

BIO:IONIC®

2026 PRODUCT GUIDE



WHO WE ARE

BIO:IONIC®

The Science Of Ions: Moisturizing Heat For Feel Good Hair

Bio Ionic is where advanced science meets the art of styling. Founded by a stylist in 1997, our tools deliver trusted, salon-quality results with care. Powered by our signature Ionic Mineral Technology, each tool is expertly designed to help safeguard your hair's moisture for smooth, healthy-looking results. Engineered with precision and crafted for performance, Bio Ionic empowers stylists to achieve flawless results that protect as they perfect for hair that looks beautiful, feels healthy and lasts.

#1 Pro Tool Brand

SEGMENT

Premium Appliances: Irons, Stylers, Dryers

KEY MESSAGES

Ion- Powered, Innovative, Trusted, Effortless

BRAND DIFFERENTIATORS

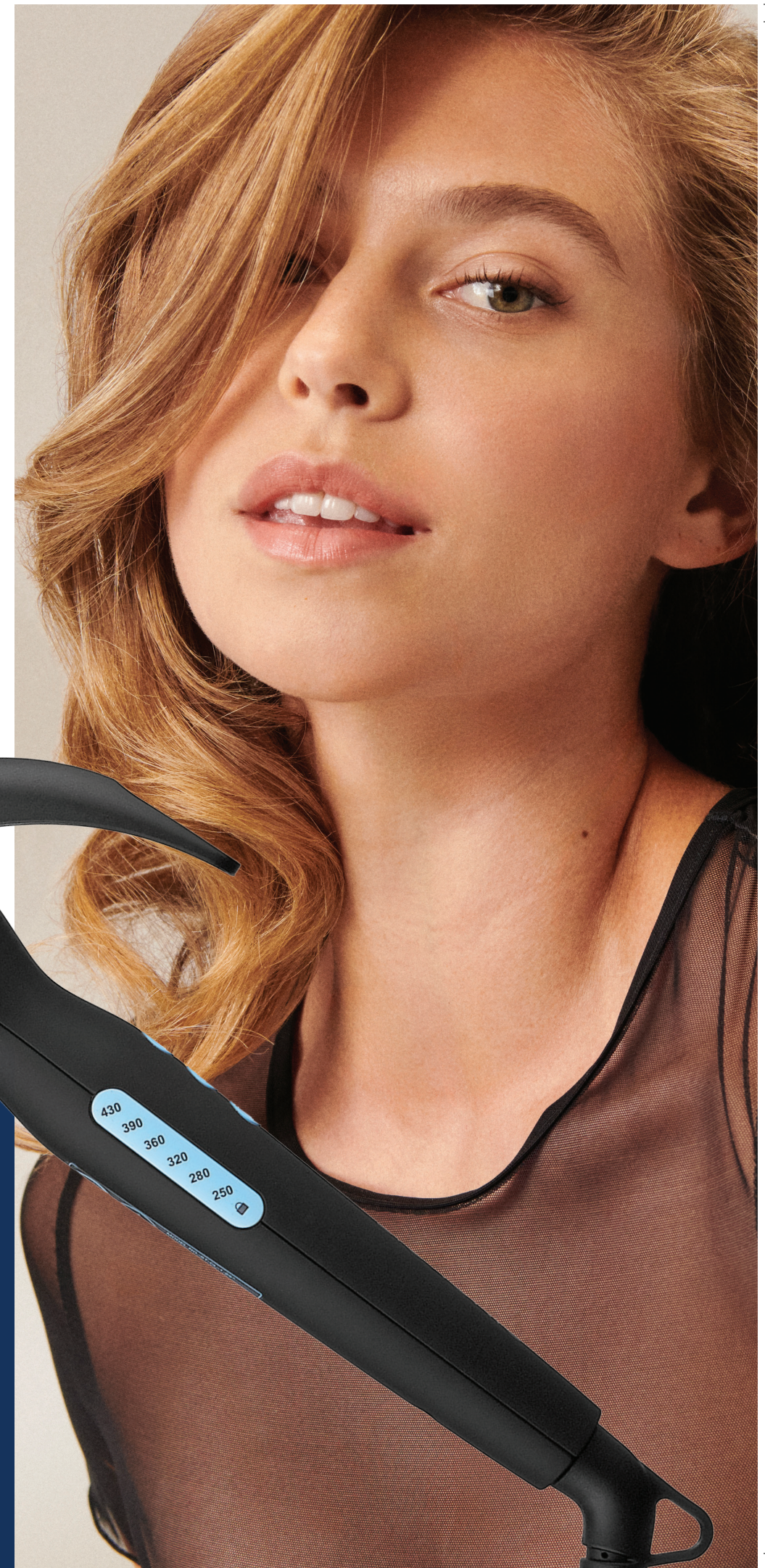
The Fastest Growing Premium Hot Tools Brand

Proprietary Ion Technology, healthy-looking results. Deep Salon/Pro Advocacy.

THE SCIENCE Behind Bio Ionic

Our Proprietary Ion Mineral Technology helps restore balance, safeguard moisture, and leaves hair visibly smooth, shiny, and healthy-looking—long after you style.

HERO
Long Barrel Iron
Available in multiple sizes, 2" longer barrel** for fastest curl solution



*Premium Hot Tools Category Circana Data, ** vs standard iron

BIO IONIC PRODUCT ASSORTMENT

All Bio Ionic tools are expertly engineered with our signature Ion Technology for smooth, healthy-looking hair that feels as good as it looks. Shop the Collection by performance, lifestyle, and budget.

	THE ULTIMATE EXPERIENCE Elite Tools, Proven Performance	UPGRADE FOR MORE COMFORT & STYLE Elevated Control, Pro Feel	EVERYTHING YOU NEED, NOTHING EXTRA Reliable Results, Made Accessible
Dryers	Smart-X™ High-Efficiency Airflow. Lightweight Control. Healthier Looking Results. 	10X® More Power, Less Time.  AeroGravity Featherlight Power. Compact Design. Less Frizz Results. 	PowerLight Balanced Design. Durable Power. Everyday Performance.  PowerDiva Compact Power. Personalized Performance Anywhere.  GoldPro™ Dependable Power. Smooth Results. Made Accessible. 
Stylers	10X Styler 2-in-1 Style Precision. Fast, Pro-Smooth Results. 	OnePass® Shortcut to Straight Styles 	GoldPro™ Styling Iron Smooth, Reliable Performance. Made Accessible 
Irons	Graphene Extended Barrel Efficient Heat Styling. Exceptional Curls. 	Style Winder Rotating Styling Barrel. Simplified Curling. Effortless Results. 	GoldPro™ Styling Iron Smooth, Reliable Curls. Made Accessible. 
Accessories	Blue Wave Conditioning Brushes Small, Medium, Large, X-Large 		Universal Diffuser Fits All Bioionic® Dryers  Universal Comb Attachment Fits All Bioionic® Dryers 

SMART-X HIGH EFFICIENCY DRYER

High Efficient Airflow, Lightweight Control, Healthier Looking Results

- High-efficiency airflow delivers powerful, fast drying with less heat
- Self-cleaning motor helps maintain peak performance helps extend the life of dryer
- Lightweight design provides effortless control and comfort with every style

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Watts: 1600 | Weight: 11lb 5oz / 9Ft Cord | 10 Year warranty

Best For: Smooth, styling with less heat



10X ULTRALIGHT DRYER

More Power, Less Time

- Fast, professional results dries hair in just 10 minutes** with powerful airflow and precision heat control
- Ergonomic lightweight build with comb attachment and 6 heat and speed settings for precise blowouts on every hair type

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Watts: 1875 | Weight: 1.8 lb / 9 ft Cord | Comes with Travel Pouch. | 10 Year Warranty

*Disclaimer's vs naturally dried hair
**Drying Times may vary depending on drying method and hair type

Best For: Fast, polished blowouts on any hair type (reduces dry time by 50%*)



AEROGRAVITY DRYER

Featherlight Power. Compact Design. Less Frizz Results.

NEW

- Featherlight Design to help reduce arm fatigue to make blowouts feel easier
- Cuts frizz by up to 40%* for touchably soft blowouts
- Travel Flex Handle for pro-level styling performance anywhere

 **Boosted Ion Tech; AntiStatic Ion Tech to boost negative ions for a smoother finish, with less frizz**

Watts: 1400 | Weight: 1 lb | Comes with Travel Pouch. | 5 Year Warranty

*After blow drying. Results may vary based on blow drying method and hair type

Best For: Powerful, pro level drying without the weight - anytime, anywhere

POWERLIGHT DRYER

Balanced Design. Durable Power. Everyday Performance

- Quick and durable with a reliable design, built to last
- Balanced handling for comfortable, effortless ease - perfect for all skill levels

 Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Watts: 1875 | Weight: 1 lb 11 oz | 5 Year Warranty

Best For: Everyday, reliable styling with a balanced performance



POWER DIVA DRYER

Compact Power. Personalized Performance. Anywhere.

- Travel ready design for on-the-go, powerful performance
- Tailor your blow out 14 settings; custom heat & speed control

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Watts: 1875 | Weight: 1 lb 12 oz | 1 Year Warranty

Best For: Rough drying or travel ready touch ups



GOLD PRO DRYER

Dependable Power. Smooth Results. Made Accessible.

- Quick, consistent, smooth results
- Durable design delivers salon-quality results without the high price tag

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Watts: 1875 | Weight: 1 lb 10 oz | 1 Year Warranty

Best For: Dependable, no fuss drying for daily use



LONG BARRELS

Faster Curling – Sets the Standard for Fast Consistent Curls

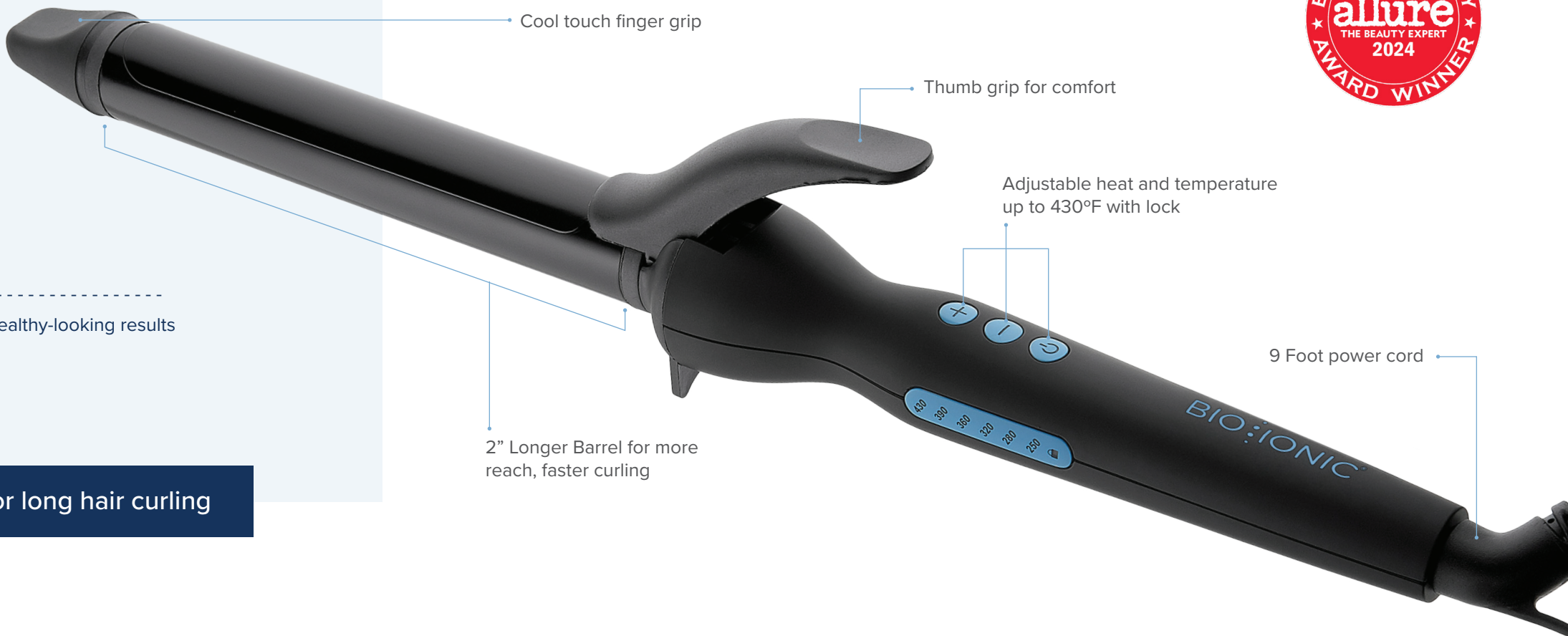
Go to Stylist Favorite

- Effortless, no hassle, curls
- 2" longer barrel vs standard iron for more control, more reach, faster curl solution
- 4 sizes, salon quality results for every client, every curl

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Sizes: .75", 1", 1.25", 1.5" | Voltage 100V - 240V | 1 Year Warranty

Best For: Fast, consistent, effortless curls - perfect for long hair curling



0.75" BARREL



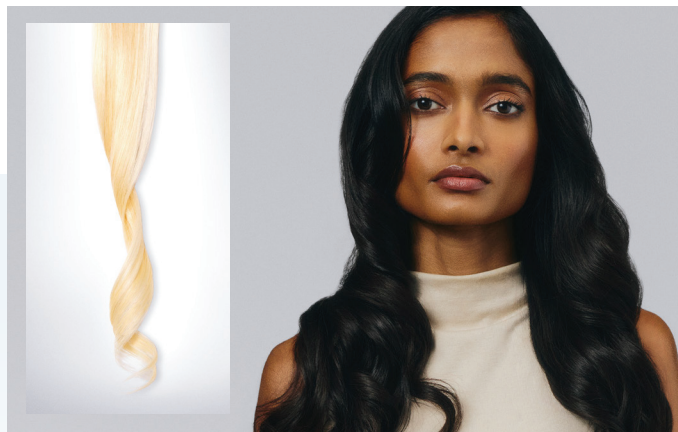
Curl Type: Tight Curls
Shape: Structured and defined curl
What It Creates: Tight, springy curls with bounce

1" BARREL



Curl Type: Classic Curls
Shape: S-patterned to defined waves
What It Creates: Defined, uniform curls, classic s-shape

1.25" BARREL



Curl Type: Loose Curls
Shape: Lengthy s-pattern
What It Creates: Relaxed lived-in, natural curls with movement

1.5" BARREL



Curl Type: Soft Curls
Shape: Voluminous bends, elongated s-pattern
What It Creates: A blow out effect, or soft wave patterns

GRAPHENE MX LONG BARREL

Efficient Heat Styling, Exceptional Curls

- Graphene advanced heat conductor for smooth curls at lower temps
- 2" longer barrel vs standard iron for more control, more reach, fastest curl solution

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Sizes: 1.25" | Voltage 100V -240V | 5 Year Warranty



2" Longer Barrel for more reach, faster curling

Graphene infused, for smooth curls at low temps

Cool touch finger grip

Thumb grip for comfort

Adjustable heat and temperature up to 385°F with lock

9 Foot power cord

Best For: expertly designed with Graphene for great curls without excessive heat

1.25" CURLING IRON
Also available in 1"

9 Foot power cord



Optimal heat setting for uniformed styling

Adjustable heat and temperature up to 430°F with lock

1" CURLING WAND



Cool touch finger grip

Best For: Dependable curl results for daily use.

GOLD PRO IRONS

Smooth, Reliable Curls. Made Accessible

- Uniform styling for smooth, quick results
- Optimal length for effortless, polished curls
- Salon quality reliable performance without the high price tag

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Sizes: 1", 1.25" + 1" Curling Wand" | Voltage 100V, - 240V | 1 Year Warranty

STYLEWINDER ROTATING STYLING IRON

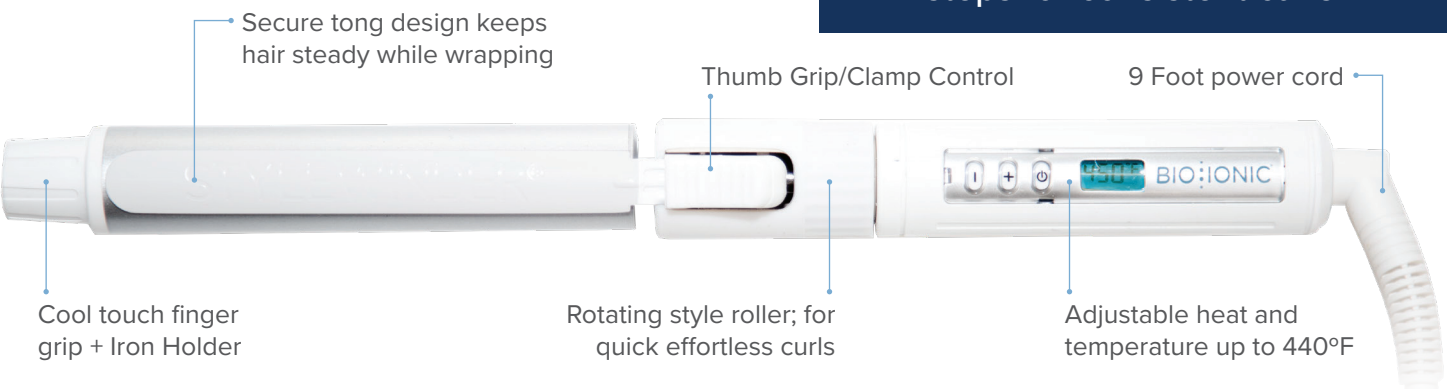
Rotating Styling Barrel Curl Alternative for Curls Simplified

- Unique rotating barrel for quick, effortless waves and curls
- Three easy steps for consistent curls — clamp, wrap, and roll

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Sizes: 1", 1.25" | 1 Year Warranty

Best For: Guided curling in 3 easy steps for consistent curls



GOLD PRO STYLING IRON

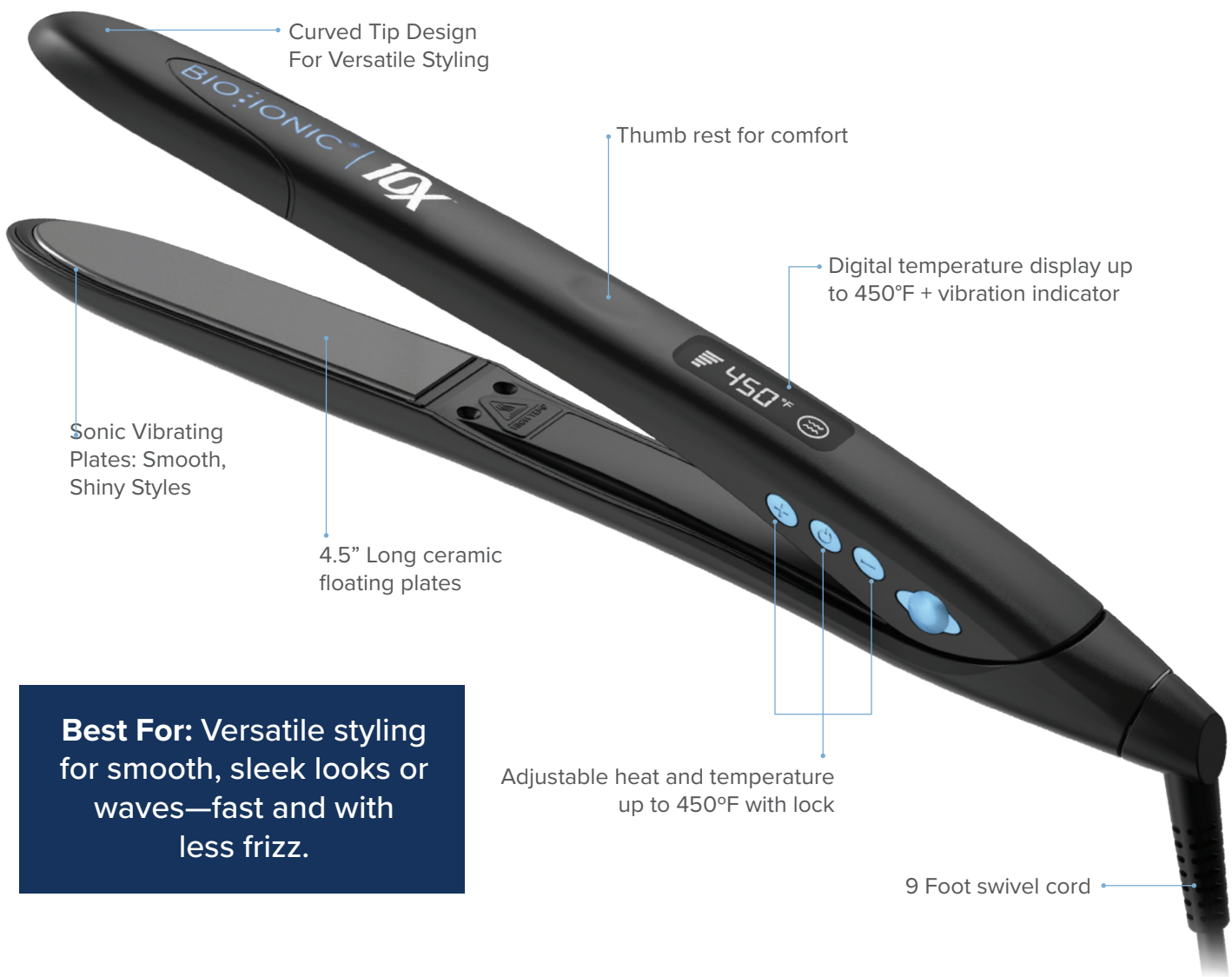
Smooth Reliable Performance, Made Accessible

- Optimal length for fast, effortless smoothing
- Consistent, durable design delivers salon-quality results without the high price tag

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Sizes: 1", 1.5" | 1 Year Warranty

Best For: Dependable smooth results, for daily use.



Best For: Versatile styling for smooth, sleek looks or waves—fast and with less frizz.

10X STYLING IRON

2 In 1 Precision. Fast, Pro Smooth Results

- Curved design with sonic vibration for faster styling with 50% less frizz**
- Versatile 2-in-1 tool creates sleek, smooth looks or radiant waves

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Sizes: 1" | 5 Year Warranty

**When compared to un-styled hair. Results may vary based on different hair types

ONE PASS STYLING IRON

Shortcut To Straight Styles

- Speed Strips + controlled tension for fast straight styles with less effort
- Expertly designed with silicone strips to glide smoothly for snag-free, polished results in a single pass

Powered By Bio Ionic Ion Technology to help safeguard your hair's moisture for healthy-looking results

Sizes: 1", 1.5" | Voltage TBD | 5 Year Warranty



Best For: Fast, smooth straight styles with less effort

ACCESSORIES

The essentials to maximize productivity



BLUEWAVE™ CONDITIONING BRUSHES

The shaping capabilities of a round brush with the smoothing powers of a paddle

- Unique square round shape
- Crimped bristles for added tension
- Soft touch, easy grip handle

Size: Small, Medium, Large, Extra Large



UNIVERSAL COMB ATTACHMENT

- Easily detangle, straighten, and smooth dense, curly hair
- Snug-fit, silicone design allows for use with any dryer



UNIVERSAL DIFFUSER

- Controllable airflow
- Extended fingers reach down into the scalp.
- Compatible with all dryers



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