PROMOTIONS
Q2 2019

MATRIX

HAIRCOLOR
Q2 2019

MATRIX

APRIL 2019

MATRIX



NEW

COLOR Sync

FAST & ACIDIC TONERS





TONING IS HAVING A MOMENT

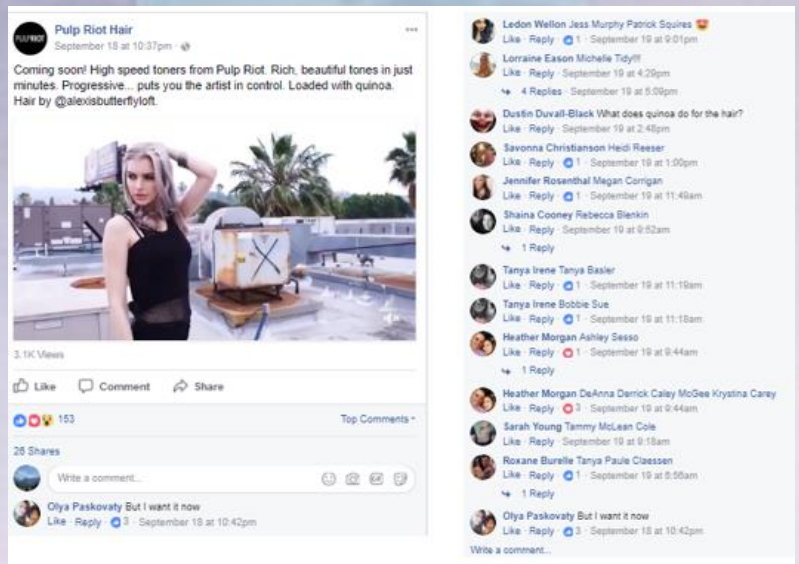




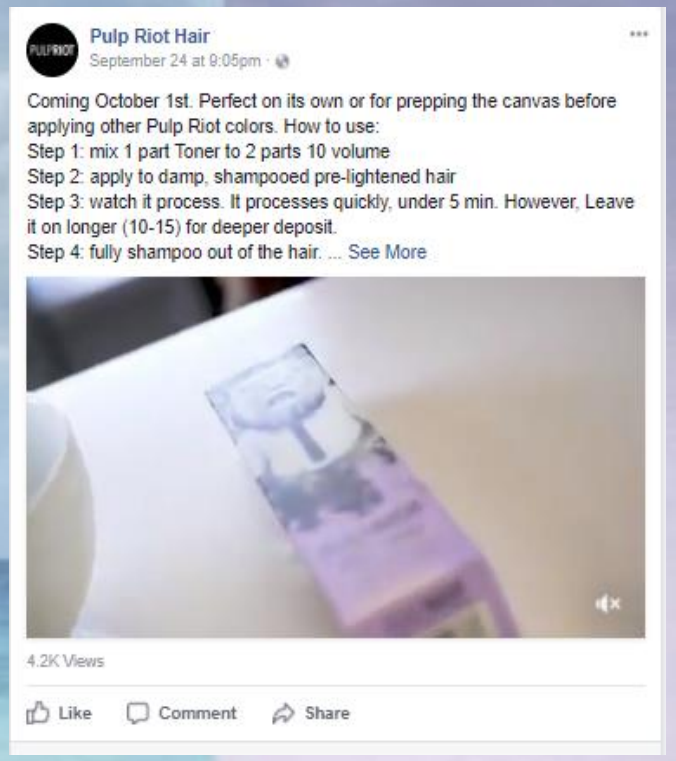
★★★★★ · a month ago

Beautiful toners!

These toners are absolutely beautiful! thet work fast, and process very evenly!







To Pretone or Not To Pretone?

Rebecca Taylor pretones when she wants to achieve a silver or baby blue by using a violet shampoo first, then toning with a 9V to cut warmth (Rickey does the same thing).

VIVID HAIR DESIGN & LIGHTENING WORKSHOP

A two day course taught by Lizz Holt and Kimberly Haro. Day 1 bleach out, and pre-toning for vivids. Day 2:Vivid Artistry Show

Categories: Other & Miscellaneous

The Art of Toning - Demo

Sunday 10:00am-12:00pm - $29.00

Whether you are looking for some great toner tips and techniques to overlay that fresh highlight or help on how to prep the canvas for a vivid fashion tone, this class is for you. Having a skillful eye for creative Toning can make all the difference when in a color correction situation.

MATRIX

INTRODUCING A COMPLETE TONING OFFERING

NEW!

COLOR SYNC 5-MINUTE FAST TONERS



BENEFIT

Easy to apply quickly, tones hair in preparation for vivid color

COLOR SYNC ALKALINE TONERS



BENEFIT

¼-½ level of lift **evens out blonde** tones from root to tip

NEW!

COLOR SYNC SHEER ACIDIC TONERS



BENEFIT

Pure, deposit only toning with no-lift technology plus extra conditioning formula

MATRIX

FAST TONERS



1. **Pretone with CS 5-Minute Fast Anti-Yellow Toner**
2. **Apply SC Cult Lavender Macaron**

COLOR Sync

5-MINUTE FAST TONERS

express foaming haircolor

The fastest toner ever!

- Partial toning in **2.5 min**
- Fully visible toning in **5 min**

Gel-cream formula allows for easy and fast spreadability.

-



MATRIX

FAST TONER PALETTE



Anti-Yellow

Purple for pre-lightened blondes

Anti-Red

Green for neutralized shades

Anti-Brass

Blue for pre-lightened brunettes

MATRIX

ACIDIC TONERS



COLOR Sync

SHEER ACIDIC TONERS

pure, deposit only toner, no-lift technology

Introducing 4 new, gentle ammonia-free deposit only Color Sync Sheer Acidic Toner shades, specifically created in an **acidic base** to tone blondes for a cooler, iridescent effect.

Now, blondes can go beyond toning to get a sheer taste of color that fades true to tone for long lasting, reflective shine!



Sheer Violet



Sheer Ash



Sheer Steel



Sheer Nude





MATRIX

SYNC TONERS LARGE OFFER

In Salon April

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK) MIX AND MATCH:
12 Or More Tubes of Color Sync, 2 oz. (Choose from any Color Sync Formulation: Original, High Speed or Acidic)

RECEIVE FREE SYNC TONERS LAUNCH KIT (PPK – All Items Together):
Kit Includes:
(3) Shade Samples:
- High Speed Anti-Yellow, 2 oz.
- Acidic Sheer Nude and Sheer Steel, 2 oz.

(1) Toners Support Kit:
- High Speed & Acidic Toner Swatchbook Pages
- Color Sync High Speed & Acidic Toners QRG
- New Toners Look Menu

(1) BOND Ultim8 Monodose Kit



Salon Price: $61.20
Salon Value: $84.50
Savings: 28% Savings

MATRIX

SYNC TONERS TRY ME OFFER

In Salon April

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE FOR $4 (OPEN STOCK):
1 Or More Tubes of NEW Color Sync Toners, 2 oz. (Choose from High Speed and Acidic Shades)





Pitching SC feature

Salon Price: $4.00
Salon Value: $5.10
Savings: 20% Savings

MATRIX

30% OFF ON MATRIX LIGHTENERS

In Salon April

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B







1LB.

Salon Price: $11.76
Salon Value: $16.80

Salon Price: $12.74
Salon Value: $18.20

Salon Price: $19.08
Salon Value: $27.25

2LB.

Salon Price: $19.25
Salon Value: $27.50

Salon Price: $21.00
Salon Value: $30.00

Salon Price: $32.90
Salon Value: $47.00



Salon Price: $4.73
Salon Value: $6.75



Salon Price: $7.00
Salon Value: $10.00



Salon Price: $7.00
Salon Value: $10.00

FREE Digital Technique Guide with Purchase

Salon Savings: 30%

MATRIX

MATRIX DEVELOPER STOCK UP

In Salon April

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

SAVE UP TO 17% ON YOUR FAVORITE COLOR BRANDS!

PURCHASE (OPEN STOCK): NOT MIX & MATCH

6 Or More Tubes of MATRIX COLOR

CHOOSE FROM:





- SOCOLOR shades, 3 oz.
- SoBlur, 2 oz.
- SoBoost, 2 oz.

RECEIVE FREE:
(1) MATRIX Cream Developer, 32 oz. (Choose from 10, 20, 30 or 40 vol)

Salon Price: $29.70 - $38.40
Salon Value: Up to $44.65
Salon Savings : Up to 17%



- Color Sync shades, 2 oz.
- SoBoost, 2 oz.

RECEIVE FREE:
(1) MATRIX Cream Developer, 32 oz. (Choose from 10, 20, 30 or 40 vol)

Salon Price: $30.60
Salon Value: $36.85
Salon Savings : 17%



- Color Insider shades, 2 oz.
- Color Insider Concentrates

RECEIVE FREE:
(1) Color Insider Developer, 32 oz. (Choose From 10, 20 or 30 vol)

Salon Price: $40.50
Salon Value: Up to $49.00
Salon Savings : 17%



- LOGICS COLORCREMES shades, 2 oz.
- LOGICS IMPRINTS shades, 2 oz.

RECEIVE FREE:
(1) MATRIX Cream Developer, 32 oz. (Choose from 10, 20, 30 or 40 vol)

Salon Price: $31.50 - $40.50
Salon Value: $37.75 - $46.75
Salon Savings : Up to17%



MATRIX

MAY 2019

MATRIX



ULTRA BLONDE ULTIM8

SOCOLOR



ULTRA BLONDE ULTIM8 CONCEPT

INSIGHT

I love being blonde and I love to push the limits by going lighter, but I don't want to damage my hair.

Ultra Blonde Ultimate is the first permanent blonde hair color formula that lets you lift 5 levels without damage. That's because its formulated with BOND Ultim8, so you get protection and lifting power in one step.

Dare to go blonder with Ultra Blonde Ultimate. Go lighter, stay stronger.



AMERICA'S FAVORITE UL JUST GOT BETTER!



SOCOLOR beauty
Ultra Blonde Ultim8

Lift and tone goes further than ever.

Upgraded with 3x the benefits:

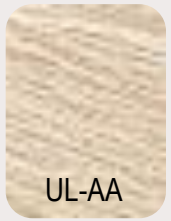
+ strongest neutralization that lasts even longer
+ highest lift, up to 5 levels
+ built-in Bond Ultim8 for strength



MATRIX

ULTRA BLONDE ULTIM8 PALETTE

CURRENT ULs + BOND = BLONDE ULTIM8















BRAND NEW Opalescent Range





ULTRA BLONDE ULTIM8 SMALL OFFER

In Salon May

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B



PURCHASE (OPEN STOCK):
4 Or More Tubes of SOCOLOR Ultra Blonde Ultim8, 3 oz.

RECEIVE FREE BLONDE ULTIM8 LAUNCH KIT (PPK – All Items Together):
Kit Includes:

(1) Blonde Ultim8 Support Kit:

- NEW Blonde Ultim8 & Opalescent Swatchbook Pages
- Blonde Ultim8 & Opalescent QRG
- Blonde Ultim8 Look Menu

(1) Matrix Cream Developer 30 Volume, 32 oz.



Salon Price: $25.60
Salon Value: $31.85
Savings: 20% Savings

MATRIX

ULTRA BLONDE ULTIM8 TRIAL OFFER

In Salon May

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE FOR $5 (OPEN STOCK):
1 Or More Tubes of NEW Blonde Ultim8, 3 oz. (Choose from Ultra.Blondes and Opalescent Shades)







Salon Price: $5.00
Salon Value: $6.40
Savings: 22% Savings

MATRIX

BINDER STOCK UP

In Salon May

SOCOLOR

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

RECEIVE FREE SWATCH BINDER WITH PURCHASE OF SOCOLOR

***Excludes SOCOLOR Cult**

PURCHASE (OPEN STOCK):

24 or More Tubes of SOCOLOR

CHOOSE FROM:

- SOCOLOR, 3 oz.
- SOBLUR, 2 oz.
- SOBOOST, 2 oz.



RECEIVE FREE:

(1) NEW! SOCOLOR Swatch Binder

(1) NEW! SOCOLOR Cult Aqua Bay (Semi, 4 oz.)

(48) So Silver Shampoo and Conditioner Packettes

(48) NEW! Keep Me Vivid Shampoo and Conditioner Packettes



Salon Price: $118.80-$153.60

Salon Value: FREE Swatch Binder + Savings of $7.00

MATRIX

BINDER STOCK UP

In Salon May

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

RECEIVE FREE SWATCH BINDER WITH PURCHASE OF COLOR SYNC

PURCHASE (OPEN STOCK):
24 or More Tubes of COLOR SYNC



CHOOSE FROM:

- COLOR SYNC, 2 oz.
- SOBOOST, 2 oz.

RECEIVE FREE:

(1) NEW! COLOR SYNC Swatch Binder
(1) NEW! SOCOLOR Cult Tropical Violet (Semi, 4 oz.)
(48) So Silver Shampoo and Conditioner Packettes
(48) NEW! Keep Me Vivid Shampoo and Conditioner Packettes



Salon Price: $118.80
Salon Value: FREE Swatch Binder + Savings of $7.00

BINDER STOCK UP

In Salon May



- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

RECEIVE FREE SWATCH BINDER WITH PURCHASE OF COLORINSIDER

PURCHASE (OPEN STOCK):
24 or More Tubes of COLORINSIDER



CHOOSE FROM:

- COLORINSIDER, 2 oz.
- COLORINSIDER Concentrates, 2 oz.
- LIGHTINSIDER Lightening System

RECEIVE FREE:

(1) COLORINSIDER Swatch Binder
(1) NEW! SOCOLOR Cult Starfish Coral (Semi, 4 oz.)
(48) So Silver Shampoo and Conditioner Packettes
(48) NEW! Keep Me Vivid Shampoo and Conditioner Packettes



Salon Price: $162.00
Salon Value: FREE Swatch Binder + Savings of $7.00

MATRIX

TEXTURE STOCK UP TIERED OFFER

In Salon May

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B



PURCHASE (OPEN STOCK):
(6 up to 23) ANY OPTI/BIOLAGE PERM

Salon Price: $25.20- $32.40
Salon Value: Up to $40.50
Salon Savings: 20%

PURCHASE (OPEN STOCK):
(24 or more) ANY OPTI/BIOLAGE PERM

Salon Price: $100.80- $113.40
Salon Value: Up to $162.00
Salon Savings: 30%

MATRIX

JUNE 2019

MATRIX

SOCOLOR CULT ANNIVERSARY

In Salon June – Trial Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B



TRY FOR $5.50 PURCHASE OF (OPEN STOCK) MIX AND MATCH:

1 Or More Tubes of SOCOLOR Cult Shades, 3 oz. or 4 oz.
(Choose from: Semi, Demi & Permanent)

Salon Price: $5.50
Salon Value: $7.00
Salon Savings: 21% Savings

MATRIX

SOCOLOR CULT ANNIVERSARY

In Salon June – Small Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK) MIX AND MATCH:
12 Or More Tubes of SOCOLOR CULT Shades 3 oz. or 4 oz.
(Choose from: Semi, Demi & Permanent)



RECEIVE A FREE:
(1) NEW! SOCOLOR Cult Cape
(18) Total Results Keep Me Vivid Shampoo & Conditioner Packettes
(1) Color Eraser Packette, 77 oz.
(1) SOCOLOR Cult Quick Reference Guide





FPO Cape



FPO Packettes



Salon Price: $66.00
Salon Value: $88.00
Savings: 25% Savings

MATRIX

SOCOLOR CULT ANNIVERSARY

In Salon June – Large Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK) MIX AND MATCH:
24 OR MORE TUBES OF SOCOLOR CULT SHADES, 3 OZ. OR 4 OZ.
(Choose from: Semi, Demi & Permanent)



RECEIVE FREE:
(1) Light Master, 1 lb.
(1) MATRIX Cream Developer, 10 Vol, 32 oz.
(1) MATRIX Cream Developer, 20 Vol, 32 oz.
(1) Keep Me Vivid Shampoo, Liter
(1) Keep Me Vivid Conditioner, Liter oz.

(1) CULT NUK TOOL KIT:
(1) SOCOLOR Cult Apron
(1) Color Eraser Packette, 1 oz.
(18) Re-Bond Shampoo, Pre-Conditioner, Conditioner Packettes

(1)CULT NUK COLLATERAL KIT:
(1)SOCOLOR Cult Swatch Ring
(1) SOCOLOR Cult QRG
(1) SOCOLOR Cult Service Menu
(1) Level Loyalty Flyer



Salon Price: $132.00
Salon Value: $227.30
Salon Savings: 42% Savings + FREE SWATCH RING

MATRIX

BOGO50 ON LIGHTENERS

In Salon June

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK) 1 LIGHTENER PRODUCT, GET 1 50% OFF!

MUST PURCHASE 2 MATRIX LIGHTENER PRODUCTS TO QUALIFY







1LB	Salon Price: $12.60 Salon Value: $16.80	Salon Price: $13.65 Salon Value: $18.20	Salon Price: $20.44 Salon Value: $27.25
2LB	Salon Price: $20.63 Salon Value: $27.50	Salon Price: $22.50 Salon Value: $30.00	Salon Price: $35.25 Salon Value: $47.00



Salon Price: $5.06
Salon Value: $6.75



Salon Price: $7.50
Salon Value: $10.00



Salon Price: $7.50
Salon Value: $10.00

Salon Savings: 25%

Pitching SC case stack

MATRIX

BOGO50 ON BOND ULTIM8

In Salon June

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK) 1 BOND ULTIM8 PRODUCT, GET 1 50% OFF!

MUST PURCHASE 2 BOND ULTIM8 PRODUCTS TO QUALIFY



SALON KIT

Salon Price: $59.25
Salon Value: $79.00



TRAVEL KIT

Salon Price: $33.75
Salon Value: $45.00



SINGLE USE KIT

Salon Price: $6.00
Salon Value: $8.00



STEP 1

Salon Price: $22.50
Salon Value: $30.00



STEP 2

Salon Price: $26.25
Salon Value: $35.00



STEP 3

Salon Price: $6.00
Salon Value: $8.00

Salon Savings: 25%

MATRIX

HAIRCARE
Q2 2019

MATRIX

1H 2019 HAIRCARE DISCONTINUATIONS

BIOLAGE Advanced Repair Inside
MX SB ADV RPINSIDE SHMP 400ML LG7
MX SB ADV RPINSIDE COND LTR LG7
MX SB ADV RPINSIDE COND 400ML LG7
MX SB ADV RPINSIDE SHMP LTR LG7
MX SB ADV RPINSIDE CNTR CRM 200 LG7

BIOLAGE Cleansing Conditioner
MX SB CLNSING COND FINE 500ML LG7
MX SB CLNSING COND MED 500ML LG7
MX SB CLNSING COND CURLY 500ML LG7
MX SB CC DEFIN GEL CURLY 150ML LG7
MX SB CLEAN COND CURLY LTR LG7
MX SB CC COND RPR 500ML V315
MX SB CC COND RPR LVIN 150ML V315
MX SB CC COND RPR LTR V315
MX SB CC COND RPR 100ML V315
MX SB CLEAN COND FINE 30ML LG315
MX SB CLEAN COND MED 30ML LG315
MX SB CC COND RPR 30ML V315

BIOLAGE Aqua Gel
MX SB AQGEL COND CLRLAST 250ML V315
MX SB AQUA GEL HYD COND 250ML V315
MX SB AQGEL COND VOLBLM 250ML V315
MX SB AQUA GEL CLR COND LTR V315
MX SB AQGEL COND SMTHPRF 250ML V315
MX SB AQUA GEL HYD COND LTR V315
MX SB AQUA GEL SMTH COND LTR V315
MX SB AQUA GEL VOL COND LTR V315
MX SB AQUA GEL CLR COND 30ML V315
MX SB AQUA GEL HYD COND 30ML V315
MX SB AQUA GEL VOL COND 30ML V315
MX SB AQUA GEL SMTH COND 30ML V315

TOTAL RESULTS Hello Blondie
MX TR HELLO BLD SHMP 300ML V315
MX TR HELLO BLD COND 300ML LG315
MX TR HELLO BLD SHMP LTR V315
MX TR HELLO BLD COND LTR LG315

MATRIX Oil Wonders
MX OW SHMP 300ML LG315
MX OW SHMP LTR LG315
MX OW COND 200ML LG315
MX OW COND LTR LG315

MATRIX

APRIL 2019

MATRIX

SPRING GETAWAY: TRAVEL THE BIOLAGE WAY

In Salon April

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE SHAMPOO AND CONDITIONER AT A DISCOUNT, RECEIVE FREE BIOLAGE COSMETICS BAG

CHOOSE FROM:

COLORLAST
Shampoo, 13.5 oz.
Conditioner, 13.5 oz.

HYDRASOURCE
Shampoo, 13.5 oz.
Conditioner, 8.5 oz.

VOLUMEBLOOM
Shampoo, 13.5 oz.
Conditioner, 13.5 oz.

SMOOTHPROOF
Shampoo, 13.5 oz.
Conditioner, 13.5 oz.



DESIGN IS WIP

CRM + Push Notification to all Spring Getaway purchasers for offer on NEW Biolage ColorLast Purple Shampoo

Pitching SC end cap with Deep Treatments

Salon Price: $14.50
Salon Value: Up to $19.50
Salon Savings: Up to 26%

BIOLAGE

TOTAL RESULTS BACKBAR

In Salon April

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

SAVE TIME

PURCHASE ANY EXPRESS RESULTS BAR PRODUCT AND GET ONE 50% OFF*

CHOOSE FROM (MIX AND MATCH):

Total Results High Amplify Shampoo, Gallon
Total Results High Amplify Conditioner, Gallon
Total Results Mega Sleek Shampoo, Gallon
Total Results Mega Sleek Conditioner, Gallon
Total Results Color Obsessed Conditioner, Gallon
Total Results Color Obsessed Shampoo, Gallon
Total Results So Long Damage Shampoo, Gallon
Total Results So Long Damage Conditioner, Gallon
Total Results So Silver Shampoo, 1 Liter
Total Results Brass Off Shampoo, 1 Liter
Total Results Brass Off Conditioner, 1 Liter
Total Results Keep Me Vivid Shampoo, 1 Liter
Total Results Keep Me Vivid Conditioner, 1 Liter
Total Results Keep Me Vivid Color Laminator, 6.8 oz.
Total Results Brass Off Mask, 6.8 oz.
Total Results Brass Off Mask, 1 oz. (Box of 10)
Total Results Miracle Creator Mask,1 oz. (Box of 10)







DIGITAL SUPPORT:

Express Results Service Menu available for download

Salon Price: $12.00 - $37.50
Salon Value: Up to $50.00
Salon Savings: Up to 25% Savings

*item of equal or lower value

MATRIX

HAIRSPRAY MONTH – SC ONLY

In Salon April

CREATE THE LATEST STYLING TRENDS WITH OUR MOST ADORED HAIRSPRAYS

PURCHASE OPEN STOCK HAIRSPRAYS
CHOOSE FROM:

Total Results High Amplify Proforma Hairspray, 10.2 oz.
Total Results High Amplify Hairspray, 10.2 oz.
Style Link Volume Fixer Finishing Hairspray, 10.2 oz.
Style Link Style Fixer Finishing Hairspray, 10.2 oz.
Oil Wonders Volume Rose Finishing Spray, 10.2 oz.
Vavoom Freezing Spray, 11.0 oz.
Vavoom Extra-Full Freezing Spray, 11.0 oz.
Vavoom Shapemaker Shaping Spray, 11.0 oz.
Vavoom Shapemaker Extra-Hold Shaping Spray, 11.0 oz.
Biolage Finishing Spritz, 16.9 oz.
Biolage Complete Control Hairspray, 10 oz.
Biolage Freeze Fix Hairspray, 10 oz.



Salon Price: $6.99
Salon Value: Up to $10.00
Salon Savings: Up to 30% Savings

- [x] All Street
- [x] SC Street
- [x] SC Stores
- [ ] BSG Stores
- [ ] Other Stores
- [x] Subs
- [x] B2B

MAY 2019

MATRIX



BIOLAGE

COLORLAST
PURPLE SHAMPOO

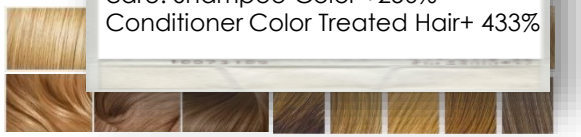
May 2019

BIOLAGE

THE COLOR MARKET IS BOOMING

BOOM IN COLOR

RISE in people coloring their hair
In the US 1 out of 2 women color their hair and 1/3 of them color it blonde



Leading to a rise in color treated hair care: Shampoo Color +250%
Conditioner Color Treated Hair+ 433%

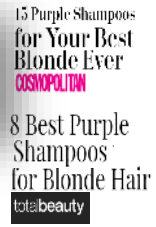
A MARKET SHIFT

Consumers are looking for it:
- 300% rise in search since 2012



Rise in online conversations and articles





THE NEUTRALIZING OFFERS



An opportunity all major haircare brands have embraced.

Google trends: 5 year forecast on keywords ; global result

BIOLAGE

NEW COLORLAST PURPLE SHAMPOO



NEW BIOLAGE

COLORLAST PURPLE SHAMPOO

Powered By Fig & Orchid

BLONDE TESTED & TRUSTED

TESTED BY PRO BLONDE INFLUENCERS

TRUSTED BY STYLIST COMMUNITY

Our answer to post bleach service to neutralize warm to brassy tones and keep hair looking healthy.

INSTANT TONE CORRECTION, CONSTANT HAIR HEALTH

Yellow tones are corrected, color is prolonged, breakage is reduced

STRENGHTENS AND PROTECTS EACH STRAND

Our scalp safe & non sensitizing dies in the formula prevent unwanted warmth & brass by shielding hair from environmental aggressors

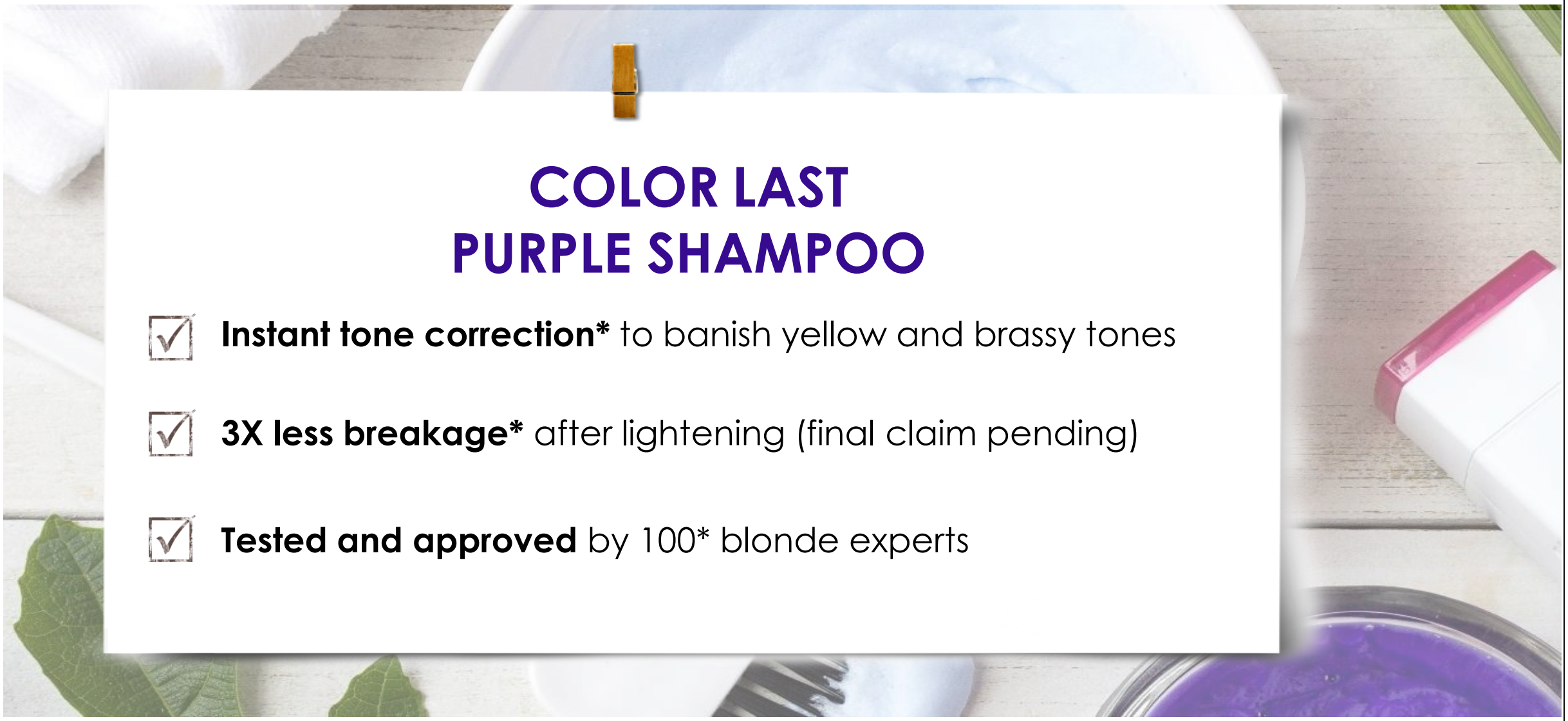
HEALTHY BLONDES, EXPERTLY PROVEN

Panel of expert professionals just like you to torture test our formulas

BIOLAGE

*claim intention. Not final and subject to change

THE CLAIMS



COLOR LAST PURPLE SHAMPOO

- ☑ **Instant tone correction*** to banish yellow and brassy tones
- ☑ **3X less breakage*** after lightening (final claim pending)
- ☑ **Tested and approved** by 100* blonde experts

*Pending test results and claim testing. Not final and subject to change

BIOLAGE

THE PURPLESCRIPTION

ONE DOSE
THAT'S ALL YOUR BLONDE NEEDS!

COLORLAST

PURPLESCRIPTION

YOUR WEEKLY PURPLE SHAMPOO DOSE
FOR FOUR WEEKS OF BRASS PREVENTION*!

PROFESSIONALLY PRE-DOSED PURPLE SHAMPOO

INSTANT TONE CORRECTION

PROGRESSIVE BRASS & YELLOW NEUTRALIZATION

1 PRODUCT / 4 x 10ML



*Pending test results

BIOLAGE

THE PRICING

PRODUCT FORMAT	SALON PRICE	RETAIL PRICE
COLORLAST PURPLE SHAMPOO 1 Liter	$ 14.00	$ 28.00
COLORLAST PURPLE SHAMPOO 13.5 oz	$ 9.50	$ 19.00
COLORLAST PURPLE SHAMPOO 1.7 oz	$ 3.00	$ 6.00
COLORLAST PURPLE SHAMPOO PURPLESCRIPTION SYSTEM	$ 4.00/ea $ 40.00 box/10	$ 8.00

Not final and subject to change

BIOLAGE

COLORLAST PURPLE SHAMPOO STARTER KIT

In Salon May

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE OPEN STOCK:

(5) **ColorLast Purple** Shampoo, 13.5 oz.
(1) **ColorLast Purple**Scription Shampoo Packette System, box 10
(5) **ColorLast** Conditioner, 13.5 oz.
(2) **ColorLast** Shine Shake, 4.2 oz.

RECEIVE FREE:

(18) **ColorLast Purple** Shampoo/ **ColorLast** Conditioner Packettes
(1) **ColorLast Purple** Shampoo, 1 Liter
(1) **ColorLast** Conditioner, 1 Liter
(1) Air-Dry Glotion, 5.1 oz.
(2) White Liter Pumps

MERCHANDISING:

(1) Shelf Talker
(1) Backbar Menu
(1) Mirror Clings



Salon Price: $125.00
Salon Value: $193.50
Retail Value: $387.00
Salon Savings: 35%

BIOLAGE

COLORLAST PURPLE SHAMPOO INDEPENDENT STYLIST KIT

In Salon May

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE OPEN STOCK AND SAVE 25%:

(2) **ColorLast Purple** Shampoo, 13.5 oz.
(2) **ColorLast** Conditioner, 13.5 oz.
(1) **ColorLast Purple** Shampoo, Liter
(1) **ColorLast** Conditioner, Liter

MERCHANDISING:
(1) Shelf Talker



Salon Price: $50.00
Salon Value: $67.00
Retail Value: $134.00
Salon Savings: 25%

BIOLAGE

BIOLAGE COLORLAST PURPLE SHAMPOO

In Store May

- [ ] All Street
- [ ] SC Street
- [x] SC Stores
- [x] BSG Stores
- [x] Other Stores
- [x] Subs
- [x] B2B

TRY NEW COLORLAST PURPLE SHAMPOO RETAIL SIZE FOR ONLY $7.00

CHOOSE FROM:

- **ColorLast Purple** Shampoo, 13.5 oz.



Stylist Price: $7.00
Stylist Value: $9.50
Retail Value: $19.00
Salon Savings: 26%

BIOLAGE

GOOD FOR YOUR HAIR, GOOD FOR THE PLANET

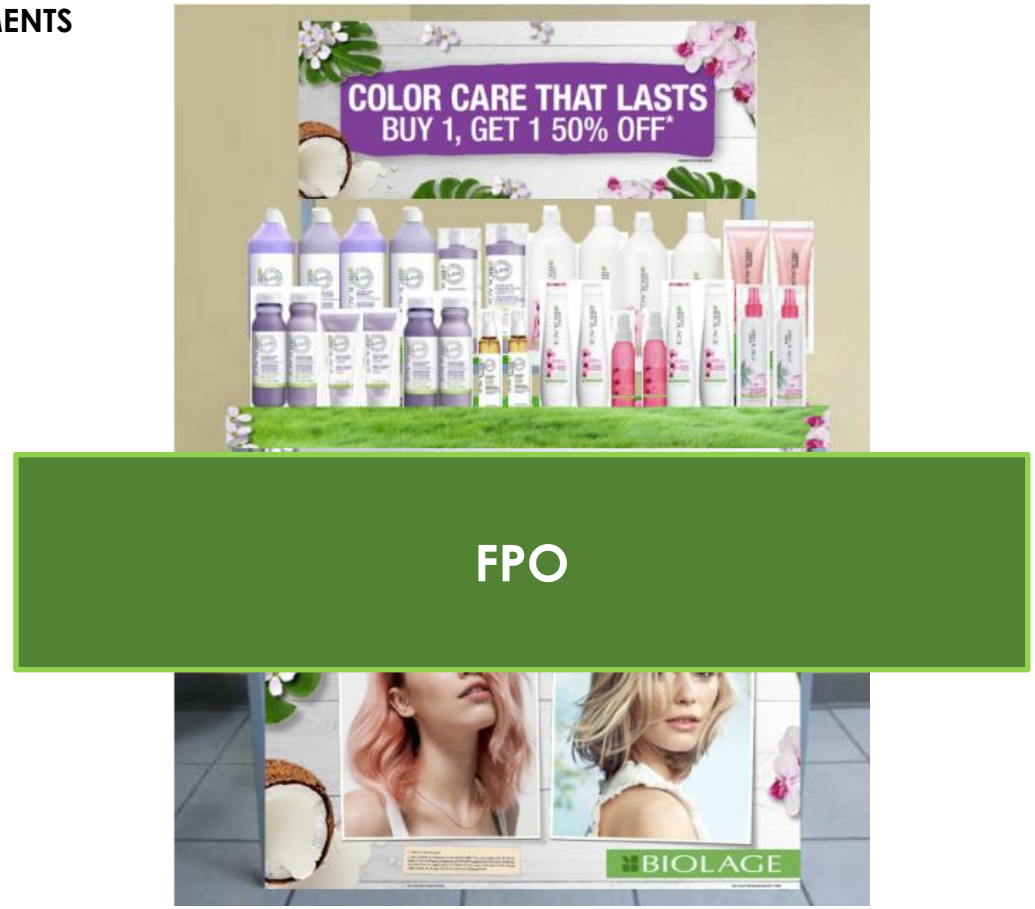
In Salon May

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

SAVE 25% ON ALL BIOLAGE R.A.W. HAIRCARE AND TREATMENTS

CHOOSE FROM:

Recover Shampoo, 11 oz.
Recover Conditioner, 11 oz.
Nourish Shampoo, 11 oz.
Nourish Conditioner, 11 oz.
Uplift Shampoo, 11 oz.
Uplift Conditioner, 11 oz.
ColorCare Shampoo, 11 oz.
ColorCare Conditioner, 11 oz.
Scalp Care AntiDandruff Shampoo, 11 oz.
Scalp Care Rebalance Conditioner, 11 oz.
Scalp Care Rebalance Scalp Oil, 1 oz.
Re-Hab Clay Mask, 14.4 oz.
Re-Hydrate Clay Mask, 14.4 oz.
Re-Bodify Clay Mask, 14.4 oz.
Acidic Milk Rinse, 16.9 oz.
R.A.W. Replenish Oil Mist, 4.2 oz.



Pitching SC nesting table

Salon Price: $6.75 - $11.25
Salon Value: Up to $15.00
25% Savings

BIOLAGE

BIOLAGE STYLING: SUMMER IN STYLE

In Salon May

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE ANY 2 FOR $12.00

CHOOSE FROM:

Hydra Foaming Styler Conditioning Mousse, 8.5 oz.
BlowDry Glotion, 5.1 oz.
AirDry Glotion, 5.1 oz.
Gelée All-Purpose Gel, 16.9 oz.
Freeze Fix Anti-Humidity Hairspray, 10.1 oz.
Whipped Volume Bodifying Mousse, 8.5 oz.
Finishing Spritz Non-Aerosol Hairspray, 16.9 oz.
Texture Sap, 1.7 oz.
Complete Control Fast Dry Hairspray, 10.1 oz.
Smoothing Shine Milk, 8.5 oz.
Thermal Active Setting Spray, 8.5 oz.
Curl Defining Elixir, 4.2 oz.

R.A.W. Heat Styling Primer, 5.1 oz.
R.A.W. Frizz Control Styling Spray, 6.0 oz.
R.A.W. Smoothing Styling Milk, 6.7 oz.
R.A.W. Curl Defining Styling Butter, 8.5 oz.
R.A.W. Bodifying Styling Jelly, 5.75 oz.
R.A.W. Texturizing Styling Spray, 8.0 oz.





Pitching SC feature

Salon Price: $12.00
Salon Value: Up to $19.50
Retail Value: Up to $39.00
Salon Savings: Up to 38%

TOTAL RESULTS STYLERS & TREATMENTS

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

In Salon May

PURCHASE ANY 2 FOR $12.00
TOTAL RESULTS STYLER

CHOOSE FROM:

HIGH AMPLIFY STYLERS
Proforma Hairspray, 10.2 oz.
Foam Volumizer, 8.3 oz.
Hairspray, 10.2 oz.
CURL PLEASE STYLERS
Super Defrizzer Gel, 6.8 oz.
Contouring Lotion, 5.1 oz.
MEGA SLEEK STYLERS
Iron Smoother, 8.5 oz.
Mega Varnish, 3.1 oz.
Blow Down Cream, 5.1 oz.
ROCK IT TEXTURE STYLER
Sea Salt Spray, 4.2 oz.
MIRACLES
Multi-Tasking Treatment. 6.8 oz.
Extender Dry Shampoo, 3.4 oz.



Salon Price: $12.00
Salon Value: $17.00
Retail Value: $34.00
Savings: 29% Savings

STYLE LINK 2018 WEDDING TRENDS

In Salon May

RECREATE THIS SEASON'S MUST HAVE WEDDING LOOKS!
PURCHASE ANY 2 FOR $12.00
CHOOSE FROM:
Prep:
NEW! Style Link Matte Definer , 3.38 oz.
Style Link Heat Buffer Thermal Styling Spray, 8.5 oz.
Style Link Volume Builder Volume Mousse, 8.4 oz.
Style Link Smooth Setter Smoothing Cream, 4 oz.
Play:
Style Link Over Achiever 3-in-1 Cream + Paste + Wax, 10.1 oz.
Style Link Super Fixer Strong Hold Gel , 6.8 oz.
Style Link Shape Switcher Molding Paste, 10.1 oz.
Perfect:
Style Link Texture Builder Messy Finish Spray, 5 oz.
Style Link Volume Fixer Volume Hairspray, 10.2 oz.
Style Link Style Fixer Finishing Hairspray, 10.2 oz.
Style Link Height Riser Volumizing Powder, .25 Oz
Boho & Blowout:
Air Dry Chill Boho Smoothing Air-dry Cream, 3.4 oz.
Air Dry Wild Boho Texture Air-dry Cream, 3.4 oz.
Air Dry Twisted Boho Curl Control Air-dry Cream, 3.4 oz.
Blowout Big Queen Volumizing Blowout Cream, 2.9 oz.
Blowout Curvy Queen Curl Creating Blowout Cream, 2.9 oz.
Blowout Skinny Queen Blowout Cream, 2.9 oz.
Mineral:
PlayBack Dry Shampoo, 3.4 oz.
Airy Builder Dry Texture Foam, 6.0 oz.
Rough me Up Salt Infused Spray, 6.8 oz.
Grip Definer Texture Cream, 3.6 oz.
Mineral Texture Booster, 1 oz.

Salon Price: $12.00
Salon Value: Up to $20.00
Salon Savings: Up to 40%



- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

SC AISLE VIOLATOR

MATRIX

JUNE 2019

MATRIX

BIOLAGE LITER DUOS: SUMMER STOCK UP

In Salon June

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE BIOLAGE BANDED LITER DUOS FOR $19.50 - $21.50

CHOOSE FROM:

HYDRASOURCE
(1) HydraSource Shampoo, 1 Liter
(1) HydraSource Conditioning Balm, 16.9 oz.

COLORLAST
(1) ColorLast Shampoo, 1 Liter
(1) ColorLast Conditioner, 1 Liter

COLORLAST PURPLE NEW
(1) ColorLast Purple Shampoo, 1 Liter
(1) ColorLast Conditioner, 1 Liter

SMOOTHPROOF
(1) SmoothProof Shampoo, 1 Liter
(1) SmoothProof Conditioner, 1 Liter

VOLUMEBLOOM
(1) VolumeBloom Shampoo, 1 Liter
(1) VolumeBloom Conditioner, 1 Liter

OILRENEW NEW
(1) OilRenew Shampoo, 1 Liter
(1) OilRenew Conditioner, 1 Liter

KERATINDOSE
(1) KeratinDose Shampoo, 1 Liter
(1) KeratinDose Conditioner, 1 Liter



Pitching SC case stack

Salon Price: Up to $21.50
Salon Value: Up To $33.00
Re Value: Up To $66.00
Salon Savings: Up to 34%

BIOLAGE LITER OPEN STOCK: SUMMER STOCK UP

In Salon June

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE OPEN STOCK LITERS AT 30% OFF

CHOOSE FROM:

FIBERSTRONG
FiberStrong Shampoo, 1 Liter
FiberStrong Conditioner, 1 Liter

FULLDENSITY
FullDensity Shampoo, 1 Liter
FullDensity Conditioner, 1 Liter

HYDRASOURCE
HydraSource Detangling Solution, 1 Liter
HydraSource Ultra Shampoo, 1 Liter
HydraSource Ultra Conditioner, 1 Liter

SCALPSYNC
ScalpSync Antidandruff Shampoo, 1 Liter
ScalpSync Cooling Mint Shampoo, 1 Liter
ScalpSync Conditioner, 1 Liter

3BUTTER CONTROL
3Butter Control Shampoo, 1 Liter
3Butter Control Conditioner, 1 Liter

CLEANRESET
CleanReset Normalizing Shampoo, 1 Liter

SUGARSHINE
SugarShineShampoo, 1 Liter
SugarShine Conditioner, 1 Liter

EXQUISITEOIL
ExquisiteOil Shampoo, 1 Liter
ExquisiteOil Conditioner, 1 Liter

R.A.W. RECOVER
Recover Shampoo, 1 Liter
Recover Conditioner, 1 Liter

R.A.W. NOURISH
Nourish Shampoo, 1 Liter
Nourish Conditioner, 1 Liter

R.A.W. UPLIFT
Uplift Shampoo, 1 Liter
Uplift Conditioner, 1 Liter

R.A.W. COLORCARE
ColorCare Shampoo, 1 Liter
ColorCare Conditioner, 1 Liter



Salon Price: Up to $14.00
Salon Value: Up To $20.00
Retail Value: Up To $40.00
Salon Savings: 30%

BIOLAGE MINIS: GORGEOUS HAIR ON-THE-GO

In Salon June

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

Save 20%

CHOOSE FROM:

BIOLAGE HAIRCARE

HydraSource Shampoo, 1.7 oz.
HydraSource Conditioning Balm, 1.7 oz.
ColorLast Shampoo, 1.7 oz.
ColorLast Purple Shampoo, 1.7 oz.
ColorLast Conditioner, 1.7 oz.
SugarShine Shampoo, 1.7 oz.
SugarShine Conditioner, 1.7 oz.
3Butter Control Shampoo, 1.7 oz.
3Butter Control Conditioner, 1.7 oz.

BIOLAGE STYLING

Airdry Glotion, 1 oz.
Finishing Spritz, 1oz.
Gelée, 1 oz.



Salon Price: $2.00- $2.40
Salon Value: $2.50- $3.00
Retail Value: $5.00- $6.00
Salon Savings: 20%

BIOLAGE

GET HIGH HOLD AND VOLUME WITH VAVOOM

In Salon June

- [ ] All Street
- [ ] SC Street
- [ ] SC Stores
- [x] BSG Stores
- [ ] Other Stores
- [ ] Subs
- [ ] B2B

PURCHASE ANY OF YOUR FAVORITE VAVOOM PRODUCTS OPEN STOCK
CHOOSE FROM:
Freezing Spray, 11.0 oz.
ShapeMAKER™ Shaping Spray, 11.0 oz.
Extra-Full Freezing Spray, 11.0 oz.
ShapeMAKER™ Extra-Hold Shaping Spray, 11.0 oz.
Height of Glam™ Volumizing Foam, 9.0 oz.
Hold My Body™ Forming Gel, 16.9 oz.



Salon Price: $6.00
Salon Value: Up to $8.75
Salon Savings: Up to 31% Savings

MATRIX