

SHOP SMARTER THIS SUMMER WITH BIOLAGE

earn more revenue with retail sell-through tips



coming
September
2024

new BOND THERAPY CONDITIONING FOAM REFILL

refill is the new recycle

JULY | AUGUST | SEPTEMBER 2024

BIOLAGE.COM



JULY 2024
OFFERS





PAY FOR YOUR SUMMER GETAWAY BY RETAILING THE BEST OF BIOLAGE



VEGAN
FORMULA



CRUELTY
FREE



100%
**excluding
cap
RECYCLED
BOTTLE*



RETAIL REVENUE IS AS EASY AS 1, 2, 3



SCAN NOW
FOR EXCLUSIVE
RETAILING TIPS





BIOLAGE
PROFESSIONAL



SLOW SUMMER TRAFFIC?

reset your clients' scalp

offer **10 scalp services** per week
to earn up to **\$2,000***

*suggested add-on price of \$15 per service, assuming service July through September



SAVE 15% ON BIOLAGE BACKBAR



CHOOSE FROM:

- P2353901 **Hydra Source** Deep Treatment Pack, 10.1 oz.
- P2353700 **Ultra Hydra Source** Deep Treatment Pack, 10.1 oz.
- E2887500 **Color Last** Deep Treatment Pack, 3.4 oz.
- E2887300 **Hydra Source** Deep Treatment Pack, 3.4 oz.
- E2887700 **Smooth Proof** Deep Treatment Pack, 3.4 oz.
- E3863400 **Strength Recovery** Deep Treatment Pack, 3.4 oz
- P0828701 **Hydra Source** Shampoo, Gallon
- P0900001 **Hydra Source** Conditioning Balm, 37 oz.
- P0901701 **Hydra Source** Detangling Solution, Gallon
- P0830800 **Color Last** Shampoo, Gallon
- P0831900 **Color Last** Conditioner, Gallon
- P2659400 **new! Strength Recovery** Shampoo, Gallon
- P2659500 **new! Strength Recovery** Conditioning Cream, Gallon
- P2659300 **new! Strength Recovery** Strength Repairing Spray, 13.5 oz.
- P1603301 **Styling** Gelée, 1 Liter
- P1487600 **Color Last** Acidic Milk Rinse, 16.9 oz.
- P1957500 **All-in-One** Multi-Benefit Spray, 13.5 oz.

ACCESSORIES:

- P0125100 37 oz. **Hydra Source** Conditioning Balm Pump
- P0125000 Gallon Pump



A fashion advertisement featuring two women. The woman on the left has short blonde hair and is wearing a cream-colored ribbed crop top and olive green high-waisted trousers. The woman on the right has long wavy brown hair with bangs and is wearing a white long-sleeved button-down shirt with a keyhole cutout and white high-waisted trousers. They are standing in front of a bright pink background with a blue sky above. The text 'AUGUST 2024 OFFERS' is overlaid at the bottom.

AUGUST 2024
OFFERS



BUY 1, GET 1 50%OFF

Biolage color care + repair



CHOOSE FROM:

COLOR LAST

- | | |
|----------|-----------------------------|
| P0831501 | Conditioner, 13.5 oz. |
| P0830401 | Shampoo, 13.5 oz. |
| P1683301 | Purple Shampoo, 13.5 oz. |
| P1487601 | Acidic Milk Rinse, 16.9 oz. |

STRENGTH RECOVERY

- | | |
|----------|------------------------|
| P2378400 | Shampoo, 13.5 oz. |
| P2378300 | Conditioner, 9.5 oz. |
| P2379100 | Renewal Spray, 7.8 oz. |

BOND THERAPY

- | | |
|----------|-----------------------------------|
| P2560700 | Shampoo, 13.5 oz. |
| P2561500 | Conditioner, 9.5 oz. |
| P2562100 | Conditioning Foam, 8.5oz |
| P2562000 | Intensive Treatment, 5.0 oz. |
| P2561800 | Smoothing Leave-In Cream, 5.0 oz. |



TAKE ADVANTAGE OF RISK-FREE RETAILING

with summer hair damage solutions



CLIENTS COMING BACK FROM SUMMER IN THE SUN?

offer them **SAVE 20%** with purchase of
3+ products to restore hair health & hydration





SEPTEMBER 2024
OFFERS





REFILL IS THE NEW RECYCLE

new **Bond Therapy Conditioning Foam Refill**



VEGAN
FORMULA*



CRUELTY
FREE



100%
*excluding
cap
RECYCLED
BOTTLE**

100%
recycled bottle

64%
less plastic***

2X
size

refill
your
retail



*no animal-derived ingredients **33.8 fl. oz., 13.5 fl. oz., 8.5 fl. oz., 7.8 fl. oz., 3 fl. oz., 1.69 fl. oz. bottles
***Bond Therapy Shampoo and Conditioning Foam vs. non-conditioning shampoo





BOND THERAPY CONDITIONING FOAM

for fine, over-processed hair

**lush + lightweight
foam formula**
that builds bonds and nourishes
without the weigh down

10X
more strength*

3X
less breakage*

11X
improved detangling*





HOW TO REFILL*

1. twist and remove pump
2. pour in contents of refill bottle
3. insert pump back into bottle & tighten cap



*Pump packaging required to activate foam texture





GET MORE FOR LESS

smart for your hair, your
wallet, and the planet

one refill = two 250ml bottles



SUMMER MUST-HAVES

save 30% on top heat protectants*



CHOOSE FROM:

P1708502 **All-in-One** Multi-Benefit Spray, 5.0 oz.
 P1957501 **All-in-One** Multi-Benefit Spray, 13.5 oz.
 P1712202 **All-in-One** Multi-Benefit Spray, 1.0 oz.

P2379100 **Strength Recovery** Strength Repairing Spray, 7.8 oz.
 P2659300 **Strength Recovery** Strength Repairing Spray, 13.5 oz.

P1604301 Thermal Active Setting Spray, 8.5 oz.

*only available at SalonCentric

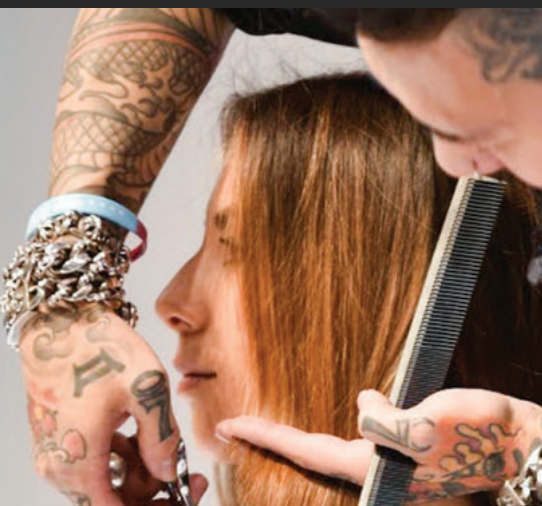


LEVEL

LOYALTY REWARDS

levelloyalty.com

Start earning points on Biolage Professional and your other favorite brands to use toward FREE education, backbar, and much more.



EXPERT EDUCATION

professional
classes & events
hosted by our brands



YOUR NEW FAVORITE PRODUCTS

new products from
our brands
at no cost to you



STYLIST STATION GAME-CHANGERS

from electronics to
pro tools, you can
redeem points for the
equipment you need