



BIOLAGE
PROFESSIONAL

2024 BRAND BOOK





welcome to

BIOLAGE

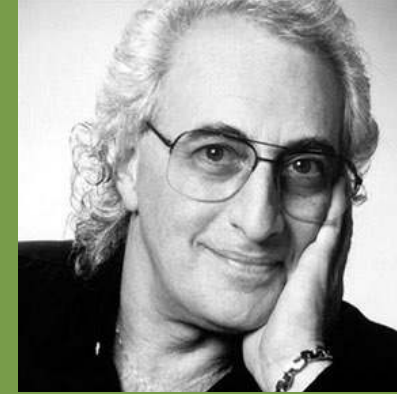
PROFESSIONAL

Biology, bringing you
the best of the natural world

The new age of bioscience
bringing the best of science to our
formulations



The botanical leaf visually illustrates our mission to always connect nature and science. The three petals in the logo represent “cleanse, condition and styling” the three product categories from our 1990 launch.



“ 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 Biologie, 1990

WHAT MAKES US GREAT?

Our balance of science and nature
30 years of hydrating and conditioning innovation
Pro-performing, trusted formulas with an escapist fragrance

WHAT DO WE STAND FOR?

HAIR we are committed to providing effective haircare that caters to all hair types
WELLNESS we prioritise the pursuit of holistic wellness through haircare.
SCIENCE we are driven by high-performance innovations, particularly in hydration and conditioning



Cruelty Free
INTERNATIONAL

LEAPING BUNNY APPROVED

AT BIOLAGE, WE CARE ABOUT THE WORLD AND THE CREATURES WE SHARE IT WITH. THAT'S WHY BIOLAGE DOES NOT TEST ON ANIMALS.

Biolage, globally, is officially approved by Cruelty Free International under the Leaping Bunny Programme, a leading organisation working to end animal testing.

This stringent process ensures that consumers can buy Biolage products with complete confidence that we meet Leaping Bunny's strict criteria.

Biolage formulas **ARE VEGAN***

Aware of the needs of the new beauty consumer and as part of our journey to become a more sustainable brand, starting in 2022 all of our formulas are vegan*.

*No animal-derived ingredients



NATURALLY BEAUTIFUL NATURALLY BIOLAGE

Discover our ranges that have been curated and nurtured for over 30 years.

They celebrate our conditioning heritage and commitment to innovation, particularly in hydrating and conditioning.

HYDRA SOURCE

FOR DRY HAIR
infused with **aloe vera extract**



COLOR LAST

FOR COLOR-TREATED HAIR
infused with **orchid flower extract**



BOND THERAPY



FOR OVER PROCESSED HAIR
infused with **citric acid and coconut oil**



VOLUME BLOOM



FOR FINE HAIR
infused with **cotton flower extract**



STRENGTH RECOVERY



FOR DAMAGED HAIR
infused with **vegan* squalane**



*no animal-derived ingredients

SMOOTH PROOF



FOR FRIZZY HAIR
infused with **camellia**



FULL DENSITY



FOR THIN HAIR
infused with **biotin**



ALL-IN-ONE

FOR ALL HAIR TYPES



SCALP SYNC



FOR SCALP & OILY HAIR
infused with **mint**



COLOR BALM

FOR ALL HAIR TYPES

CONDITIONERS WITH COLOUR DEPOSITS





our
**ICONIC
FRAGRANCE**

**A UNIQUE BLEND OF FRUITS, FLOWERS AND SPICES
FOR A MEMORABLE, UPLIFTING EXPERIENCE**

Our original fragrance was developed following the principles of classic aromatherapy to provide an energising experience both in the salon and beyond.

“ I was inspired by classic fine fragrances that are both timeless and memorable at the same time.

Biolage is distinctively classic, yet has transcended through the years to still be relevant for today's consumer, as well as including sparkling citrus notes come full circle and are trending again in the hair space.

JOHN MAACK

Executive Perfumer
Creator of the Biolage signature fragrance



TOP

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



HEART

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

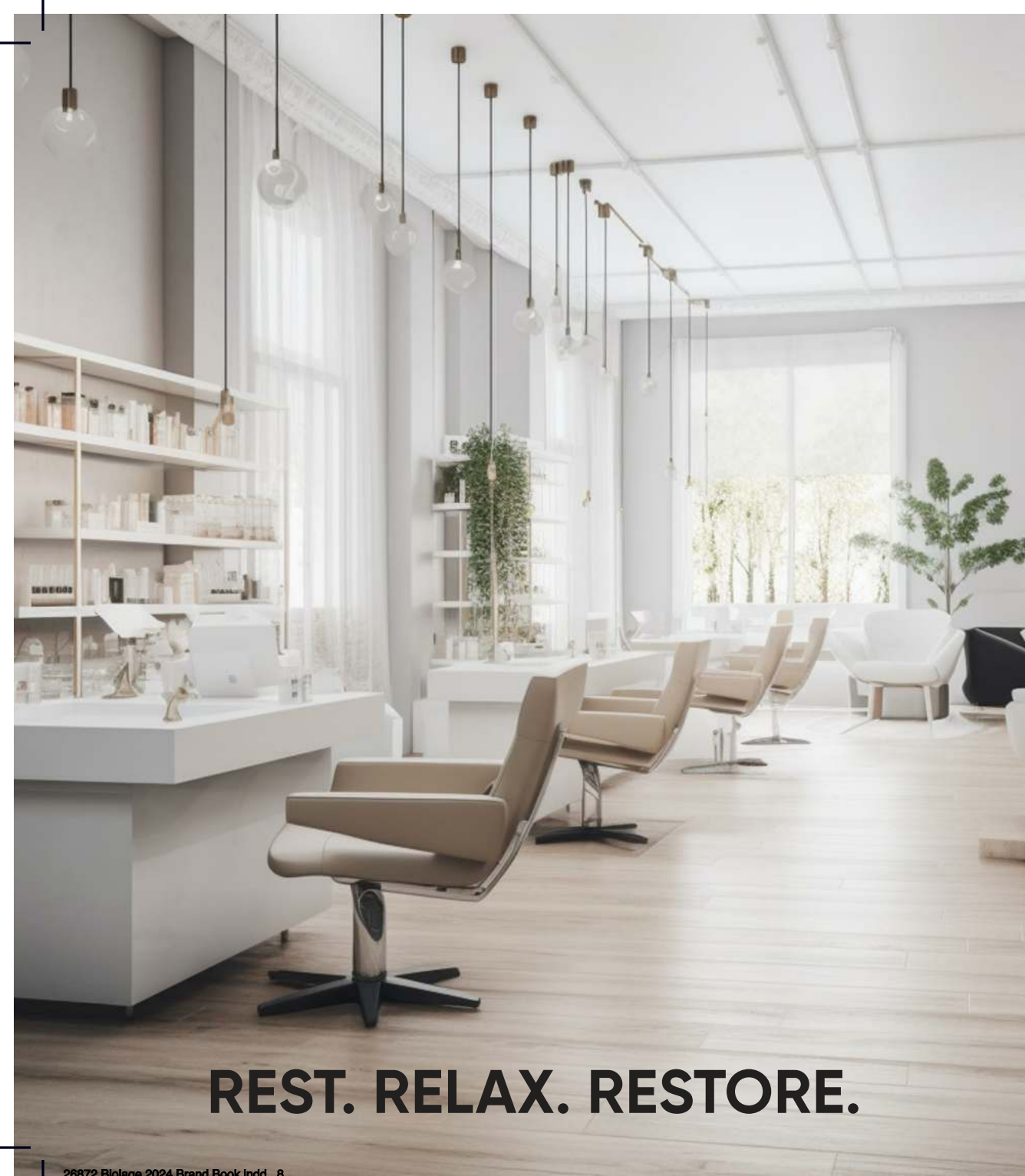


BASE

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




ICONIC BIOLAGE AROMASCIENCE™ FRAGRANCE













REST. RELAX. RESTORE.




TREAT YOUR CLIENTS TO ONE OF BIOLAGE'S SIGNATURE CONDITIONING TREATMENTS

This menu and the education behind it encompasses the whole Biolage range. It has been designed with damaged hair at the forefront and is driven by a problem-solution methodology.



TREATMENT MENU

If you:	We recommend:
 style your hair with heat or tie it back often	<div style="background-color: #4CAF50; color: white; padding: 5px; display: inline-block;">PROTECT TREATMENT</div> infused with vegan* squalene to leave hair feeling healthy and nourished 
 colour or lighten your hair	<div style="background-color: #8B4513; color: white; padding: 5px; display: inline-block;">REINFORCE TREATMENT</div> infused with coconut oil + citric acid to leave hair feeling stronger 
 spend a lot of time outdoors or worry about colour fade	<div style="background-color: #C2185B; color: white; padding: 5px; display: inline-block;">PRESERVE TREATMENT</div> infused with orchid flower extract to leave hair vibrant + healthy looking 
 find you hair looks dull and lacks shine	<div style="background-color: #483D8B; color: white; padding: 5px; display: inline-block;">REPLENISH TREATMENT</div> infused with aloe vera extract to leave hair feeling hydrated 
 struggle with frizz + lack of softness	<div style="background-color: #FF8C00; color: white; padding: 5px; display: inline-block;">SMOOTH TREATMENT</div> infused with camelia flower extract to leave hair smoother 

*No animal-derived ingredients



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Learn more at [Biolage.com](https://www.biolage.com) & follow us on instagram  [@Biolage](https://www.instagram.com/biolage)

