



BIOLAGE
PROFESSIONAL HAIR SPA

TECHNICAL GUIDE
2025

A clear glass bottle with a dropper, containing a dark liquid, set against a dark green background. The bottle is centered vertically, and the dropper is at the top. The liquid inside the bottle is dark and fills about half of the bottle. The background is a gradient of dark green, with a lighter green circular glow behind the bottle.

New Full Rescue

BUT WHAT IS HAIR FALL?

A combination of three common scalp and hair concerns

SENSITIZED SCALP



A sensitized scalp does not have the optimal environment to promote healthy hair as it grows.

THIN HAIR



Mature or compromised hair follicles weaken and degrade, leading to growth of thin, brittle hair fibers.

WEAK HAIR FIBER



Brittle, weak hair is more prone to breakage and fall out.

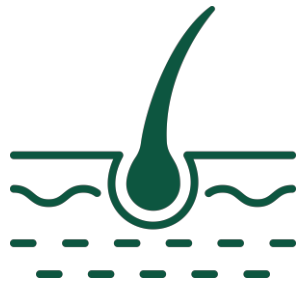
STRESSORS ACCELERATING HAIR FALL CONCERNS

A combination of scalp and strand stress.

SCALP STRESS

Caused by an imbalance between aggressors that lead to scalp dryness.

The scalp experiences stress daily, creating an imbalance in scalp hydration levels. This imbalance leads to compromised hair follicles.



Normal scalp



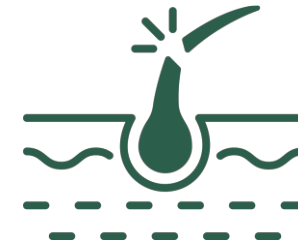
Scalp suffering from an imbalance in moisture levels.

Scalp stress causing dryness can weaken and break down the hair follicle cells, promoting increased hair fall out.

MECHANICAL STRESS

Caused by friction to the hair as a result of harsh brushing and heat styling.

The hair experiences dryness and dullness with changes to texture, leading to breakage.



Overtime mechanical stress weakens the hair cuticle, leading to tears in the hair, split ends and hair fall out.



NEW

Breaking, falling hair.

FULL RESCUE

CLINICALLY TESTED. SCIENTIFICALLY PROVEN.

+74% RESISTANCE TO HAIR FALL*.

FOR THIN, FRAGILE HAIR PRONE TO HAIR FALL FROM BREAKAGE.

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

STRAND STRESS

Fortifies fragile hair's resistance to hair fall due to mechanical stress, such as brushing and styling.

SCALP STRESS

Protects against aggressors that create an imbalance in scalp's moisture levels.



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



FORTIFYING CONCENTRATE

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

ROSEMARY OIL

STEAM-DISTILLED

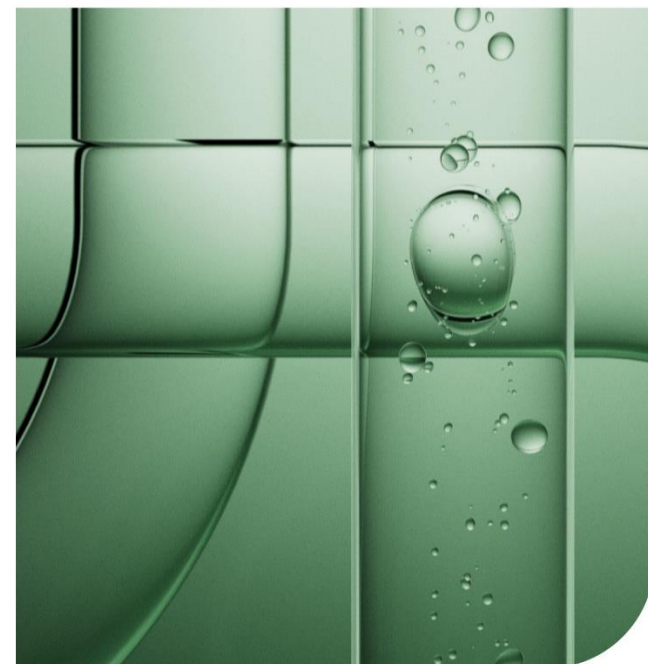
Antioxidant extracted through steam distillation. Fortifies at the root & invigorates strands to prevent hair fall due to mechanical stress.



NIACINAMIDE

TRIPLE-PURIFIED

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

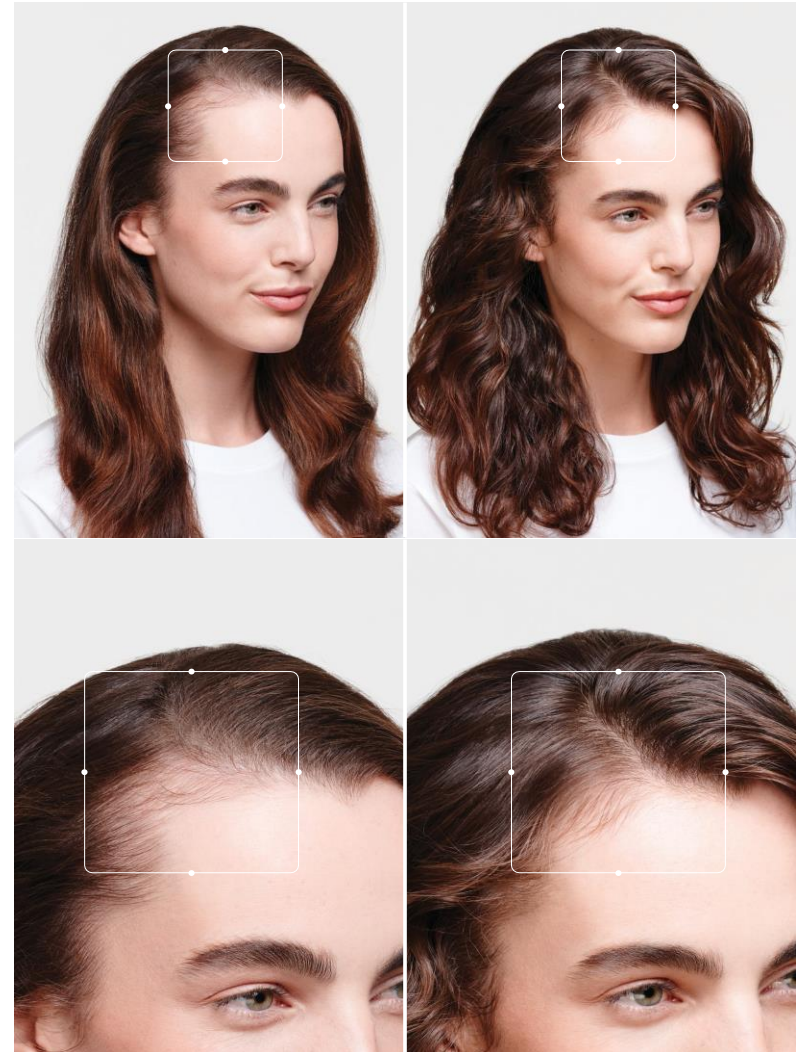




FROM ROOTS TO END

CREATES INSTANTLY
FULLER-LOOKING

BEFORE / AFTER*



FULL RESCUE INVIGORATING SCALP SERUM

FORTIFYING AT THE ROOT & BALANCING THE SCALP TO PROMOTE FULLER-LOOKING HAIR AS IT GROWS.



One-step defense against stressors to balance the scalp while fortifying the hair from root to tip, neutralizing free radicals that can cause scalp stress and helping to resist hair fall from mechanical stress, while preserving the scalp barrier.

- Scientifically proven: +74% resistance to hair fall due to breakage.*
- 76% agree their scalp feels healthier immediately after use.**

How to: After washing/conditioning, separate towel dried hair to expose scalp. Use the dropper to apply a drop to every inch of the scalp. Massage into skin for one minute. Dry hair and scalp.



*From mechanical stress, such as brushing. Full Rescue Shampoo, Conditioner & Serum vs. non-conditioning shampoo.

**Consumer study, system of shampoo, conditioner, serum.



FULL RESCUE SHAMPOO

DENSIFYING AND STRENGTHENING SHAMPOO FOR INSTANTLY FULLER-LOOKING HAIR.

Formulated with rosemary oil and niacinamide to gently nurture thin hair, strengthening and densifying from root to tip. Instantly creates the appearance of fuller hair by camouflaging the scalp so less skin is visible.

- Scientifically proven: +74% resistance to hair fall due to breakage.*
- Immediately fuller-looking hair.**

How to: Apply to wet hair and lather using a massaging motion. Rinse thoroughly.



*From mechanical stress, such as brushing. Full Rescue Shampoo, Conditioner & Serum vs. non-conditioning shampoo.

**Consumer test after application of Full Rescue shampoo and conditioner.



FULL RESCUE CONDITIONER

DENSIFYING AND STRENGTHENING GENTLE CONDITIONER
FOR DETANGLING AND REDUCED BREAKAGE.

Formulated with rosemary oil and niacinamide to nurture weak hair fibers and strengthen instantly. This innovative lotion-like formula is incredibly lightweight, gently conditioning and detangling hair while providing a fuller look and feel.

- Scientifically proven: +74% resistance to hair fall due to breakage.*
- Immediately fuller-looking hair.**

How to: Apply to wet hair. Leave in 1-3 minutes. Rinse thoroughly.



*From mechanical stress, such as brushing. Full Rescue Shampoo, Conditioner & Serum vs. non-conditioning shampoo.

**Consumer test after application of Full Rescue shampoo and conditioner.

FULL RESCUE RESTORATIVE MASK

A LIGHTWEIGHT DENSIFYING MASK THAT ALSO RESTORES STRENGTH AND SMOOTHNESS.

Formulated with rosemary oil and niacinamide to restore strength and smoothness to strands for a fuller, silkier feel. And unlike traditional masks that can weigh down thin hair, the silicone-free formula is lightweight, equally densifying as it hydrates strands.

Application tip: can be applied to scalp for calming hydration at the hair spa.

- 15x smoother hair after one use.*
- 71% more hydration after one use.*
- +32% resistance to hair fall.*
- 81% noticed hair looks smooth and has body**

How to: Apply after shampoo to wet hair. Wait 3-5 minutes. Rinse.



*Full Rescue Mask vs. non-conditioning shampoo.

**Consumer test after application of Full Rescue shampoo and mask.



FULL RESCUE DENSIFYING LEAVE-IN SPRAY

POLYMER-INFUSED SPRAY FOR THICKER-LOOKING AND FEELING HAIR FROM ROOTS TO ENDS INSTANTLY*

Gel-like formula made with polymers that makes hair look and feel thicker from roots to ends without weigh-down while controlling fly-aways and detangling hair with added slip for ease of styling.

- Hair looks thick and feels fuller*
- Hair feels silky soft after one use*

How to: Mist lightly on damp hair by spraying from root to tip. Blowdry to style. Do not rinse.



THE FULL RESCUE REGIMEN



CLEANSE
Shampoo

Use at every wash for instant thickness, strength and camouflaged roots



CONDITION
Conditioner

Use 1-2X per week in place of conditioner for intense hydration & smoothness



CONDITION
Restorative Mask



TREAT
Invigorating Scalp Serum

Apply everyday to strengthen hair fiber and balance scalp



PREP
Densifying Leave-in Spray

Use on wet hair for thickness and lift

FRANCHISE	KEY BENEFIT	KEY CLAIM	BEFORE/AFTER*
 COLOR LAST COLOR CARE CONCENTRATE	Soybean oil [Filtered] An antioxidant-rich omega and fatty acids, it nourishes, conditions, smooths, and seals moisture in dehydrated hair.	HELPS PREVENT COLOR FADE UP TO 4 WEEKS	
 HYDRA SOURCE HYDRATION CONCENTRATE	Aloe [Fermented] Known for its moisture-retaining properties, aloe vera gently nourishes the hair promoting lasting hydration.	6X MORE HYDRATION AFTER ONE USE	
 ULTRA HYDRA SOURCE MOISTURE CONCENTRATE	Cupuaçu butter [Cold-pressed] An emollient that softens, smooths, and known to provide deep hydration.	72 HOURS OF MOISTURE AND FRIZZ CONTROL	
 SCALP SYNC BALANCING CONCENTRATE	Tea blend [Fermented] A powerful combination of antioxidants that can help to nourish and moisturize the scalp and help to provide a refreshing scalp feel.	GENTLY BALANCES SCALP'S MOISTURE AND SEBUM	
 FULL RESCUE FORTIFYING CONCENTRATE	Rosemary Oil [Steam-Distilled] Antioxidant extracted through steam distillation. Fortifies at the root & invigorates strands to prevent hair fall due to mechanical stress.	+74% RESISTANCE TO HAIR FALL	

*After one use of Color Last Shampoo and Conditioner.

*After one use of Hydra Source Shampoo, Conditioning Balm and Daily Leave-In Tonic.

*After one use of Ultra Hydra Source Shampoo, Conditioner and Leave-In Cream.

*After one use of Scalp Sync Purifying Scalp Concentrate, Clarifying Shampoo, Universal Conditioner and Oil Balancing Serum.

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

FRANCHISE	KEY BENEFIT	KEY CLAIM	BEFORE/AFTER*
 VOLUME BOOST VOLUME CONCENTRATE	Soybean protein [Micro-filtered] Enriches hair with essential amino acids that can increase volume without dehydrating hair.	IMMEDIATE LIFT AND VOLUME FROM ROOT TO TIP	
 STRENGTH RECOVERY STRENGTHENING CONCENTRATE	Olive squalane [Distilled] Known as a protective agent on the surface of the hair fiber that holds moisture in and on the hair fiber.	3X STRONGER HAIR AFTER ONE USE	
 SMOOTH PROOF ANTI-FRIZZ CONCENTRATE	Camellia oil [Cold-pressed] A nourishing emollient that provides moisture and softening benefits that can also add shine.	80% LESS FRIZZ FOR UP TO 24 HOURS	
 ALL-IN-ONE NOURISHING CONCENTRATE	Coconut oil [Pressed] Nourishes and conditions hair leaving it moisturized inside and out.		
 STYLING NATURAL MOVEMENT, TOUCHABLE TEXTURE	Moringa oil [Filtered] Known for its protective and moisturizing properties to the hair surface.		

*After one use of Volume Boost Shampoo, Conditioner, and Bodifying Mousse.

*After one use of Strength Recovery Shampoo, Conditioner, and Repairing Spray.

*After one use of Smooth Proof Shampoo, Conditioner, and Serum.

*After using Hydra Source Shampoo, Hydra Source Conditioning Balm and All-In-One Multi Benefit Spray.

*After one use of Smooth Proof Shampoo, Conditioner and Shine Milk.