



BEAUTIFUL HAIR MAKES FOR A BEAUTIFUL PLANET



At Biolage we are committed to a journey of creating products that combine the best of science and nature.

Our formulas are designed to recover and support hair health to enhance natural beauty. We believe in the power of innovation that blends rich textures with botanical oils and plant extracts. Together, they deliver our signature Biolage performance of shine, softness and fluid movement that can transition from salon to home.

On our journey, we are always striving for continuous improvement and to launch new products that help minimize our impact on the environment.



*no animal-derived ingredients

OUR COMMITMENT TO A BETTER FUTURE



VEGAN
FORMULA[†]

†no animal-derived ingredients

Aware of the needs of the beauty consumer & as part of our journey to become a more sustainable brand, all Biolage formulas are now 100% vegan.[†]



CRUELTY
FREE

All Biolage products, globally, are now officially cruelty free. The brand has been given the Leaping Bunny stamp of approval by Cruelty Free International, a leading organization working to end animal testing.



RECYCLED
BOTTLE*

Our signature bottles are now made from 100% post consumer recycled plastic as part of our conscious efforts to make our products more sustainable. In total, Biolage saves over 30 tons of virgin plastic every year.





VEGAN
FORMULA*



CRUELTY
FREE



100%
*excluding
cap
RECYCLED
BOTTLE*



NEW LOOK,
SAME ICONIC
FORMULAS



old packaging



new packaging
packaging may vary

NEW LOOK, SAME ICONIC FORMULAS



NEW BRAND LOGO BIOLAGE PROFESSIONAL

with color coded leaf
and callout to our
professional performance

NEW NAVIGATION

box highlighting hair
type & key ingredient

NEW COMMITMENTS

highlighting that
our formulas are vegan,
cruelty-free and in
sustainable packaging

