



# STRENGTH RECOVERY

for damaged hair





**8 IN 10** WOMEN  
DESCRIBE THEIR HAIR  
**AS DAMAGED**

## TOP 3 DAMAGE FACTORS

**#1** BLEACHING AND COLORING

**#2** BLOW DRYING

**#3** FLAT IRONING

## 1 THING IN COMMON

**SIGNIFICANT LOSS OF ESSENTIAL LIPIDS**

FROM THE SURFACE OF HAIR FIBER  
MAKING IT WEAKER, PRONE TO  
BREAKAGE AND SPLIT ENDS.





# STRENGTH RECOVERY

instant strength and care for damaged hair

## 3X STRONGER HAIR AFTER ONE USE\*

- infused with professional-grade vegan squalane
- repairs, strengthens and increase manageability
- ideal for hair damaged by excessive styling and coloring
- vegan, cruelty free & sustainable

## REPAIR THAT CARES



what makes STRENGTH RECOVERY different?

# REPAIR THAT CARES

1.

## POWERFUL (& GENTLE) REPAIRING INGREDIENTS

infused with 100% active vegan squalane and other high performing ingredients, including cationic guar, shea butter & glycerin



2.

## LUXURIOUS, CONDITIONING FORMULAS

rich, creamy and buttery textures for a unique sensorial experience



3.

## ROOTED IN SUSTAINABILITY

vegan & cruelty-free formulas, packaging made from recycled plastic



VEGAN  
FORMULA\*



CRUELTY  
FREE



RECYCLED  
BOTTLE\*\*

\*no animal-derived ingredients

\*\*33.8 fl. oz., 13.5 fl. oz., 7.8 fl. oz., 1.69 fl. oz. bottles



## INFUSED WITH **VEGAN SQUALANE**

SQUALANE MIMICS SKIN'S NATURAL LIPIDS AND WHEN USED IN ACTIVE LEVELS HELP REPLENISH AND PROTECT FROM FUTURE DAMAGE WHILE INCREASING SOFTNESS AND SHINE.

**NATURALLY SOURCED:** FORMULAS CONTAIN 100% ACTIVE SQUALANE SUSTAINABLY SOURCED FROM OLIVE TREES.

**REPAIRING AGENT:** RESTORES THE HAIR FIBER, ADDS SHINE, SOFTNESS AND REDUCES BREAKAGE.

**SURFACE PROTECTION:** STRENGTHENS HAIR'S PROTECTIVE BARRIER, HOLDING MOISTURE INSIDE THE FIBER.



# REPAIR **THAT CARES**

STRENGTH RECOVERY DIFFERENCE: HIGH PERFORMANCE + LIGHTWEIGHT RESULTS

**HAIR IS  
3X STRONGER**

\*SHAMPOO, CONDITIONER AND REPAIRING SPRAY

**73% LESS  
BREAKAGE**

\*SHAMPOO AND CONDITIONER



**82% MORE  
MANAGEABLE**

\*STRENGTH REPAIRING SPRAY

**92% MORE  
CONDITIONED**

\*DEEP TREATMENT PACK

new

# STRENGTH RECOVERY

instant strength and care for damaged hair

## STEP 1: CLEANSE



### SHAMPOO

This gentle, creamy shampoo formula cleanses while adding softness and smoothness with no weight.

**Pricing:** \$11.50 salon/\$23.00 retail

## STEP 2: CONDITION or DEEP CONDITION



### CONDITIONING CREAM

A creamy rinse-off conditioner that strengthens for shiny-looking and softer-feeling hair, immediately reduces breakage by 73%.

\$11.50 salon/\$23.00 retail

OR



### DEEP TREATMENT PACK

A rich, creamy concentrated mask in an easy to use squeezable & small pack. Leaves hair 92% more conditioned and free of visible signs of damage with one use.

\$8.00 salon/\$16.00 retail



### STRENGTH REPAIRING SPRAY

A lightweight leave-in that strengthens while protecting sensitized hair (with heat protection up to 450 degrees), leaving hair 82% more manageable with one use.

\$12.00 salon/\$24.00 retail

# PRO FAVORITE + PRO PERFORMANCE



After using Strength Recovery\*

- 3X stronger + 3X less breakage
- Hair feels intensely conditioned and nourished
- Hair feels healthy and is more manageable



# WHO IS THIS RANGE FOR?

for clients who need damage repair, but worry about harsh formulas and want instantly soft feeling hair

## HAIR CONDITION:

- ✓ Damaged
- ✓ Fragile

## HAIR TYPE:

- ✓ All hair types
- ✓ Safe for color-treated hair

## USERS SEEKING:

- ✓ Repair from use of hot tools and chemical stressors
- ✓ Vegan, cruelty-free haircare
- ✓ Paraben-free formulas
- ✓ Caring and conditioning ingredients
- ✓ Recycled plastic packaging



# GROW YOUR BUSINESS WITH STRENGTH RECOVERY

## EARN INCREMENTAL RETAIL REVENUE

### REPAIR AT HOME!

For clients with damaged hair, suggest taking this range home after their appointment to help repair and strengthen hair on a regular basis.



$$\text{\$70} \times 4 = \text{\$14,560}$$

Suggested  
retail price\*

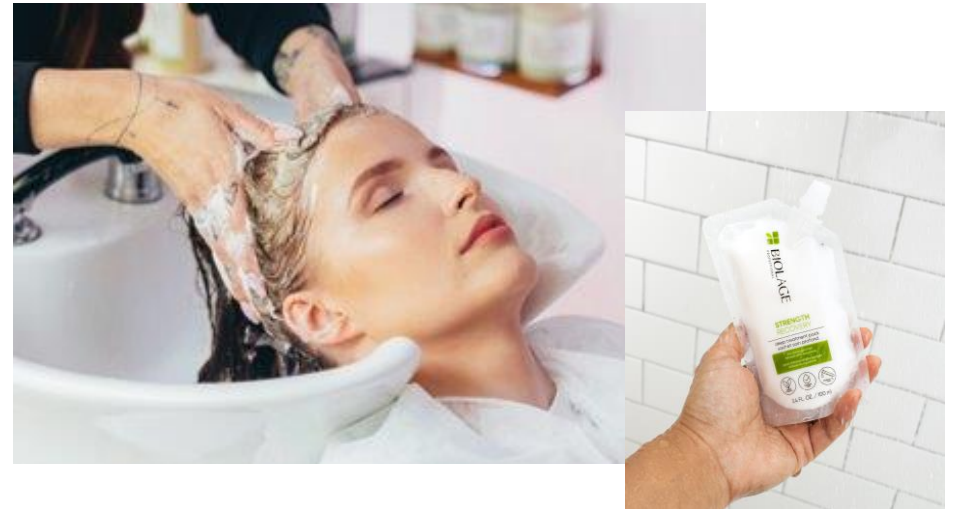
Sales per  
week

Revenue per  
year

## EARN INCREMENTAL SERVICE REVENUE

### STRONGER HAIR IN ONE APPLICATION!

Use the Strength Recovery Deep Treatment Pack for an express strengthening service at the backbar, coupled with a head massage and hot towel wrap.



$$\text{\$10} \times 10 = \text{\$5,200}$$

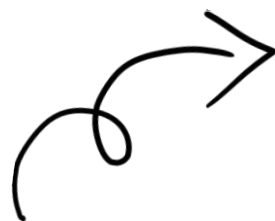
Suggested  
service price

Services per  
week

Revenue per  
year

\*Based on purchase of retail size shampoo, conditioning cream & repairing spray

**LOVED KERATIN DOSE &  
FIBER STRONG?**



**YOU'LL LOVE NEW STRENGTH  
RECOVERY!**



ONE RANGE FOR ALL TYPES  
OF DAMAGE



# FAQs

## WHAT IS STRENGTH RECOVERY?

Infused with vegan squalane, STRENGTH RECOVERY recovers and enhances the natural look and feel of hair for a healthier appearance. It strengthens fragile hair to reduce breakage and increases hair manageability.

## WHO IS IT FOR?

For clients with damaged or fragile hair caused by hot tools, mechanical and/or chemical stressors.

## WHAT IS VEGAN SQUALANE?

Squalane is known as a protective agent on the surface of the hair fiber that holds moisture in and on the hair fiber. The Vegan Squalane in STRENGTH RECOVERY system is sourced from olive trees.

## WHY IS SILICONE USED AS AN INGREDIENT IN HAIR CARE?

Silicone is a conditioning agent and can play an essential part of hair care technology to provide the following benefits:

- Reduces the mechanical friction and prevents the breakage of hair fiber
- Gives smoothness and detangling of the hair
- Gives anti-frizz effect and easiness of the styling
- Helps protect from heat damage

## HOW DO FORMULAS STRENGTHEN THE HAIR?

The formulas contain caring ingredients that act on the external hair fiber for stronger hair with less breakage and less visible split ends.

## HOW IS STRENGTH RECOVERY DIFFERENT FROM ADVANCED SOLUTIONS KERATIN DOSE & FIBER STRONG?

Each Biolage Advanced product line addressed one specific type of damage (Keratin Dose for over-processed and weak hair, Fiber Strong for fragile hair), which could make the navigation complex for consumers. Strength Recovery was formulated to cover the main needs of weak AND fragile hair, making it a one-stop solution for all hair types and textures. Strength Recovery also has “more goodies” than Advanced, balancing repairing, hydrating, and emollient ingredients.

## DOES THE STRENGTH REPAIRING LEAVE-IN SPRAY HAVE HEAT PROTECTION?

Yes, the Strength Recovery Strength Repairing Spray provides hair with heat protection up to 450°F.

## IS STRENGTH RECOVERY A BONDING SYSTEM?

No. STRENGTH RECOVERY is a strength repair system that focuses on surface-level damage caused by mechanical and chemical stressors on the hair fiber.

## HOW IS STRENGTH RECOVERY DIFFERENT THAN A BONDING SYSTEM?

STRENGTH RECOVERY improves surface-level damage. When STRENGTH RECOVERY is used as a system of shampoo, conditioner, and leave-in, hair's appearance of split ends are reduced leaving hair healthier-looking. Though not all bonding systems are the same, some strengthen the hair internally which can help to reduce breakage.

## IS THIS SAFE TO USE AFTER HAVING A KERATIN TREATMENT?

These formulas have not been tested for use after a keratin treatment. It is sometimes recommended that clients who receive a keratin treatment should not use formulas that contain sulfates or sodium chloride. Always follow the instructions for the specific keratin treatment received.

## IS STRENGTH RECOVERY VEGAN?

Yes, Strength Recovery is vegan.

## IS STRENGTH RECOVERY CRUELTY-FREE?

Yes, Strength Recovery is cruelty-free.

## IS STRENGTH RECOVERY SUITABLE FOR COLOR-TREATED HAIR?

Yes, Strength Recovery is suitable for color-treated hair.

## IS STRENGTH RECOVERY PARABEN FREE?

Yes, Strength Recovery is paraben free.

## IS STRENGTH RECOVERY MINERAL OIL FREE?

Yes, Strength Recovery is mineral oil free.

## WHAT TYPE OF SULFATE IS USED IN THE SHAMPOO AND WHAT IS ITS BENEFIT?

It is an anionic sulfate that is an effective cleanser that removes buildup and helps with the delivery of conditioning benefits to the hair fiber.

## IS STRENGTH RECOVERY SULFATE FREE?

Strength Recovery Conditioning Cream, Deep Treatment Pack, and Repairing Spray are Sulfate free. Strength Recovery Shampoo does contain sulfates.

## IS STRENGTH RECOVERY SILICONE FREE?

Strength Recovery Conditioning Cream is silicone free.