

color style

MOUSSE



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DISCOVER THE COLOUR SERVICE DRIVER

Unique temporary direct dye range for a low-commitment hair transformation with styling benefits to colour and style in one easy step, providing instant multi-benefits and unlimited services from refreshment, toning, neutralisation and beyond!

Benefits at a glance

- **Colouring & styling in one single step** with the flexibility to remove all styling effects if desired when using as rinse-off
- **Non-sticky & non-tacky formula**
- **Easy application** with hands (don't forget gloves), comb or brush
- Great variety of **intermixable** shades to create infinite colour possibilities from natural, pastel to bold
- **Ready-to-use** with 0 to 10 minutes processing time
- **Gentle and vegan*** formula

Styling benefits when used as leave-in:



- Allows laid-back movement with soft natural hold
- Enhances the hair's natural volume
- Formulated with Panthenol to protect against blow-dry damage and to leave the hair feeling nourished
- Great manageability while blow-drying

Used as rinse-off tint:



- Achieves on-top services opportunity in salon including:
- **Pre-pigmentation:** to avoid early colour fading
 - **Re-pigmentation:** to avoid brassy or greenish tones
 - Transform existing shades into **new tonal shades**
 - **Neutralise unwanted tones**



*without animal derived ingredients

HOW TO USE COLOR STYLE MOUSSE

Temporary, semi-permanent colour results

Unlike permanent colourations, which create solid layers of colour that completely cover up almost anything underneath, semi-permanent dyes allow the underlying surface to remain visible. This means that the final colour result is significantly dependent on the existing hair colour.



PERMANENT DYE

SEMI-PERMANENT DYE

Keep in mind that the results can vary:

- The healthier/ more resistant the hair is, the less intense the colour result will be.
- The paler the base colour is, the truer to tone and bolder the result of pastel shades will be.
- The darker the base colour is, the less visible and more muted the result will be.
- The more uneven the base colour is, the more uneven the result will be. Especially on porous, previously lightened hair where roots to ends differ.
- The duration of the processing time affects the lastingness of the colour. The longer you leave the dye in, the longer the colour will last.
- The intensity of the result depends on the amount of product you use. The greater the amount used, the more intense the result will be.
- The colour depth will not change dramatically; neither will it become noticeably lighter nor darker.

The lastingness can vary depending on the hair's condition, used amount of product & chosen shades:

Used as a leave-in styling mousse

- Up to 4 washes

Used as a rinse-off tint

- **Up to 4 washes:** Silver, Silver Lavender, Pearl Grey, Beige Blonde, Soft Mauve
- **Up to 10 washes:** Medium Blonde, Dark Blonde, Light Brown Hazel, Medium Brown, Dark Ash, Anthracite
- **Up to 20 washes:** Honey Blonde, Copper, Red, Strawberry Rosé



Flexible applications

2 applications — **leave-in** and **rinse-off** are designed for **versatile service opportunities** to meet all your clients' needs. With **15 intermixable shades**, you are able to create unlimited colour possibilities from natural, pastel to bold!

Preparation:

Analyse the existing colour and choose an appropriate shade according to the shade guide. Shampoo & towel dry the hair. Wear suitable gloves. Shake the COLOR STYLE MOUSSE well & hold upside down whilst dispensing.

Application:

Choose between leave-in or rinse-off application depending on desired hair look.

Leave-In:

Instant colour service & volumised hair with natural light hold and nourished hair feel.

Application:

Apply orange sized* amount on freshly shampooed and towel-dried hair and distribute evenly with a comb or a brush. Blow-dry into desired style.

Rinse-off:

Intensify colour & lastingness.

Application:

Apply generous amount of product on freshly shampooed and towel-dried hair and distribute evenly with a comb or a brush. Make sure the hair is well saturated with product.

Development time:





Leave for up to 10 minutes. Please note that the shorter the processing time, the quicker the colour will fade.

Rinsing:

Rinse thoroughly until water runs clear. For optimum colour results, do not shampoo the hair after tinting.

*depending on hair's length and density

VERSATILE SERVICE OPPORTUNITIES

	VOLUME & COLOUR REFRESHMENT	TONING	NEUTRALISING	RE-PIGMENTATION	PRE-PIGMENTATION
WHEN TO USE?	For swift colour refreshment	For quick colouration without long-term commitment	To refine the lifting or lightening result in-salon or maintain the colour at home To eliminate brassy tones	To colour highly porous length & ends to avoid early colour fading 	To transform very pale, bleached bases into natural tones to avoid brassy or greenish tones   
FOR CLIENTS...	Looking for... Natural volume, Shine colour Great manageability while blow-drying	Looking for... Vibrancy, Colour in between salon services Refresh and maintain faded colour	Looking for... Colour correction Eliminate brassiness Neutral or cool colour hues	Base hair is... Over-processed hair (e.g., due to perm / straightening and permanent colouration)	Looking for... To go back to their natural hair colour
HAIR TYPE	<ul style="list-style-type: none"> Fine, medium and strong density Chemical treated hair 	<ul style="list-style-type: none"> All hair densities Coloured, lifted or lightened hair 	<ul style="list-style-type: none"> All hair densities Lifted or lightened hair 	<ul style="list-style-type: none"> All hair densities Chemical treated, highly porous hair 	<ul style="list-style-type: none"> All hair densities Pale lightened hair
HOW TO USE	<ul style="list-style-type: none"> Shampoo & towel dry the hair. Apply desired amount and distribute evenly before blow-drying the hair with brushes into desired shape. Can be used for air-drying the hair to enhance the hair's natural texture. 	<ul style="list-style-type: none"> Apply generous amount on washed and towel dried hair. Distribute evenly with a comb. Make sure the hair is well saturated with product. Leave on for up to 10 minutes. Rinse thoroughly or leave in depending on desired result For optimum colour results, do not shampoo. 	<ul style="list-style-type: none"> After shampoo, use BLONDE EXPERT Insta Strong Treatment. Apply the desired shade on very golden, yellowish or brassy sections first. Apply on lightest sections at the end and comb through. Let process for 1-20 minutes, depending on desired results and base colour 	<ul style="list-style-type: none"> Apply desired PCC shade to dry, unwashed re-growth. Leave to develop for 10 - 20 minutes. Apply a thin layer of suitable COLOR STYLE MOUSSE to length & ends and comb through to ensure an even result. Do not rinse. Apply the chosen PCC shade mixed with Color Transformer 1:1 and let develop for another 10-20 minutes. 	<ul style="list-style-type: none"> Apply COLOR STYLE MOUSSE accurately on pale lightened hair. Comb through the hair to ensure even application. No processing time required. Rinse quickly off with water to avoid product overload. Blow dry the hair before applying a sufficient quantity of chosen PCC natural shade mixed with COLOR TRANSFORMER 1:1. Leave on for 20-30 minutes, emulsify and visually control during developing time.
TIPS	If stronger hold for styling is desired, layer the product with, INDOLA CARE & STYLE Strong Mousse.	Keep intense shades away from the scalp to prevent staining. To reduce the lastingness of the colour result, let process for 2-3 minutes only.	Visually control the process during developing time, considering the clients' desired results.	Using CC2 before and after shampooing will help to retain the pigments in the hair shaft for an extended period.	Result may vary depending on the porosity of the hair.

FIND YOUR PERFECT SHADE!

COLOR STYLE MOUSSE SHADE	IDEAL COLOUR DEPTH/ BASE											
	1	2	3	4	5	6	7	8	9	LIGHTENED	SALT & PEPPER*	
ANTHRACITE												DEPTH 5
PEARL GREY												DEPTH 9
SILVER												
SILVER LAVENDER												
STRAWBERRY ROSÉ												
SOFT MAUVE												
HONEY BLONDE											PRE-PIGMENTATION	
COPPER											PRE-PIGMENTATION	DEPTH 7
RED											PRE-PIGMENTATION	DEPTH 6
BEIGE BLONDE												
MEDIUM BLONDE												DEPTH 7
DARK BLONDE												DEPTH 6
LIGHT BROWN HAZEL												DEPTH 5
MEDIUM BROWN												DEPTH 4
DARK ASH												DEPTH 6

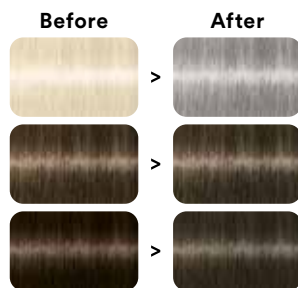
*Salt & Pepper implies the mixture of natural pigmented hair (pepper) and unpigmented white hair (salt).

Anthracite



A dark and chalky shade of charcoal grey, unleashing the power of deep elegance or an embellished salt & pepper effect.

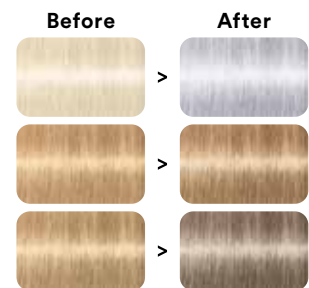
Refreshment of PCC .1, .11



Pearl Grey

A refined shade with a subtle and delicate hint of rosé and violet neutralising unwanted gold hues.

Beautifies BLONDE EXPERT .11
Refreshment of PCC .1, .2, .2+



Silver



Delicately neutralises subtle golden tones, enhancing lightenend lifted hair.

Beautifies BLONDE EXPERT .0, .1, .2, .31
Refreshment of PCC .0, .2



FIND YOUR PERFECT SHADE!

Silver Lavender



Ideal for pre-lightened hair to achieve a delicate balance of cool silver and lavender tones.



Soft Mauve

Tone blonde hair with powdery mauve.

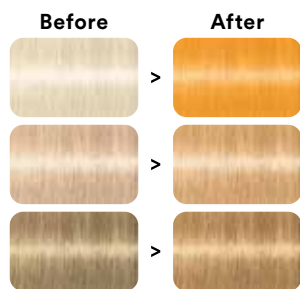


Honey Blonde

Embrace blonde hair with warm golden sun kissed hues.



Refreshment of PCC .0, .03, .3, .3+

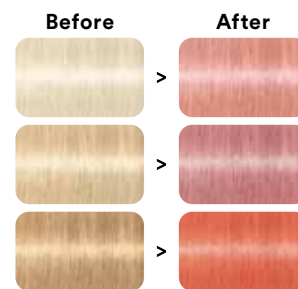


Strawberry Rosé

Tone blonde hair with a touch of soft blush pink.



Refreshment of BLONDE EXPERT P.16

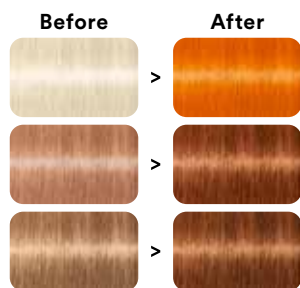


Copper

Refresh and maintain rich copper tones. Make a statement with glowing sunset shade.



Refreshment of PCC .34, .4

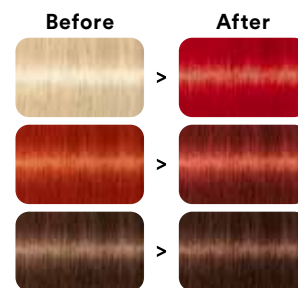


Red

Transform or revive faded reds into a fiery, vibrant hue.



Refreshment of PCC .66, .6+



FIND YOUR PERFECT SHADE!

Beige Blonde

Transform blonde hair into a refined and luminous beige blonde tone.

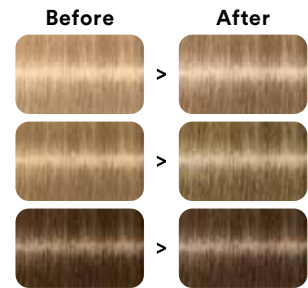
Refreshment of PCC .0, .03, .32



Medium Blonde

Re-create the hair's natural shade on darker blondes.

Refreshment of PCC .0, 0.0+



Dark Blonde

A luscious blend of rich and natural tones.

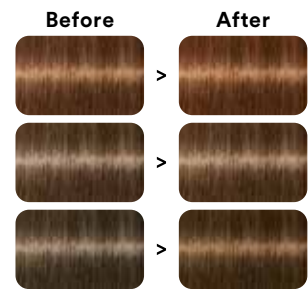
Refreshment of PCC .0, .0+



Light Brown Hazel

Create a blend of light brown tones with a hazel finish.

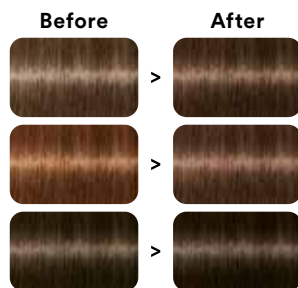
Refreshment of PCC .0, .0+, .3, .83



Medium Brown

Add a luxurious chocolate touch to darker bases.

Refreshment of PCC .0, .0+



Dark Ash

Perfect for creating or preserving a sophisticated smoky ash.

Refreshment of PCC .0, .1, .11, .18



UNLOCK ENDLESS SERVICE OPPORTUNITIES

STEP 1 ▶ Apply the mousse to washed, towel dried hair. Start at the nape and separate a 1 cm thick section. Apply a generous amount of mousse and distribute evenly using a comb or a brush.

STEP 2 ▶ Work your way through the entire hair. Make sure the hair is well saturated with the product. Leave to develop for up to 10 minutes.

BEFORE



COPPER SUNSET

Quick toning service for a vibrant colour transformation with warm copper tones.



STEP 3 ▶ Blow dry as usual for longer-lasting results. OR Rinse thoroughly until water runs clear. For optimal colour results, do not shampoo the hair after tinting.

STEP 4 ▶ Blow dry and style as usual with Care & Styling Range.

TIP ▶ Apply CC2 on washed, towel-dried hair before colouring, especially if the hair structure is very porous.

AFTER



TIP ▶ Used as a leave-in styling mousse, colour results will last up to 4 washes and protect the hair against blow-dry damage.

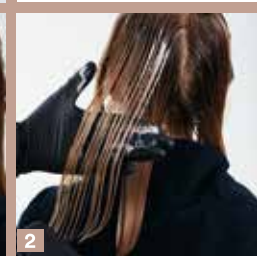
BEFORE



SANDY COAST

Volume & colour refreshment service for a natural volume look with shine boost and great manageability while blow-drying.

AFTER



STEP 1 ▶ Apply the mousse to washed, towel dried hair with a brush.

STEP 2 ▶ Distribute evenly.

STEP 3 ▶ Blow-dry the hair by using round brushes for beautiful volume or let textured hair air-dry for soft bundling effects.

UNLOCK ENDLESS SERVICE OPPORTUNITIES

GLAZED BROWN

Colour refreshment & neutralising service for customers who want to get rid of unwanted warm hues.



STEP 1 ▶ Apply the product directly onto a brush and onto washed, towel-dried hair.

STEP 2 ▶ Distribute evenly and brush ensuring all hair is fully saturated.

STEP 3 ▶ Leave-in, blow dry and style as usual. Finish with our INDOLA CARE & STYLE range.

TIP ▶ If stronger styling hold is desired, layer the product with INDOLA CARE & STYLE Strong Mousse.



AFTER



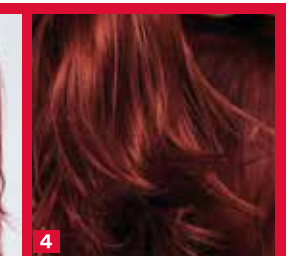
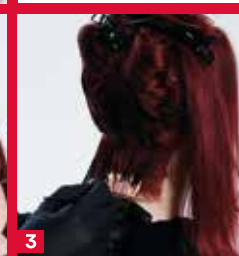
STEP 1 ▶ Apply desired PCC shade on dry, unwashed re-growth. Let develop for 10-20 minutes.

STEP 2 ▶ Apply a thin layer of suitable COLOR STYLE MOUSSE on length & ends and comb through to provide an even result. Do not rinse.

STEP 3 ▶ Apply your chosen PCC colour shade mixed with COLOR TRANSFORMER 1:1 and let develop for another 10-20 minutes.

VIBRANT RED GLOW

Re-pigmentation service to colour highly porous lengths & ends to achieve even & long lasting colour results.



STEP 4 ▶ Style as usual.

TIP ▶ Re-pigmentation is especially helpful when colouring reds and coppers.

AFTER



ALSO SUITABLE FOR AT-HOME USE.

TIP ▶ If used as a toner, always begin with sections that are very golden, yellowish or brassy first.

BLONDE MAINTENANCE

Refine your lifted or lightened hair at home.



AFTER



BEFORE



STEP 1 ▶ Wash your hair with your favourite INDOLA CARE & STYLE products. Apply COLOR STYLE MOUSSE with a brush to washed, towel-dried hair.

STEP 2 ▶ Comb through to ensure even application.

STEP 3 ▶ Blow-dry and style as usual.

STEP 1 ▶ Wash your hair with your favourite INDOLA CARE & STYLE products. Apply COLOR STYLE MOUSSE on washed, towel dried hair. Apply a generous amount of mousse and distribute it evenly using a comb or a brush.

STEP 2 ▶ Leave on for up to 10 minutes. Rinse thoroughly until water runs clear. For optimal colour results, do not shampoo the hair after tinting.

MUTED STRAWBERRY

Quick toning for beautiful rosé hues without long-term commitment on lightened hair.

BEFORE



STEP 3 ▶ Use your favourite INDOLA CARE & STYLE styling products and blow-dry as usual.

TIP ▶ For optimal results, make sure the hair is well saturated with COLOR STYLE MOUSSE.

AFTER



ALSO SUITABLE FOR AT-HOME DIY!

TIP ▶ For natural, embellishing results, choose the most adapted shade between Silver, Anthracite & Pearl Grey.



AFTER



BEFORE



SILVER GLIMMER

When your grey hair is lacking volume, shine and you want to get rid of unwanted warmth.

STEP 1 ▶ Wash and treat your hair with your favourite INDOLA CARE & STYLE products. Apply COLOR STYLE MOUSSE on washed, towel dried hair.

STEP 2 ▶ Distribute evenly through with a comb or a brush.

STEP 3 ▶ Blow-dry and style as usual.

