



BIOLAGE

PROFESSIONAL

COLOR LAST



OFFER CLIENTS THE GOLD STANDARD IN CONDITIONING

PRO PERFORMANCE



"I colored this strand with a deep red shade, washed it with Color Last 35 times and the color still looks vibrant."



Rachel Flowers
Biolage Director
of Education

PRO FAVORITE



LOVE OVERALL!

"I always feel like this is my go-to for my clients as well as myself. I think it's an amazing product, has a great fresh scent, leaves everyone's hair so soft and shiny... I love the ingredients... so it's hard not to love!"

— Adrienne

Biolage Color Last

- Color care system that offers intense conditioning
- Low pH formulas to help prolong color vibrancy
- Paraben & mineral-oil free
- Infused with orchid





*“**Biolage Color Last** is my go-to haircare system for clients that tone or color their hair. It keeps hair looking healthy and salon color vibrant for weeks.”*

— **Sunnie Brook**, Celebrity Stylist

REDISCOVER COLOR LAST INTENSELY CONDITIONED HAIR, SALON- VIBRANT COLOR

- ✓ Professional care for color-treated hair
- ✓ Helps salon hair color stay vibrant for up to 20 washes*
- ✓ Gentle, conditioning formulas with **low pH** designed to cleanse and **maintain color vibracy**
- ✓ **Paraben & mineral oil free**
- ✓ Iconic Biolage AromaScience **fragrance**



VEGAN
FORMULA



CRUELTY
FREE



100%
*excluding
cap
RECYCLED
BOTTLE

*Color Last Shampoo and Conditioner

COLOR LAST RANGE OVERVIEW

COLOR LAST SHAMPOO



- Gently cleanses to prevent unnecessary stripping for color-treated hair
- Maintains color vibrancy and shine

USE: 3-4X PER WEEK

COLOR LAST PURPLE SHAMPOO



- Neutralizes brass and unwanted warm tones
- Keeps your blonde healthy and conditioned until your next salon visit

USE: **AS NEEDED TO NEUTRALIZE UNWANTED BRASS, FOLLOWED BY COLOR LAST CONDITIONER**

COLOR LAST CONDITIONER



- Maintains color vibrancy and shine
- Intensely moisturizes, leaving hair soft and silky

USE: 3-4X PER WEEK

COLOR LAST DEEP TREATMENT PACK



- Concentrated hair mask that maintains and restores all types of color-treated hair
- Leaves hair with intense conditioning, shine and vibrancy

USE: 1-2X PER WEEK
USE AS A SYSTEM WITH COLOR LAST SHAMPOO

ACIDIC MILK RINSE

A post-color rinse that transforms the look and feel of hair after a color service

WHY ACIDIC MILK RINSE?

- 6X smoother hair post color service*
- 2x strength restoration post color service*
- Visually seals for optimal color vibrancy
- Acidic pH 4.0-5.0
- Dairy free and lactose free
- Vegan, no parabens, no silicones



*when used as a system of Shampoo, Conditioner and Acidic Milk Rinse

WHAT TO SAY TO SELL:

COLOR LAST SHAMPOO & CONDITIONER



“Your hair feels so soft! I used one of my favorites on you – Color Last - it helps prolong your color’s vibrancy and smells amazing.”

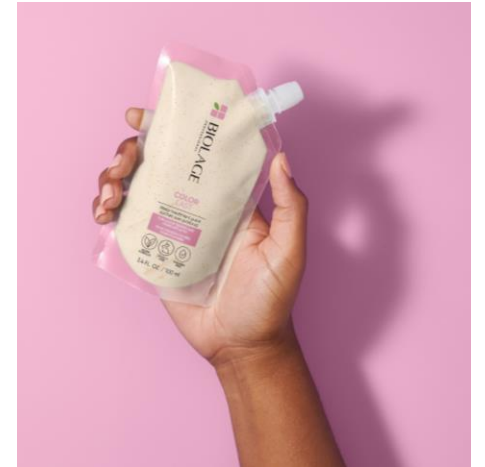
“I used Color Last on you - it cleans and conditions your hair without sacrificing the longevity of your color. It smells amazing too!”

COLOR LAST PURPLE SHAMPOO



“This blonde color is amazing! I recommend using Biolage’s Color Last Purple Shampoo to neutralize any brassiness that develops between color services”

COLOR LAST DEEP TREATMENT MASK



“When you need a quick treatment, this mask is express conditioning in 5 minutes!”

“This deep treatment pack is the perfect way to treat yourself and bring some extra care to your color. It only takes five minutes!”



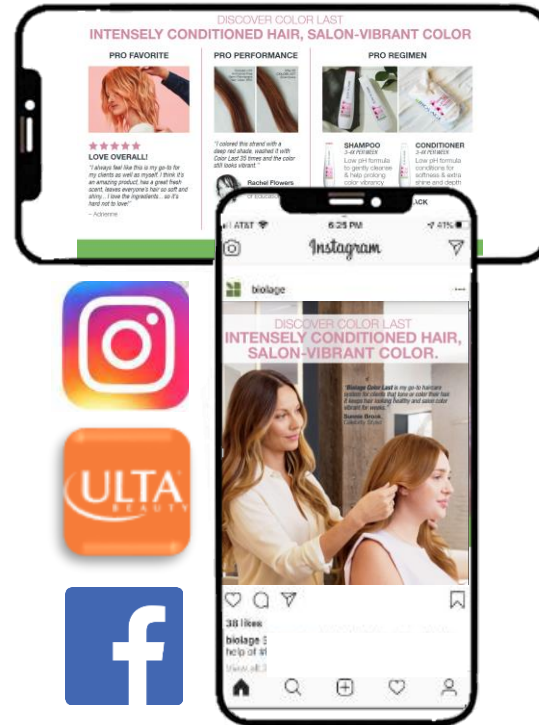
COLOR LAST WILL BE EVERYWHERE! MAKE SURE YOU HAVE IT!



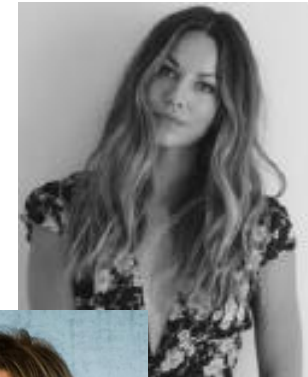
PUBLIC RELATIONS
OUTREACH WITH EDITORS



8 WEEKS PAID SOCIAL
CAMPAIGN



INFLUENCER PARTNERSHIPS
INSTAGRAM



CLIENTS WILL BE ASKING ABOUT **BIOLAGE** PRODUCTS!



HOW TO BUILD YOUR BUSINESS!

Service Idea

ACIDIC MILK RINSE

Offer a free Acidic Milk Rinse after color services when clients purchase a Color Last Shampoo & Conditioner!



Retail Idea

3 FOR \$24.99

Show clients what Color Last products you used to create their finished look and offer them 20% off Color Last retail products if they buy 1 or more to create their look at home!



Promote Salon Idea

UPSELL OFFER

Encourage clients to post their finished salon-look on social and tag @SalonName and @Biolage to receive a FREE Color Last Deep Treatment Pack at check out!





JAN - FEB

25% Off Liters

15 Liters x \$25.50 =
\$382.50

5 Color Last S&C Liters

5 Color Last Purple
Liters



JAN - FEB

3 for \$49.98

20 x \$49.98 = \$999.60

20 bundles with a mix of
9 Color Last Products



FEB

WINTER HAIR TREAT

25% OFF DTP

20 DTP x \$12 = \$240

20 Color Last Deep
Treatment Packs



MARCH

BUY MORE, SAVE MORE ON
COLOR CARE & HYDRATED
HAIR

25% OFF TWELVE+ PRODUCTS

20 X \$16.80 = \$336

12 Shampoo & Conditioner
(13.5 fl oz)

\$1,958
INCREMENTAL
REVENUE



FAQ

- How long does it keep your hair vibrant?
 - Color Last helps salon hair color stay vibrant for up to 20 shampoo & conditioner washes
- Is this sulfate-free? Can we say “gentle” sulfates?
 - The formulas are not sulfate free. We can also not say gentle sulfates, but we can say “gently cleanses”
- Is this silicone-free?
 - All of the formulas contain silicones
- Is this paraben free?
 - All of the formulas are paraben-free?
- Does this work on non-color treated hair?
 - Color Last will work on non-color treated hair to gently cleanse, intensely condition and add gorgeous shine to hair
- Does it make color/highlights last longer?
 - Like single process color, Color Last will help preserve salon-vibrant color for weeks
- Can this shampoo be used daily?
 - Yes, Color Last Shampoo can be used daily
- Does this work well if I just dyed my hair XX color
 - Color Last is recommended for all hair colors
- Can I use this if my hair is (oily, frizzy, thin, etc)
 - Color Last is recommended for clients that want to protect their salon-colored hair and promote vibrancy. While Color Last can be used on all hair types, it will not solve these other hair concerns. We recommend clients look to other Biolage ranges for unique benefits
- Will this help my blonde hair from becoming brassy?
 - The Color Last Shampoo contains violet pigments that will help neutralize yellow tones and prevent brassiness
- Is this pigmented like a purple shampoo – will it alter my color?
 - Color Last Shampoo is not a pigmented shampoo. Instead of neutralizing brassy tones, it instead enhances color vibrancy
- Is this safe to use after keratin treatment?
 - These formulas have not been tested for use after a keratin treatment
- Is this good for grey hair? If it is my natural color
 - The purple shampoo can help to prevent or reduce brassiness from grey hair. All other Color Last formulas will help to enhance vibrancy
- Does this have SPF in it to protect my color from the sun?
 - No

