

SCALPSYNC A NEW SCALP SENSATION

THE SUCCESS STORY SO FAR: SALON SALES +27%*!

Biolage has been booming since its amazing reinvention in February. Our ranges have been helping thousands of your salons to grow. We've introduced beautiful new packaging with scientifically proven formulas that really transform the way hair looks and feels, at an attractive price point that makes gorgeous hair an accessible reality.

However, it's more than just a product line. By offering in-salon services and a comprehensive home care regime, your clients will experience a level of professionalism and sensorial experience that your competitors can not match. By standing out head and shoulders above other local salons, clients will become increasingly loyal and recommend friends to visit the best salon in town to experience your outstanding service for themselves. Biolage should be a key part of this vision. By offering tailored BioExperiences and a comprehensive selection of care ranges, you can ensure that you offer the right care for the right client - because no two are the same.

So how are we building on our success? How can we appeal to even more of your clients? Our answer is Scalpsync - the next chapter in new Biolage.



SCALPSYNC THE ENERGISING NEW CHAPTER

Scalpsync is the latest opportunity to energise your salon's business - just as it'll energise your clients' hair and scalps. We've developed a range of solutions for dandruff, irritation, oiliness and buildup - restoring beautiful hair and boundless confidence for ultimate client satisfaction.

Our scalp care range has established itself as a top Biolage bestseller over the past 3 years. How? Your clients have scalp and buildup problems; we have the perfect professional solution. Refreshed and reinvigorated as 'Scalpsync', we've upgraded our range with beautiful new packaging and new & improved formulas.

Inspired by the mint leaf, nature's invigorating anti-bacterial cleanser, our Anti-Dandruff and Cooling Mint shampoos offer a powerful defense against visible flakes and excess oil all while leaving the scalp feeling minty fresh!

Inspired by lemongrass, nature's anti-septic self-cleansing mechanism, our Clean Reset shampoo gently eliminates buildup and residue, leaving hair sublimely clean and naturally beautiful.

Designed to sit harmoniously alongside our other reinvented ranges, Scalpsync is the ideal addition to your salon's haircare portfolio. It's a scalp sensation; a simple step to soaring success in your salon!

MATRIX
IMAGINE ALL YOU CAN BE



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*Matrix Business Sell Out data April 2014 YTD vs April 2013 YTD. Anti-Dandruff Shampoo. Reduces the appearance of visible flakes and oil after one use.

"Is your salon market savvy? Anti-dandruff is a massive 16% of the UK consumer haircare market."

WANT TO EXPAND YOUR CARE OFFERING? SERIOUS ABOUT SCALPSYNC? YOUR MATRIX SALES CONSULTANT CAN HELP GROW YOUR BUSINESS TODAY!

"Did you know? Controlling dandruff is #2 concern for UK men!"*



**COOLING MINT SHAMPOO
PERFECT FOR MALE CLIENTS
AND ALL THE FAMILY**

Balances oil and refreshes the scalp.

An invigorating shampoo with an energizing mint fragrance, that cleanses excess oil from scalp and hair. The scalp feels awakened with a refreshing sensation and hair is left feeling soft and beautifully rebalanced. A great everyday shampoo for your male clients.



**ANTI-DANDRUFF SHAMPOO
PERFECT FOR YOUR CLIENTS
WITH DANDRUFF**

Flakes and oily scalp controlled after 1 use*.

A soothing shampoo with Zinc Pyrithione that targets visible flakes and helps to control, irritated, oily scalps. Dandruff and oiliness is controlled in just one use* - with hair left feeling soft and refreshed with natural shine, and scalp feeling free of irritation. The go-to solution for your clients with dandruff or itchy scalps.



**CLEAN RESET
NORMALISING SHAMPOO
PERFECT FOR REMOVING OIL
AND STYLING BUILD-UP**

Eliminates build-up and impurities.

A wonderfully gentle deep cleansing shampoo for all hair types. Hair is cleansed of buildup and impurities without being dried out. Perfect for those clients who are serious about styling.



CLIENT SATISFACTION GUARANTEED

You can believe in Biolage. Our products bring the beauty of nature to your client's hair, unlocking the power of amazing botanicals with science. No empty promises, only satisfied clients: sure to return to your salon for more of your great services and our winning products. You can recommend Biolage to your clients with confidence, because in the unlikely event that they're not satisfied with their purchase, we're prepared to offer them their money back**.

BIOLAGE

*KWP Usage - GB - Male - 12 m/e December 2012. **Limit of 2 Biolage products per refund and one refund per household. Proof of purchase required. Valid for redemption with a till receipt up to 4 weeks after purchase date from a professional Matrix Biolage stockist salon. Products with at least approximately 50% content must be returned together with the fully completed form downloadable from www.matrixhaircare.co.uk See www.matrixhaircare.co.uk for further details and full Terms & Conditions.