



aquage.

2023 SALON BRAND GUIDE



Care or style, it's a
treatment in every bottle.

Only Aquage® has AlgaePlex®.

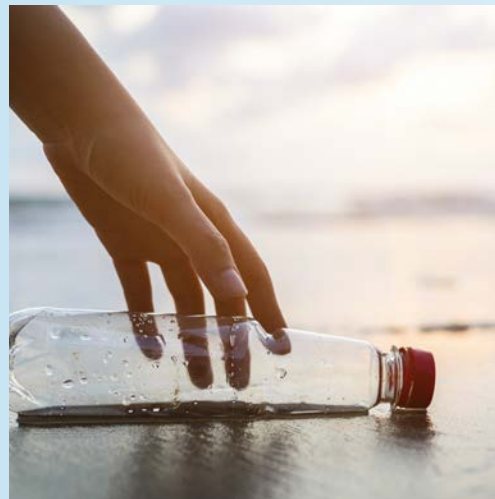
This natural union of sustainably sourced ingredients, rich in curative and restorative marine botanicals, helps strengthen, smooth and protect hair.

From the Irish and Mediterranean seas to the Canadian oceans, our AlgaePlex® Complex is sustainably harvested.

We've been creating AlgaePlex® this way since 1998!

Performance

WITH PURPOSE



NEW LOOK
100%
RECYCLABLE
OCEAN BOUND
PACKAGING




aquage

Straightening Ultragel
Gel Lissant Ultralég
Gel Alisador
Ultraligero


AlgaePlex®
Marine Botanicals™
NET WT. 173 g / 6 OZ. e

aquage

Silkening Oil Treatment
Traitement Soyeux
à L'huile
Tratamiento Sedoso
con Aceite

SeaExtend®
Ultimate ColorCare®
with Thermal-V®


AlgaePlex®
Marine Botanicals™
113 ml / 4 FL. OZ. e

aquage

Uplifting Foam Mousse
Mousse
Volumisante
Espuma
Volumizante


AlgaePlex®
Marine Botanicals™
NET WT. 227 g / 8 OZ. e

AlgaePlex®

Our proprietary blend of sustainably sourced Marine Botanicals:

KELP – the most sustainable plant source in the sea. Rich in proteins and amino acids to restore balance and moisture

IRISH MOSS – containing beta-carotene, vitamins and minerals to nourish and strengthen

RED & GREEN ALGAE – deliver intense conditioning and antioxidant properties to smooth and protect



The Ocean Bound Journey

To further reduce our footprint, **our new ocean bound sustainable packaging reduces the use of virgin plastic**. All our bottles are 100% recyclable and made from repurposed plastic. We are streamlining and decreasing plastic waste while maintaining our luxe formulas that keep your hair and our oceans healthy.

MORE OCEANS.

Less Plastic.



aquage +  **plasticbank**[®]

Aquage[®] prevents 2.5 million plastic bottles from entering the ocean annually.

That's equivalent to 50 tons of plastic each year!

We are using 100% recyclable ocean bound plastic in our new packaging. And a portion of every single Aquage[®] sale goes directly to our partnership with PlasticBank[®], a social impact company, dedicated to reducing plastic pollution and protecting our oceans.

Haircare

A TREATMENT IN EVERY BOTTLE

Specialized haircare infused with AlgaePlex® Marine Botanicals™ to cleanse, moisturize and nourish.



**NEW LOOK –
SAME GREAT PERFORMANCE!**

Essentials

Shampoos and conditioners that nurture, strengthen and protect.



COLOR PROTECT

for color treated,
normal-to-dry hair



VOLUME

for fine, limp or thin hair



STRENGTHEN

for dry or damaged hair



SeaExtend® Ultimate Colorcare®

Optimal color protection to maintain hair color vibrancy. Free from parabens, sulfates and sodium chloride.



SMOOTH

for coarse, curly, frizzy, unruly or unmanageable hair

STRENGTHEN

for chemically treated, fragile or brittle hair

VOLUME

for fine, thin or lifeless hair

BRIGHTEN & ILLUMINATE

violet pigments brighten and illuminate blonde, lightened, and highlighted hair



Hair & Scalp Health

Haircare infused with cbd, marula oil & vegan keratin. Rebalances both hair & scalp.



Styling

A TREATMENT IN EVERY BOTTLE

Customize and cocktail our buildable formulas to create unique looks for every hair type.



LOOKS BY
@UPDOS.BY.JOCELYN



SEAEXTEND® STYLE

Silkening Oil Treatment
—
Silkening Oil Foam



THERMAL PROTECT

Beyond Shine™
Shine Spray
—
Beyond Body™
Sealing Spray
—
Working Spray
Firm Hold



SMOOTH / SLEEK

Straightening Ultragel
—
Molding Megagel



CURL

Defining Gel
—
Curl Defining Crème

TEXTURE

Transforming Paste
—
Spray Wax Volume & Definition
—
Sea Salt Texturizing Spray
—
Dry Texture Finishing Spray
—
Detailing Crème

TEXTURE PRODUCTS ARE ALSO GREAT FOR FINISHING!

VOLUME

Uplifting Foam
—
Thickening Spray Gel
—
Dry Shampoo

FINISH

Finishing Spray
Buildable Hold
—
Freezing Spray
Maximum Hold



Our plastic bottles and tubes are 100% recyclable and made from sustainable ocean bound material

THE BACKROOM

The digital destination for beauty professionals.
aquageinsiders.com



Aquage® Bestsellers

CARE

- Silkening Oil Treatment, 4 oz.
- Silkening Shampoo, 8 oz.
- Silkening Conditioner, 8 oz.

STYLING

- Uplifting Foam, 8 oz.
- Finishing Spray, 10 oz.
- Transforming Paste, 4 oz.
- Beyond Shine, 4.6 oz.
- Thickening Spray Gel, 8 oz.
- Defining Gel, 6 oz.
- Straightening Ultragel, 6 oz.
- Curl Defining Crème, 4 oz.

On-Demand Education

Get inspired and find power in your freedom to create.

Aquage® has a regimen for all hair types. Care or style, it's a treatment in every bottle. We empower the artist to curate a unique hair journey for each client, formulated with products that embody the elements to fuel your vision.

ON-DEMAND TUTORIALS

- Complimentary, Cutting and Styling tutorials ready to watch, anytime
- 10–20+ minute Foundational to Modern Classic techniques

VIRTUAL EXPERIENCES

- Visit Aquage.eventbrite.com for our biweekly, live classes for demos on the newest trends
- In-depth knowledge of our Aquage collections, with tips and tricks to maximize the treatment in every bottle

*Learn from Aquage® experience, artists & Celebrity Stylist Brand Ambassador @LauraPolko

Downloadable Sales + Marketing Tools

The tools you need to grow your salon business!

Whether you're a sales representative, salon owner or independent stylist, Aquage® has the tools you'll need to drive your service and retail sales.

DIGITAL ASSETS

- Social posts, web banners, product guide, fact sheets, price lists

SALON COLLATERAL

- Salon signage, posters, easels plus more

SAMPLES

- Best-selling products in deluxe sample sizes



ACCESS TO
DIGITAL EDUCATION

EDUCATION MENU



Get Elevated with *Aquage® Education*

Custom virtual and in-salon experiences to inspire you with:

- Foundations that will give you freedom to create any cut and style
- New techniques to tap into your greatest potential as a stylist
- All experiences in each series are led by hair experts

Contact your local Aquage® representative to schedule!

aquageinsiders.com
aquage.eventbrite.com

*In-salon experience available with large opener



EXPLORE*

AQUAGE® IMMERSION

- Create with confidence with in-depth knowledge of the entire Aquage® portfolio
- 2 hours + option of a demo

SEA-EMPOWERED STYLING

- Learn buzz-worthy techniques and explore the tips and tricks of every product
- 2 hours + option of a demo

EMPOWER*

THE POWER OF TEXTURE

- Design the roadmap to enhance all textures and shapes
- 3 hours + demo

FREE-FORM CUTTING

- "Free-Form" texturizing techniques to build shape and movement for all cuts
- 3 hours + demo

ELEVATE

Contact your local sales rep to see how you can qualify for hands-in/hands-on, in-salon experience.

Hands in: 1 mannequin per 2-3 attendees

Hands on: 1 mannequin per attendee

THE NEXT WAVE

- Style while elevating your creative techniques
- Tips and tricks to approach your canvas from a different angle
- 3 hours + demo (or hands-in/hands-on upon request)

FLUID DISCONNECTION

- Learn the power of disconnection with blending techniques to remove weight and enhance all shapes
- 3 hours + demo (or hands-in/hands-on upon request)

THE ART OF THE RAZOR

- Discover how to simultaneously create and diffuse structural lines, accentuate movement, and enhance texture with 10 unique Aquage® razor-cutting techniques!
- 2 hours + demo (or hands-in/hands-on upon request)

SOCIAL INFLUENCE

- Maximize your reach by turning followers into clients
- Learn the fundamentals of social media to turn services into profit while increasing your reach

NEW



ULTIMATE COLOR CARE FOR BRIGHTER BLONDES

Violet pigments neutralize
brassy & yellow undertones.



[AQUAGEPRO.COM](https://www.aquagepro.com), the digital destination for salon professionals.



@aquagehaircare



@aquage