



DEEP TREATMENT PACKS
SELL IN JANUARY 2019

 **BIOLAGE**

WE HAVE AN EXCITING OPPORTUNITY IN OUR BIOLAGE FAMILY

1. Capitalise on the BOOMING mask market with new vegan formulas



2. Modernise our offering with K-beauty inspired using innovative packaging formats



3. Provide a on-going sensorial experience for her beyond the back bar



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INTRODUCING...

DEEP TREATMENT PACKS

Our highest concentration of caring ingredients for instant gratification and a total hair transformation

A WINNING BET FOR 2019

- Star ingredients
- In our best-selling ranges
- Playful packaging

NEW & EXCITING APPLICATION

- ☒ Use once during the service in salon and then 3 more at home
- An opportunity to make a diagnosis
- Transform a service into product sales
- Simple & easy to use, no mess!



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WHAT IS A DEEP TREATMENT PACK?

DEEP TREATMENT INFUSIONS

WHAT IS IT?

In 3 minutes, infuse hair with indulgent textures to instantly restore & deeply transform hair.

WHO GETS THIS SERVICE?

Clients:

- experiencing dry, dull hair that appears less smooth and conditioned
- looking to manage the appearance frizz, split ends, & fly-aways for an overall smooth or sleek finish
- looking to maintain or restore all types of color-treated hair for shiny, vibrant results.

Deep Treatment Packs: Hydrasource, & Colorlast

HOW TO APPROACH THIS CLIENT?

Discuss...

- The causes and specific needs of dry, frizzy, or lack luster color-treated hair.
- **Deep Treatment Pack** designed for up to 4 uses.
- The 1st application is included in the price of each **Deep Treatment Pack**.
- How to maintain in-salon results with the remaining 3 uses at home.




AVAILABLE IN OUR 2 BEST-SELLING RANGES


COLORLAST DEEP TREATMENT PACK

- ✓ with orchid, known for its restorative & protective properties, and apricot seed, recognised for being protein & antioxidant-rich
orchid: known to help color-treated hair retain moisture
apricot seed: with vitamin K & E thought to help strengthen hair's follicle
- ✓ *tests results show: 2 out of 3 women agree hair is immediately more vibrant, with fade-proof color protection after four uses

INSTANT GRATIFICATION *AFTER FIRST USE, HAIR IS

- 
- ✓ more vibrant
 - ✓ 90% more nourished
 - ✓ 3x stronger

DEEP TRANSFORMATION *AFTER 4 USES:


- 
- ✓ color is protected
 - ✓ hair feels healthy
 - ✓ hair looks shinier




HYDRASOURCE DEEP TREATMENT PACK

- ✓ with aloe, known for restoring hair's elasticity, and spirulina, known for its strengthening properties
aloe: moisture-retaining properties
spirulina: strengthening hair and adding to shine
- ✓ *tests results show: hair has 3x the moistures, with stress-proof moisture lock after four uses

INSTANT GRATIFICATION *AFTER FIRST USE, HAIR IS

- 
- ✓ 3x more moisturized
 - ✓ 2x more nourished
 - ✓ 70% less prone to breakage

DEEP TRANSFORMATION *AFTER 4 USES:

- 
- ✓ hair feels soft
 - ✓ hair is more manageable
 - ✓ hair looks & feels healthier



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MASK VS DEEP TREATMENT PACK

MASK

MATERIAL: Plastic Tub

FILL: 150ml

KEY INGREDIENTS: **ColorLast:** Orchid Flower extract

HydraSource: Aloe

APPLICATION: After using Biolage ColorLast/ HydraSource Shampoo, massage Mask into wet hair and leave in 3-5 minutes

USAGE: Use once or twice weekly in place of ColorLast or HydraSource Conditioner.

TEXTURE: Cream Gel rich texture which is smoothed into the hair.

CLAIMS: Leaves hair nourished smooth and hydrated.



DEEP TREATMENT PACK

MATERIAL: 85% Biodegradable 'pack'

FILL: 100ml

KEY INGREDIENTS: **ColorLast:** Orchid Flower extract, Apricot Seed **HydraSource:** Aloe, Spirulina

APPLICATION: After using Biolage ColorLast/ HydraSource Shampoo, towel dry hair, squeeze a small amount. Apply in a downward twisting motion. Leave on for 3 minutes and rinse.

USAGE: 3 further applications to be used once or twice weekly inbetween salon appointments.

TEXTURE: Lightweight gel which is easily absorbed into the hair

CLAIMS: Leaves hair instantly softer with great shine and with colour protection



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A SERVICE & PRODUCT IN ONE

1. DIAGNOSE



AFTER CONSULTATION,
RECOMMEND THE IDEAL PACK
FOR YOUR CUSTOMER'S CARE

2. TREAT



PROVIDE THE DEEP,
NOURISHING TREATMENT
EXPERIENCE AT THE BACK BAR

3. TAKE HOME



RESEAL THE PACK AND
GIVE IT TO YOUR CUSTOMER
TO EXPERIENCE AT HOME

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ALL THE TOOLS FOR A SELL-OUT LAUNCH



BRANDED BLACKBOARD

Use to introduce treatments and services easily in your salon.



BRANDED WOODEN TRAY

Branded to glorify newness and display the Deep Treatment Packs in a premium execution.

AVAILABLE ON
CLUB MATRIX



SERVICE MENU

Brand new service menu which is client facing on one side and then provides step-by-step instructions for hairdressers.

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DRIVE SALES OF OUR BEST-SELLING HYDRASOURCE & COLORLAST RANGES WITH SAMPLING



MINI'S FOR SAMPLING

50ml Shampoo and Conditioner of the corresponding Deep Treatment Pack pillar to encourage trial and purchase.



INFORMATION LEAFLET

Educate on our best-selling ranges with information on the best-selling ranges.



PREMIUM BAG

Branded recyclable paper bag for a full, premium service experience.

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ADDITIONAL ASSETS AVAILABLE ON CLUB MATRIX



MAGAZINE

Discover more about Deep Treatment Packs and Biolage in our January EDIT.



EDUCATION CARDS

Easy to explain usage cards



SOCIAL ASSETS

New assets to support the new look and feel for Biolage

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BUY



4 x
Biologie Deep Treatment
Colorlast



4 x
Biologie Deep Treatment
HydraSource



4 x
Biologie Colorlast
Shampoo 250ml



4 x
Biologie Colorlast
Conditioner 200ml



4 x
Biologie HydraSource
Shampoo 250ml



4 x
Biologie HydraSource
Conditioner 200ml



1 x
Biologie ColorLast
Shampoo 1000ml



1 x
Biologie ColorLast
Conditioner 1000ml



1 x
Biologie HydraSource
Shampoo 1000ml



1 x
Biologie HydraSource
Conditioner 1000ml

GET



12 x
HydraSource
Shampoo 50ml



12 x
HydraSource
Conditioner 50ml



1 x
Biologie Service Menu



1 x
Biologie blackboard
340mm x 240mm



24 x
Colorlast
Shampoo 50ml



24 x
Colorlast
Conditioner 50ml



1 x
Biologie Branded Retail
Bag



1 x
Gift Card



1 x
HydraSource Leaflet



1 x
ColorLast Leaflet



1 x
Biologie Retail Tray

DEAL ONE

BIOLAGE

BUY



2 x
Biologie Deep Treatment
Colorlast



2 x
Biologie Deep Treatment
HydraSource



2 x
Biologie Colorlast
Shampoo 250ml



2 x
Biologie Colorlast
Conditioner 200ml



2 x
Biologie HydraSource
Shampoo 250ml



2 x
Biologie HydraSource
Conditioner 200ml



1 x
Biologie ColorLast
Shampoo 1000ml

GET



2 x
HydraSource
Shampoo 50ml



2 x
HydraSource
Conditioner 50ml



1 x
Biologie Service Menu



2 x
Colorlast
Shampoo 50ml



2 x
Colorlast
Conditioner 50ml



1 x
Biologie Branded Retail Bag



1 x
HydraSource Leaflet



1 x
ColorLast Leaflet



1 x
Gift Card

DEAL TWO

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INGREDIENTS GLOSSARY

Aloe

Sourced responsibly from Tamaulipas, Mexico. Known for its moisture retaining properties.

Rich in hydrating agents and nutrients. In all of our HydraSource Range.

Spirulina

A superfood. Known for its strengthening properties and boosting shine.

A nutrient dense powder. A new ingredient in Hydrasource Deep Treatment Pack.

Orchid Flower

Known for its colour retaining properties. Helps coloured hair retain moisture.

In all our ColorLast product range.

Apricot seed

Known for its strengthening properties. Rich in vitamin K & E.

A new ingredient in ColorLast Deep Treatment Pack.



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