

THE BIOLAGE DIFFERENCE



PROFESSIONAL PERFORMANCE

With over 30 years of reliable professional performance, we deliver on the promise of exceptional results, healthy-looking hair and soft, effortless styles.



ICONIC AROMASCIENCE™ FRAGRANCE

Experience sensorial moments of small indulgence, escape, and revitalization.



INNOVATION IN CONDITIONING

We have a portfolio of rich textures that deliver unparalleled hydration.



ELEVATED EDUCATION

Our community is led by dedicated artists who share the Biolage vision of hair "reality elevated", educating on cutting and finishing techniques and the business of hair wellness.



CRUELTY FREE CERTIFIED

We are approved as cruelty free under the Leaping Bunny program.



VEGAN & SUSTAINABLE PACKAGING

Our formulas are vegan*, and our bottles are made from 100% post consumer recycled plastic.**



BIOLAGE
PROFESSIONAL

NATURALLY BEAUTIFUL.
NATURALLY BIOLAGE.



VEGAN
FORMULA*



CRUELTY
FREE



RECYCLED
BOTTLE*

*no animal-derived ingredients **33.8 fl.oz., 13.5 fl.oz., 8.5 fl.oz., 78 fl.oz., 3 fl.oz., 1.69 fl.oz. bottles

*no animal-derived ingredients
**33.8, 13.5, 8.5, 78, 3.0, 1.69 fl. oz. bottles, excluding cap

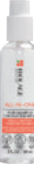
OUR CORE PRODUCTS

HAIR TYPE		RANGE	INGREDIENT	IN-SALON AND AT-HOME CARE					
CLEANSE				CONDITION		TREAT			
CORE all Biolage formulas are paraben-free and suitable for color-treated hair	DRY, FINE TO MEDIUM	HYDRA SOURCE FOR 6X MORE MOISTURE* *when using Hydra Source Shampoo, Conditioning Balm, and Leave-in Tonic vs. non-conditioning shampoo	Aloe Plant	 HYDRA SOURCE shampoo - Gently cleanses leaving hair moisturized and shiny - Moisture levels are balanced, increasing softness and manageability	 HYDRA SOURCE conditioning balm - Conditions and detangles while adding softness - Seals cuticle to lock in moisture  HYDRA SOURCE detangling solution - Instantly renews moisture for healthy looking hair - Detangles and controls static for less frizz and flyaways	 HYDRA SOURCE deep treatment hydration pack - Infuses dry hair with moisture and nourishment - Hair feels soft 3X more moisture**  ULTRA HYDRA SOURCE deep treatment hydration pack - Delivers intense conditioning and restores manageability for very dry hair - Hair feels soft 3X more moisture**	 HYDRA SOURCE mask - Moisturizing hair mask instantly and deeply conditions for healthy looking hair - Revives dry strands for more shine and manageability - Apply to wet hair and leave in 3-5 minutes. Rinse thoroughly. Use once or twice weekly in place of the HYDRA SOURCE Conditioning Balm. Recommended for fine to medium hair.  HYDRA SOURCE daily leave-in cream - Split ends are sealed - Cuticle is aligned for shiny looking hair, soft and in control - Run through damp hair and comb through from scalp to ends. Do not rinse. Recommended for fine to medium hair.	 HYDRA SOURCE daily leave-in tonic - Moisturizing treatment instantly renews shine - Helps protect hair from environmental aggressors - Mist lightly on damp hair and comb through from scalp to ends. Do not rinse. Recommended for fine to medium hair.  ULTRA HYDRA SOURCE leave-in cream - Penetrates the deepest levels of the hair fiber for 72 hours of moisture and frizz control. - Leaves hair with weightless conditioning and softness. - Work a small amount into damp hair. Do not rinse. Style as usual.	
	VERY DRY, THICK AND COARSE	ULTRA HYDRA SOURCE FOR 72 HOURS OF MOISTURE AND FRIZZ CONTROL* *consumer test after application of shampoo, conditioning balm and leave-in cream	Aloe Plant Cupuacu Butter Apricot Kernel Oil	 ULTRA HYDRA SOURCE shampoo - Intense moisturizing shampoo gently cleanses hair leaving it extremely soft and shiny - Aloe, Cupuacu Butter and Apricot Kernel Oil to help control volume	 ULTRA HYDRA SOURCE conditioning balm - Instantly renews moisture for healthy looking hair - Aloe Leaf Juice, Cupuacu Butter and Apricot Kernel Oil to help envelop and smooth dry, thick coarse hair				
	COLOR-TREATED	COLOR LAST HELPS SALON HAIR COLOR STAY VIBRANT FOR UP TO 20 WASHES* *when using the system of Shampoo and Conditioner	Orchid Flower	 COLOR LAST shampoo - Helps maintain depth, tone and shine of color-treated hair - Low pH shampoo helps prolong color vibrancy - Gently cleanses to prevent unnecessary stripping of color	 COLOR LAST conditioner - Low pH conditioner moisturizes hair, extending the life of haircolor - Hair is left soft and detangled with extra shine and depth of color	 COLOR LAST deep treatment vibrancy pack - Maintains & restores color-treated hair for shiny, vibrant results 3X stronger hair**			
	COLOR-TREATED For warm to brassy tones	COLOR LAST PURPLE	Fig	 COLOR LAST PURPLE shampoo - Toning purple shampoo that neutralizes brass & warm, yellow tones - Achieve 2.5X smoother hair and 3X less breakage*					
	FRIZZY	SMOOTH PROOF FRIZZ CONTROL EVEN IN 80% HUMIDITY* *when using the system of Shampoo, Conditioner and Serum vs. non-conditioning shampoo	Camellia Flower	 SMOOTH PROOF shampoo - Cleanses and controls frizz for manageability and smoothness - Polishes hair and encapsulates it in a protective shield	 SMOOTH PROOF conditioner - Detangles and defrizzes hair while providing static control - Defends against humidity to keep hair manageable and smooth	 SMOOTH PROOF deep treatment smooth pack - Tames frizz, split ends & fly-aways for an overall sleek finish 8X smoother hair**	 SMOOTH PROOF leave-in cream - Controls frizz and flyaways for smoother, more manageable hair - Static is controlled and hair is detangled with a hydrophobic shield - After conditioning, apply a small amount to damp hair. Do not rinse, style as usual.  SMOOTH PROOF leave-in serum - Tames frizz and flyaways while adding shine - Keeps hair smooth and protects against heat styling tools and humidity - Use on damp hair and blow-dry. Use on dry hair to control flyways or before flat ironing.		
	FINE	VOLUME BLOOM INSTANTLY PLUMPS AND ADDS LIGHTWEIGHT VOLUME* *when using the system of Shampoo, Conditioner and Full-Lift Volumizer Spray vs. unwashed hair	Cotton Flower	 VOLUME BLOOM shampoo - Gently cleanses hair - Adds lightweight volume and shine	 VOLUME BLOOM conditioner - Conditions and adds weightless moisture to hair - Ensures extra shine and manageability while promoting voluminous hair			 VOLUME BLOOM full-lift volumizer spray - Plumps fine hair with long-lasting, bouncy volume - Provides root lift, adds bounce and movement	
	THIN	FULL DENSITY FULLER AND THICKER HAIR AFTER ONE USE* *when using the system of Full Density Shampoo, Conditioner and Spray	Biotin + Zinc PCA+ Glucosyl-Omega	 FULL DENSITY shampoo - Gently cleanses to remove follicle clogging impurities - Instantly makes hair look and feel healthier & thicker - Non-stripping, non-drying	 FULL DENSITY conditioner - Imparts lightweight conditioning to each hair strand - Nourishing and fortifying for more body and shine - Non-stripping, non-drying			 FULL DENSITY densifying spray - Leaves hair manageable and instantly looking and feeling thicker and healthier - Hair feels 84% thicker without feeling weighed down* *Full Density Densifying Spray vs. non-conditioning shampoo	
	ALL	CLEAN RESET REMOVES EXCESS OILS AND IMPURITIES FROM HAIR AND SCALP	Lemongrass	 CLEAN RESET normalizing shampoo - Deeply cleansing shampoo - Removes buildup and impurities	 				

**Shampoo and Deep Treatment Pack vs non-conditioning shampoo

OUR CORE PRODUCTS

HAIR TYPE		RANGE	INGREDIENT	IN-SALON AND AT-HOME CARE			
				CLEANSE	CONDITION		TREAT
CORE	SCALP	SCALP SYNC BALANCES SCALP, CLEANSES EXCESS OIL & TARGETS DANDRUFF	Mint	 SCALP SYNC cooling mint shampoo - Cleanses and awakens hair and scalp with refreshing mint - Removes excess oil from scalp  SCALP SYNC anti-dandruff shampoo - Lightweight shampoo, gently eliminates the symptoms of dandruff, controls scalp flaking and relieves scalp irritation with continued use.	 SCALP SYNC conditioner Weightlessly soothes and nourishes to condition hair and promote a healthy looking scalp		
	DAMAGED HAIR	STRENGTH RECOVERY 3X STRONGER HAIR AFTER ONE USE* *Strength Recovery system of Shampoo and Deep Treatment Pack vs. non-conditioning shampoo	Vegan Squalane	 STRENGTH RECOVERY shampoo - Gentle cleansing shampoo infused with vegan squalane that helps reduce breakage. - Cleanses while adding softness and smoothness with no weight.	 STRENGTH RECOVERY conditioning cream - Creamy rinse-off conditioner infused with vegan squalane. - Strengthens for shiny-looking and softer-feeling hair.	 STRENGTH RECOVERY deep treatment pack Highly concentrated vegan formula with vegan squalane to leave hair 92% more conditioned and free of visible signs of damage with one use.	 STRENGTH RECOVERY strength repairing spray - Leave-in treatment spray that strengthens while protecting sensitized hair. - Provides heat protection and leaves hair silky, detangled and 82% more manageable after one use.

ALL-IN-ONE	ALL HAIR TYPES	ALL-IN-ONE MULTI-TASKING RANGE WITH GENTLE FORMULAS FOR HEALTHY SCALP & HAIR	Oat + Jojoba Oil	 SHAMPOO SCRUB 10 BENEFITS - Cleanses & gently exfoliates - Moisturizes & detoxifies all hair types & textures - Suitable for color-treated hair, scalp & body - Leaves hair soft, smooth & shiny		Coconut Oil	 MULTI-BENEFIT SPRAY 25 BENEFITS - Protects from heat - Detangles hair - Enhances shine - Fights frizz - Controls fly-aways - Reduces dryness
						Moringa Oil	 MULTI-BENEFIT OIL 10 BENEFITS - Invisible, fast-absorbing - Weightless nourishment & hydration - Exquisite shine - Softness - Control

PROFESSIONAL USE	COLOR-TREATED	COLOR CARE 5X MORE SHINE* 3X MORE MOISTURIZED** 6X SMOOTHER HAIR 2X STRENGTH RESTORATION POST COLOR SERVICE*** *with system of Biolage Shampoo and Conditioner vs. unwashed hair **with system of Biolage Shampoo and Conditioner vs. non-conditioning shampoo ***when used as a system of Biolage Shampoo, Conditioner and Acidic Milk Rinse vs. non-conditioning shampoo	Coconut Milk	 PROFESSIONAL EXCLUSIVE Acidic Milk Rinse - pH rebalancing post-color rinse - Coconut milk, oat milk - Vegan formula^t 91% biodegradable/ 98% natural-origin - Use at backbar after rinsing color. Cleanse, apply Acidic Milk Rinse, let sit for 5 minutes, rinse and condition.
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COLOR BALMS	ALL HAIR TYPES	COLOR BALMS COLOR DEPOSITING CONDITIONERS ENHANCE COLOR & CONDITION HAIR IN 5 MINUTES	 - Refreshes and deposits temporary hair color, intensifies, enhances & conditions in 5 minutes - Leaves hair 10X more conditioned* - No damage, no fear - Safe for color-treated hair - Vegan,* paraben-free & mineral-oil free *Color Balm Color Depositioning Conditioner vs. non-conditioning shampoo
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FROM SINK TO SELFIE: CLEANSE. CONDITION. COMPLETE.

CLEANSE AND CONDITION	COLOR PROTECTION	HYDRATION	CURL/TEXTURE	SMOOTH/BLOW-DRY	VOLUME	REPAIR	DENSITY
	 COLOR LAST shampoo and conditioner Low pH shampoo and conditioner Maintains depth, tone and shine of color-treated hair  COLOR LAST PURPLE shampoo Toning purple shampoo that neutralizes brass & warm, yellow tones	 HYDRA SOURCE shampoo and conditioning balm Formulated with Aloe to hydrate and add softness to dry, fine and medium hair  ULTRA HYDRA SOURCE shampoo and conditioning balm Formulated with Aloe, Cupacu Butter and Apricot Kernel Oil to nourish and smooth very dry, thick and coarse hair		 SMOOTH PROOF shampoo and conditioner • Cleanses and controls frizz • Defends against humidity	 VOLUME BLOOM shampoo and conditioner • Gently cleanses • Adds lightweight volume	 STRENGTH RECOVERY shampoo and conditioner • Cleanses and conditions for instant strength and care	 FULL DENSITY shampoo and conditioner • Cleanses and conditions for thicker and fuller hair after one use
LIGHT HOLD 1 2 3		 HYDRA SOURCE blowdry shaping lotion • 450° heat protection + shape memory • With aloe & hyaluronic acid for weightless hydration		 SMOOTHING SHINE MILK moisturizing shine spray • Lightweight mist that smoothes hair • Adds shine for glossy finish • Controls frizz and flyaways • Mist on clean, damp hair and style			
		 HYDRA-FOAMING STYLER conditioning mousse • Adds body and natural movement to any style • UV filters • Shake well, invert can, dispense and apply to damp hair	 CURL DEFINING ELIXIR alcohol-free curl gel • Delivers lasting curl control • Provides frizz-free definition and texture for beautiful shiny curls	 THERMAL-ACTIVE SETTING SPRAY heat styling treatment • Protects hair against heat styling • Adds body and volume for long-lasting control • UV filters • Spray on damp or dry hair prior to thermal finishing tools	 WHIPPED VOLUME bodifying mousse • Provides body, control and shine • Leaves hair with bounce and natural softness • Shake well, invert can, dispense and apply to damp hair		
MEDIUM HOLD 1 2 3					 COMPLETE CONTROL fast drying hairspray • Water-free hair spray that delivers adjustable control • Adds body and volume to finish any natural looking style		
				 FREEZE FIX humidity-resistant hair spray • Water-free, fast drying hair spray • Lifts and locks styles into place with aerial support • Strengthening agents from ceramides	 GELÉE all-purpose gel • Ideal for all hair types • Adds body, shine and control • Apply to damp hair; reactivates with water		
FIRM HOLD 1 2 3					 FINISHING SPRITZ non-aerosol hair spray • Provides hold to any style • UV filters		

How can your salon benefit from Biolage Brand, Business, Hair Cutting & Hair Styling/Finishing Classes



BIOLAGE 2023 EARNED EDUCATION OFFERS

PURCHASE LEVEL	ACCESS	VIRTUAL CLASS	IN SALON CLASS
\$1-\$4,999	YES	UNLIMITED	
\$5,000-\$19,999	YES	UNLIMITED	1*
\$20,000+	YES	UNLIMITED	CUSTOMIZED PLAN BY BRAND EEM
NEW USER KIT + OPEN STOCK ORDER FOR TOTAL MINIMUM PURCHASE = \$300	YES	UNLIMITED	
LARGE NEW USER KIT + OPEN STOCK ORDER FOR TOTAL MINIMUM PURCHASE = \$500	YES	UNLIMITED	1*