

YOU DESERVE THE BEST

2023 Allure best of beauty winner



SIZE UP & SAVE

save more when you buy liters



VEGAN
FORMULA*



CRUELTY
FREE



100%
*excluding
cap
RECYCLED
BOTTLE*

liters



SUPPORT YOUR STYLIST & SAVE



VEGAN
FORMULA†



CRUELTY
FREE



100%
*excluding
cap
RECYCLED
BOTTLE*

liters



retail

REPAIR & CARE POST COLOR SERVICE

care for your hair between visits with
Color Last, Bond Therapy and **Strength Recovery**



savings

TAKE CARE OF YOUR SCALP THIS WINTER

save on **Scalp Sync**



VEGAN
FORMULA*



CRUELTY
FREE



100%
*excluding
cap
RECYCLED
BOTTLE*

**COOLING
SHAMPOO**



CONDITIONER



**ANTI-DANDRUFF
SHAMPOO**

SPECIAL SAVINGS FOR FIRST TIME BUYERS

savings



NICE TO MEET YOU!
let Biolage protect that gorgeous color



VEGAN
FORMULA*



CRUELTY
FREE



RECYCLED
BOTTLE

*no animal derived ingredients

*33.8 fl. oz., 13.5 fl. oz., 8.5 fl. oz., 7.8 fl. oz., 3 fl. oz., 1.69 fl. oz. bottle

HAIR CARE = SELF CARE



try new

BOND THERAPY **INTENSIVE TREATMENT**

to build bonds & nourish your hair after bleach damage



VEGAN
FORMULA*



CRUELTY
FREE



RECYCLED
BOTTLE*

*Bond Therapy Intensive Treatment vs. non-conditioning shampoo

**Bond Therapy Intensive Treatment, Shampoo, Conditioning Foam, and Leave-In Cream

try new
BOND THERAPY



SULFATE
FREE



VEGAN
FORMULA¹



CRUELTY
FREE



100%
*excluding cap
RECYCLED
BOTTLE²

savings



3X LESS BREAKAGE*

builds bonds from the inside out

16X MORE CONDITIONING*

nourishes without the weigh-down

¹no animal-derived ingredients

²Bond Therapy Shampoo & Conditioner vs. non-conditioning shampoo

³33.8 fl. oz., 13.5 fl. oz., 8.5 fl. oz., 7.8 fl. oz., 3 fl. oz., 1.69 fl. oz. bottles

try for



BIOLAGE
PROFESSIONAL

TREAT YOUR HAIR RIGHT
with **HYDRA SOURCE DEEP TREATMENT PACK**

3X MORE MOISTURE*
70% LESS BREAKAGE*

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

OUR DEEPEST NOURISHMENT RESTORE DRY WINTER HAIR

ask your stylist about a deep
conditioning service for all hair needs

HYDRA SOURCE for dry hair



COLOR LAST for color-treated hair



SMOOTH PROOF for frizzy hair



STRENGTH RECOVERY for damaged hair





ask me about

ACIDIC MILK RINSE

service for color-treated hair



6X SMOOTHER HAIR
2X STRENGTH RESTORATION
OPTIMAL COLOR VIBRANCY
REBALANCES YOUR HAIR'S pH



VEGAN
FORMULA*



CRUELTY
FREE



RECYCLED
BOTTLE*

*When used as a system of Biolage Shampoo, Conditioner and Acidic Milk Rinse vs. non-conditioning shampoo