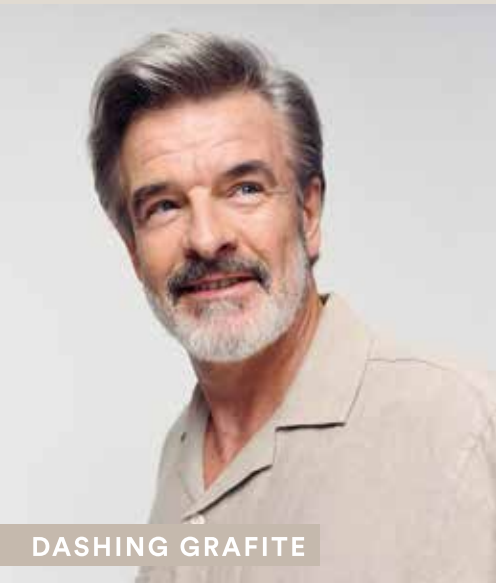
LUMINOUS BEIGE



VELVET SAND



SUNKISSED BREEZE



DASHING GRAFITE



SILVER SERENITY

ELEVATED BY THE SIGNATURE 360° BONDING SYSTEM



The Hair-Bond Technology integrated into our BLONDE EXPERT Colour* products helps minimise damage at every level.

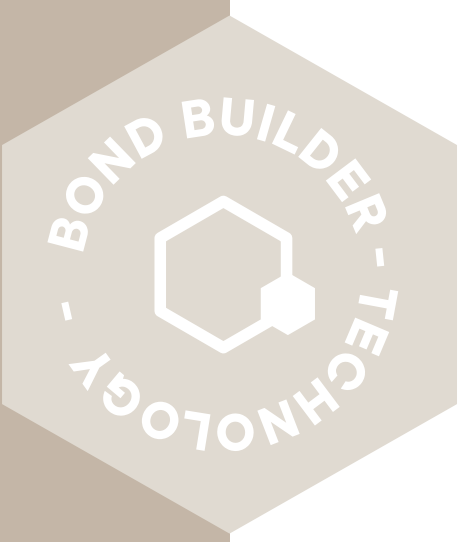
It shields the bonds during chemical processes while the in-salon and at-home care helps form new bonds after the colour service. With BLONDE EXPERT, you can craft stunning blondes with maximum safety and complete confidence!



BOND BUILDER TECHNOLOGY

This innovative inner matrix repair and structure-building technology enhances hair resilience by targeting both the inner matrix and the surface, providing a comprehensive 360° bonding approach.

It strengthens the bonds within the hair's matrix, creating a tighter internal structure while simultaneously smoothing and repairing the surface. This results in a repaired, smooth, and shiny cuticle, leaving the hair stronger, more resilient, and visibly healthier.



STRONG **BOND**
BLONDE



* except Ultra Cool Booster & Toning range

COLOUR ASSORTMENT

LIGHTENING

Same trusted formula, now in sustainable packaging!



LIGHTENER 9+ (WHITE & BLUE)

- 450g
- Achieve our unbeatable 9+ levels of lift and clean blonde results
- Integrated **Hair-Bond Technology** ensures reduced hair breakage by up to 90%
- Suitable for all hair techniques and hair types



ULTRA COOL BOOSTER

- 60ml
- Additive for additional neutralizing performance on challenging bases
- Compatible with Lightener 9+ (White & Blue)

CLAY TRANSFORMER

- 120g
- Additive for transforming lightener mixture into a clay texture while maintaining lightening power
- Compatible with Lightener 9+ (White & Blue)
- Ideal for easy and precise freehand applications

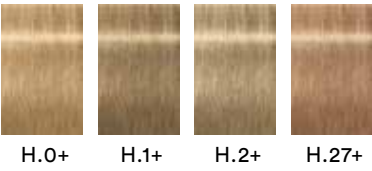
Discover the new **SCOOP** – redesigned for an enhanced, seamless experience.



LIFTING

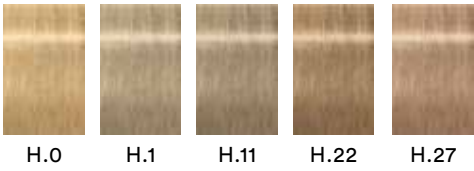
HIGHLIFT +BLEND

- 60ml
- Lifts & blends natural bases in one step
- Up to 4 levels of lift
- Up to **80%** white hair blending
- Vegan formula



HIGHLIFT

- 60ml
- Lifts & tones natural bases in one step
- Up to 5 levels of lift
- Vegan formula



TONING

PASTEL GEL TONER

- 60ml
- For quick bottle application
- Neutralises unpleasant yellow, golden or brassy tones & tones lightened and lifted hair
- Zero lift
- Vegan formula

PASTEL CREAM TONER

- 60ml
- For precise toning application
- Neutralises unpleasant yellow, golden or brassy tones & tones lightened, lifted, and natural light bases
- Vegan formula



Introducing the our new **APPLICATION BOTTLE**, designed for seamless quick and easy use with the new Pastel Gel Toners.

Eliminate unwanted brassiness or simply create the perfect blonde by choosing the right shades:

PASTEL CREAM TONER



PASTEL GEL TONER

INDULGE IN THE INTEGRATED BLONDE COLOR & CARE SYSTEM

IN-SALON & AT HOME CARE

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 system focuses on delivering intense repair from within while incorporating finishing product to enhance shine and smoothness, addressing the surface of the hair.

With bonding technology integrated into the Care products, they can be customized and seamlessly combined with core treatments, enabling personalized services tailored to every client's needs.

Versatile and suitable for all stressed hair types, this compact yet comprehensive system is designed to meet a variety of haircare demands—offering a smarter, more efficient solution for blonde 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
- Shampoo with added Bonding Technology and guar derivative promotes healthy, strong hair

TREATMENT

- 200ml/750ml
- Reduces hair breakage

BONDING OIL

- 100ml
- Seals the hair's cuticle by creating a protective shield
- 95% more hair resilience, less hair breakage
- Adds shine and smoothness to hair
- Increases smoothing effect when used as a booster in combination with BLONDE EXPERT care treatments

New

RESTORING SPRAY

- 300ml
- In-salon format
- Instantly prepares the hair & increases the hair's resilience before lightening & toning service

New

LEAVE-IN CREAM

- 145ml
- In-salon format
- Reduces post-lightening and -lifting hair porosity
- Creates a protective shield
- Heat protection up to 230°
- Reduces hair breakage and visible signs of damaging

New



INSTA COOL

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

SHAMPOO

- 30ml/250ml/1000ml
- Re-creates the inner hair structure for cool blondes, especially for porous, chemically treated blonde hair
- Tones and cleanses blonde and white hair in one step

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
- Tones and nourishes blonde hair in one step



LUMINOUS BEIGE

A cool yet creamy blonde with gentle warm hues creates a soft, ethereal look, making it ideal for clients seeking a fresh and sophisticated style.



MIXING

Colour A
Lightener 9+ (White) mixed with
CREAM DEVELOPER 2% (1:2)

Colour B
Pastel Gel Toner G.2 + G.41 (2:1)
mixed with CREAM DEVELOPER 2% (1:1)

PASTEL GEL TONER

BENEFITS

- Allows quick bottle application
- Enhances the depths and dimension of lightened hair
- Boosts the vibrancy of blonde hair
- Zero lift

TIPS

- For best results, treat towel-dried, lightened hair with **BLONDE EXPERT Insta Strong Restoring Spray** before toning service
- Begin by applying the product to the areas that need to be neutralized the most



APPLICATION

1. Section as shown.
2. Apply **Colour A** to the regrowth starting in the back, then move to the sides.
3. Once the desired level of lift is reached, rinse off, wash and care with **Insta Strong range**.
4. At the backwash, Spray **Insta Strong Restoring Spray** onto the hair, then apply **Colour B** using an application bottle and comb through to ensure even results.
5. Allow to process for 20 minutes, visually checking. Rinse off, do not shampoo.
6. Apply **Insta Strong Leave-In Cream** before starting the styling process.



CARE RECOMMENDATIONS



The perfect duo for lightened hair structures. Smooths the hair fibre, providing a smooth, uniform feel from root to tip while strengthening blonde hair.

NEUTRALISATION GUIDE

Assessing a client's tonal direction during their initial consultation is essential, especially when lightening hair.

The darker the hair base, the more unwanted warmth that needs to be counteracted. The primary undertone of a person's natural hair colour will impact the final result.

Use this table to choose the correct shade for the desired neutralisation performance on previously lightened hair, which can vary from pale yellow to orange.

Pre-lightening results	Recommended shade
PALE YELLOW	.01
YELLOW	.2 / .22
YELLOW ORANGE	.11
ORANGE YELLOW	

VELVET SAND

A seamless blend from root to tip, achieved through freehand placement, provides a long-lasting look that requires minimal maintenance. Suitable for busy individuals who desire a low-maintenance style without compromising on elegance.



MIXING

Colour A
Clay Transformer mixed with Lightener 9+ (White) & CREAM DEVELOPER 9% (1:3:6)

Colour B
Pastel Cream Toner P.2 + P.11 (3:1) mixed with CREAM DEVELOPER 2% (1:1)

Colour C
Pastel Cream Toner P.27 + P.16 (3:1) mixed with CREAM DEVELOPER 2% (1:1)

Colour D
Pastel Cream Toner P.31 mixed with CREAM DEVELOPER 2% (1:1)

PASTEL CREAM TONER

BENEFITS

- Allows precise application
- Intermixable with **Highlift (H.)** shades for endless variation possibilities
- Can be used to break natural bases when used with **CREAM DEVELOPER 6%**. Leave on for 10 minutes.

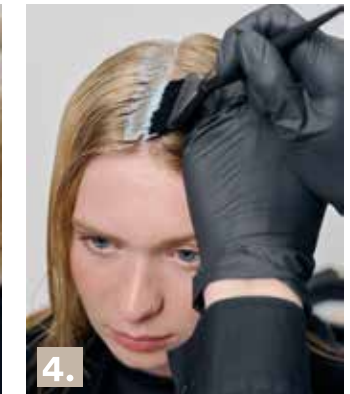
TIPS

- Can be applied also on dry, natural blonde hair
- For best results, treat towel-dried, lightened hair with **BLONDE EXPERT Insta Strong Restoring Spray** before toning service
- Begin by applying the product to the areas that need to be neutralized the most



APPLICATION

1. Apply **Insta Strong Restoring Spray** and section as shown.
2. Apply **Colour A** using a freehand technique, work the way through the rest of the hair using the same technique.
3. Let it process until the desired level of lift is achieved. Rinse off, wash & care with **Insta Strong range**.
4. Spray **Insta Strong Restoring Spray** onto the hair, then apply **Colour B** to the roots to create a soft root shadow.
5. Apply **Colour D** to the contouring.
6. Separate a 2cm section, divide into 2-3 strands, and alternate **Colours C & D**, ensuring full saturation. Twist strands. Continue throughout the head in staggered rows. Allow to process for 30 minutes.
7. Rinse off, do not shampoo. Apply **Insta Strong Leave-In Cream** before **starting the styling process**.



CARE RECOMMENDATIONS

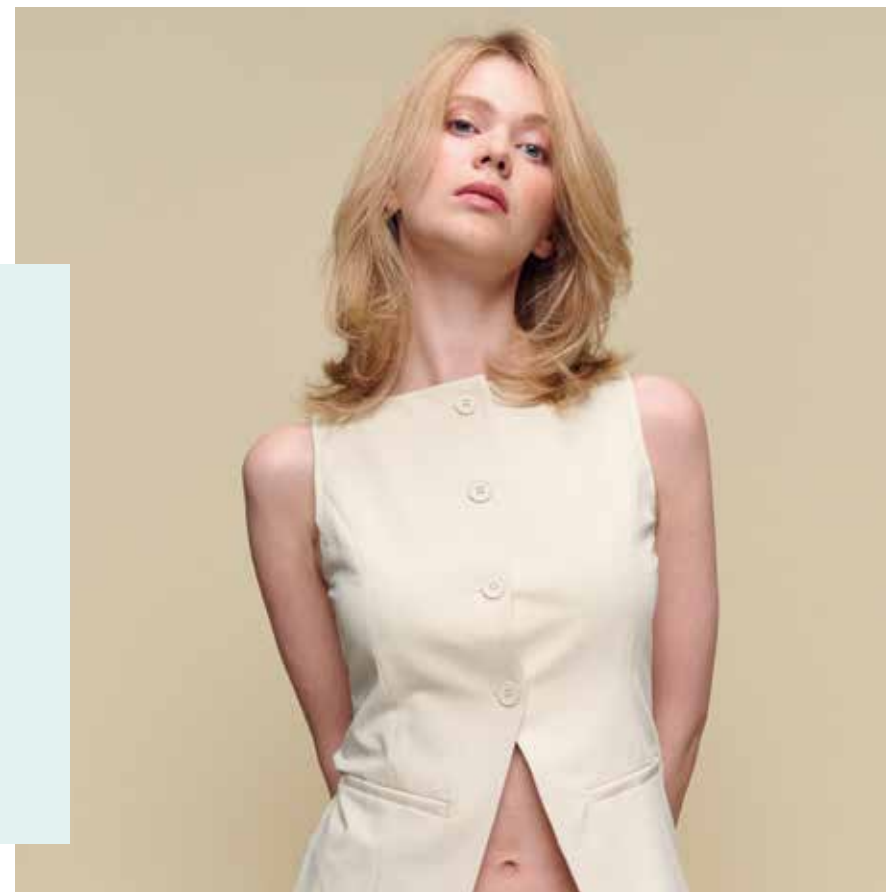


Insta Strong Shampoo fights against hair damage within the hair fibre, while **Insta Strong Bonding Oil** seals the hair's cuticle by creating a protective shield, minimising alyaways and frizz and increasing shine and colour vibrancy.

THE ALCHEMY OF CUSTOMIZABLE BLONDING

Mixing Pastel Cream Toner (P.) shades with Highlift (H.) shades unlocks wider creative possibilities, turning blinding into a personalized art. Ideal for natural blonde bases. Mix selected shades with **CREAM DEVELOPER 12% (40 Vol.)** in a ratio of (1+1):1 or (1+1):2. Apply to dry, virgin hair with a processing time of 50 minutes and no heat required. The result may vary depending on the natural base and hair structure.

	P. 01	P.11	P.16	P.17	P.27	P.31
H.0						
H.1						
H.11						
H.22						
H.27						



SUNKISSED BREEZE

A warm blonde that combines sun-kissed freehand placement with light golden honey pastel refinement creates a radiant and inviting look. This harmonious blend adds warmth and depth, making it perfect for those seeking a vibrant style with a touch of sophistication.



MIXING

Colour A
Lightener 9+ (White) mixed with
CREAM DEVELOPER 2% (1:2)

Colour B
Clay Transformer mixed with Lightener 9+ (White)
& CREAM DEVELOPER 9% (1:3:6)

Colour C
Pastel Gel Toner G.2 & G.41 (2:1) mixed with
CREAM DEVELOPER 2% (1:1)

CLAY TRANSFORMER

BENEFITS

- The kaolin-based formula envelops the hair and remains moist, giving the full creative control with its non-drip texture
- Ideal for easy and precise freehand applications

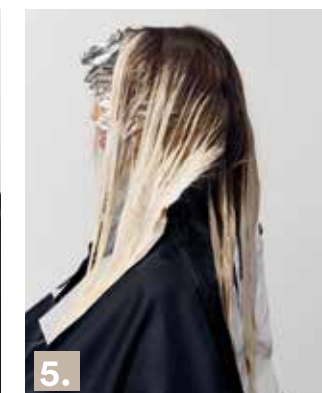
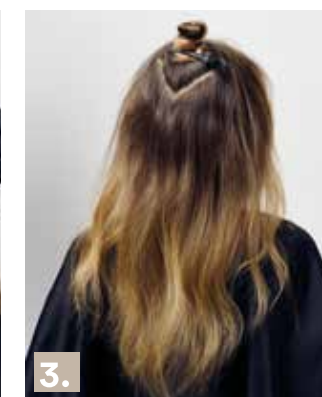
TIPS

- For off-scalp applications, mix all three components—**Clay Transformer, Lightener 9+, and Cream Developer** (9% or 12%)—until a homogeneous consistency is achieved
- Use a mixing ratio of **1:3:6** or **1:4:7**, depending on the desired consistency



APPLICATION

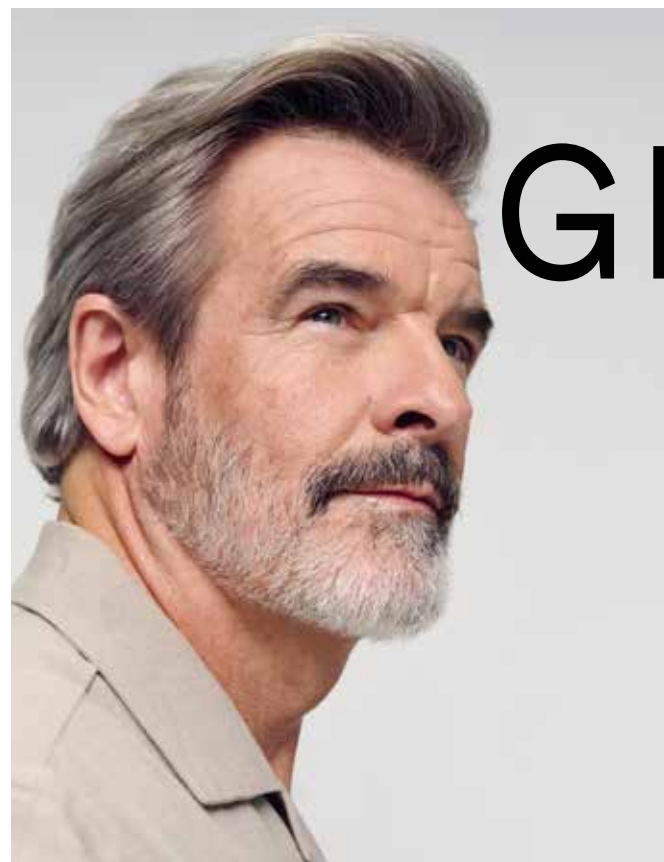
1. Section as shown.
2. Using **Colour A**, perform babylights in the C-shaped sections.
3. Let down the hair, create a square section on top.
4. Apply **Colour B** with a freehand technique to lighten the remaining hair, avoiding the square section.
5. Allow to process until the desired level of lift is achieved. Rinse off, wash & care with **Insta Strong** range.
6. Apply **Insta Strong Restoring Spray** to towel-dried hair, then tone with **Colour C** using an application bottle. Allow to process for 20 minutes. Rinse off, do not shampoo. Use **Insta Cool spray conditioner** if needed. Apply **Insta Strong Leave-In Cream** before starting the styling process.



CARE RECOMMENDATIONS

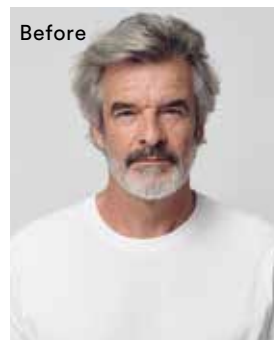
- **Insta Strong Shampoo** reduces breakage for visibly stronger hair and reverses damage that might have occurred during lifting and lightening processes
- **Insta Cool Treatment** intensively nourishes blonde hair while neutralising agents remove unwanted yellow undertones to perfectly maintain sun-kissed hair





DASHING GRAPHITE

A natural-looking grey enhancement provides a dimensional look in a single application. This subtle yet effective option adds depth and richness, perfect for those wanting to embrace their grey while maintaining a polished appearance.



MIXING

Colour A
Pastel Cream Toner P.11 mixed with
CREAM DEVELOPER 2% (1:1)

Colour B
Pastel Cream Toner P.11 & P.2 (1:1) mixed
with CREAM DEVELOPER 2% (1:1)



APPLICATION

1. Start on the sides, apply **Colour A** where there is more white hair.
2. Move to the back, create freehand sections.
3. Alternate between **Colour A & B**.
4. Use the same technique to work your way through the sides and top of the head.
5. Allow to process for 20 minutes. Rinse off, do not shampoo. Use spray conditioner if needed. Apply **Insta Strong Leave-In Cream** before starting the styling process.



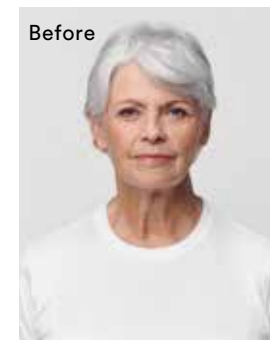
CARE RECOMMENDATIONS

- **Insta Cool Shampoo** increases the hair's resilience and elasticity while its neutralising agents remove yellow undertones
- **Insta Cool Spray** instantly detangles and softens the hair, continuing to support **Insta Cool Shampoo's** neutralising benefits



SILVER SERENITY

A subtle mix of soft grey and silvery shades creates a natural transition, offering a refined and sophisticated look for those wanting an understated enhancement of their grey tones.



MIXING

Colour A
Lightener 9+ (Blue) mixed with
CREAM DEVELOPER 6% (1:2)

Colour B
Pastel Gel Toner G.2 + G.11 (2:1) mixed
with CREAM DEVELOPER 2% (1:1)



APPLICATION

1. Apply **Insta Strong Restoring Spray** and section as shown.
2. Apply **Colour A** with a babylights technique onto the darker areas.
3. Allow to process until the desired level of lift is achieved. Rinse off, wash & care with **Insta Strong range**.
4. Apply **Insta Strong Restoring Spray** onto the hair, then apply **Colour B** using an application bottle and comb through for even results.
5. Allow to process for 20 minutes. Rinse off, do not shampoo. Use spray conditioner if needed. Apply **Insta Strong Leave-In Cream** before starting the styling process.



CARE RECOMMENDATIONS

Insta Cool Shampoo leaves hair stronger, shiny and feeling moisturised, maintaining your perfect silver hues. **Insta Cool Treatment** increases the hair's resilience and elasticity while giving you the extra dash of coolness you're looking for.

