



2024 Retail Sampling Program





BIOLAGE 2024 RETAIL SAMPLING PROGRAM OVERVIEW

Choose up to 6 FREE retail products* from the assortment below:

COLOR LAST



Purple Shampoo P1683301
Shampoo P0830401
Conditioner P0831501

ACIDIC MILK RINSE



Acidic Milk Rinse P1487600

HYDRA SOURCE



Shampoo P0828302
Conditioner P1148503
Detangling Solution P0837802

ULTRA HYDRA SOURCE



Deep Treatment Pack E2887301
Shampoo P0827704
Conditioner P0828003
Leave In Cream P2353500

VOLUME BLOOM



Shampoo P0835401
Conditioner P0836001

FULL DENSITY



Shampoo P2388900
Conditioner P2389100

SCALP SYNC



Purifying Scalp Concentrate P2636400
Anti-Dandruff Shampoo P2607600
Calming Shampoo P2607800
Clarifying Shampoo P2636600
Universal Conditioner P2608000
Oil Balancing Serum E4137400

STRENGTH RECOVERY



Shampoo P2378400
Conditioner P2378300
Deep Treatment Pack E3863400
Strength Repairing Spray P2379100

BOND THERAPY



Intensive Treatment P2562000
Shampoo P2560700
Conditioning Foam P2562100
Conditioner P2561500
Smoothing Leave-In P2561800

ALL-IN-ONE



Multi-Benefit Spray P1708501
Multi-Benefit Oil P2383900
Gelée P1603100
Complete Control Hairspray P1603601

STYLING



Smoothing Shine Milk P1603900
Thermal Active Setting Spray P1604300
Curl Defining Elixir P1604700
Hydra Conditioning Mousse P1603501

*Packing may vary



BIOLAGE 2024 RETAIL SAMPLING PROGRAM LOGISTICAL DETAILS



Coupons Redeemable
1/1/2024 – 12/31/2024

Coupon Allotment per
recipient*:
DSMs: 3 per month

*DSMs can re-allocate coupon
quantities among SBPs based on
individual performance & need as
long as they do not exceed total
allocated quantity for their SBP
population

OFFER:
Choose up to 6 free retail SKUs from list below
COUPON CODE: 002097S

RANGE NAME	UPC	SKU #	MATERIAL DESCRIPTION
COLOR LAST	884486151612	P0831501	MX SB CLRLAST COND 400ML LG7
COLOR LAST	884486151513	P0830401	MX SB CLRLAST SHMP 400ML LG7
COLOR LAST	884486407146	P1683301	MX SB CLRLST PURP SHMP 400ML V315
HYDRA SOURCE	884486242044	P1148503	MX SB HYDSRC COND BALM 280ML V315
HYDRA SOURCE	884486152244	P0837802	MX SB HYDSRC DET SOLUTN 400ML V315
HYDRA SOURCE	884486151315	P0828302	MX SB HYDSRC SHMP 400ML V315
HYDRA SOURCE	3474636679850	E2887301	MX BIO DEEP TREAT MOISTURE PACKV315
ULTRA HYDRA SOURCE	884486151285	P0828003	MX SB UL HYDSRC COND 400ML LG7
ULTRA HYDRA SOURCE	884486151261	P0827704	MX SB UL HYDSRC SHMP 400ML V315
ULTRA HYDRA SOURCE	884486493620	P2353500	MX SB UL HYDSRC LVIN BLM 200ML V315
VOLUME BLOOM	884486152022	P0836001	MX SB VOLBLM COND 400ML V315
VOLUME BLOOM	884486151971	P0835401	MX SB VOLBLM SHMP 400ML V315
FULL DENSITY	884486497789	P2388900	MX SB FULL DENS SHMP 400ML V382
FULL DENSITY	884486497802	P2389100	MX SB FULL DENS COND 280ML V382
STRENGTH RECOVERY	884486496676	P2378400	MX SB STRENGTH RCVY SHMP 400ML V382
STRENGTH RECOVERY	884486496669	P2378300	MX SB STRENGTH RCVY COND 280ML V382
STRENGTH RECOVERY	884486496720	P2379100	MX SB STRENGTH RCVY SPRAY 232ML V382
STRENGTH RECOVERY	3474637103538	E3863400	MX B DEEPTRT STR RECOVERY 100ML VF22
ALL-IN-ONE	884486412003	P1708502	MX SB ALL IN 1 LTN 150ML V315
ALL-IN-ONE	884486497277	P2383900	MX SB ALL IN 1 OIL 89ML V382
ACIDIC MILK RINSE	884486357595	P1487601	MX SB R.A.W. CLRCAR M RNS 500MLV315
STYLING	884486383280	P1603102	MX SB GELEE 500ML V315
STYLING	884486383310	P1603603	MX SB HYD THY COMP CNTRL 300ML V315
STYLING	884486383365	P1603901	MX SB SMTH SHN MLK 250ML V315
STYLING	884486383389	P1604301	MX SB THERM ACT SET SPRY 250ML V315
STYLING	884486383662	P1604704	MX SB CURL DEFINE ELIXIR 125ML V315
STYLING	884486383303	P1603502	MX SB HYDRA FOAM STYLER 250ML V315
BOND THERAPY	884486516152	P2562000	MX SB BD THRPY PRE SHMP 150ML V382
BOND THERAPY	884486516022	P2560700	MX SB BD THRPY SHMP 400ML V382
BOND THERAPY	884486516169	P2562100	MX SB BD THRPY FOAM COND 250ML V382
BOND THERAPY	884486516107	P2561500	MX SB BD THRPY COND CRM 280ML V382
BOND THERAPY	884486516138	P2561800	MX SB BD THRPY BDRY CRM 150ML V382
SCALP SYNC	884486523600	P2636400	MX SB : SS PURIF CONC 200ML V382
SCALP SYNC	884486520760	P2607600	MX SB : SS ANTIDAND SHMP 400ML V382
SCALP SYNC	884486520784	P2607800	MX SB : SS CALM SHMP 400ML V382
SCALP SYNC	884486523624	P2636600	MX SB : SS CLAR SHMP 400ML V382
SCALP SYNC	884486520807	P2608000	MX SB : SS UNI COND 280ML V382
SCALP SYNC	3474637207182	E4137400	MX BIO Oil Rst Gel Serum 50ml LG382





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 support hair health that imparts a natural beauty without unnecessary ingredients. We believe in the power of innovation that blends rich textures with botanical oils and plant extracts that deliver that natural feeling Biolage signature performance.

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





our mission

BEAUTIFUL HAIR MAKES FOR A BEAUTIFUL PLANET

ENHANCE

clients' natural beauty
with products that
work in synergy with
hair and scalp.



ELEVATE

the relationship
between stylists and
their client with
reliable and trusted
products that deliver
unparalleled hydration
and conditioning.



ENCOURAGE

a minimal impact on
the environment with
a commitment to
no testing on animals.



VEGAN
FORMULA*



CRUELTY
FREE



100%
*excluding
cap
RECYCLED
BOTTLE*

*no animal-derived ingredients





WHAT MAKES BIOLAGE UNIQUE

TRUSTED PROFESSIONAL PERFORMANCE



With over 30 years of reliable professional performance, we deliver on the promise of stylist confidence to guarantee exceptional results.

ICONIC AROMASCIENCE™ FRAGRANCE



Experience sensorial moments of small indulgence, escape, and revitalization.

INNOVATION IN CONDITIONING



We have a portfolio of rich textures that deliver unparalleled hydration.

SOFT HAIR SIGNATURE



We create effortless styles that have soft, fluid movement.

CRUELTY FREE CERTIFIED



We are approved as cruelty free under the Leaping Bunny program.

VEGAN & SUSTAINABLE PACKAGING



Our formulas are vegan, and our bottles are made from 100% post consumer recycled plastic.



[Click here](#) for a
Welcome to Biolage video





COLOR LAST

PROFESSIONAL COLOR CARE

**Trusted to Help Maintain
Color Depth, Tone & Shine**

Helps salon hair color stay vibrant
for up to 20 washes*

Vegan, †Cruelty Free & Low pH Formula
Paraben & Mineral Oil-Free

*when using Color Last Shampoo & Conditioner

†no animal-derived ingredients





COLOR LAST PURPLE

PURPLE-DEPOSITING SHAMPOO TO NEUTRALIZE
BRASS & YELLOW TONES



- ✓ Achieve 2.5X smoother hair and 3X less breakage*
- ✓ Soft, silky hair
- ✓ Vegan** & Cruelty Free
- ✓ Paraben-free

*Vs. non-conditioning shampoo with the system of Shampoo and Conditioner

**no animal-derived ingredients





HYDRA SOURCE

CONDITIONING EXPERTISE

**Trusted to Hydrate, Nourish &
Detangle Dry Hair Since 1990**

4x More Moisture*

Vegan & Cruelty Free
Paraben & Mineral Oil-Free

*Hydra Source Shampoo & Conditioning Balm vs.
Non-Conditioning Shampoo

†no animal-derived ingredients





ULTRA HYDRA SOURCE

72 HOURS OF MOISTURE & FRIZZ CONTROL*



- ✓ Intensely moisturizes, nourishes and smooths very dry, thick hair
- ✓ Adds softness, shine and manageability
- ✓ Vegan** & Cruelty Free
- ✓ Paraben-free & mineral oil-free

*when using system of Ultra Hydra Source Shampoo, Conditioning Balm & Leave-in Cream

**no animal-derived ingredients





HYDRA SOURCE & ULTRA HYDRA SOURCE

12 CONDITIONING FORMULAS TO HYDRATE ALL HAIR TYPES,
FROM LIGHTWEIGHT MOISTURE TO DEEP NOURISHMENT

HYDRA SOURCE

FOR DRY HAIR
WITH ALOE



before

After
HYDRA SOURCE*

*Hydra source shampoo, conditioning
balm & leave-in tonic vs. non-conditioning
shampoo.

ULTRA HYDRA SOURCE

FOR VERY DRY HAIR
WITH ALOE, CUPUACU BUTTER &
APRICOT KERNEL OIL



before

after
ULTRA HYDRA SOURCE*

*Ultra-hydrating shampoo vs.
Ultra Hydra Source range





VOLUME BLOOM

INSTANTLY PLUMPS AND ADDS LIGHTWEIGHT
VOLUME TO FINE HAIR*



- ✓ Volumizes hair
- ✓ Provides extra shine and manageability for all hair types
- ✓ Vegan** and cruelty-free
- ✓ Paraben-free and mineral oil-free

*When using system of Volume Bloom shampoo, conditioner and Full-Lift volumizer vs. unwashed hair

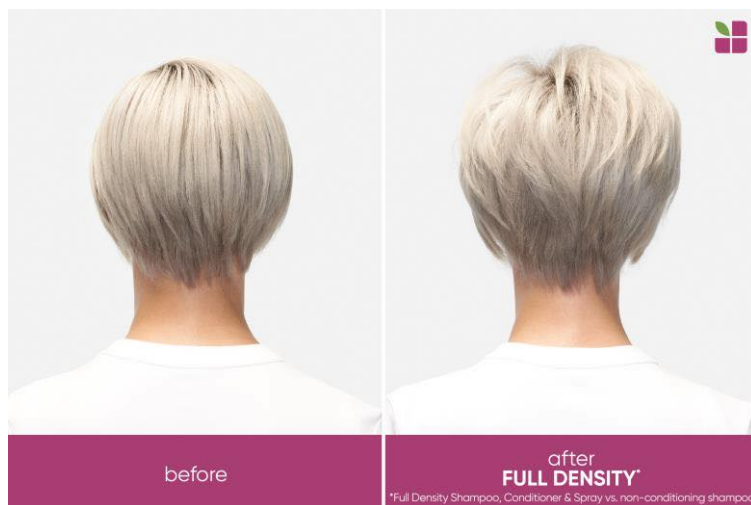
**no animal-derived ingredients





FULL DENSITY FOR THIN HAIR

FOR FULLER-LOOKING, HEALTHIER-FEELING HAIR
AFTER ONE USE*



- ✓ Infused with vegan biotin for strength and density
- ✓ Thicker hair after one use* and 2X less breakage**
- ✓ Vegan+ and cruelty-free
- ✓ Paraben-free and mineral oil-free

*When using system of Full Density Shampoo, Conditioner and Densifying Leave-in vs. non-conditioning shampoo

** When using system of Full Density Shampoo and Conditioner vs. non-conditioning shampoo

†no animal-derived ingredients



ALL-IN-ONE

FOR ALL HAIR TYPES

MULTI-TASKING RANGE FOR HAIR & SCALP



- ✓ Gentle formulas for healthy hair & scalp.
- ✓ Infused with coconut, moringa oil, rice starch & oat
- ✓ Vegan** & Cruelty Free

**no animal derived ingredients or by-products





STRENGTH RECOVERY

INSTANT STRENGTH & CARE FOR DAMAGED HAIR

3x Stronger Hair After One Use*

Infused with vegan squalane,
a natural emollient sustainably sourced from
olive trees that protects and repairs

Vegan & Cruelty Free

*no animal-derived ingredients



*Strength Recovery System Of Shampoo, Conditioner,
and Repairing Spray vs. Non-Conditioning Shampoo





BOND THERAPY

BOND BUILDING MEETS NOURISHING CARE

**Builds Bonds from the Inside Out with
Citric Acid & Coconut Oil**

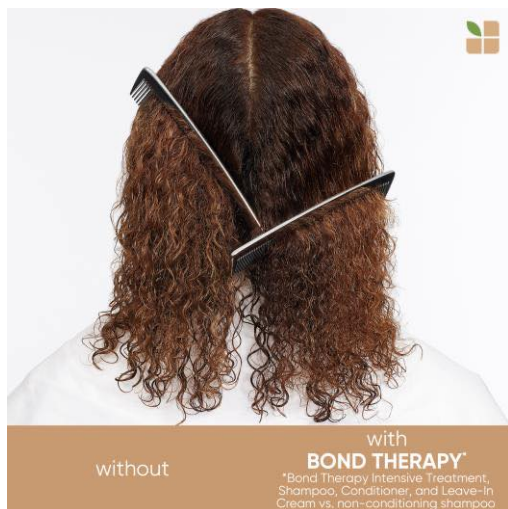
3x less breakage*

16x more conditioned*

Vegan, Cruelty Free Formula
Paraben & Sulfate Free

*Bond Therapy Shampoo & Conditioner vs. non-
conditioning shampoo

†no animal-derived ingredients



SCALP SYNC

HEALTHY HAIR STARTS AT THE ROOT

Infused with Fermented Tea + Glycolic Acid

Customizable solutions to address the top scalp concerns

Vegan & Cruelty Free Formula
100% Recycled Bottle*

*excluding cap

†no animal-derived ingredients





ACIDIC MILK RINSE

SEAL IN COLOR WITH OUR VEGAN POST-COLOR RINSE

PRO-EXCLUSIVE



- ✓ 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 **, cruelty-free, paraben-free & sulfate-free

*When used as a system of Biolage Shampoo, Conditioner and Acidic Milk Rinse vs. non-conditioning shampoo

**no animal derived ingredients or by-products

DRIVE SERVICE INCREMENTALITY

- ✓ Display **service easel at the backbar** drawing in clients with a question (i.e. Getting your hair colored today?)
- ✓ Offer as a **post-color service** to seal cuticles for optimal color vibrancy

SERVICE CHARGE	# OF SERVICES SOLD PER WEEK	ADDITIONAL EARNINGS PER YEAR*
\$5	8	\$1,790
\$10	8	\$3,950
\$15	8	\$5,870

*Assumes \$0.89 cost per application, based on 1.0 oz. per use. Assumes 52/weeks year. Does not include stylist commission.





DEEP TREATMENT PACKS

CONCENTRATED CARE HAIR MASKS



- ✔ Lightweight, easy-to-squeeze packaging
- ✔ Healthier-feeling hair with each use*
- ✔ At least 4 applications per pack
- ✔ Indulgent & sensorial textures
- ✔ Vegan**, cruelty-free, paraben-free & sulfate-free

*When used as a system with Biolage shampoo

**no animal derived ingredients or by-products

DRIVE SERVICE INCREMENTALITY

- ✔ **Display packs at check in and ask clients** if they would like to receive a deep treatment service
- ✔ Offer as a **service with your client's blowout** to intensify shine
- ✔ **Each pack was designed for at least 4 uses.** Perform the first service in salon and send the pack home with your client to maintain results.

SERVICE CHARGE	# OF SERVICES SOLD PER WEEK	ADDITIONAL EARNINGS PER YEAR
\$10	5	\$2,600
\$15	5	\$3,900
\$20	5	\$5,200

*Assumes approximately 52 weeks per year, based on average salon being open 6 days per week. Does not include stylist commission.





GELEE

ALL-PURPOSE GEL WITH FIRM HOLD

OUR #1 SELLING BIOLAGE STYLER!

- ✓ Retains moisture
- ✓ Adds body, shine & control
- ✓ Creates hold & shape without crunchiness or residue
- ✓ Helps tame fly-aways
- ✓ Helps define curls
- ✓ Vegan, cruelty-free, paraben-free & mineral oil-free



4.9/5-stars



SalonCentric.com

**no animal derived ingredients or by-products





STYLING

ASSORTED STYLING PRODUCTS FOR DIFFERENT USES



COMPLETE CONTROL
fast drying hairspray

- ✓ Water-free hair spray that delivers adjustable control
- ✓ Adds body and volume to finish any natural looking style



SMOOTHING SHINE MILK
moisturizing shine spray

- ✓ Lightweight mist that smoothes hair
- ✓ Adds shine for glossy finish
- ✓ Controls frizz and flyaways
- ✓ Mist on clean, damp hair and style



THERMAL ACTIVE SETTING SPRAY
heat styling treatment

- ✓ Protects hair against heat styling, UV filters
- ✓ Adds body and volume for long-lasting control
- ✓ Spray on damp or dry hair prior to thermal finishing tools



CURL DEFINING ELIXIR
alcohol-free curl gel

- ✓ Delivers lasting curl control
- ✓ Provides frizz-free definition and texture for beautiful shiny curls



HYDRA FOAMING STYLER
conditioning mousse

- ✓ Adds body and natural movement to any style
- ✓ UV filters
- ✓ Shake well, invert can, dispense and apply to damp hair

