



BIOLAGE
PROFESSIONAL

NEW SCALP SYNC



HEALTHY HAIR STARTS AT THE ROOT



VEGAN
FORMULAS[†]



CRUELTY
FREE



100%
**excluding
cap



MINERAL OIL
FREE



PARABEN
FREE

[†]no animal-derived ingredients **33.8 fl. oz., 13.5 fl. oz., 8.5 fl. oz., 7.8 fl. oz., 3 fl. oz., 1.69 fl. oz. bottles



SCALP SYNC

introducing prescriptive solutions
for all scalp types: dandruff-prone,
oily, dry and sensitive



THE FUTURE OF HAIRCARE IS SCALP CARE

2 OUT OF 5 WOMEN
AND 1 IN 3 MEN ARE
CONCERNED BY SCALP ISSUES

As a professional stylist, your expertise is
invaluable in helping your clients navigate
their scalp concerns. Empower yourself as
the scalp care authority in your salon with
our new Biolage Scalp Care Certification
course! (See last page for details).

AN IMBALANCE IN THE SCALP




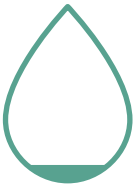


can lead to dandruff, dryness, oiliness and irritation

● **THE SURFACE OF THE SCALP**

has a population of healthy bacteria called the **microbiome**.

**MAINTAINING EQUILIBRIUM
WITHIN THE MICROBIOME**

is key to scalp and hair health.

	MICROBIOME IMPACT	SCALP IMPACT	
		MODERATE	HIGH
 EXCESS SEBUM	Abundance of yeast (Malassezia)	 OILY SCALP Hair looks & feels greasy more quickly	 DANDRUFF- PRONE Appearance of large heavy flakes
 LACKING SEBUM	Abundance of bacteria	 DRY SCALP Tightness + small, light flakes sloughing skin	 SENSITIVE SCALP Irritation + redness and uneven tone

NEEDS GENTLE & RESTORATIVE FORMULAS

the perfect balance of
calming, clarifying, and conditioning

**CLARIFYING AND BALANCING
GLYCOLIC ACID**

a gentle exfoliating active that
increases cell turnover to help
remove product buildup and
dead cells that can disrupt the
healthy function of hair follicles.
Boosts moisture from within.







**CALMING
FERMENTED TEA**

a powerful combination of
antioxidants from fermented
black tea with anti-inflammatory
properties of green tea. Helps
reduce irritation and itchiness.

BE THE EXPERT

in diagnosing your client

WHAT DOES YOUR CLIENT FEEL?	Scalp feels tight or inflexible	Scalp feels irritated or raw	Scalp feels “tingly” toward the end of day	Uneven scalp surface
	Itchy	Itchy	Greasiness	Itchy and/or greasiness
WHAT DO YOU SEE?	Small, light flakes that look like dust on shoulders	Redness on the scalp	Hair looks greasy toward the end of day or the day after shampooing	Larger, heavy flakes that stick in hair and may also land on shoulders
				and/or Distinct patches of white or yellow flakes on scalp
SCALP CONCERN	<div><p>DRY SCALP</p><p>The scalp is producing less sebum than is needed. The scalp surface becomes dry and flaky the same way that dry skin on the body can crack and flake. Dry scalp is commonly mistaken for dandruff.</p></div>	<div><p>SENSITIVE SCALP</p><p>Sensitivity is often caused by dryness combined with an abundance of bacteria or other environmental aggressors.</p></div>	<div><p>OILY SCALP</p><p>The scalp is producing more sebum than is needed to nourish the hair and scalp. The hair is unable to absorb the excess sebum, making it difficult for this person to skip a shampoo day.</p></div>	<div><p>DANDRUFF-PRONE</p><p>Dandruff is caused when there is an abundance of Malassezia (yeast) on the scalp. Yeast thrives when excess sebum is present.</p></div>



SCALP CARE FOR ALL

unique, customized regimens
for each scalp concern

DANDRUFF-PRONE SCALP



Helps eliminate scalp itching, flaking
& redness associated with dandruff

Purifying Scalp Concentrate
Anti-Dandruff Shampoo
Universal Conditioner

scalp feels
**balanced and
fresh for up to
72 hours***

*after one use of Scalp Sync Purifying Scalp Concentrate,
Anti-Dandruff Shampoo and Universal Conditioner

OILY SCALP



Immediately clarifies and removes
up to 100% residue buildup and excess oil

Purifying Scalp Concentrate
Clarifying Shampoo
Universal Conditioner
Oil Balancing Serum

scalp looks and
feels **purified for
up to 48 hours***

*after one use of Scalp Sync Purifying Scalp Concentrate, Calming
Shampoo and Universal Conditioner

DRY OR SENSITIVE SCALP



Immediately calms and balances
the scalp with weightless hydration

Purifying Scalp Concentrate
Calming Shampoo
Universal Conditioner

scalp feels
**soothed with
hydration for
up to 72 hours***

*after one use of Scalp Sync Purifying Scalp Concentrate, Clarifying
Shampoo, Universal Conditioner and Oil Balancing Serum

KICKSTART YOUR CLIENT'S ROUTINE WITH A BALANCED SCALP

exfoliates, calms, and hydrates the scalp in one step

OILY SCALP

Removes dirt and product buildup trapped by excess sebum on the scalp



*after one use of Scalp Sync Purifying Scalp Concentrate, Clarifying Shampoo, Universal Conditioner and Oil Balancing Serum

DANDRUFF-PRONE SCALP

Loosens flakes and removes excess oil and contaminants



*after one use of Scalp Sync Purifying Scalp Concentrate, Anti-Dandruff Shampoo and Universal Conditioner

DRY OR SENSITIVE SCALP

Clears dehydrated and dead skin cells that cause flaking and harbor irritants



*after one use of Scalp Sync Purifying Scalp Concentrate, Calming Shampoo and Universal Conditioner

ONCE THE SCALP HAS BEEN PREPARED IN THIS WAY, OUR CUSTOMIZED CARE REGIMENS GO TO WORK ADDRESSING THE UNIQUE NEEDS OF EACH SCALP.

meet the regimen

step 1
CLARIFY

FOR ALL SCALP TYPES Purifying Scalp Concentrate

WHAT IT IS

A gentle rinse-off scalp treatment, infused with **fermented tea** and **glycolic acid**, that is used as a pre-shampoo. Can be used on all scalp types to balance the scalp.

WHAT IT DOES

It exfoliates and clarifies the scalp from buildup, excess oil, impurities and dead skin after one use. Hair and scalp are left feeling refreshed and reinvigorated.

HOW TO USE

Before shampooing, section dry hair to expose scalp. Apply nozzle directly to scalp to apply 10ml of product evenly throughout the scalp. Massage for 5 minutes and leave on for a recommended time of 15 minutes, then rinse.

Suitable for color-treated hair

must-have



step 2
CLEANSE

SELECT
ONE SHAMPOO
TO CUSTOMIZE
THE ROUTINE

FOR DANDRUFF-
PRONE SCALP
Anti-Dandruff Shampoo

WHAT IT IS
A gentle shampoo infused with **Zinc Pyrithione**, **fermented tea**, and **glycolic acid**.

WHAT IT DOES
Helps eliminate scalp itching, irritation, redness, scaling and flaking associated with dandruff. Scalp feels fresh and balanced. Hair is left soft, smooth, hydrated and manageable with a natural-looking shine.

HOW TO USE
For best results, use at least twice a week or as directed by a physician. Shake well. Apply evenly onto scalp. Leave on 1-3 minutes. Rinse. Repeat if necessary.

Suitable for color-treated hair



*no animal-derived ingredients

FOR
OILY SCALP
Clarifying Shampoo

WHAT IT IS
A clarifying shampoo that removes residue, buildup and excess oil & sebum. Infused with **fermented tea** and **glycolic acid**.

WHAT IT DOES
Clarifies the scalp and removes up to 100% residue removal, buildup and excess sebum and oil while balancing sebum and moisture levels. Restores volume and lift to hair. Leaves hair with a natural softness and shine.

HOW TO USE
Apply to wet hair by gently massaging onto scalp and hair. Rinse. Follow with **Universal Conditioner**.

Suitable for color-treated hair



*no animal-derived ingredients

FOR DRY OR
SENSITIVE SCALP
Calming Shampoo

WHAT IT IS
A gentle shampoo for dry & sensitive scalps infused with **fermented tea** and **glycolic acid**.

WHAT IT DOES
Gently cleanses, calms and balances scalp with weightless hydration to prevent dryness and tightness from lack of moisture. Gently cares for hair making it smooth and more manageable with a healthier-looking scalp.

HOW TO USE
Apply to wet hair by gently massaging onto scalp and hair. Rinse. Follow with **Universal Conditioner**.

Suitable for color-treated hair



*no animal-derived ingredients

step 3
CONDITION

FOR ALL
SCALP TYPES
Universal Conditioner

WHAT IT IS
A gentle, lightweight conditioner, infused with **fermented tea** and **glycolic acid**, that is ideal for all scalp types.

WHAT IT DOES
Nourishes to condition hair and promote a healthy scalp. For those with dry scalp, the conditioner can be used as a treatment by applying directly to scalp and lengths for a balanced, healthier-feeling scalp. Leaves hair looking healthy and conditioned.

HOW TO USE
After Shampoo, apply to wet hair. Leave in 1-3 minutes. Rinse thoroughly. Can be applied directly on scalp.



*no animal-derived ingredients

step 4
TREAT

FOR
OILY SCALP
Oil Balancing Serum

WHAT IT IS
A lightweight, leave-in oil-control treatment infused with **fermented tea**.

WHAT IT DOES
Used on wash days to absorb and reduce excess oil for fresh-feeling and fresh-looking scalp and hair in between washes. Helps prevent sebum from traveling down the hair strand with continued use.

HOW TO USE
After washing, separate towel-dried hair to expose scalp. Apply a drop every inch onto the scalp and then massage into the skin for 1 minute. Dry hair and scalp as usual. In case of contact with eyes, rinse them immediately.



*no animal-derived ingredients

BOOST YOUR SERVICE AND RETAIL REVENUE

three unique, in-salon scalp services to address your clients' specific needs



SERENITY
for dandruff-prone scalps



Purifying Scalp Concentrate
Anti-Dandruff Shampoo
Universal Conditioner

Purifying & detoxifying treatment for dandruff-prone scalps. Cleanses away flakes and treats with active **Zinc Pyrithione**.



PURITY
for oily scalps



Purifying Scalp Concentrate
Clarifying Shampoo
Universal Conditioner
Oil Balancing Serum

Clarifying & refreshing treatment for oily scalps. Incorporates our leave-in serum to balance and control oil.



CLARITY
for dry & sensitive scalps



Purifying Scalp Concentrate
Calming Shampoo
Universal Conditioner

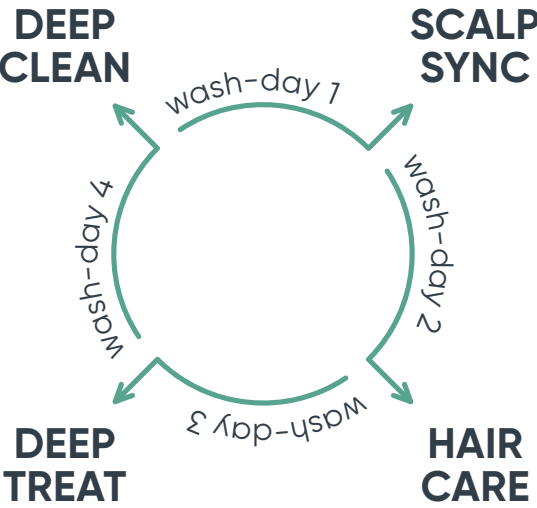
Calming & hydrating treatment for dry & sensitive scalps. Includes a blend of nourishment and massage soothe the scalp.

PROVIDE A RECOMMENDATION AS A TRUSTED PRO

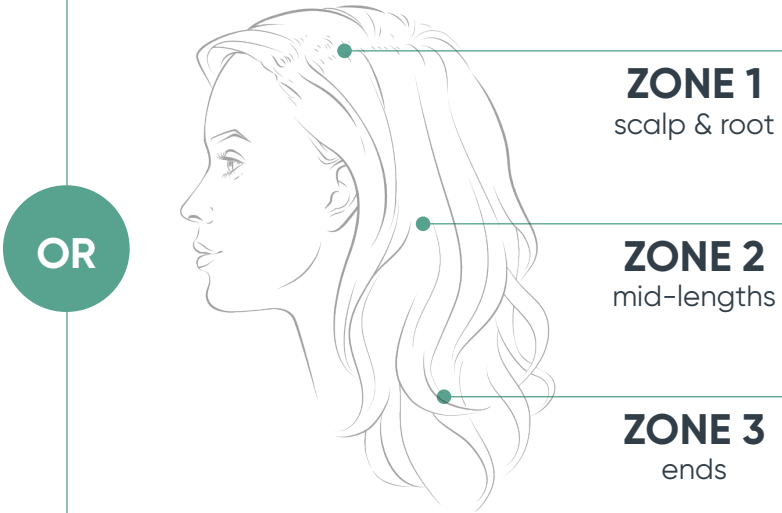
clients may have different concerns for their scalp than they do for their hair

INTEGRATE SCALP SYNC INTO YOUR BIOLAGE HAIR & SCALP ROUTINE

CYCLING METHOD
Incorporate **Scalp Sync** regimen as a regular interval in your Biolage hair & scalp care routine



ZONE METHOD
Use **Scalp Sync** regimen in Zone 1 and your Biolage haircare regimen in Zones 2 & 3



AS A RESULT, YOU MAY RECOMMEND PRODUCTS FROM MULTIPLE RANGES TO MEET THEIR NEEDS AND BUDGET

SCALP SYNC FAQs

WHAT HAIR TYPE BENEFITS MOST FROM USING SCALP SYNC?
Although all hair types will see some level of benefit, this range is primarily focused for oily, dry, sensitive, and dandruff-prone scalp types.

CAN THE SCALP SYNC PURIFYING SCALP CONCENTRATE BE USED AS AN OVERNIGHT TREATMENT OR AS A LEAVE-IN?
It is not recommended to use **Scalp Sync Purifying Scalp Concentrate** in any of these ways. This is a rinse out pre-treatment which should be applied and massaged in before shampooing as directed. Do not exceed the 15-minute timing.

HOW LONG BEFORE YOU SEE RESULTS OF THE PURIFYING SCALP CONCENTRATE?
When followed with **Scalp Sync Shampoo** and **Conditioner**, results are seen the same day.

HOW DOES SCALP SYNC DIFFER FROM OTHER BIOLAGE HAIRCARE RANGES?
Our Biolage hair care ranges address a multitude of hair concerns. However, what makes **Scalp Sync** different is its focus on providing customized solutions for all scalp types while also caring for the hair strands.

DO YOU HAVE TO USE THE PURIFYING SCALP CONCENTRATE AND/OR OIL BALANCING SERUM WITH SCALP SYNC SHAMPOOS AND SCALP SYNC UNIVERSAL CONDITIONER?
It's recommended to use **Scalp Sync Purifying Scalp Concentrate** and/or **Scalp Sync Oil Balancing Serum** with **Scalp Sync Shampoos** and **Scalp Sync Universal Conditioner**. However, the treatments deliver benefits of their own and can be used with another Biolage haircare range if it better suits your client. It is not recommended to use the **Cooling Mint Shampoo** on the same day as the **Purifying Scalp Concentrate** due to the potential for heightened sensitivity from menthol applied on a freshly exfoliated scalp.

Clean Reset Normalizing Shampoo	Replaced by new Scalp Sync Clarifying Shampoo
Scalp Sync Cooling Mint Shampoo	Staying in the Biolage portfolio but moving to its own franchise
Scalp Sync Anti-dandruff Shampoo	Reformulated for an optimized fit in the new Scalp Sync franchise
Scalp Sync Conditioner	Replaced with new Scalp Sync Universal Conditioner

CAN SCALP SYNC PRODUCTS BE USED ON HAIR EXTENSIONS?
Yes, the products can be used on scalps with 100% human hair extensions in which the cuticle has not been altered from its original state prior to purchase. Apply product to the scalp or human hair potion of the weft, only avoiding any points of adhesion. If it is not possible to avoid points of adhesion, we do not recommend use of these products. However, **Scalp Sync** products could be ideal when used between extension services for a calming and soothing effect on scalp.

WHY IS THERE A SUNBURN WARNING ON MOST OF THE PRODUCTS?
Alpha hydroxy acids (AHAs) are found in a number of hair and skin cosmetic products, as they are known to help cleanse without stripping moisture. The US FDA advises that all cosmetic products containing AHAs that are topically applied to the skin have the potential to increase the skin's sensitivity to sunlight and recommends very specific usage instructions on these types of products. **Scalp Sync** products are hair products that contain the AHA known as glycolic acid and are not intended for topical application to the skin. However, unintentional exposure of the skin may occur during regular use and that's why the FDA's recommended statements are included on the packaging for your understanding and awareness.

EMPOWER YOURSELF TO BECOME A SCALP EXPERT



LUIS ALVAREZ
Biolage Global
Artistic Director



learn more about **Scalp Sync** by visiting our youtube playlist devoted to scalp care



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