



Street Style Looks / 2020

Back to my stylist



Your hair is now back in expert hands!

You, your families and the
whole planet have through a lot
in the last few months ...

Your hair as well.

How much did you miss your hairdresser?

It's finally arrived – the moment that expert
hands can take care of you – to refresh
your colour, get back to your usual look
or even dare to revamp your style.

Your HD has all the newest
inspiration on latest looks for you
so go back to YOUR stylist,
the hair expert.

Be it a root re-touch, a colour refresh,
a rescue care kit – we're here for you.

Enjoy it!

Our Creative Crew has been taking the trend temperature and came back with a seasonal collection of irresistible looks.

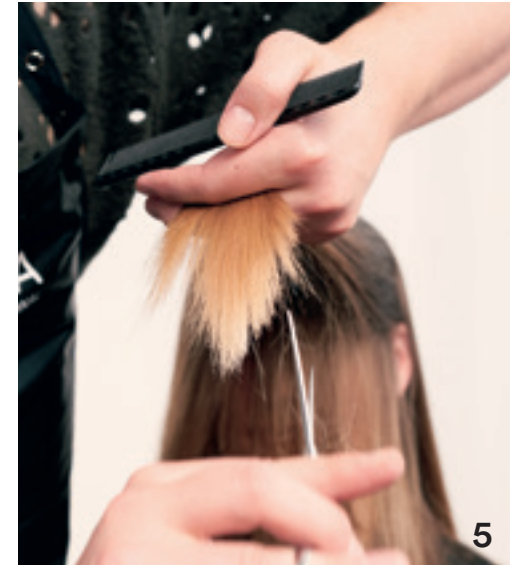
From oh so natural blondes that melt seamlessly into one, to a dazzling statement that reverses the expected, flowing light to dark – so we can create a tailored look that's as unique as you are.

Our new looks combine the colours of autumn with cool new shapes. They are playful and super-flattering. With our panelling colour technique, we've also got smart new ways to make your shade shimmer – hello, flawless!

All just for you!

4

ready-to-wear
street-style
hair looks
professional skills



6



Colourmelting

Look 1

Colourmelting is a colour service that seamlessly blends reflective nuances, ensuring harmonizing results by creating flawless colour transitions. For this summer look it allows us to achieve a perfect balance of light, bright and natural blonde reflections.

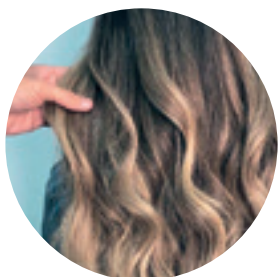
Street Style Looks



7

This modern contemporary colour technique genuinely flatters the overall skin complexion, whilst making a timeless fashion statement.

Main blonde trends...



Indola Instagram
@amirlagziel

Balayage:

You could say that the colour is swept into the hair when balayage is done. The colourist will decide based on your individual hair which strands to dye, and which to leave untouched.

This makes the result unique and very natural. This is ideal for those who like a natural, uncomplicated and stylish finish.

Ombré:

The hair colour gradient starts at the roots and runs to the ends, getting lighter and lighter all the way.

The desired result is an even, soft transition between the darker and lighter hair – kind of how your hair might look after a sun-kissed vacation.



Indola Instagram
@violettasoos

Highlights:

While highlights could be in any colour, a few shades lighter than your natural hair colour looks the best.

Highlights are done on small sections of your hair from your root to your tips. The hair is picked out in a structured way to define your face.

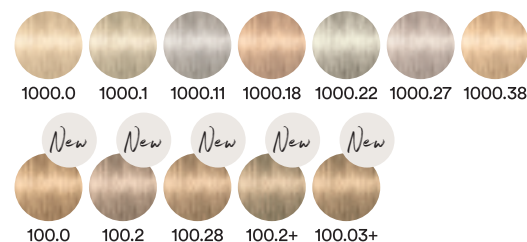


Indola Instagram
@shefeldenis

For each blonde service we have the perfect colour for you...

Inspired by the latest hair colour trends, Blonde Expert offers an array of different shades of blonde, from ultra-cool tones to luminous platinum blondes. Our assortment goes from highlift shades for use on natural hair to pastel shades for use on pre-lightened or natural blonde hair shades for neutralisation and fashion toning.

Highlifts:



Pastel:



Keep your blonde beautiful!

BLOND ADDICT

This range with Hair-Bond Technology keeps demanding blonde hair in stunning condition. Professional care for the ultimate in strength, shine and customisable blonde effects.

- 1 SHAMPOO
- 2 PINK ROSE SHAMPOO
- 3 INSTA COOL SHAMPOO
- 4 TREATMENT
- 5 ICE SHIMMER SPRAY
- 6 GOLD SHIMMER SPRAY





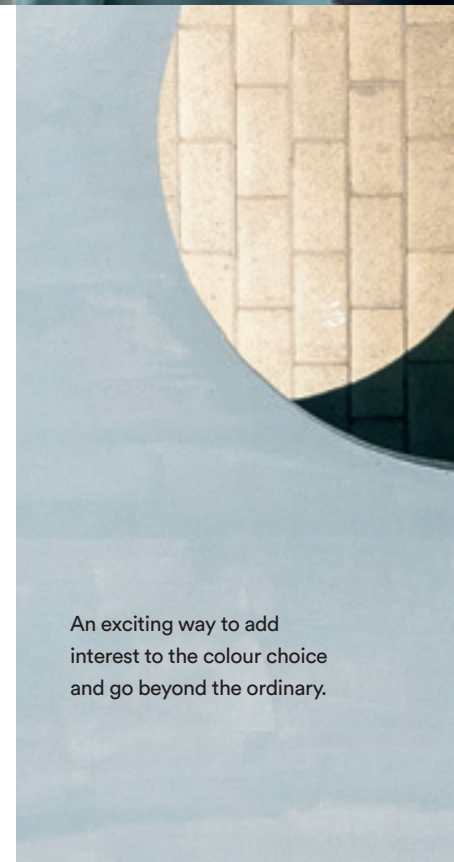
Look 2

Colourmelting unique visualization is starting with a lighter tone on top gradually transforming into a darker one toward the ends.

Electric warm coppers are bold and intentional to create vibrancy and movement.



Street Style Looks



An exciting way to add interest to the colour choice and go beyond the ordinary.





Look 3

This look draws inspiration from fall itself and the Panelling technique creates a seamless blend either complementing or contrasting colours to achieve a shimmering multitonal effect whenever it sits. The warm shades create an interesting palette of subtle yet present colour.

Street Style Looks



The architectural inspiration provides a tailored shape and modern cut with suggested shop round edges that keep the colour placement in focus.

The styling is sleek and rounded with no visible parting to showcase in full force the colour work in the front.

DIY - Look 3



1.

Prep

Apply INDOLA THERMAL PROTECTOR to damp hair, by section, this leave-in heat protection will help you to smooth, detangle and prepare for heated styling.



2.

Blow-drying

Blow-dry the hair with a flat brush, smooth and straight, down from the crown.



3.

Shape up

Apply a few drops of INDOLA SMOOTH SERUM to shape hair into desired finish.



4.

Finish

Once desired finish is achieved spray with INDOLA FLEXIBLE HAIRSPRAY to set the look.

Must-Have / Products



#1

INDOLA HYDRATE SHAMPOO

This shampoo with Pixel Technology suitable for daily use is formulated with Panthenol and Aloe to ensure moisturized and healthy hair feel.

#2

INDOLA SMOOTH TREATMENT

Supports the polished look from the beginning and combats frizz. The formula with Coconut Oil delivers an instant anti-humidity effect and anti-frizz protection.



#3

INDOLA SMOOTH SERUM

The serum refines the great shine of the look while keeping the hair natural. Work it through towel-dried or dry hair and avoid application on the roots.





Look 4

For this look, the reviewed panelling technique is playing with the realm of natural shades with a touch of current toffee and honey shades.

Inspired by a new generation who makes conscious choices, the soft colour palette is headlighted with a fringe and face framing look.



The haircut has a strong face frame and disheveled ends with a middle parting and a two-tier sectioning to keep a playful silhouette.

The hair is worked to create a sleek and polished look, still keeping it fresh and rebellious.

Street Style Looks

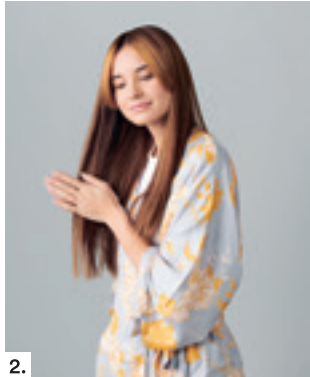


DIY - Look 4



Blow It Out

Blow dry with a paddle brush to smooth hair.



2.

Shape Up

Apply INDOLA FIBERMOLD to smooth and seal the ends.



Refine

Set the look with INDOLA STRONG HAIRSPRAY

Must-Have / Products



#1

INDOLA COLOR SHAMPOO
Infused with Silk Cocoon Proteins, it locks colour into the hair as it cleanses to prevent fading for up to 90% colour retention even after 30 washes.



#2

INDOLA COLOR CONDITIONER
Creates great combability of long hair while ensuring colour shine. Apply on shampooed hair and leave in for 2 minutes before rinsing.



#3

INDOLA FIBERMOLD
For this look the Fibermold sets the fringe in perfect shape. Apply on dry or damp hair and style as desired.

street Style Collec

indola.com



2020

100% biological ink,
to help preserve the environment