



SCALP SYNC

IN-SALON MARCH 2024





3 KEY FACTS



SCALP CARE THE FUTURE OF HAIRCARE

30% OF WOMEN DECLARED TO BE LOOKING FOR SCALP BENEFITS FROM THEIR REGULAR HAIRCARE ROUTINE.



PROFESSIONAL OPPORTUNITY

SCALP CARE ONLY REPRESENTS 3% OF PROFESSIONAL HAIRCARE MARKET BUT THE NUMBER KEEPS GROWING AND NEW PLAYERS ARE EMERGING.



BIOLAGE HAS CREDIBILITY

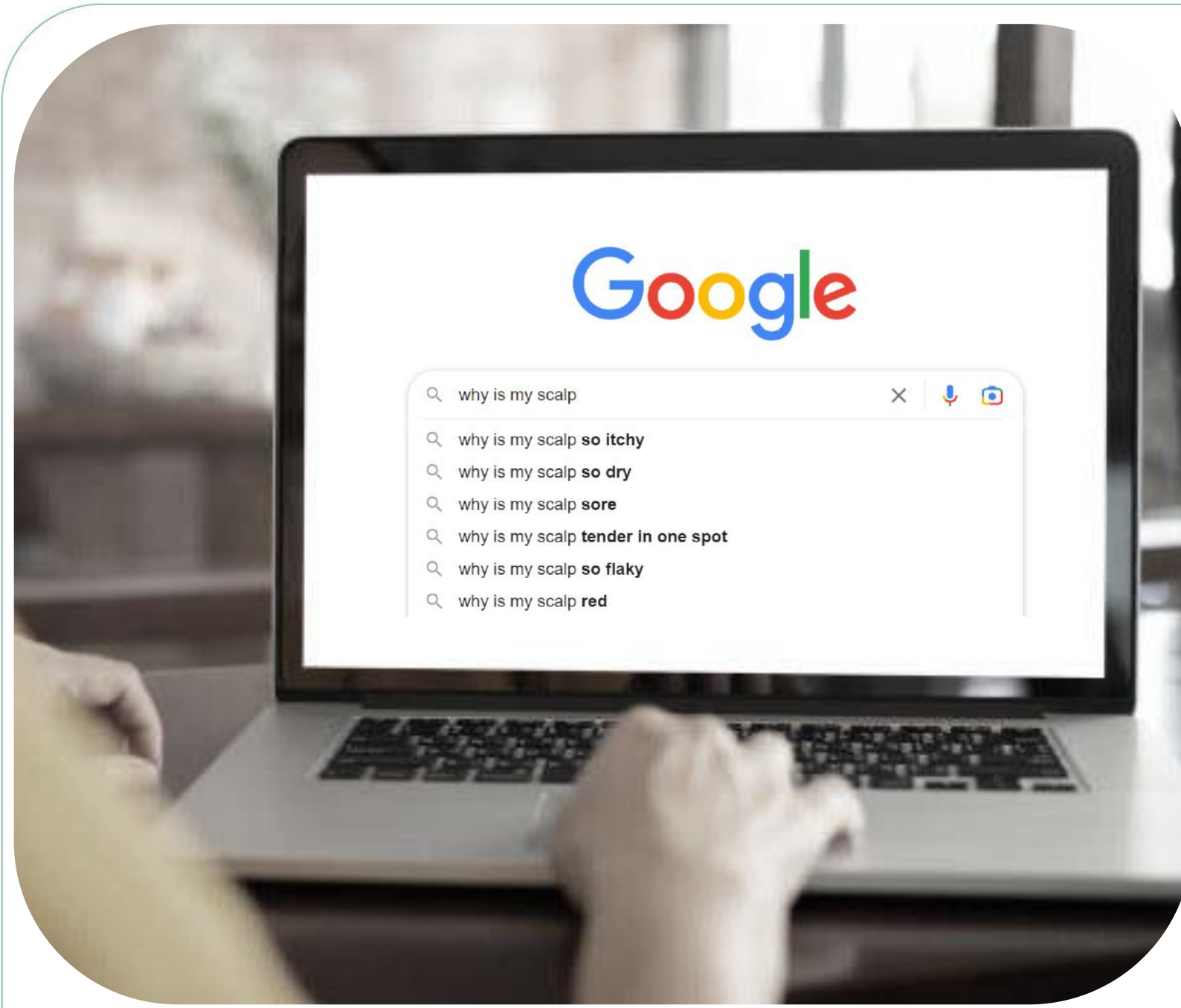
SCALP CARE CURRENTLY REPRESENTS 5% OF OUR GLOBAL SALES, WITH 30% GROWTH IN 2021.
BIOLAGE COOL THERAPY+++ IS THE #1 SALON SERVICE IN INDONESIA.





the OPPORTUNITY





THE ROOT OF THE PROBLEM

2 OUT OF 5 WOMEN AND 1 IN 3 MEN ARE CONCERNED BY SCALP ISSUES

SCALP CARE IS IGNORED UNTIL SYMPTOMS LIKE ITCHING, DRYNESS AND FLAKING ARISE.

TOP 4 SCALP SEARCHES

#1 ITCHY SCALP

#2 DEHYDRATED OR DRY SCALP

#3 FLAKY SCALP

#4 OILY SCALP





PORTFOLIO

overview





THE NEW

SCALP SYNC

prescriptive solutions for top scalp needs

STEP 1 CLARIFY



PURIFYING
SCALP CONCENTRATE

FOR
ALL SCALP TYPES

STEP 2 CLEANSE



ANTI-DANDRUFF
SHAMPOO

FOR
DANDRUFF-PRONE SCALP



CALMING
SHAMPOO

FOR DRY OR
SENSITIVE SCALP



CLARIFYING
SHAMPOO

FOR
OILY SCALP



UNIVERSAL
CONDITIONER

FOR
ALL SCALP TYPES

STEP 4 TREAT



OIL BALANCING SERUM

FOR
OILY SCALP





GENTLE, RESTORATIVE CARE

for healthy scalp and beautiful hair

SCIENCE-FORWARD FORMULAS THAT OFFER A PERFECT BALANCE OF
CALMING, CLARIFYING AND CONDITIONING THE SCALP

GLYCOLIC ACID

CLARIFYING & BALANCING

A GENTLE EXFOLIATING ACTIVE THAT INCREASES CELL TURNOVER TO HELP REMOVE PRODUCT BUILDUP AND DEAD CELLS THAT CAN DISRUPT THE HEALTHY FUNCTION OF HAIR FOLLICLES. BOOSTS MOISTURE FROM WITHIN.



FERMENTED TEA

CALMING

A POWERFUL COMBINATION OF ANTIOXIDANTS FROM FERMENTED BLACK TEA WITH ANTI-INFLAMMATORY PROPERTIES OF GREEN TEA. HELPS REDUCE IRRITATION AND ITCHINESS.





SCALP SYNC

PURIFYING SCALP CONCENTRATE

FOR
Oily, sensitive, dry and dandruff-prone scalp

WHAT IT IS

A gentle rinse-off scalp treatment, infused with fermented tea and glycolic acid, that is used as a pre-shampoo. Can be used on all scalp types to balance the scalp.

WHAT IT DOES

It exfoliates and clarifies the scalp from buildup, excess oil, impurities and dead skin after one use. Hair and scalp are left feeling refreshed and reinvigorated.

HOW TO USE

Before shampooing, section dry hair to expose scalp. Apply nozzle directly to scalp to apply 10ml of product evenly throughout the scalp. Massage for 5 minutes and leave on for a recommended time of 15 minutes, then rinse.



VEGAN
FORMULA



CRUELTY
FREE



SULFATE
FREE



SILICONE
FREE



PARABEN
FREE



MINERAL OIL
FREE



100%
*excluding
cap
RECYCLED
BOTTLE





SCALP SYNC ANTI-DANDRUFF SHAMPOO

FOR
Dandruff-prone scalp

WHAT IT IS

A gentle shampoo, infused with active Zinc Pyrithione, that helps eliminate dandruff symptoms. Also infused with fermented tea and glycolic acid.

WHAT IT DOES

Helps eliminate scalp itching, irritation, redness, scaling and flaking associated with dandruff. Scalp feels fresh and balanced. Hair is left soft, smooth, hydrated and manageable with a natural-looking shine.

HOW TO USE

For best results, use at least twice a week or as directed by a physician. Shake well. Apply evenly onto scalp. Leave on 1-3 minutes. Rinse. Repeat if necessary.



VEGAN
FORMULA



CRUELTY
FREE



PARABEN
FREE



MINERAL OIL
FREE



100%
*excluding
cap
RECYCLED
BOTTLE*





SCALP SYNC CALMING SHAMPOO

FOR
Dry or sensitive scalp

WHAT IT IS

A gentle shampoo, infused with fermented tea and glycolic acid, that cleanses and calms with weightless hydration.

WHAT IT DOES

Gently cleanses, calms and balances scalp with weightless hydration to prevent dryness and tightness from lack of moisture. Gently cares for hair, making it smooth and more manageable with a healthier-looking scalp.

HOW TO USE

Apply to wet hair by gently massaging onto scalp and hair. Rinse.
Follow with Universal Conditioner.





SCALP SYNC CLARIFYING SHAMPOO

FOR
Oily scalp
Suitable for color-treated hair

WHAT IT IS

A gentle shampoo, infused with fermented tea and glycolic acid, that deeply cleanses without stripping or drying the hair.

WHAT IT DOES

Clarifies the scalp and removes up to 100% residue removal, buildup and excess sebum and oil while balancing sebum and moisture levels. Restores volume and lift to hair. Leaves hair with a natural softness and shine.

HOW TO USE

Apply to wet hair by gently massaging onto scalp and hair. Rinse. Follow with Universal Conditioner.



VEGAN
FORMULA



CRUELTY
FREE



SILICONE
FREE



PARABEN
FREE



MINERAL OIL
FREE



100%
*excluding cap
RECYCLED
BOTTLE





SCALP SYNC UNIVERSAL CONDITIONER

FOR
Oily, sensitive, dry and dandruff-prone scalp

WHAT IT IS
A gentle, lightweight conditioner, infused with fermented tea and glycolic acid, that is ideal for all scalp types.

WHAT IT DOES
Nourishes to condition hair and promote a healthy scalp. For those with dry scalp, the conditioner can be used as a treatment by applying directly to scalp and lengths for a balanced, healthier-feeling scalp. Leaves hair looking healthy and conditioned.

HOW TO USE
After Shampoo, apply to wet hair.
Leave in 1-3 minutes. Rinse thoroughly.
Can be applied directly on scalp.





SCALP SYNC OIL BALANCING SERUM

FOR
Oily scalp

WHAT IT IS

A lightweight leave-in serum, infused with fermented tea.

WHAT IT DOES

Used on wash days to absorb and reduce excess oil for fresh-feeling and fresh-looking scalp and hair in between washes. Helps prevent sebum from traveling down the hair strand with continued use.

HOW TO USE

After washing, separate towel-dried hair to expose scalp. Apply a drop every inch onto the scalp and then massage into the skin for 1 minute. Dry hair and scalp as usual. In case of contact with eyes, rinse them immediately.



VEGAN
FORMULA



CRUELTY
FREE



SILICONE
FREE



PARABEN
FREE



MINERAL OIL
FREE



100%
*excluding
cap



SCALP 101





SCALP DIAGNOSIS SUMMARIZED

What do you feel?		What do you see?		Recommended SCALP SYNC Solution
Scalp feels tight or inflexible	Itchy	Small, light flakes that look like dust on shoulders		Dry/Sensitive Regimen
Scalp feels irritated or raw	Itchy	Redness on the scalp		Dry/Sensitive Regimen
Scalp feels “tingly” toward the end of day	Greasiness	Hair looks greasy toward the end of day or the day after shampooing		Oily Regimen
Uneven scalp surface	Itchy and/or greasiness	Larger, heavy flakes that stick in hair and may also land on shoulders	Distinct patches of white or yellow flakes on scalp	Anti-Dandruff Regimen





SCALP CARE FOR ALL

unique, customizable regimens addressing top scalp concerns



DRY/SENSITIVE SCALP

scalp feels soothed with hydration
for up to 72 hours*

Purifying Scalp Concentrate
Calming Shampoo
Universal Conditioner



OILY SCALP

scalp looks and feels purified
for up to 48 hours**

Purifying Scalp Concentrate
Clarifying Shampoo
Universal Conditioner
Oil Balancing Serum



DANDRUFF-PRONE SCALP

scalp feels balanced and fresh
for up to 72 hours***

Purifying Scalp Concentrate
Anti-Dandruff Shampoo
Universal Conditioner

*consumer test after application of Purifying Scalp Concentrate, Calming Shampoo and Universal Conditioner
**consumer test after application of Purifying Scalp Concentrate, Clarifying Shampoo, Universal Conditioner and Oil Balancing Serum
***consumer test after application of Purifying Scalp Concentrate, Anti-Dandruff Shampoo and Universal Conditioner





SCALP CARE CERTIFICATION



COMPREHENSIVE PRO LEARNING

Scalp knowledge, care and communication program giving Stylists the confidence to scalp care authority for their clients.

- SCALP ANATOMY
- SCALP DIAGNOSIS
- UNDERSTANDING & TREATING:
 - ✓ Oily Scalps
 - ✓ Dry & Sensitive Scalps
 - ✓ Dandruff-prone Scalps
- COMMUNICATING WITH CLIENTS
- HIGHLIGHTING A NEW SERVICE OPPORTUNITY

ALL CONTENT AVAILABLE ON MYLEARNING
COMMUNITY AND MY LOOK UP





BOOST RETAIL REVENUE





FAQS

WHAT HAIR TYPE BENEFITS MOST FROM USING SCALP SYNC?

Although all hair types will see some level of benefit, this range is primarily focused for oily, dry, sensitive, and dandruff-prone scalp types.

CAN THE SCALP SYNC PURIFYING SCALP CONCENTRATE BE USED AS AN OVERNIGHT TREATMENT OR AS A LEAVE-IN?

It is not recommended to use SCALP SYNC Purifying Scalp Concentrate in any of these ways.

This is a rinse out pre-treatment which should be applied and massaged in before shampooing as directed. Do not exceed the 15-minute timing.

HOW LONG BEFORE YOU SEE RESULTS OF THE PURIFYING SCALP CONCENTRATE?

When followed with Scalp Sync Shampoo and Conditioner, results are seen the same day.

HOW DOES SCALP SYNC DIFFER FROM OTHER BIOLAGE HAIRCARE RANGES?

Our BIOLAGE hair care ranges address a multitude of hair concerns. However, what makes SCALP SYNC different is its focus on providing customized solutions for all scalp types while also caring for the hair strands.





GROW YOUR BUSINESS

EARN INCREMENTAL RETAIL REVENUE: SELL THE REGIMEN



$$\text{\$74}^* \times 3 = \text{\$11,100}$$

Suggested retail price per regimen Sales per week**

Revenue per year

*Based on the suggested retail price of a regimen consisting of 3 product: purifying scalp concentrate, a shampoo and conditioner

**Assuming 50 weeks of retail sales





FAQS

WHAT'S HAPPENING WITH EXISTING BIOLAGE PRODUCTS?

Clean Reset Normalizing Shampoo	Replaced by new SCALP SYNC CLARIFYING SHAMPOO
Scalp Sync Cooling Mint Shampoo	Staying in the BIOLAGE portfolio but moving to its own franchise
Scalp Sync Antidandruff Shampoo	Reformulated for an optimized fit in the new SCALP SYNC franchise
Scalp Sync Conditioner	Replaced with new SCALP SYNC UNIVERSAL CONDITIONER

DO YOU HAVE TO USE THE PURIFYING SCALP CONCENTRATE AND/OR OIL BALANCING SERUM WITH SCALP SYNC SHAMPOOS AND SCALP SYNC UNIVERSAL CONDITIONER?

It's recommended to use SCALP SYNC Purifying Scalp Concentrate and/or SCALP SYNC Oil Balancing Serum with SCALP SYNC Shampoos and SCALP SYNC Universal Conditioner. However, the treatments deliver benefits of their own and can be used with another BIOLAGE haircare range if it better suits your client. It is not recommended to use the Cooling Mint Shampoo on the same day as the Purifying Scalp Concentrate.





FAQS

CAN SCALP SYNC PRODUCTS BE USED ON HAIR EXTENSIONS?

Yes, the products can be used on scalps with 100% human hair extensions in which the cuticle has not been altered from its original state prior to purchase. Apply product to the scalp or human hair portion of the weft only avoiding any adhesion. If it is not possible to avoid points of adhesion, we do not recommend use of these products. However, SCALP SYNC products could be ideal when used between extension services for a calming and soothing effect on scalp.

WHY IS THERE A SUNBURN WARNING ON MOST OF THE PRODUCTS?

Alpha hydroxy acids (AHAs) are found in a number of hair and skin cosmetic products, as they are known to help cleanse without stripping moisture. The US FDA advises that all cosmetic products containing AHAs that are topically applied to the skin have the potential to increase the skin's sensitivity to sunlight and recommends very specific usage instructions on these types of products. Scalp Sync products are hair products that contain the AHA known as glycolic acid and are not intended for topical application to the skin. However, unintentional exposure of the skin may occur during regular use and that's why the FDA's recommended statements are included on the packaging for your understanding and awareness.

