



new

BOND THERAPY

BOND BUILDING MEETS NOURISHING CARE

IN-SALON OCTOBER

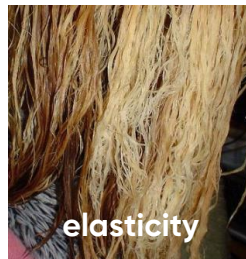
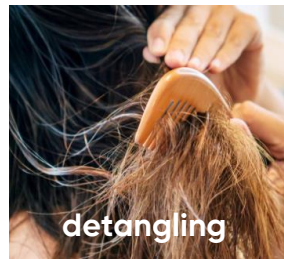
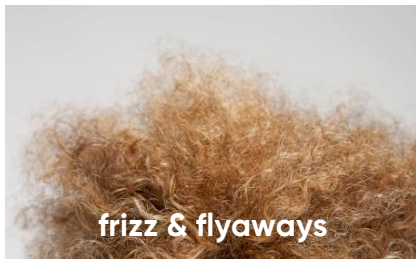
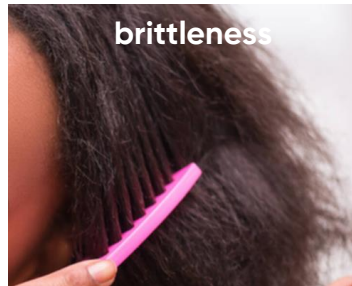
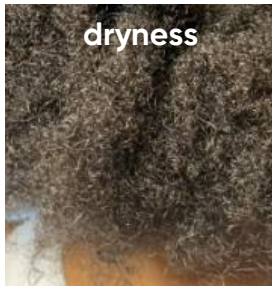


HAIR FEEL IS #1 DAMAGE CONCERN

BIOLAGE BOND THERAPY FORMULAS ARE SET UP TO ANSWER BIGGEST PAIN POINTS

80%

HAIR FEEL & LOSS OF MOISTURE
ACCOUNT FOR 80% OF MOST
BOTHERSOME & SEVERE DAMAGE
SYMPTOMS



TOP 3

COMPLAINTS ARE RELATED TO **HOW**
HAIR FEELS

1. Dry to the touch

2. Brittleness

3. Difficulty detangling





NEW BOND THERAPY

COCONUT OIL + CITRIC ACID

**BOND BUILDING MEETS
NOURISHING CARE**

BUILDS BONDS FROM THE INSIDE OUT





#1 BOND COMPETITOR

BIOLAGE
BOND THERAPY



BOND THERAPY:

MORE CONDITIONING, DETANGLING, MANAGEABILITY

ANSWERING THE 3 BIG PAIN POINTS:

- Dry to touch → more conditioning
- Brittleness → less breakage + smoother cuticle
- Difficulty detangling → improved manageability





WHAT MAKES BOND THERAPY DIFFERENT?

DIFFERENTIATED BONDING RANGE ADDRESSING CLIENT NEEDS

1.

POWERFUL & GENTLE INGREDIENTS

to build bonds from the inside out. Coconut Oil nourishes without the weigh-down and Citric Acid rebuilds weak bonds to improve strength and resiliency.



2.

TARGETED CONDITIONING SOLUTIONS

use the conditioning foam for clients with fine hair that want lightweight nourishment without weigh-down. Use the conditioner for clients with medium to coarse hair that want a bonding solution that doesn't leave hair dry & brittle.



or



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





POWERFUL & GENTLE INGREDIENTS

TO BUILD BONDS FROM THE INSIDE OUT

COCONUT OIL

nourishes without the
weigh-down



CITRIC ACID

rebuilds weak bonds
to improve strength
and resiliency



VEGAN
FORMULA



CRUELTY
FREE



RECYCLED
BOTTLE*



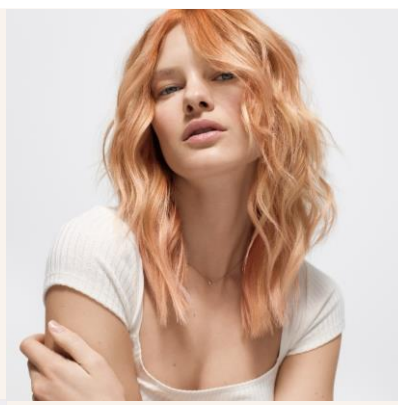


EXPERTLY FORMULATED BOND BUILDING

SAY GOODBYE TO STRESSED, OVERPROCESSED HAIR

BUILDS BONDS FOR A DEEP HAIR TRANSFORMATION

FORMULAS CREATED TO BUILD BONDS WITHIN YOUR HAIR WITH CONTINUED USE. PROTECTS HAIR FROM HEAT AND STYLING



UNIQUE TEXTURES WITH CONDITIONING CARE

REINFORCES WEAK BONDS

BOND THERAPY IS THE ULTIMATE BOND CARE. LEAVES HAIR FEELING SOFT AND DEEPLY CONDITIONED. IT'S BOND CARE FROM THE INSIDE OUT



STYLES WITHOUT COMPROMISE

BOND THERAPY KEEPS HAIR LOOKING (AND FEELING) HEALTHIER AND STRONGER DAY AFTER DAY



POWERFUL INGREDIENTS

BOND THERAPY FORMULAS ARE INFUSED WITH COCONUT OIL AND CITRIC ACID TO DEEPLY CONDITION HAIR AND REINFORCE COMPROMISED BONDS





new

BOND THERAPY

BOND REPAIR & SURFACE CARE FOR OVERPROCESSED HAIR

STEP 1: TREAT



INTENSIVE TREATMENT

FOR MEDIUM & THICK HAIR
ON ENDS FOR FINE HAIR

STEP 2: CLEANSE

SULFATE
FREE



SULFATE-FREE SHAMPOO

FOR ALL HAIR TYPES

STEP 3: CONDITION

AVAIL.
MID-OCT



CONDITIONING FOAM

FOR FINE HAIR



CONDITIONER

FOR MEDIUM & THICK HAIR

STEP 4: PROTECT



LEAVE-IN CREAM WITH HEAT PROTECTION

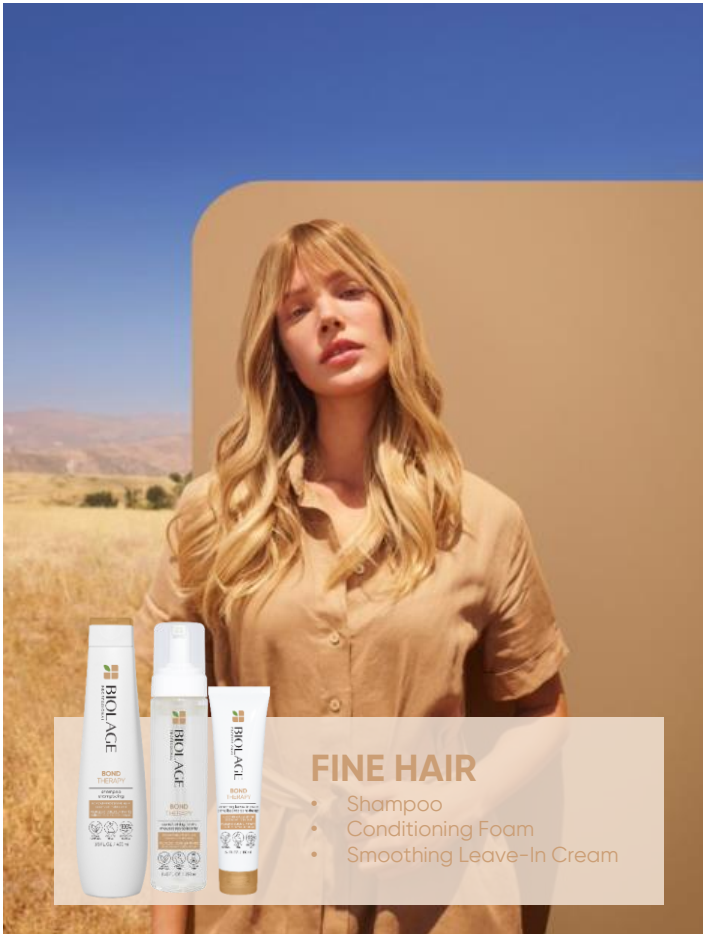
FOR ALL HAIR TYPES





RESTORE HAIR TO A HEALTHIER STATE

NO MATTER IF YOUR HAIR IS THICK OR THIN, STRAIGHT OR CURLY, BOND THERAPY ROUTINES CAN TREAT EVERY HAIR TYPE.



FINE HAIR

- Shampoo
- Conditioning Foam
- Smoothing Leave-In Cream



MEDIUM TO COARSE HAIR

- Intensive Treatment
- Shampoo
- Conditioner
- Smoothing Leave-In Cream





NEW BOND THERAPY INTENSIVE TREATMENT

OUR STRONGEST BONDING FORMULA

HOW WE'RE DIFFERENT

- ✓ **NO RINSE PRE-SHAMPOO:** saves time
+ avoids color fade
- ✓ **STAND-ALONE STAR:** pair with any
Biolage range to mend bonds within
existing routine



VEGAN
FORMULA



CRUELTY
FREE



PARABEN
FREE



SILICONE
FREE



SULFATE
FREE



MINERAL OIL
FREE



66%
*excluding cap
RECYCLED
TUBE





STAND ALONE STAR SKU

PAIR INTENSIVE TREATMENT WITH ANY BIOLAGE REGIMEN



+

**EXISTING
BIOLAGE
REGIMEN**

=

**BOND REPAIR +
CLIENT'S
FAVORITE
BIOLAGE RANGE**



+



=

**EXTREME BOND
REPAIR + INTENSE
CONDITIONING**

SEEING IS BELIEVING



Ask your Sales Consultant
for a sample and
experience the benefits of
Bond Therapy for yourself!





GROW YOUR BUSINESS WITH BOND THERAPY

EARN INCREMENTAL RETAIL REVENUE

For clients with overprocessed hair, prescribe Bond Therapy to nourish and strengthen hair at home.

THE COMPLETE BOND THERAPY REGIMEN



$$\text{\$112} \times 5 = \text{\$29,120}$$

Suggested
retail price*

Sales per
week

Revenue per
year

THE INTENSIVE TREATMENT IS AN EASY ADD-ON!



$$400 \times 10\% = \text{\$13,440}$$

Clients per
month

Retail-to-
service

Revenue per
year

$$400 \times 20\% = \text{\$26,880}$$

Clients per
month

Retail-to-
service

Revenue per
year

*Based on purchase of retail size intensive treatment, shampoo, conditioner & leave-in cream





NEW BOND THERAPY

SULFATE-FREE SHAMPOO

- ✓ FOR ALL HAIR PATTERNS & STRUCTURES
- ✓ INCLUDING COLOR & CHEMICALLY-TREATED HAIR

IF YOU LOVED KERATIN
DOSE, TRY BOND
THERAPY SHAMPOO!



VEGAN
FORMULA



CRUELTY
FREE



PARABEN
FREE



MINERAL OIL
FREE



SULFATE
FREE



100%
*excluding
cap

RECYCLED
BOTTLE





NEW BOND THERAPY CONDITIONING FOAM

FOR FINE HAIR:
EXTREME CONDITIONING WITHOUT THE
WEIGHT-DOWN

COMMON BONDING COMPLAINTS:

- **LEAVES HAIR DRY, BRITTLE, FRIZZY**
not conditioning enough
- **TOO HEAVY, GREASY, FILMY**
not for fine hair



VEGAN
FORMULA



CRUELTY
FREE



PARABEN
FREE



SILICONE
FREE



SULFATE
FREE



MINERAL OIL
FREE



NEW FORMULA
FIRST BONDING FOAM
ON THE MARKET





NEW BOND THERAPY CONDITIONER

FOR MEDIUM TO COARSE HAIR

TARGETED CONDITIONING:

- ✓ SMOOTHS AND BUILDS BONDS
WITHIN HAIR WITH CONTINUED USE
- ✓ REDUCES BREAKFAGE AND HELPS
IMPROVE MANAGEABILITY



VEGAN
FORMULA



CRUELTY
FREE



PARABEN
FREE



MINERAL OIL
FREE



SULFATE
FREE



28%
excluding
cap
RECYCLED
TUBE





NEW BOND THERAPY **SMOOTHING LEAVE-IN CREAM**

- ✓ **FOR ALL HAIR PATTERNS & STRUCTURES**
- ✓ **TAMES FRIZZ, ADDS SHINE AND PROVIDES HEAT PROTECTION**
- ✓ **PROVIDES HEAT PROTECTION UP TO 450 DEGREES FAHRENHEIT**



VEGAN
FORMULA



CRUELTY
FREE



PARABEN
FREE



MINERAL OIL
FREE



SULFATE
FREE



RECYCLED
TUBE*





PRICING

PREMIUM RANGE, COMPETITIVE PRICE PER OUNCE



RETAIL
\$14

vs. \$11.50 CORE BIOLAGE



LITERS
\$24

vs. \$19 CORE BIOLAGE

RETAIL-SIZE SALON PRICE PER OUNCE	Biolage Bond Therapy	Joico Damage Defy	Amika The Kure	Olaplex	Aveda Botanical Repair
Bond Shamp	\$1.04	\$1.29	\$1.52	\$1.77	\$2.69
Bond Cond	\$1.48	\$1.53	\$1.52	\$1.77	\$3.06





COMPLETE DAMAGE TOOLKIT

UNIQUE + CUSTOMIZABLE ROUTINES SUPERCHARGED WITH GOOD-FOR-YOU INGREDIENTS



STRENGTH RECOVERY

SURFACE REPAIR & CONDITIONING

SURFACE DAMAGE – WEAK & FRAGILE

VEGAN SQUALANE

- SURFACE LEVEL DAMAGE REPAIR
- STRENGTHENS FRAGILE HAIR TO REDUCE BREAKAGE AND INCREASES HAIR MANAGEABILITY
- HAIR IS SOFT, EASY TO DETANGLE WITH NATURAL TOUCH, HAS SHINE AND MOVEMENT

BOND THERAPY

INTENSE BOND AND SURFACE REPAIR WITH CUSTOM CONDITIONING

INTERNAL DAMAGE – REPEATED/CONSISTENT DAMAGE OR OVERPROCESSED

CITRIC ACID + COCONUT OIL

- INTERNAL + SURFACE LEVEL DAMAGE REPAIR
- RECOVERS HAIR STRUCTURAL INTEGRITY AND PREVENTS FUTURE DAMAGE
- HAIR IS SOFT, EASY TO DETANGLE WITH NATURAL TOUCH, HAS SHINE AND MOVEMENT



BOND THERAPY FAQs

WHAT HAIR TYPE BENEFITS MOST FROM USING BOND THERAPY?

Although all hair types will see some level of benefit, the greater the damage to the hair, the more benefits will be received from the product. For hair that has little to no damage, the benefits may be less evident.

WHAT IS CITRIC ACID?

Bond Therapy is formulated with **Citric Acid**, a powerful bonding agent that helps power our formulas to reinforce weakened bonds within hair and improve strength and resiliency. **Citric Acid** is an alpha hydroxy acid small enough to penetrate the hair fiber and known to help strengthen hair.

WHAT IS COCONUT OIL?

Coconut Oil nourishes and conditions hair leaving it moisturized. It helps protect hair's surface leaving it looking healthier, shinier, and smoother. Its specific composition enables coconut oil to fix durably and deeply in the hair fiber. Its action on the fiber— inside and out— can provide hair with protection, hydration, and suppleness.

WHY IS pH IMPORTANT?

Hair in its natural state is acidic ranging from a pH of 4.5 to 5.5. Over time, fluctuations in pH can swell and contract the hair strand causing damage. **Bond Therapy** is designed at an optimal pH level and helps hair look & feel healthy.

WHICH BONDS ARE REPAIRED WITH BOND THERAPY?

Our hair is made up of fibrous protein called keratin which comprises of a network of bonds that reinforces the hair fiber. The network of bonds is primarily formed by strong bonds (disulfide) and weak bonds (hydrogen and salt/ electrostatic bonds). When hair is chemically and/or heat processed, the network of bonds in the hair proteins is damaged /compromised leading to leakage of protein fragments. Collectively, the hair fiber becomes porous, dry, and brittle leading to breakage. One way

to revive damaged hair is to build the network of weak bonds within the hair fiber. The **Bond Therapy** system is designed to do exactly that.

THE PROCESSING TIME OF THE BOND THERAPY INTENSIVE TREATMENT IS 5-10 MINUTES. WHAT DOES THE LENGTH OF THE EXPOSURE TIME DEPEND ON?

The 10-minute timing is aligned with how the formula performs. Providing a 5-10-minute range allows for flexibility and convenience for our users and makes a new gesture of a pre-treatment at home more agreeable. Based on testing, hair will feel more nourished if the **Bond Therapy Intensive Treatment** is allowed to sit for the full 10-minute timing.

WHY IS THE BOND THERAPY INTENSIVE TREATMENT ONLY RECOMMENDED FOR MEDIUM TO THICK HAIR?

Bond Therapy Intensive Treatment can add undesired weight to the hair. For clients with fine hair who are typically looking for lightweight results, it's recommended to forego this treatment.

CAN THE BOND THERAPY INTENSIVE TREATMENT BE APPLIED THE NIGHT BEFORE RINSING AND USED AS AN OVERNIGHT TREATMENT, MASK OR CONDITIONER?

It is not recommended to use **Bond Therapy Intensive Treatment** in any of these ways. This is a rinse out pre-treatment which should be used and rinsed from the hair before shampooing. Any usage beyond what's instructed has not been validated and results will not be guaranteed.

CAN I USE THE BOND THERAPY CONDITIONING FOAM AS A LEAVE-IN?

It is not recommended to use **Bond Therapy Conditioning Foam** in this way. This is a rinse out conditioner which should be applied after shampooing and rinsed from the hair. Any usage beyond what's instructed has not been validated and results will not be guaranteed. Options for leave-ins, should your client need

BOND THERAPY FAQs

additional conditioning, include **Bond Therapy Leave-In Cream** or **Strength Recovery Strength Repairing Spray**.

HOW LONG BEFORE YOU SEE RESULTS?

Bond Therapy system of intensive treatment, shampoo, conditioner, & leave-in delivers strength repair, smoothing, frizz control, shine, split end repair, and heat protection after just one use. **Bond Therapy** helps build a network of weakened bonds in the hair after 6 applications of the shampoo & conditioner.

HOW CAN I EXPLAIN TO MY CLIENT(S) THAT THEY SHOULD PURCHASE 3-4 PRODUCTS FROM A RETAIL PERSPECTIVE?

The Intensive Treatment, Shampoo and Conditioner, and Leave-In Cream work in conjunction with each other, by delivering strong claims (11x smoother*, 2x stronger*, and 90% more conditioned*. The Leave-In Treatment offers a key heat protection benefit, which we know is critical to protect this highly processed, heat tools using consumer of **Bond Therapy**. Together, this 3 to 4-part regimen offers the full range of bonding benefits and strengthens hair to help fortify hair against future breakage*
*vs. non-conditioning shampoo.

HOW DOES BOND THERAPY DIFFER FROM OTHER BIOLAGE HAIRCARE RANGES?

Our Biolage hair care ranges address a multitude of hair concerns. There are limitless possibilities for customization. **Bond Therapy** is for all demanding, processed hair types suffering from over-processing and chemical damage. It is our first regimen that specifically addresses building bonds that are part of the structure of a hair strand.

DO YOU HAVE TO USE THE INTENSIVE AND LEAVE-IN TREATMENTS WITH USERS SHAMPOO AND BOND THERAPY CONDITIONER?

It's recommended to use **Bond Therapy**

Intensive Treatment and/or **Bond Therapy Leave-In Cream** with **Bond Therapy Shampoo** and **Bond Therapy Conditioner**. However, the treatments deliver benefits of their own and can be used with another Biolage haircare range if it better suits your client.

CAN BOND THERAPY PRODUCTS BE USED ON HAIR EXTENSIONS?

Yes, the products can be used on 100% human hair extensions in which the cuticle has not been altered from its original state prior to purchase. Apply product to the human hair portion of the weft only avoiding any points of adhesion.