

INTRODUCING THE NEW LOOK OF BIOLAGE STYLING

Same great formulas – plus three new styling products

Arranged by benefit to achieve any look

NEW!

AIRDY GLOTION

MULTI-BENEFIT STYLING SPRAY

- Speeds air dry time and boosts shine
- Detangles & fights frizz
- Light hold



STYLE WITHOUT COLOR-DAMAGING HEAT

NEW!

BLOWDRY GLOTION

LONG-WEAR HEAT PRIMER

- 450 degree thermal protection & versatility to re-style up to 4 days
- Shiny, conditioned, frizz-free blowouts
- Medium hold



HOLD WITH HYDRATION

NEW!

TEXTURE SAP

BUILDABLE DEFINITION GEL

- Buildable texture with a clean feel
- Great for pieceny short styles or use as a root lift for blowouts
- Medium hold - no sticky or waxy buildup



VOLUME, TEXTURE AND HOLD

HYDRA FOAMING STYLER



GELÉE



FINISHING SPRITZ



COMPLETE CONTROL HAIRSPRAY



WHIPPED VOLUME MOUSSE



SMOOTH SHINE MILK



FRIZZ-FREE, SMOOTH LOOKS

FREEZE FIX HAIRSPRAY



THERMAL ACTIVE SETTING SPRAY



CURL DEFINING ELIXIR



CURL DEFINITION & SHINE

BIOLAGE