



**BIOLAGE**  
PROFESSIONAL HAIR SPA

**BRAND BOOK**

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# Our history

# A RESONATING CONCEPT FROM INCEPTION



## BIOLAGE

Biology, bringing you  
the best of the natural world

The new age of bio-science, bringing  
the best of science to our formulations

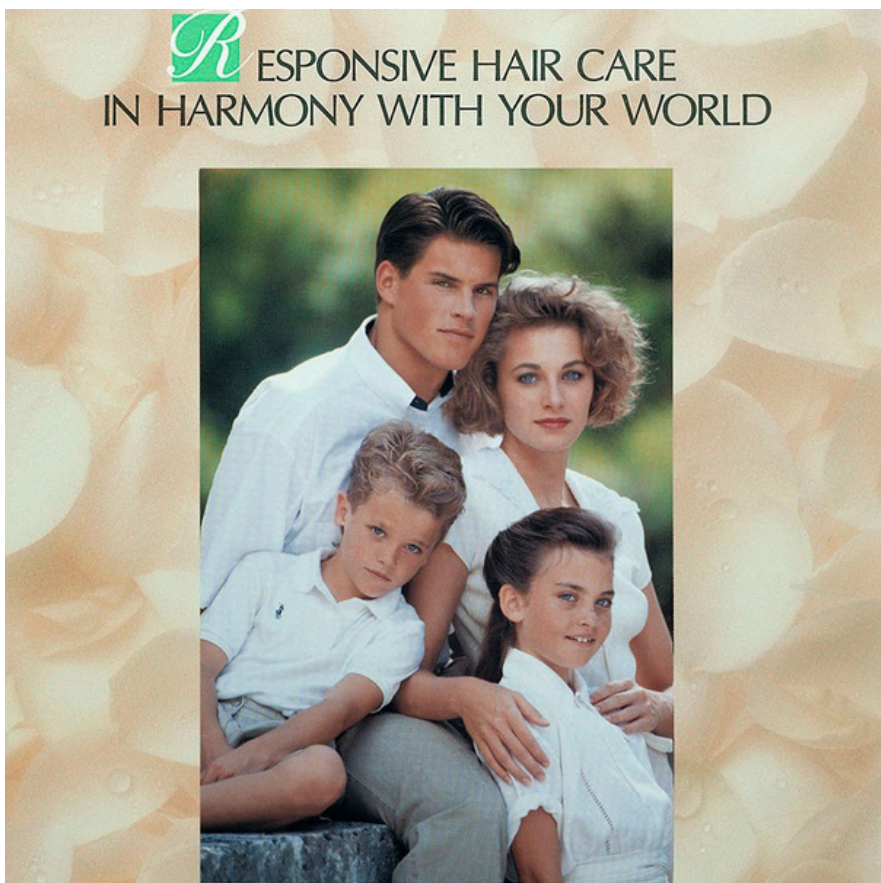


“The future rests in servicing our clients’  
needs in a new way.  
A way that can give them moments of less stress,  
less tension. Moments of calm and relaxation.”

**ARNIE MILLER**  
Founder of Biolage, 1990.



SYSTEME = Luxurious spa regimen including relaxing

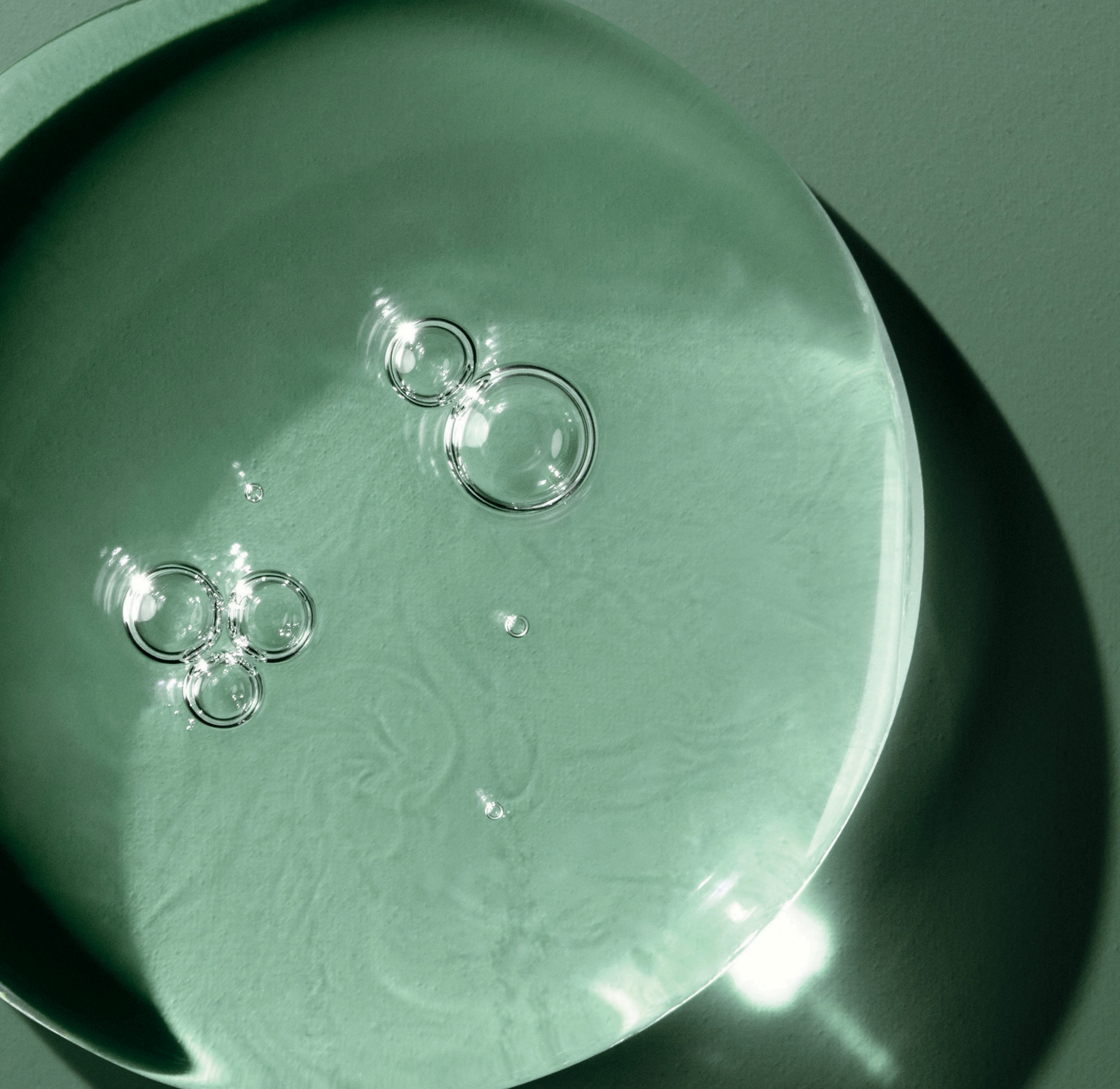


# A NATURAL BRAND FROM THE START

- + Pioneer of holistic wellness
- + Escapism to the hair spa
- + No-animal testing
- + Recycled packaging

**BEAUTIFUL HAIR, NATURALLY.**





THE NEW



**BIOLAGE**  
PROFESSIONAL HAIR SPA



# OUR MISSION

## + PRIORITIZE

the entirety of our consumer, to create moments of rejuvenation in and out of the shower.

## + PIONEER

the balance of science and nature, delivering efficacious, yet gentle, formulas.

## + COMMITMENT

to professional-grade formulas consumers and pros have trusted since our inception.

## + ACT

with intention, to be true to our sustainability and social commitments.

## + UPSKILL

the pro with education and tools to build hair spa destinations that foster re-engagement with the salon.



De-stress.  
Re-store.  
Re-new.



THE NEW

 **BIOLAGE**  
PROFESSIONAL HAIR SPA

## PRECISION-DOSED RESTORATIVE HAIRCARE

Biolage Professional Hair Spa—haircare that syncs science with nature. Infused with high potency actives—micro-filtered, fermented & distilled—for maximum hair and scalp efficacy.

Rejuvenating and uplifting experiences that relax as they renew.





## FORMULAS MICRO-DOSED WITH PRECISION

### SUPER-CHARGED INFUSION OF NATURE + SCIENCE

Our updated formulas are the pinnacle of precision. Each thoughtfully crafted concentrate is packed with potent ingredients, such as micro-nutrients, vitamins and acids, all perfectly portioned down to the microgram for maximum efficacy to reduce the effects of stress on scalp and strands.

# OUR UNWAVERING PRINCIPLES REMAIN



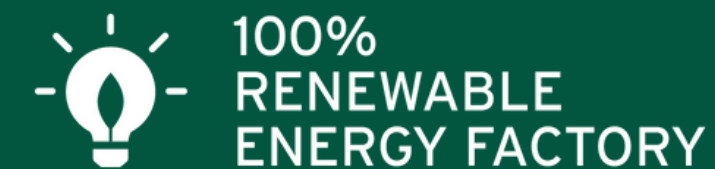
All of our formulas are vegan with no animal-derived ingredients or byproducts.



At Biolage, we care about the world and the creatures with whom we share it with. That is why Biolage does not test on animals.



Our signature bottles and caps are made from 100% recycled plastic.



Made in a factory using 100% renewable energy\*



\*In the previous calendar year. Find more info on the L'Oréal Universal Registration Document.



## OUR SIGNATURE AROMASCIENCE™ FRAGRANCE

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Born from a place of love, our iconic AromaScience™ fragrance notes were created in 1990 by founder Arnie Miller as a tribute to his wife, Sydell. Since then, its unique blend of fruits, florals, and woods has become a beloved signature. Inspired by the principles of classic aromatherapy, our fragrance transforms your shower or hair spa treatment into a tranquil escape, offering an instantly calming and re-energizing experience.

### TOP



Orange, Bergamot, Mandarin, Green Accord, Cucumber, Pineapple, Cassis, Lemon, Grapefruit.

### HEART



Ylang, Peach, Jasmine, Cinnamon, Rose, Muguet, Carnation, Tuberose.

### BASE



Musk, Coconut, Powdery Accord, Moss, Orris, Sandalwood, Vanilla.

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What we stand for

01

# COMMUNITY

We are devoted to enriching our community by delivering reliable professional performance, community impact programs, versatile tools, and educational resources to stylists and salons.





02

## NATURE

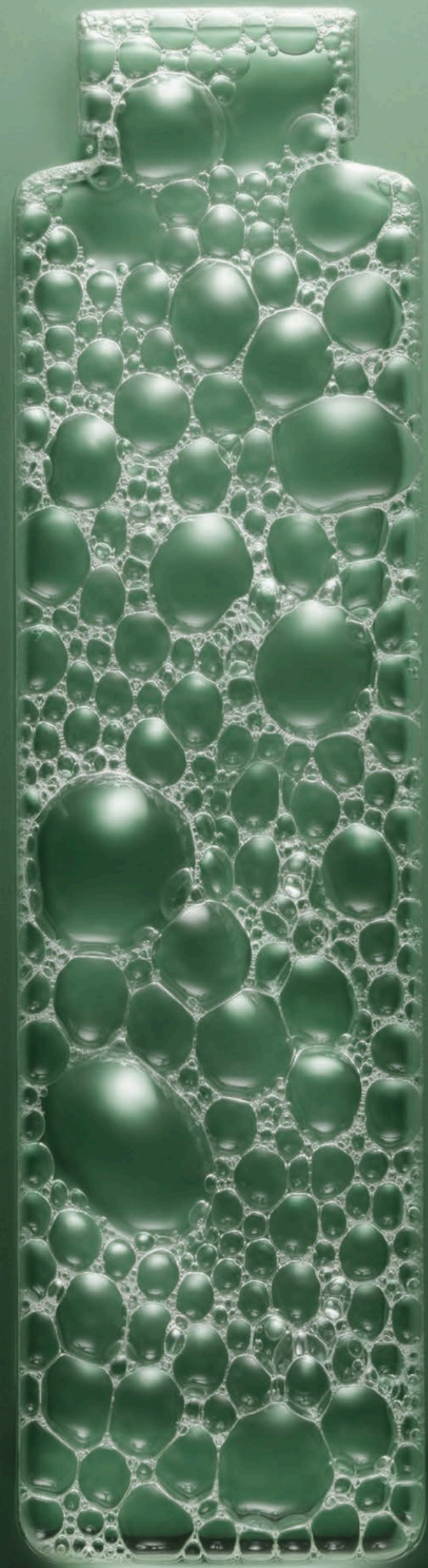
We have always recognized the need to care for the planet and support our consumers to live consciously. Our evolving journey includes more sustainable packaging, vegan and cruelty-free formulas, and natural ingredients.

03

# SCIENCE

Our dedication to science drives us, resulting in nature-powered, high-performance innovations, particularly in hydration and scalp care.





04

## WELLNESS

We prioritize the pursuit of holistic wellness through haircare, aiming to provide individuals with a safe source of personal rejuvenation in their routines.



05

# HAIR

We are committed to providing effective, healthful haircare that caters to the individual needs of all hair types to create a touchable finish and fluid movement.



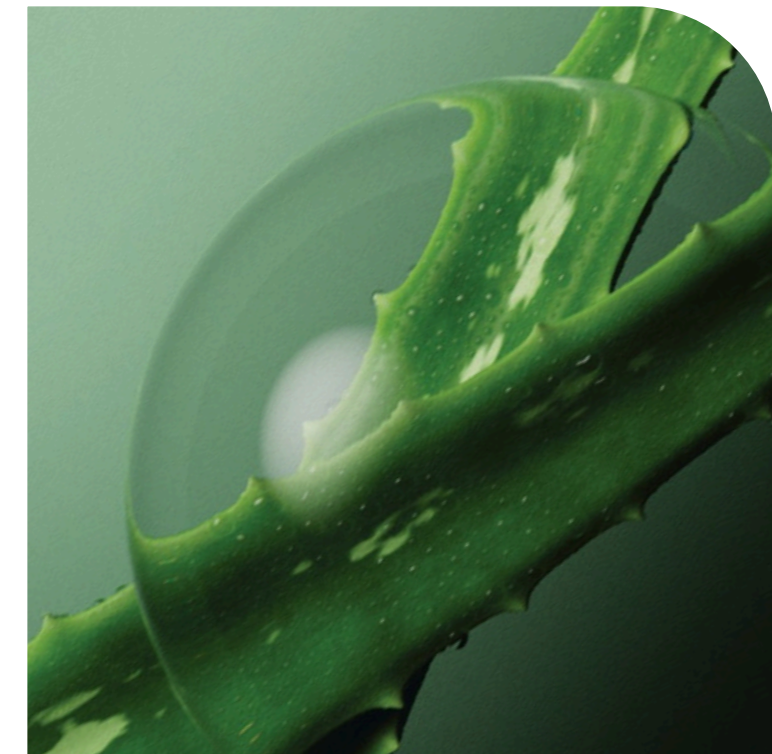


Inside our portfolio



De-stress.  
Re-store.  
Re-hydrate.

6X MORE HYDRATION  
AFTER ONE USE\*



## MICRO-DOSED HYDRATION CONCENTRATE

81 micrograms per 100 ml\*\*

Aloe  
[Fermented]

Hyaluronic acid  
[Micro-filtered]



\*Hydra Source Shampoo, Conditioning Balm & Daily Leave-In Tonic vs. non-conditioning shampoo.  
\*\*Hydra Source Conditioning Balm.



De-stress.  
Re-store.  
Re-refresh.

HELPS PREVENT  
COLOR FADE  
UP TO 4 WEEKS\*

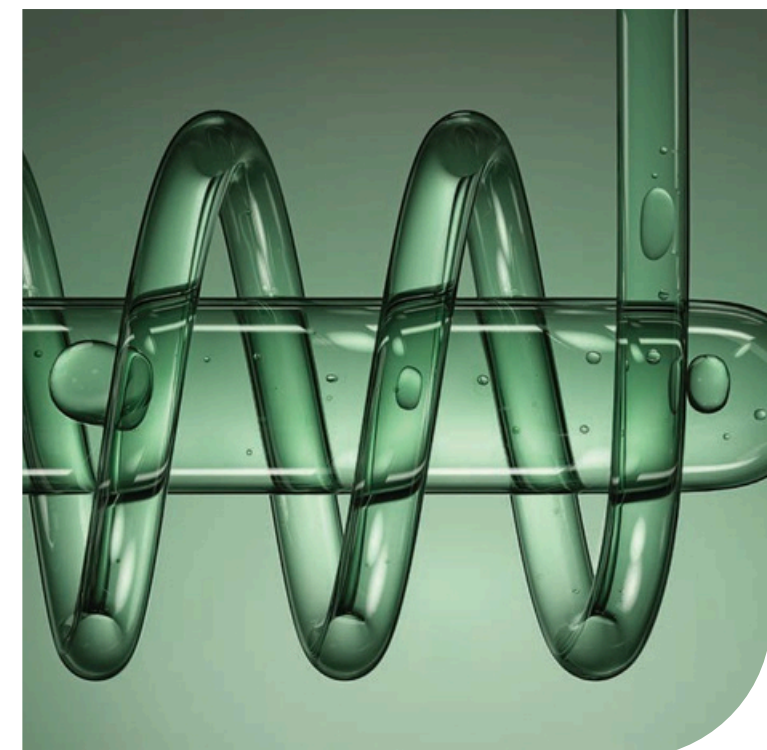


### MICRO-DOSED COLOR CARE CONCENTRATE

12 micrograms per 100 ml\*\*

Soybean oil  
[Filtered]

Stearic acid  
[Filtered]



\*Consumer test after application  
of Color Last Shampoo & Conditioner.  
\*\*Color Last Conditioner.



De-stress.  
Re-store.  
Re-balance.

CLINICALLY TESTED

# GENTLY BALANCES SCALP MOISTURE & SEBUM LEVELS



## MICRO-DOSED BALANCING CONCENTRATE

24 micrograms per 100 ml\*

Tea blend  
[Fermented]

Glycolic acid  
[Filtered]



\*Scalp Sync Universal Conditioner.



De-stress.  
Re-store.  
Re-fortify.

CLINICALLY TESTED. SCIENTIFICALLY PROVEN.

+74%  
RESISTANCE  
TO HAIR FALL\*

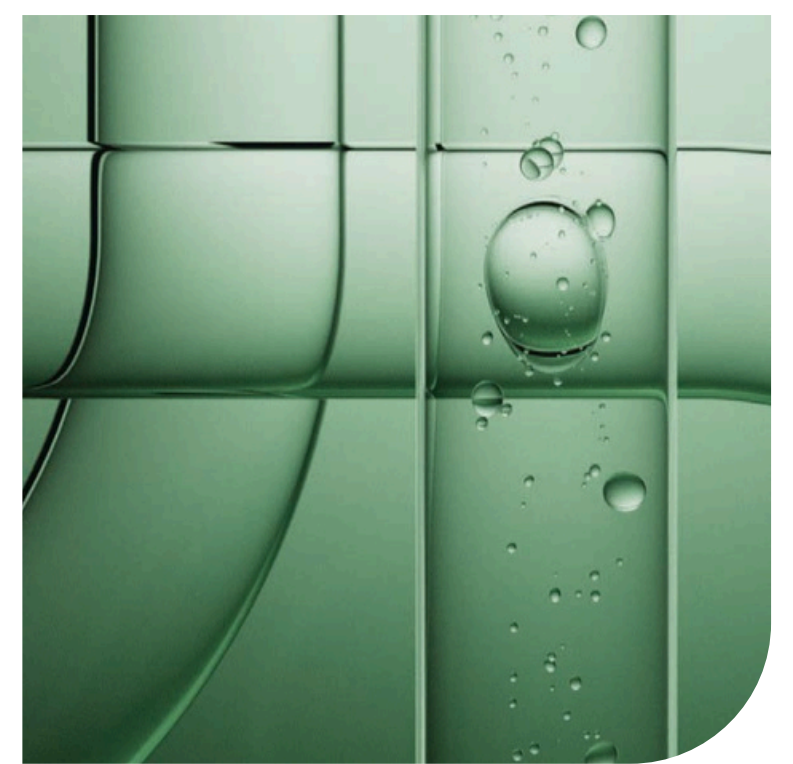


**MICRO-DOSED  
FORTIFYING  
CONCENTRATE**

12 micrograms per 100 ml\*\*

Rosemary oil  
[Steam-distilled]

Niacinamide  
[Triple-purified]



\*Due to breakage from brushing. Full Rescue Shampoo, Conditioner & Serm vs. non-conditioning shampoo.  
\*\*Full Rescue Conditioner.



De-stress.  
Re-store.  
Re-amplify.

IMMEDIATE  
LIFT & VOLUME  
FROM ROOT TO TIP



**BIOLAGE**  
PROFESSIONAL HAIR SPA

**VOLUME BOOST**

SHAMPOO  
SHAMPOOING

VOLUME CONCENTRATE  
with soy protein + polymers  
58 micrograms per 100 ml

CONCENTRÉ DE VOLUME  
à la protéine de soja + polymères  
58 microgrammes par 100 ml

FINE HAIR  
CHEVEUX FINS

13.5 FL. OZ. 400 ml e

**BIOLAGE**  
PROFESSIONAL HAIR SPA

**VOLUME BOOST**

CONDITIONER  
APRÈS-SHAMPOOING

VOLUME CONCENTRATE  
with soy protein + polymers  
23 micrograms per 100 ml

CONCENTRÉ DE VOLUME  
à la protéine de soja + polymères  
23 microgrammes par 100 ml

FINE HAIR  
CHEVEUX FINS

13.5 FL. OZ. 400 ml e

**BIOLAGE**  
PROFESSIONAL HAIR SPA

**VOLUME BOOST**

ROOT LIFT SPRAY  
SPRAY VOLUMISANT

VOLUME CONCENTRATE  
with soy protein + polymers  
57 micrograms per 100 ml

CONCENTRÉ DE VOLUME  
à la protéine de soja + polymères  
57 microgrammes par 100 ml

FINE HAIR  
CHEVEUX FINS

8.5 FL. OZ. 250 ml e

24 micrograms per 100 ml\*



### MICRO-DOSED VOLUME CONCENTRATE

23 micrograms per 100 ml\*

Soy protein  
[Micro-filtered]

Polymers  
[Micro-filtered]



\*Volume Boost Conditioner



De-stress.  
Re-store.  
De-frizz.

80% LESS  
FRIZZ FOR UP  
TO 24 HOURS\*

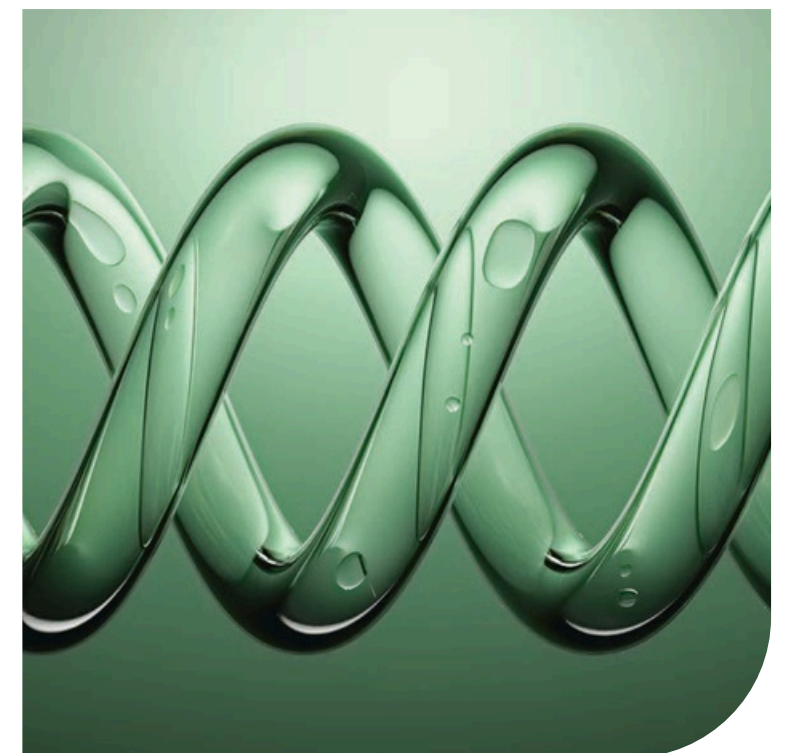


### MICRO-DOSED ANTI-FRIZZ CONCENTRATE

26 micrograms per 100 ml\*\*

Camellia oil  
[Cold-pressed]

Glycerin  
[Filtered]



\*Smooth Proof Serum vs. non-conditioning shampoo.  
\*\*Smooth Proof Conditioner.





De-stress.  
Re-store.  
Re-strengthen.

3X STRONGER  
HAIR AFTER ONE USE\*



### MICRO-DOSED STRENGTHENING CONCENTRATE

22 micrograms per 100 ml\*\*

Olive squalane  
[Distilled]

Vegan proteins  
[Distilled]



\*Strength Recovery Shampoo and Conditioner vs. non-conditioning shampoo.  
\*\*Strength Recovery Conditioner.



De-stress.  
Re-store.  
Re-nourish.

# MULTI-BENEFIT & MULTI-USE RANGE FOR HEALTHY-LOOKING HAIR



**BIOLAGE**  
PROFESSIONAL HAIR SPA

**ALL-IN-ONE**

**MULTI-BENEFIT OIL**  
HUILE MULTI-BÉNÉFICES

NOURISHING CONCENTRATE  
with moringa oil  
30 micrograms per 100 ml

CONCENTRÉ NOURRISSANT  
à l'huile de moringa  
30 microgrammes par 100 ml

FOR ALL HAIR TYPES  
POUR TOUS TYPES DE CHEVEUX  
3.4 FL. OZ. 100 ml e

**BIOLAGE**  
PROFESSIONAL HAIR SPA

**ALL IN ONE**

**MULTI-BENEFIT SPRAY**  
SOIN MULTI-BÉNÉFICES

NOURISHING CONCENTRATE  
with coconut oil  
24 micrograms per 100 ml

CONCENTRÉ NOURRISSANT  
à l'huile de coco  
24 microgrammes par 100 ml

FOR ALL HAIR TYPES  
POUR TOUS TYPES DE CHEVEUX  
8.5 FL. OZ. 250 ml e



## MICRO-DOSED NOURISHING CONCENTRATE

30 micrograms per 100 ml\*\*

Coconut oil\*  
[Pressed]

Moringa oil\*\*  
[Filtered]



\*All-In-One Multi-Benefit Spray.  
\*\*All-In-One Multi-Benefit Oil.



01 L'OREAL PARTNER SHOP



02 ACCESS HAIR EDUCATION  
BY L'OREAL



