

APRIL POG UPDATES | SALONCENTRIC 12' GONDOLA



APRIL POG UPDATES | SALONCENTRIC 8' WALL



APRIL POG UPDATES | SALONCENTRIC BRAND POSTERS



A poster for SalonCentric Strength Recovery hair care. The left side features a green square with a white logo (a square divided into four smaller squares) and the text "STRENGTH RECOVERY" in large, bold, white capital letters. Below this, it says "3x stronger hair after one use*" in a smaller font. At the bottom of the green square, in very small text, it reads "*Strength Recovery System of Shampoo, Conditioner, and Spray vs. non-conditioning shampoo". The right side of the poster shows a woman with long, dark, wavy hair, wearing a white collared shirt under a textured, light-colored cardigan, set against a background of a field and a blue sky.



**STRENGTH
RECOVERY**

3x stronger hair
after one use*

*Strength Recovery System of Shampoo, Conditioner, and Spray vs. non-conditioning shampoo



A poster for SalonCentric Scalp Sync hair care. The left side features a teal square with a white logo (a square divided into four smaller squares) and the text "new" in a small font, followed by "SCALP SYNC" in large, bold, white capital letters. Below this, it says "the future of haircare is scalp care" in a smaller font. The right side of the poster shows a woman with long, dark, braided hair, wearing a white tank top, set against a background of a field and a blue sky.



new

**SCALP
SYNC**

the future of haircare
is scalp care

APRIL POG UPDATES | SALONCENTRIC 7X9 EASELS





before after*

**HYDRA
SOURCE**

FOR DRY HAIR
infused with **aloe**

6x more moisture
with one use*

*Hydra Source range vs. non-conditioning shampoo





before after*

**ULTRA HYDRA
SOURCE**

FOR VERY DRY HAIR
infused with **cupuaçu butter**

72 hours of moisture
and frizz control*

*Ultra Hydra Source range vs. non-conditioning shampoo

APRIL POG UPDATES | SALONCENTRIC 7X9 EASELS



COLOR LAST

FOR COLOR-TREATED HAIR
infused with **orchid**
salon vibrant color for
up to 20 washes*



without
COLOR LAST

with
COLOR LAST*

*Color Last Shampoo and Conditioner vs. non-conditioning shampoo



SMOOTH PROOF

FOR FRIZZY HAIR
infused with **camellia oil**
frizz control even in
80% humidity*



before

after*

*Smooth Proof range vs. non-conditioning shampoo

APRIL POG UPDATES | SALONCENTRIC 7X9 EASELS



VOLUME BLOOM

FOR FINE HAIR
infused with **cotton flower**
instantly plumps and adds
lightweight volume



before after*

*Volume Bloom range vs. non-conditioning shampoo



FULL DENSITY

FOR THIN HAIR
infused with **biotin**
fuller-looking and healthier
feeling hair after one use*



before after*

*Full Density Shampoo and Conditioner vs. non-conditioning shampoo

APRIL POG UPDATES | SALONCENTRIC 7X9 EASELS



STRENGTH RECOVERY

FOR DAMAGED HAIR
infused with **vegan squalane**
3x stronger hair after one use*

*Strength Recovery Shampoo, Conditioner, and Repairing Spray vs. non-conditioning shampoo



before after*



BOND THERAPY

FOR OVERPROCESSED HAIR
infused with **coconut oil and citric acid**
3x less breakage & 16x more conditioning*

*Bond Therapy Shampoo and Conditioner vs. non-conditioning shampoo
**Bond Therapy Shampoo, Conditioner, and Leave-In Cream



before after**

APRIL POG UPDATES | SALONCENTRIC 7X9 EASELS



PROFESSIONAL STYLING

FOR EFFORTLESS AND NATURAL STYLES



before after*

*using Finishing Spritz



ALL-IN-ONE

FOR ALL HAIR TYPES
infused with **coconut and oat**

multi-taskers for
healthy scalp and hair



before after*

*with All-In-One Multi-Benefit Spray vs. without product

HEALTHY HAIR STARTS AT THE ROOT

MY CLIENT'S SCALP IS?	SCALP SYNC RECOMMENDATION
SENSITIVE? tight and itchy and may have redness	Purifying Scalp Concentrate
	Calming Shampoo
	Universal Conditioner
OILY? greasy toward the end of the day or the day after shampooing	Purifying Scalp Concentrate
	Clarifying Shampoo
	Universal Conditioner
	Oil Balancing Serum
DANDRUFF PRONE? large, heavy flakes that stick in hair and land on shoulders	Purifying Scalp Concentrate
	Anti-Dandruff Shampoo
	Universal Conditioner



SCALP SYNC

**UNIVERSAL
CONDITIONER**
for all scalp types

the conditioner that thinks
it's a scalp treatment



SCALP SYNC

COOL MINT SHAMPOO
cleanses excess oil from
hair and scalp

leaves a cool,
refreshing sensation

NEW SCALP SYNC

STAR TREATMENTS

kickstart your routine with a balanced scalp

pre-shampoo treatment

PURIFYING SCALP CONCENTRATE

for all scalp types

immediately removes excess sebum, oil and build up for a reinvigorated scalp



oil control treatment

OIL BALANCING SERUM

for oily scalps
absorbs and reduces excess oil in between wash days



SCALP SYNC

meet our new
perscriptive shampoo solutions
for all your scalp needs

	ANTI-DANDRUFF SHAMPOO helps eliminate scalp itching, flaking, & redness associated with dandruff
	CALMING SHAMPOO gently cleanses, calms & balances scalp with weightless hydration
	CLARIFYING SHAMPOO removes residue, build-up & excess oil



DEEP TREATMENT PACKS

concentrated masks for moisture and nourishment

*vs. non-conditioning shampoo with the system of shampoo and mask

APRIL POG UPDATES | SALONCENTRIC 4X9 EASEL



before

after*

COLOR LAST
PURPLE SHAMPOO

FOR BLONDE + GRAY HAIR
infused with **violet pigments**

neutralizes brassy and
warm tones

*system of shampoo and conditioner vs non-conditioning shampoo

450° heat protection
and shape memory

weightless
conditioning

A hand holding a white tube of Biolage Hydra Source Blow Dry Shaping Lotion. The tube has a blue cap and features the Biolage logo and product name. Text on the tube includes 'blow dry shaping lotion', 'lotion modelante', 'FOR DRY HAIR', 'infused with aloe + hyaluronic acid', and 'POUR CHEVEUX SECS'. It also has icons for 'VEGETABLE', 'CRUELTY FREE', and '20% HYDRATION'. The volume '3.5 FL. OZ. / 100 ml' is printed at the bottom.

**HYDRA
SOURCE**

**BLOW DRY
SHAPING LOTION**
infused with **aloe and
hyaluronic acid**

A hand holding a white tube of Biolage Hydra Source Detangling Solution. The tube has a clear cap and features the Biolage logo and product name. Text on the tube includes 'detangling solution', 'solution dématante', 'FOR DRY HAIR', 'infused with aloe', and 'POUR CHEVEUX SECS'. It also has icons for 'VEGETABLE', 'CRUELTY FREE', and '100% HYDRATION'. The volume '13.5 FL. OZ. / 400 ml' is printed at the bottom. Above the tube, a dollop of the white cream product is shown.

**HYDRA
SOURCE**

DETANGLING SOLUTION
infused with **aloe**
detangles for manageable
and healthier-feeling hair

APRIL POG UPDATES | SALONCENTRIC 4X9 EASEL

PRO
EXCLUSIVE



COLOR LAST

ACIDIC MILK RINSE
infused with **coconut oil**

soothe, seal and treat
color-treated hair



ALL-IN-ONE

FOR ALL HAIR TYPES
infused with **coconut and oat**

multi-taskers for healthy
scalp and hair



infused with

VEGAN SQUALANE

naturally sourced restorative
agent reduces breakage while
adding shine and softness

for all types of overprocessed hair

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VEGAN
FORMULAS*



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

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for all scalp needs

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APRIL POG UPDATES | SALONCENTRIC MINI STRIPS



**STRENGTH
RECOVERY
SHAMPOO**



**STRENGTH
RECOVERY
CONDITIONER**



**STRENGTH
RECOVERY
SPRAY**



**SCALP SYNC
ANTI-DANDRUFF
SHAMPOO**



**ALL-IN-ONE
MULTI-BENEFIT
SPRAY**



**COLOR
LAST
SHAMPOO**



**COLOR
LAST
CONDITIONER**



**HYDRA
SOURCE
SHAMPOO**



**HYDRA SOURCE
CONDITIONING
BALM**



**BOND
THERAPY
SHAMPOO**



**BOND
THERAPY
CONDITIONER**