



BOND THERAPY CONDITIONING FOAM REFILL COMM HIERARCHY

PRIMARY

- Product Name: **BOND THERAPY CONDITIONING FOAM REFILL**
- REFILL IS THE NEW RECYCLE
- Packaging Claims (in priority order):
 - 100% Recycled Bottle, 64% Less Plastic, REFILL YOUR RETAIL 2X
- Pump bottle is essential to activate signature foam texture

ICONS (essentials)



ICONS (if space)



SECONDARY

- Foam Claims:
 - 10x more strength*
 - 11x improved detangling*
 - 3x less breakage*
- *Bond Therapy Shampoo and Conditioning Foam vs. non-conditioning shampoo
- for overprocessed, fine hair
 - Lush & lightweight foam formula
 - Nourishes without the weigh down



BIOLAGE
PROFESSIONAL

VEGAN FORMULA* CRUELTY FREE 100%* recycled cap
RECYCLED BOTTLE

REFILL IS THE NEW RECYCLE
Bond Therapy Conditioning Foam,
for fine hair

REFILL 2X

100% recycled bottle

64% less plastic**

REFILL 16.9 OZ.
#BZ71000
\$20.50

BIOLAGE
PROFESSIONAL
BOND THERAPY
conditioning foam
mouse recharges
REFILL/RECHARGE

FOR OVERPROCESSED
HAIR AT CHEMICAL
SERVICES, REPAIRS
AND RECHARGES

LUSH & LIGHTWEIGHT
FOAM FORMULA
builds bonds +
nourishes without
the weigh down
10x more strength***

16.9 FL. OZ. / 500 ml

**Retail
like Pro!**

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

PRICE MATCH SalonCentric Stores will match any competitor's advertised/printed price.

All products are not available in all areas. While supplies last. Prices may vary by market and SalonCentric franchise locations. Exclusions and restrictions apply.

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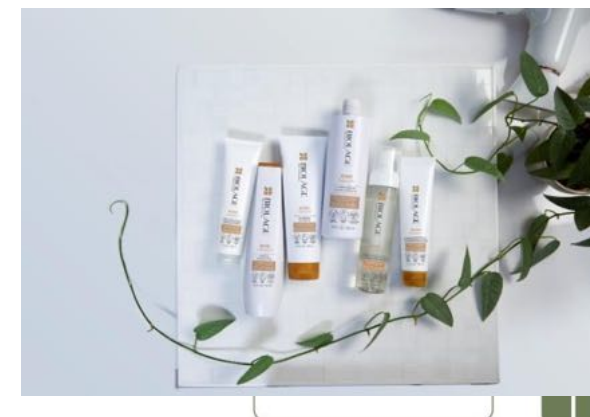
LIFESTYLE



REFILL ON PCR BEADS



FULL RANGE LIFESTYLE



HOW TO REFILL

#1

twist & remove pump



#2

pour in contents of refill bottle



#3

insert pump back into bottle & tighten cap



A 8.45 fl. oz. Bond Therapy Conditioning Foam bottle should not be refilled more than 6 times.
Refill expires 12 months after opening.

C1 - Internal use



HOW TO REFILL - IMAGERY

1



2



3



4



5



C1 - Internal use

