



BIOLAGE
PROFESSIONAL HAIR SPA

DISCOVER

BIOLAGE PROFESSIONAL HAIR SPA

Brand Renovation Launch

NEW

FULL RESCUE

Coming May 2025



APRIL | MAY | JUNE 2025
BIOLAGE.COM



De-stress.
Re-store.
Re-new.

APRIL 2025
OFFER



NEW LOOK, SAME GREAT PERFORMANCE

DISCOVER BIOLAGE PROFESSIONAL HAIR SPA

Precision-dosed restorative haircare for experiences in-salon & at-home that relax as they renew.



SAVE 25% & RECEIVE A FREE TRAVEL CASE

With the purchase of 4 or more Biolage shampoos, conditioners, stylers, treatments.**

MADE OF SUSTAINABLY SOURCED RECYCLED COTTON CANVAS

*No animal-derived ingredients or byproducts. **Includes retail, treatments & stylers.





THE HAIR SPA



WHERE RELAXATION MEETS RESTORATIVE CARE

Re-ignite in-salon visits and client loyalty with products & services that focus equally on physical relaxation and the hair's restoration.

Where clients are immersed in moments to disconnect with intention.
Services where the mind, hair and scalp are equally nurtured and rejuvenated.

De-stress.
Re-store.
Re-new.

Stress-reducing gestures and immersion with Biolage's signature Aromascience™ fragrance.

Curated services with Biolage's formulas using precise levels of actives for scalp and hair concerns.

Rebalance energy levels to leave the hair spa refreshed and connected with oneself.



SCIENCE IN SYNC WITH NATURE

Naturally inspired.
Scientifically minded.

PRECISION-DOSED RESTORATIVE HAIRCARE

+ MICRO-DOSED CONCENTRATES

UNIQUE PER FRANCHISE

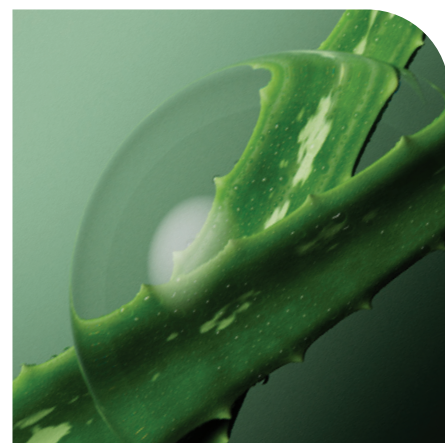
Two ingredients, nature +
science, to restore and renew.

+ MICROGRAM PRECISION

UNIQUE PER FORMULA

Expertly dosed and measured
for optimal performance.

HYDRA SOURCE



HYDRATION CONCENTRATE

81 micrograms per 100 ml*

Aloe [Fermented]

Hyaluronic acid [Micro-filtered]



*Hydra Source Conditioning Balm.

OUR LABEL REFRESH

+ PROFESSIONAL HAIR SPA

The logo's sub-header doubles as the brand concept our approach must bring to life in a new way.

+ CONCENTRATE

The function of each franchise is articulated as a concentrate, underscoring it's "professional strength" and nodding to science and wellness.



+ SCIENCE + NATURE INGREDIENTS

Franchises lead with a pair of ingredients, each representing one side of the Biolage ethos.

+ PRECISE MICRO-DOSING

The inclusion of ingredient dosage speaks to the scientific precision of Biolage formulas.

NEW LOOK, SAME GREAT PERFORMANCE

CONCENTRATED ON OUR EVERGREEN COMMITMENTS

73% RECYCLED TUBE
& 100% RECYCLED CAP



VEGAN
FORMULA*



Cruelty Free
INTERNATIONAL

100% RECYCLED
BOTTLE & CAP

PAPER TUBES FOR
LEAVE-IN TREATMENTS



*No animal-derived ingredients or byproducts.



**MAY 2025
OFFER**



NEW



HOLISTIC SCALP CARE & FULLER LOOKING HAIR

NEW Full Rescue



BUY 3 RETAIL PRODUCTS, GET 1 FREE

Full Rescue, Scalp Sync
and/or Volume Boost





De-stress.
Re-store.
Re-fortify.

NEW MAY 2025

FULL RESCUE

Falling, breaking hair.

**+74%
RESISTANCE
TO HAIR FALL***

Reinforces healthy-looking hair as it grows with dual-action defense against scalp and strand stressors. Instantly fuller-looking hair.



*Due to breakage from brushing. Full Rescue Shampoo, Conditioner & Serum vs. non-conditioning shampoo.

**After one use of Full Rescue Shampoo, Mask and Invigorating Serum.



A supercharged, micro-dosed concentrate that provides the perfect balance of strand resilience and scalp protection to promote healthy-looking hair as it grows.



MICRO-DOSED FORTIFYING CONCENTRATE

12 micrograms per 100 ml*

Rosemary oil [Steam-distilled]

Antioxidant extracted through steam distillation. Fortifies at the root & invigorates strands to prevent hair fall due to mechanical stress.

Niacinamide [Triple-purified]

Triple-purified B Vitamin balances the scalp to increase moisture retention and promote a healthy scalp.



*Full Rescue Conditioner.



FULL RESCUE



SHAMPOO

- + Densifying and strengthening shampoo for instantly fuller-looking hair.
- + Instantly creates the appearance of fuller hair by camouflaging the scalp so less skin is visible.



CONDITIONER

- + Densifying and strengthening gentle conditioner for detangling and reduced breakage.
- + Nurtures weak hair fibers and strengthens instantly.



RESTORATIVE MASK

- + A lightweight densifying mask that also restores strength and smoothness.



INVIGORATING SERUM

MUST-HAVE TREATMENT

- + Fortifies strands at the root to defend against mechanical stress.
- + Helps neutralize free radicals, which can cause scalp stress.



DENSIFYING LEAVE-IN SPRAY

- + Thicker-looking hair from roots to ends.
- + Blow dry polymer-infused spray for immediate results.



JUNE 2025
OFFER



TRY FOR \$11

INNOVATIVE TREATMENTS

Hydra Source Daily Leave-in Cream
Scalp Sync Purifying Scalp Concentrate
Full Rescue Invigorating Scalp Serum



OFFER

YOUR GUESTS HAIR SPA SERVICES

with Biolage treatments





HYDRA SOURCE DAILY LEAVE-IN CREAM

- + Instantly infuses moisture for smooth, shiny hair.
- + Seals and repairs split ends, preventing breakage.



SCALP SYNC PURIFYING SCALP CONCENTRATE

- + For all scalp types, including sensitive scalp.
- + Exfoliates and calms with hydration in one step.



FULL RESCUE INVIGORATING SERUM

- + Fortifies strands at the root to defend against mechanical stress.
- + Helps neutralize free radicals, which can cause scalp stress.



LEVEL

LOYALTY REWARDS

LEVELLOYALTY.COM

Start earning points on Biolage Professional and your other favorite brands to use toward FREE education, backbar, and much more.



EXPERT EDUCATION

Professional classes & events hosted by our brands.



YOUR NEW FAVORITE PRODUCTS

New products from our brands at no cost to you.



STYLIST STATION GAME-CHANGERS

From electronics to pro tools, you can redeem points for the equipment you need.

