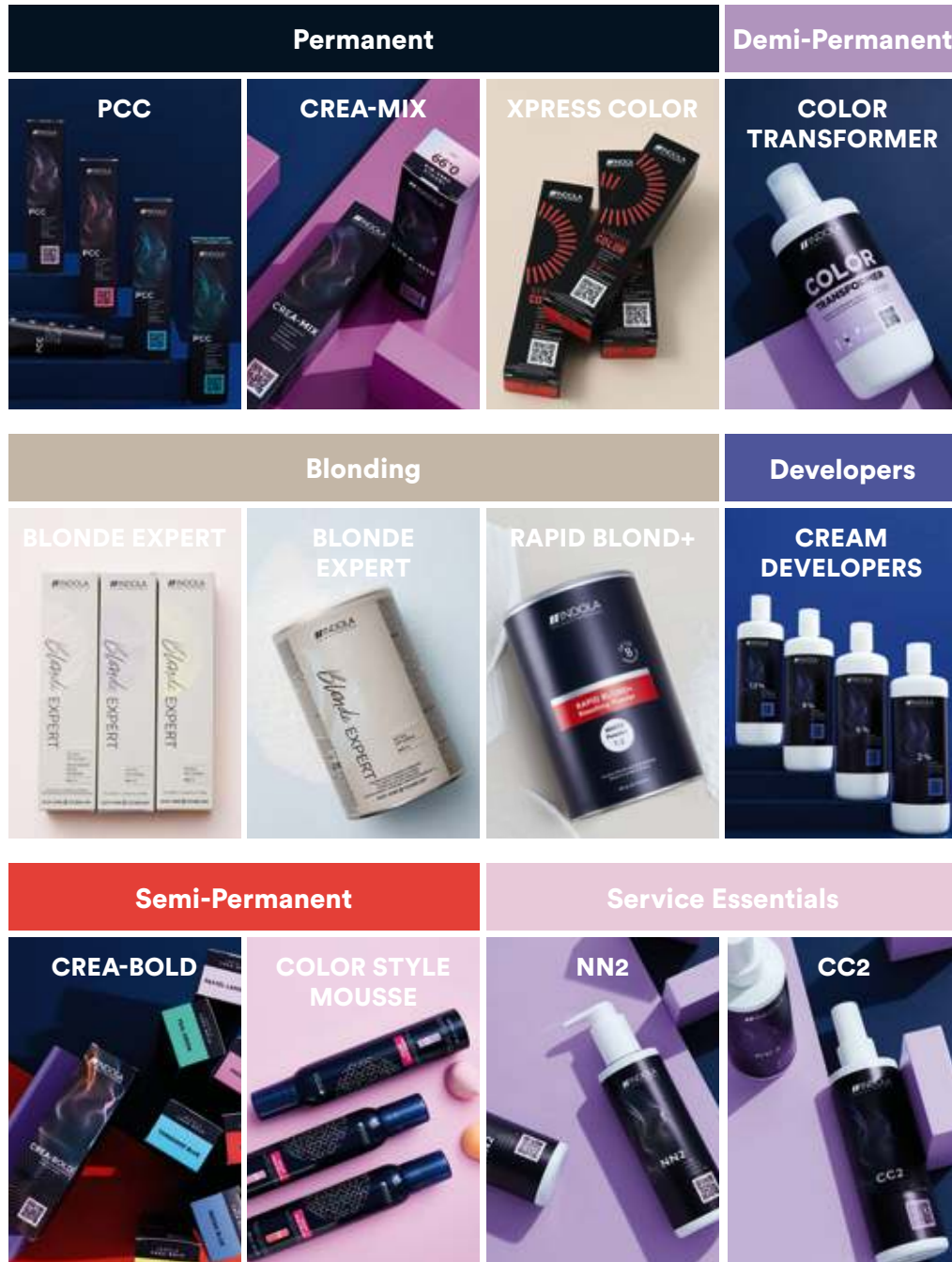


FOR TRUE  
**COLOUR  
LOVERS**





# OVERVIEW



# OUR TECHNOLOGIES

## PCC and CREAM DEVELOPER:

The combined action of PCC & CREAM DEVELOPERS delivers optimised colour results.

Micro-dye molecules and amino acids penetrate deep into each hair for unrivalled true colour without compromise and up to 100% coverage.

The full caring benefits of this system are unlocked by the cationic care agent in our CREAM DEVELOPER.

- Permanent, vivid colour results
- Long lasting colour retention
- Beautiful shine
- Up to 100% coverage

## COLOR TRANSFORMER:

The transformer technology converts permanent shades into demi-permanent. The unique & well-balanced system enables to reach the classical demi-permanent color conditions, in an easy, safe and convenient application. The colour result is flawless from roots to tip, shiny and healthy-looking.

## BLONDE EXPERT:

The Hair Bond technology minimises hair breakage while ensuring the coolest blonde results:

- Integrated within the entire assortment (except the Blonde Expert booster range)
- Protects hair structure during the highlifting and lightening process
- No additional bonding add-on required



# CHOOSE THE RIGHT COLOUR

The colour consultation is a complex process where different factors should be taken into consideration. Ask yourself, why do your clients want to colour their hair? Is it because they want to enhance their natural hair colour, do they want to cover first whites or is it a fashion conscious client who wants to wear the latest hair colour trend? Getting to know your client's personality and lifestyle can give indications on what works best and what does not. In addition, you can check on the skin type and eye colour to ensure that the colour you have chosen is the most suitable for your client. Follow **two simple yet important steps** in order to get a complete picture of your client's hair condition and to identify the right target colour.

## Step 1: Identify the hair condition

It determines which colour services are feasible and which are not.

### Start with identifying the current condition of your client's hair:

- Are the roots, mid-length and ends currently in a virgin condition, coloured or treated with a form product?
- Is the condition of your client's hair normal, porous or extremely porous? For extremely porous hair, consider performing a strand test first.

### Next, determine the current colour:

- Identify depth and tonal direction.
- Identify white hair percentage.

## Step 2: Create a personalised colour recipe

Find the perfect colour match for your client. Take into consideration that the roots and mid-lengths are not always in the same condition and might be treated with different colour mixtures.

### What is the desired target level?

- If you want to go lighter, how many levels of lift do you want to achieve?
- Which developer strength is needed to achieve the desired level?
- What is the underlying pigment and do you want to enhance or replace it?





# THE PRINCIPLES OF COLOUR

Our at-a-glance guide to understanding the world of colours, their qualities, how they relate to each other and how to best use them, to achieve the most creative results you want in your salon every day. We all know our colour basics, but the science of colour holds the key to achieving colour perfection.

Every colour is made from the 3 primary colours **Red, Blue, Yellow**.



Mix equal amounts of two primary colours and you get one of three secondary colours **Violet, Green or Orange**.



To correct or neutralise colour, mix colours opposite each other on the colour wheel, e.g. to subdue **Orange** (.4 Copper) add **Blue** (.1 Ash).

# OUR PCC NUMBERING SYSTEM

To keep things simple, we have created a numbering system that's super effective and easy to use. It is a combination of up to 3 numbers separated by a dot and 1 sign, see example below:

**9**

Colour depth

.

**03**

**First number:**  
primary colour direction  
(dominant tone)

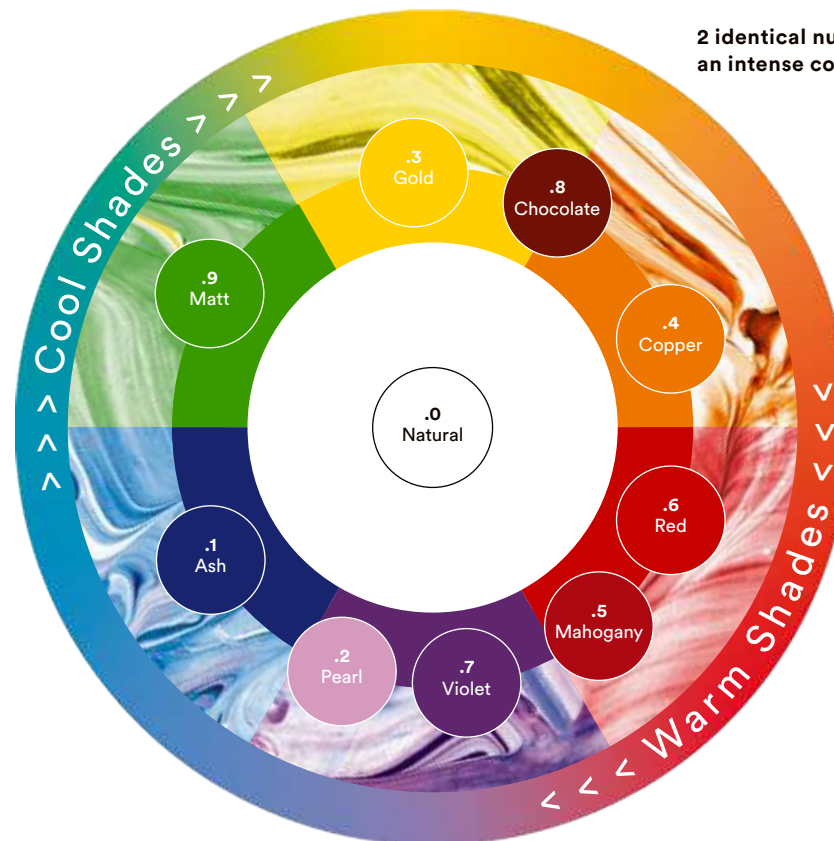
**Second number:**  
secondary tone direction  
(minor tone)

**+X**

+ indicates intense coverage

x indicates extra intense tone direction

**2 identical numbers indicate an intense colour**







## Our colour depths





- 10. Lightest Blonde
- 9. Very Light Blonde
- 8. Light Blonde
- 7. Medium Blonde
- 6. Dark Blonde
- 5. Dark Brown
- 4. Medium Brown
- 3. Dark Brown
- 2. Black
- 1. Black

## Our colour tones

- .0 Natural
- .1 Ash
- .2 Pearl
- .3 Gold
- .4 Copper
- .5 Mahogany
- .6 Red
- .7 Violet
- .8 Chocolate
- .9 Matt

PERMANENT						DEMI-PERMANENT
PCC NATURAL	PCC COOL & NEUTRAL	PCC FASHION	PCC INTENSE COVERAGE	CREA-MIX	XPRESSCOLOR	COLOR TRANSFORMER
Permanent coloration delivering long lasting and superior shine, great colour retention and coverage	Permanent coloration delivering long lasting and superior shine, great colour retention and coverage	Permanent coloration delivering long lasting and superior shine, great colour retention and coverage	Permanent coloration delivering long lasting and superior shine, great colour retention and coverage	Permanent mix tones to intensify colour vibrancy or neutralise unwanted tones	For express colour results without compromising on hair quality, in just 10 minutes processing time	To convert permanent shades into demi-permanent with flawless colour results, shiny and healthy-looking
Up to <b>100%</b> white hair coverage	Up to <b>70%</b> white hair coverage	Up to <b>70%</b> white hair coverage	Up to <b>100%</b> white hair coverage on resistant hair	Up to <b>70%</b> white hair coverage (except 0.00)	Up to <b>70%</b> white hair coverage	Up to <b>70%</b> white hair coverage
VEGAN FORMULA*	VEGAN FORMULA*	VEGAN FORMULA*	VEGAN FORMULA*	VEGAN FORMULA*		VEGAN FORMULA*
 <b>1:1</b> 45g PCC + 45g Developer or COLOR TRANSFORMER	<b>1:1</b> 45g PCC + 45g Developer or COLOR TRANSFORMER	<b>1:1</b> 45g PCC + 45g Developer or COLOR TRANSFORMER	<b>1:1</b> 45g PCC + 45g Developer	<b>AS MIXTONE:</b> Refer to the RULE OF 12  <b>AS DEMI-PERMANENT: 1:1</b>  45g CREA-MIX + 45g COLOR TRANSFORMER  <b>AS LIGHTENING BOOSTER: 1:1:2</b>  45g PCC + 45g CREA-MIX 0.00 + 90g Developer	<b>1:1</b> 45g XpressColor + 45g Developer	<b>1:1</b> 45g PCC + 45g COLOR TRANSFORMER
 <b>2% (7 Vol.)</b> for refreshing slightly faded lengths and ends  <b>6% (20 Vol.)</b> for coloring same depth (tone on tone), darkening, covering white hair or lifting up to 1 level  <b>9% (30 Vol.)</b> for 2 to 3 levels of lift	<b>2% (7 Vol.)</b> for refreshing slightly faded lengths and ends  <b>6% (20 Vol.)</b> for coloring same depth (tone on tone), darkening, covering white hair or lifting up to 1 level  <b>9% (30 Vol.)</b> for 2 to 3 levels of lift	<b>2% (7 Vol.)</b> for refreshing slightly faded lengths and ends  <b>6% (20 Vol.)</b> for coloring same depth (tone on tone), darkening, covering white hair or lifting up to 1 level  <b>9% (30 Vol.)</b> for 2 to 3 levels of lift	<b>9% (30 Vol.)</b>	<b>6% (20 Vol.)</b> for 1/2 level of lift  <b>9% (30 Vol.)</b> for 1 level of lift  When using the <b>rule of 12</b> , choose your Cream Developer according to the PCC shade and desired result	<b>2% (7 Vol.)</b> for colouring darker or refreshing lengths and ends  <b>6% (20 Vol.)</b> for tone on tone and up to 1 lift level  <b>9% (30 Vol.)</b> for intense coverage shades (.00) and up to 2 lift levels	<b>No extra developer needed!</b>  <b>Not compatible with:</b> PCC Intense Coverage, CREA-BOLD, XpressColor, Blonde Expert (Except Pastel shades)
 For all services that requires permanent or demi-permanent colouration	For all services that requires permanent or demi-permanent colouration	For all services that requires permanent or demi-permanent colouration	For all services that require permanent coloration on white, resistant hair	To create your very personalised permanent or demi-permanent colour result	For last minute appointments, walk-in clients, or color services during the lunch break. For male clients	To gently revive faded lengths and ends. For clients who wish to colour their hair without committing to colour longevity
 30-45 minutes	30-45 minutes	30-45 minutes	30-45 minutes	30-45 minutes as a mix tone  10-30 minutes with COLOR TRANSFORMER as demi-permanent	10 minutes for standard colorations  15 minutes for white hair coverage on resistant hair	Up to 30 minutes

\*free from animal derived ingredients

BLONDING								SEMI-PERMANENT
RAPID BLOND+	BLONDE EXPERT LIGHTENER	BLONDE EXPERT ULTRA COOL BOOSTER	BLONDE EXPERT ULTRA LIFT BOOSTER	BLONDE EXPERT HIGHLIFT 1000.	BLONDE EXPERT HIGHLIFT 100.	BLONDE EXPERT HIGHLIFT 100. +BLEND	BLONDE EXPERT PASTEL	CREA-BOLD
Dust reduced bleaching powder available in white and blue color	Maximum lightening performance with very significantly reduced hair damage. <b>With Hair Bond technology</b>	Use only with Lightener. Maximum lightening performance with stronger neutralisation	Use only with Special Blonde 1000.0 for maximum lift	Lifts & tones in one application. <b>With Hair Bond technology</b>	Lifts & intensively tones & neutralizes. <b>With Hair Bond technology</b>	Lifts & blends up to 80% white hair. <b>With Hair Bond technology</b>	Neutralises or adds subtle tonalities to natural blonde or bleached hair. <b>With Hair Bond technology</b>	For all clients that can never get enough colours, or clients that wish subtle colour placements
Up to 8 lift levels.	Up to 9 lift levels.	Up to 9 lift levels.	Up to 6 lift levels.	Up to 5 lift levels.	Up to 4 lift levels.	Up to 4 lift levels.	Up to 1 lift level on natural bases.	Up to 15 washes depending on shade
			VEGAN FORMULA*	VEGAN FORMULA*	VEGAN FORMULA*	VEGAN FORMULA*	VEGAN FORMULA*	VEGAN FORMULA*
 <b>1:2</b> 30g Powder +60g Developer	<b>1:2</b> 30g Powder +60g Developer	<b>1:10:20</b> 3g Booster + 30g Lightener + 60g Developer	1 Sachet (10g) + 30g Cream 1000.0 + 60g Developer	<b>1:2</b> 30g Cream + 60g Developer	<b>1:1</b> 30g Cream + 30g Developer	<b>1:1</b> 30g Cream + 30g Developer	<b>1:1</b> 30g Cream + 30g Developer  Intermixing with Special Blonde: 1:1:1 or 1:1:2	Ready-to-use direct dyes  All intermixable  Mix with Indola Colour Treatment for pastel results
 <b>2% (7 Vol.)</b> <b>6% (20 Vol.)</b> <b>9% (30 Vol.)</b> not on scalp	<b>2% (7 Vol.)</b> <b>6% (20 Vol.)</b> <b>9% (30 Vol.)</b> not on scalp	<b>2% (7 Vol.)</b> on depth 7.0 and 6.0 and not on scalp  <b>6% (20 Vol.)</b> on depth 7.0 and 6.0 and not on scalp  <b>9% (30 Vol.)</b> on depth 5.0 to 3.0 and not on scalp	<b>9% (30 vol.)</b>	<b>9% (30 vol.)</b> for up to 4 lift levels  <b>12% (40 vol.)</b> for up to 5 lift levels	<b>9% (30 vol.)</b> for up to 3 lift levels  <b>12% (40 vol.)</b> for up to 4 lift levels	<b>9% (30 vol.)</b> for up to 3 lift levels  <b>12% (40 vol.)</b> for up to 4 lift levels	<b>2% (7 Vol.)</b> on lightened hair  <b>6% (20 Vol.)</b> on virgin hair  <b>12% (40 vol.)</b> only when intermixed with Special Blonde 1000.	
 Virgin & tinted hair	Virgin & tinted hair	Virgin hair 7.0 or darker  Note: On light natural basis, the neutralisation effect will be visible stronger and may result in a greyish tonal direction.	Virgin hair 5.0 or lighter	Virgin hair 6.0 or lighter	Virgin hair 6.0 or lighter	Virgin hair 6.0 or lighter	Lightened & natural blonde hair	Pre-lightened or blonde hair
 20-45 minutes + visual control	20-45 minutes + visual control	20-50 minutes + visual control	30-50 minutes	40-50 minutes	40-50 minutes	40-50 minutes	1-30 minutes + visual control	<b>For bold results:</b> 20-30 minutes (the paler the hair, the brighter and truer to the tone the shade will be)  <b>For pastel results:</b> 1-20 minutes (the paler the colour result, the shorter the longevity will be)

\*free from animal derived ingredients



# APPLICATION

Wear suitable gloves. Always apply to dry, unwashed hair.

## With PCC:

### Virgin hair application / Global application

- Mix **PCC** shade together with **CREAM DEVELOPER 1:1**.
- Apply mixture evenly to dry mid-length and ends.
- Leave to develop for **10 -15 minutes**.
- Then apply remaining or freshly mixed mixture to the root area.
- Leave to develop for another **30 minutes**.
- Total processing time: **40-45 minutes**.

### Root retouch on resistant, coarse hair

- Use **PCC Intense Coverage** shades on virgin bases.
- Mix **1:1** with **9% CREAM DEVELOPER** and follow the general application rules.
- Leave to develop for **30-45 minutes**. Or subsequent application, use **Intense Coverage** shade on re-growth only, and apply the equivalent 'standard' shade on faded length and ends.

### Re-growth application / Dual application

- Mix **PCC** shade with appropriate **CREAM DEVELOPER 1:1**.
- Apply **PCC** mixture to the re-growth area only.
- Leave to develop for **20-30 minutes**.
- Then apply **COLOR TRANSFORMER** mixture to mid-length and ends and leave to develop for another **5-20 minutes**.
- Total processing time: **30-45 minutes**.

### Subsequent, demi-permanent colouration

- Mix **PCC** shade together with **COLOR TRANSFORMER 1:1**, e.g.: 45g 6.4 + 45g **COLOR TRANSFORMER**
- Apply on re-growth first.
- Leave to develop for **15-20 minutes**.
- Then apply on mid-length and ends.
- Leave develop for additional **5-15 minutes**, depending on hair structure and desired result.
- Total processing time: **20-30 minutes**.

## With BLONDE EXPERT:

### Virgin hair application

- Apply evenly to the mid-lengths and ends. Leave to develop 10 minutes.
- Do not rinse.
- Apply to the root area and leave to develop for another 40 minutes.

### Regrowth application

- Apply desired shade on the roots. Leave to develop 40-50 minutes.
- Refresh lengths and ends with suitable Pastel shade.

## To finish your colour service:

Wear suitable gloves. Emulsify by adding a little lukewarm water. Rinse thoroughly until water runs clear. Shampoo and treat the hair with Indola products for coloured hair.



# OUR TIPS AND TRICKS

To help assist you with challenging colour results when using PCC.

## Root application

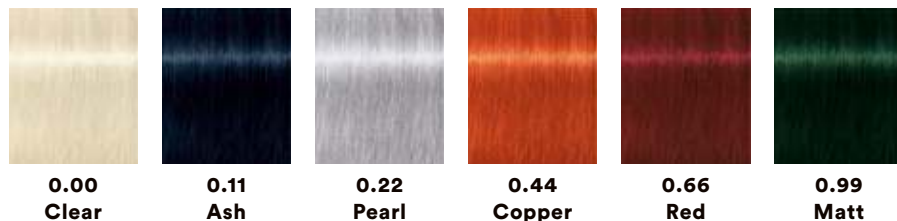
RESULT	POSSIBLE CAUSES	POSSIBLE REMEDIES
<b>Roots are too dark</b>	<ul style="list-style-type: none"> <li>Wrong choice of colour shade</li> <li>% Hydrogen Peroxide too low</li> <li>Porous or fine hair structure</li> <li>Development time too long or too short</li> </ul>	<ul style="list-style-type: none"> <li>Use bleaching powder with 2% CREAM DEVELOPER to lighten the hair (conditions permitting).</li> <li>If needed, use a lighter shade mixed with COLOR TRANSFORMER to achieve desired result.</li> </ul>
<b>Roots are too light</b>	<ul style="list-style-type: none"> <li>Wrong choice of colorant or shade</li> <li>% Hydrogen Peroxide too high</li> <li>Insufficient amount of colour</li> </ul>	<ul style="list-style-type: none"> <li>Re-check the chosen colorant</li> <li>Use one shade darker</li> <li>Mix a fashion shade with a natural shade to gain depth</li> <li>Reduce % Hydrogen Peroxide</li> <li>Increase amount of product</li> </ul>
<b>Colour lacks intensity</b>	<ul style="list-style-type: none"> <li>Wrong choice of colorant</li> <li>% Hydrogen Peroxide too high</li> <li>Coarse, resistant hair structure</li> <li>Insufficient amount of colour</li> <li>Development time too short</li> <li>Sections too big</li> </ul>	<ul style="list-style-type: none"> <li>Re-check the chosen colorant</li> <li>Reduce % Hydrogen Peroxide</li> <li>Increase amount of product</li> <li>Increase developing time up to 45 mins.</li> <li>Apply colour by taking smaller sections</li> </ul>
<b>Scalp itching or burning during processing time</b>	<ul style="list-style-type: none"> <li>Hair was freshly shampooed before the color service</li> <li>Sensitive skin</li> </ul>	<ul style="list-style-type: none"> <li>Do not shampoo the hair before coloring</li> <li>Use NN2 to prevent itching</li> </ul>
<b>Insufficient white hair coverage</b>	<ul style="list-style-type: none"> <li>Shade choice too light</li> <li>Insufficient amount of colour</li> <li>Sections too big</li> <li>% Hydrogen Peroxide too low</li> <li>Coarse resistant hair structure</li> <li>Development time too short</li> </ul>	<ul style="list-style-type: none"> <li>Mix fashion shade with natural shade to gain depth and coverage</li> <li>Use Intense Coverage shade</li> <li>Increase amount of product</li> <li>Control before rinse off</li> <li>Increase developing time up to 45 mins.</li> </ul>






## Global application

RESULT	POSSIBLE CAUSES	POSSIBLE REMEDIES
<b>Length are too dark</b>	<ul style="list-style-type: none"> <li>Porous hair structure</li> <li>Development time too long</li> <li>Insufficient diagnosis and definition of natural tone</li> <li>Additional application on length</li> </ul>	<ul style="list-style-type: none"> <li>Use bleaching powder with 2% CREAM DEVELOPER to lighten the hair (conditions permitting).</li> <li>If needed, use a lighter shade mixed with COLOR TRANSFORMER to achieve desired result.</li> </ul>
<b>Length are too light</b>	<ul style="list-style-type: none"> <li>Highly porous hair structure</li> <li>Wrong choice of colorant</li> <li>% Hydrogen Peroxide too high</li> <li>Insufficient amount of colour</li> </ul>	<ul style="list-style-type: none"> <li>Use PCC and COLOR TRANSFORMER for Dual Application</li> <li>Increase amount of product</li> </ul>
<b>Colour lacks intensity</b>	<ul style="list-style-type: none"> <li>Wrong choice of colorant or shade</li> <li>Insufficient amount of colour</li> <li>Development time too short/long</li> <li>% Hydrogen Peroxide too low or high</li> </ul>	<ul style="list-style-type: none"> <li>Re-check the chosen colorant</li> <li>Increase amount of product</li> <li>Increase or reduce development time</li> <li>Mix a fashion shade with a natural shade to gain depth</li> <li>Mix with CREA-MIX shade to gain more vibrancy</li> </ul>
<b>Streaky / uneven colour</b>	<ul style="list-style-type: none"> <li>Faulty application of colour</li> <li>Variation in hair porosity and texture</li> <li>Insufficient colour shade applied</li> <li>Insufficient diagnosis on hair history</li> </ul>	<ul style="list-style-type: none"> <li>Avoid overlapping when applying colour</li> <li>Balance out different porosities</li> <li>Re-check the chosen shade</li> </ul>
<b>Colour fades off the length too quickly</b>	<ul style="list-style-type: none"> <li>Porous hair structure</li> <li>Insufficient colorant applied</li> <li>Insufficient developing time</li> <li>Environmental influences</li> <li>Insufficient homecare regime</li> </ul>	<ul style="list-style-type: none"> <li>Use PCC and COLOR TRANSFORMER for Dual Application</li> <li>Recommend suitable care regime for home usage</li> <li>Use CC2 to balance out the hair's porosity before colouring.</li> </ul>



# CREA-MIX



MIXTONE CREA-MIX 0.11, 0.22, 0.44, 0.66, 0.99		TONE SOFTENER CREA-MIX 0.00	DEMI-PERMANENT CREA-MIX 0.11, 0.22, 0.44, 0.66, 0.99	LIGHTENING BOOSTER CREA-MIX 0.00	SUNKISSED EFFECT CREA-MIX 0.00
 <b>Create your very own permanent colour for:</b> <ul style="list-style-type: none"> <li>Individual and bespoke colour results</li> <li>More intensity or neutralisation</li> </ul>		For clients with <b>virgin hair</b> looking for subtle less vibrant fashion shades	Create lively or cool demi-permanent results with up to <b>70% white hair coverage</b> , and without ammonia	Increase the lightening effect of PCC up to 1 level	Create natural sunkissed effect <b>up to 1,5 levels</b> on virgin bases for clients during the first step into the world of blondes
 <b>RULE OF 12</b> The quantity in gram of CREA-MIX cream to be added is given by deducting the depth of the chosen shade from 12.  <b>Example:</b> <ul style="list-style-type: none"> <li>Chosen shade to intensify PCC 6.4 (depth 6)</li> <li>Calculation: 12-6 = 6.</li> <li>Add 6g of CREA-MIX 0.44 for 60g of PCC 6.4.</li> </ul>		<b>Targeted colour depth</b> 3. 9g 4. 8g 5. 7g 6. 6g 7. 5g 8. 4g 9. 3g 10. 2g	<b>1:1</b> 30G CREA-MIX + 30G COLOR TRANSFORMER	<b>1:1:2</b> 30g PCC + 30g CREA-MIX 0.00 + 60g Developer	<b>1:1</b> 30G CREA-MIX 0.00 + 30G COLOR TRANSFORMER
 Developer according to the desired colour result		Developer according to the desired colour result	COLOR TRANSFORMER	<b>6% (20 vol.)</b> for ½ level of lift <b>9% (30 vol.)</b> for 1 level of lift	COLOR TRANSFORMER
 30-45 minutes		30-45 minutes	10-30 minutes	30-45 minutes	10-30 minutes
 <b>CREA-MIX</b> shades can be used in excess of this rule to achieve even greater tonal intensity.  The higher the amount of <b>CREA-MIX</b> within the <b>PCC</b> mixture, the stronger the colour intensity will be.		Due to the <b>subtle neutralizing pigments</b> within <b>0.00</b> , the colour result may become slightly cooler or powdery.	Due to <b>high quantity of pigments</b> , the depth of <b>0.11</b> and <b>0.99</b> occurs between light brown to medium brown.	Using <b>0.00</b> as a <b>lightening booster</b> may cause reduction of coverage	The longer the development time, the stronger the lifting effect will be.

# CREA-BOLD



## BOLD COLOURS – USE AS A SOLITARY



For **expressive, self-confident clients** with pre-lightened bases, looking for strong statement colours



No mixing required



20-30 minutes



The paler the hair, the brighter and truer to the tone the shade will be.

**CREA-BOLD** can be mixed 5:1 with water to create a softer consistency while keeping its intensity.

## PASTELISATION – USE AS A PASTEL SHADE

For expressive, self-confident people with globally pre-lightened hair, or with existing highlights or partial designs, e.g. balayage, looking for soft, flattering and individual colour results.

Mix **CREA-BOLD** shades with Colour Treatment up to **1:10**

1-20 minutes

The paler the colour result, the shorter the longevity will be.

## How to chose the ideal base colour:

**Canary Yellow:** Pre-lightened, pale blond to light blonde (8.0)

**Bright red:** Pre-lightened to dark blonde (6.0)

**True Pink:** Pre-lightened, pale blonde

**Fuchsia Pink:** Pre-lightened, pale blonde to dark blonde (6.0)

**Indigo Blue:** Pre-lightened, pale blonde to dark blonde (6.0)

**Turquoise Blue:** Pre-lightened, pale blonde to light blonde (8.0)

**Teal Green:** Pre-lightened to dark blonde (6.0)

**Pastel Lavender:** Pre-lightened, pale blonde



# DEAR TRUE COLOUR LOVER,

## SERVICE is what you, as stylists, offer to your clients:

you aim at delivering a desired end-look with your craft, for which clients pay. The in-salon services that are considered successful are the ones that generate a holistic value.

### Some important criteria to meet are:

- Wow effect for stylist and clients, such as a visible before/after effect
- Efficient in the salon reality, such as a reasonable service time or service ticket
- Full regimen of products for holistic look & value, to address specific client needs
- Exclusive, good for the image of those applying it and stylist offering it – a service that only a professional can deliver!

With Indola, we have developed a clientele matrix to help you identify the needs of each client and cater for their needs, whether they are 17 or 70 years old! Check out the next pages for more service inspirations per age group.

*Colourfully yours,*  
**INDOLA**



Age group  
**17-24**

**Statement  
Maker**

COLOUR NEED: **INSPIRATION**

- Want to be understood
- Trust peer consultation / influencer
- Explore/Express themselves
- Want to be different
- Activists for sustainability
- Not worried to try
- Attracted by quick and easy changes

- Entrance to colour
- Quick colour service
- Pastel to bold
- ...



Age group  
**25-34**

**Simply  
Sophisticated**

COLOUR NEED: **REASSURANCE**

- Want to keep up with trends
- Make clear statement and are inspired by brands
- High level of knowledge
- Want to be involved in the process
- Frequent salon visits

- Cover first greys
- Flexible and sophisticated looks
- Styling tips
- ...



Age group  
**35-44**

**Precision  
Seeker**

COLOUR NEED: **GUIDANCE**

- Value consultation and hairdresser recommendation
- Want to be pampered
- All about performance
- Familiar with e-comm, online info

- Quick services in between
- Grey coverage
- Care focus
- ...



Age group  
**45-55**

**Simply  
Loyal**

- Looking for professional look & styling
- At fair price
- Physical change impacts hair
- Independent again
- Relationship with hairdresser
- "Make me younger"

- End to end service
- Grey coverage
- Colour placements
- ...



Age group  
**55+**

**Happy  
Transitioner**

- Self-confident
- Treat themselves
- Care and styling products that enhance grey & texture
- In-depth consultation
- Planning the journey
- Increasingly exiting colour

- Exiting colour: from dark to natural
- Grey enhancement
- Tailormade care & style
- ...



# COLOUR ID SERVICE



Ideal target group:  
**Statement Maker**  
Age group 17-24

Do you have young clients who want to find their colour identity? A very versatile group of clients with radically different wishes!

**With our Colour ID Service you can offer multiple solutions:** From soft, sheer pastel hair to shades that enhance their natural hair colour... From hidden bold colour hues, to bright rainbow hair... Anything is possible!

If your client is looking to step up their shade, follow our everything guide to achieving their rainbow hair of dreams, whether that's weaving subtle pastel highlights or perfecting rainbow prism colour.

## Service Steps:

- Consultation
- Pre- lightening if needed using RAPID BLOND+ or BLONDE EXPERT
- Check if desired lightening level has been achieved, rinse thoroughly, shampoo and use Colour Conditioner
- Blow- dry the hair and plan next steps colour
- Use CREA-BOLD for intense color results or mixed with our colour treatment for more soft pastels or natural colour enhancement
- After development time rinse thoroughly and style as usual
- Make sure to recommend a home care regime for maintaining the colour result



## Soft pastels and enhancing shades:

Whether they're icy-cool in winter or soft and sweet in summer, these light pastel shades stand the test of time over and over again.

Not only are they forever trending; they're also a great mood booster for your colour-brave clients that want to change their colour on a regular basis, allowing them to swish around the happiest hues with low maintenance in the INDOLA colour portfolio.

At the same time, they are acting as the perfect colour enhancer for natural shades.



## Bright rainbow hair:

There's a full spectrum of shades to choose from! To achieve the best colour possible, the sections of hair you're applying colour to must light blonde for a perfect pre-colour canvas. Condition is key to achieving beautiful, bold colour that lasts.

Second step to achieve your final result is to use the CREA-BOLD portfolio. Experiment with effects and get creative to achieve a unique rainbow look. The key is to think about the hair sections and placement of shades and agree with your client how the colour placements should look like after styling.



## How to take care of rainbow hair?

You've perfected your clients ultimate rainbow hair. Now, make sure they take care of their new look.

- Tip 1:** Create a haircare regimen using our care portfolio
- Tip 2:** Have regular touch-ups in the salon, book follow up appointments
- Tip 3:** Wash hair less frequently

# MELT & REFINE SERVICE



Ideal target group:  
**Simply Sophisticated**  
Age group **25-34**

Flexible options, customised service and inspiration on latest trends paired with tips from the Hairdresser is what clients around their 30s are looking for.

Expensive blonde and brunette hair is here to bring added depth, dimension and shine to the hair. Or simply going to enhance their existing colour in the most natural-looking way.

Featuring subtle highlights that shine, shimmer and bring laidback luxe to the fore, our **Melt & Refine Service** is low on contrast, low on maintenance, but high on unstoppable radiance.

## Service Steps:

- Consultation
- For subtle sheer highlights melting into the natural hair use BLONDE EXPERT Lightener
- To refine the hair use PCC with or without COLOR TRANSFORMER depending on the result
- After development time rinse thoroughly, shampoo and treat hair with coloured products
- Blow-dry the hair and plan next steps colour if needed
- Use CREA-BOLD mixed with our colour treatment for more colour enhancement and shine
- After development time rinse thoroughly and style as usual
- Make sure to recommend home care regime for maintaining the colour result



## Luxurious browns and reds

Different shades of brown and reds is as lustrous as it gets, relying on soft, sheer highs and lows that stay within one hue of the base color. Each creation should be understated yet eye-catching. Condition is key to this look too; locks should appear shiny, frizz-free yet effortlessly styled, so focus as much on hydration as you do on colour when creating this service.

## Sheer blondes

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

These lights should melt into the hair and lend a perfectly polished shine, which is why BLONDE EXPERT is the ideal lightener to respect each strand's integrity. The trick is to layer hues in the same tonal direction, so veer away from dialing up contrast with stand-out ribbons.

## Colour refinement

If your client is blessed with a natural hair colour that's already brimming with dimension, a colour refinement may be all they need to enhance the existing richness they have using PCC and COLOR TRANSFORMER as well as CREA-BOLD mixed with our colour treatment.



# BESPOKE SUBLIMITY SERVICE



Ideal target group:  
**Precision Seeker**  
Age group **35-44**

There's nothing like that freshly-colored hair feeling. For colorists and clients alike, there's something so satisfying about a hair colour, whether you're fixing grown-out highlights, creating a shiny uniform colour result or sweeping away very first greys.

## Service Steps:

- Consultation
- To refine the hair use PCC with or without COLOR TRANSFORMER depending on the result
- After development time rinse thoroughly, shampoo and use Colour Conditioner
- Blow- dry the hair and plan next steps colour if needed
- Make sure to recommend home care regime for maintaining the colour result

## Additional care service:

- Consultation
- Treatment application and massage
- Rinse thoroughly
- Style as usual



## Blending away those first few greys

we recommend opting for a demi-permanent colour which will gently cover any wispy roots without creating a strong demarcation line when regrowth starts to come through.

You can dare to achieve the most perfect end-result, creating a beautiful bespoke colour using PCC and COLOR TRANSFORMER to blend in first greys or by offering refresh options in between.

At the same time your clients realise that beautiful hair and healthy scalp goes hand in hand. Integrate an in-salon care service to cater for a holistic approach.

**Next on the agenda:** keep the colour perfect for as long as possible, while ensuring the hair feels healthy and looks glossy, by advising on the best shampoo for colour-treated hair or how to protect hair from the sun. Don't hesitate to give your clients a lesson in how to care for coloured hair like a pro at home.





# COLOUR REBOOT SERVICE



Ideal target group:  
**Simply Loyal**  
Age group **45-55**

When clients start to see grey hair coming through, they typically opt to cover them. Especially in this client group they want a natural look which gives you a lot of opportunities.

With our **Colour Reboot service** you can use highlights to blend their grey hair or create root shadow that touches every grey for a uniform finish. Highlights can even make hair appear thicker.

**The result?** A seamless finish for ultra-natural results - a multi-tonal effect that suits everyone, from blondes to redheads to brunettes.

## Service Steps:

- Consultation
- For multi tonal highlights, babylights or balayage use Blonde Expert lightener
- For grey blending use PCC or BLONDE EXPERT Ultra Blend+
- After development time rinse thoroughly, shampoo and use Colour Conditioner
- Blow- dry the hair and plan next steps colour if needed e.g. to enhance multi- tonal highlights
- After development time rinse thoroughly and style as usual
- Make sure to recommend home care regime for maintaining the colour result

## Colour grey hair if:

Your client wants a root shadow that touches every grey, or they simply prefer wearing the same rich, lustrous shade all through their hair. Not everyone wants highlights, so a permanent formula using PCC or BLONDE EXPERT Ultra Blend+ will allow you to camouflage the hair, while creating a uniform finish.

## Highlight grey if:

Your client has highlighted hair they hope to maintain, or they're keen to try highlights for the first time to make their greys less noticeable. Those who want complete coverage and highlights might find a double process is best. That means root shadow first, followed by a scattering of multi-tonal lights.

These days, there are seemingly endless ways to apply highlights. From balayage to babylights, we've got plenty of techniques at our disposal.

Like all coloured hair, greys need nourishing after-care. Ensure to use care products as a finishing step of the service and let your clients know exactly how to maintain their look when they leave the salon.



# COLOUR REVERSAL SERVICE



Ideal target group:  
**Happy Transitioner**  
Age group 55+

Is your client making a transition to grey hair or do they have silver strands that need a refinement?

Then they're going to love the **Colour Reversal Service**. Mixing greys and blondes with darker tones, this service creates light and shadow, so hair shifts and shimmers with every move.

The **Colour Reversal Service** creates a dimensional look for your client, no matter if they're already grey, or they're looking to transition to grey.

## Service Steps:

- Consultation
- For transition to grey, use PCC and Color Transformer. Depending on the hair color history some babylights around the face can be done with BLONDE EXPERT lightener.
- Shampoo and treat the hair with adapted products for coloured or bleached hair. Style as usual.
- Make sure to recommend home care regime for maintaining the colour result
- For refinement use BLONDE EXPERT InstaCool shampoo and treatment



## Silver Strand Refinement:

Let your grey clients know that they can wash their grey hair with a purple shampoo, spray conditioner and treatment.

It's not just for blondes; the violet pigments can neutralise the hints of yellow in greys and silvers too.

All they have to do is lather up with the BLONDE EXPERT InstaCool Shampoo, leave it on for 2-5 minutes, then rinse and follow up with our BLONDE EXPERT InstaCool Spray Conditioner or Treatment.

## Transition to grey hair:

If your client wants to transition to grey, you can add darker pieces – with a few precisely placed lowlights or lighter pieces with babylights around the hair line to add more dimension.

Try these darker pieces with PCC and COLOR TRANSFORMER to create a more sheer result. Or, to achieve higher colour intensity, apply PCC cool, darker shades with 100% coverage and a deeper finish.

The perfect product to create babylights is our BLONDE EXPERT lightener.

Like all coloured hair, greys need nourishing after-care. Ensure to use care products as a finishing step of the service and let your clients know exactly how to maintain their look when they leave the salon.

