



matrix

All Hair Types. All Humans.



Glow Mania



Agenda

1. Technology

2. Portfolio

3. Salon & Stylist 360

4. FAQ



Agenda

1. Technology



2. Portfolio



3. Salon & Stylist 360



4. FAQ



Color Glow: the 101

How Does Light Affect Glow?

On the surface

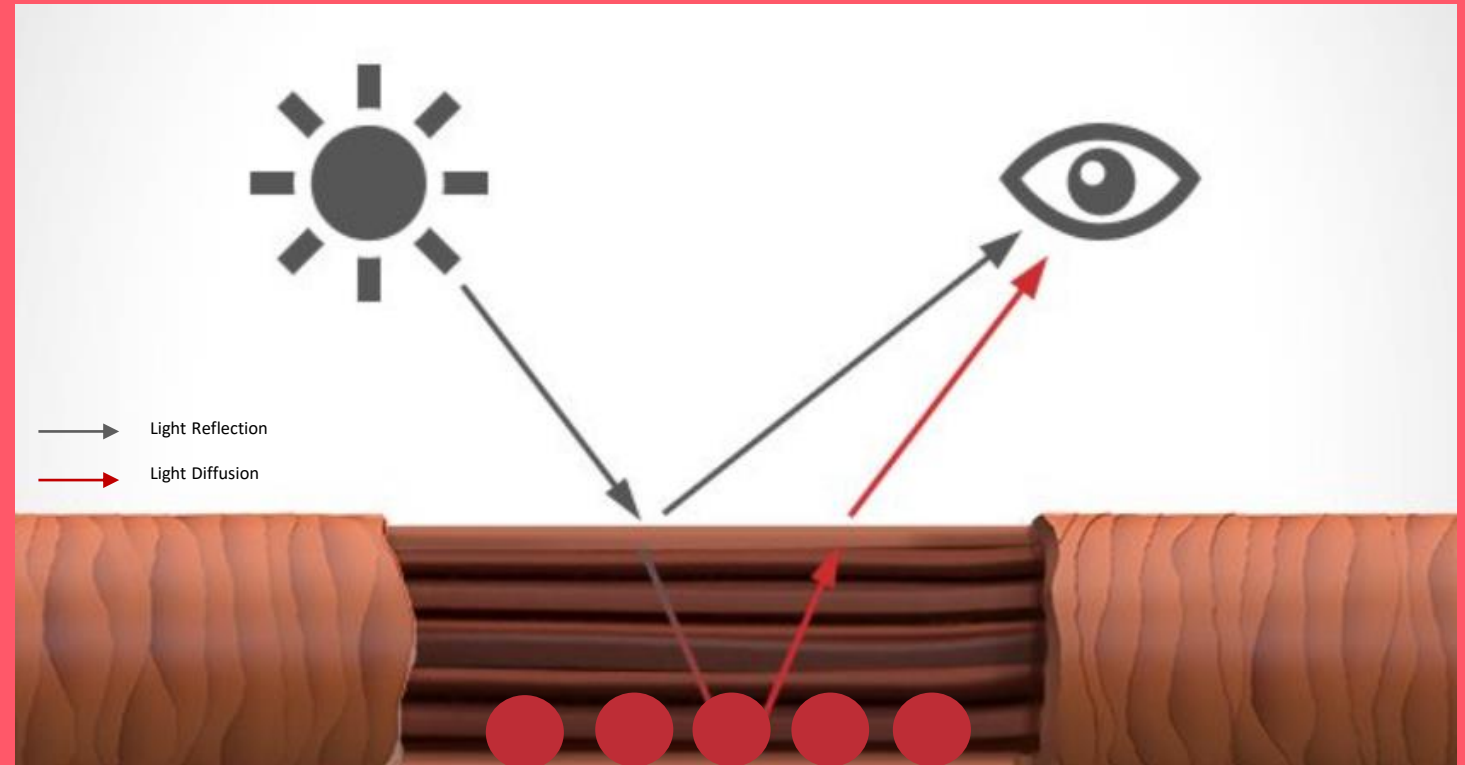
Light Bounces Back & Creates Glazing Shine.

That's **Light Reflection**.

On the inside

Other Part Of The Light Is First Absorbed Then Diffused By The Pigments.

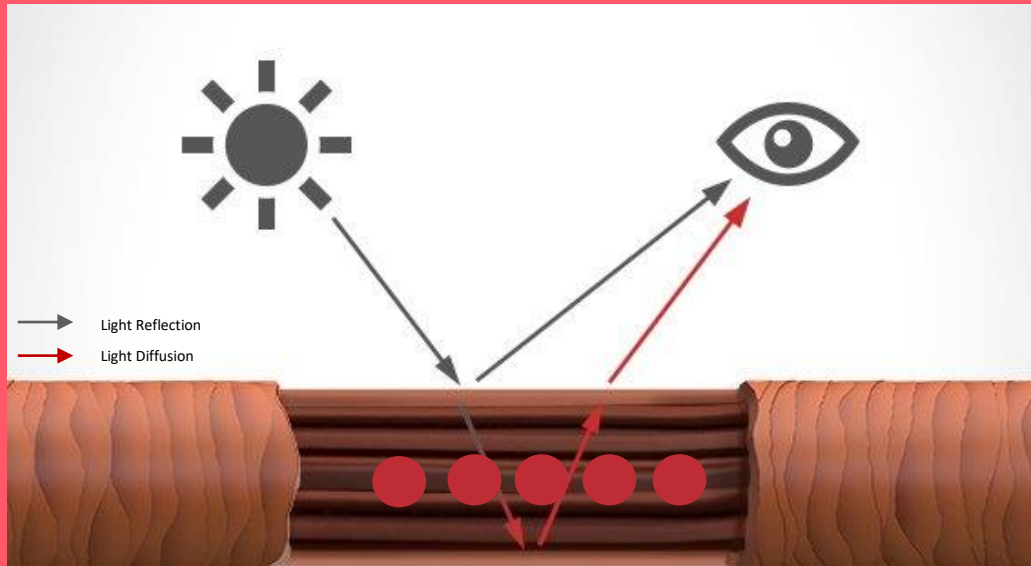
That's **Light Diffusion**.



Light Reflection + Light Diffusion = Color Glow.

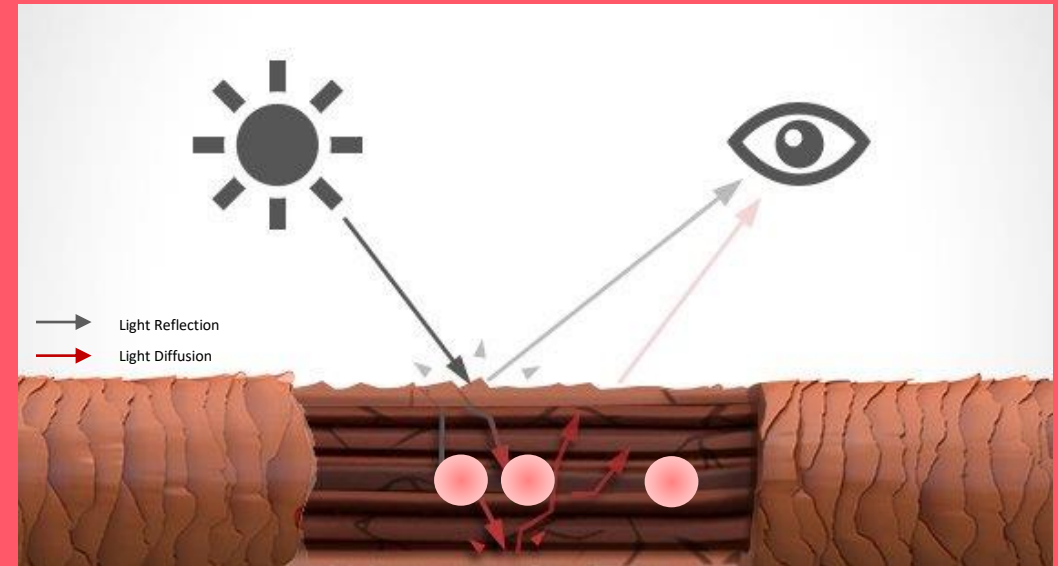
But Color Glow Does Not Last Forever

**Week
1**



**Perfect Color Expression
For Gleaming Glow**

**Week
3**



The surface becomes uneven, inner pigments are oxidized



Bye Bye Glow!



Who's At Fault? Life.

Color Glow Faders Are Everywhere, Everyday!!

At Home

Brushing, Ironing, Blow-drying,
Styling, Braiding,



The Surface Becomes Uneven,
The Color Loses Its Surface Glow

Outside

Water, UVA, UVB, Blue Lights,
Climate Pollution,



Accelerates Pigment Loss & Oxidation
The Color Loses Its Inner Glow





Glycolic Acid
Laminate Delicate Surfaces

Our Power Couple Ingredients

Rosehip Oil
Boost Vibrancy



Don't Let Life Dull Your Glow!

new!

Glow Mania

The 1st Laminating Care To Enhance Color Glow
From Inside Out For 8 Weeks!

[Glycolic Acid] Laminate Delicate Surfaces
[Rosehip Oil] Boost Vibrancy

**Defeat Glow Faders
& Get The Glowiest Hair Of Your Life!**



3x

More Vibrant
Color Glow



Instant

Diamond-like
Glow



93%

Say Hair Has An
Immediate Healthy Glow



For all

Works On All
Color Types

Agenda

1. Technology

2. Portfolio

3. Salon & Stylist 360

4. FAQ



Get Glowing!



Color Protecting
Shampoo



Color Protecting
Conditioner



Glazing Queen
Super Gloss
Protecting Mask



Glow Gatekeeper
Glow Sealing
Leave-In Conditioner



Color Protecting Shampoo

Description

Don't let life fade your glow! This color protecting shampoo, infused with Glycolic Acid and Rosehip Oil, is sulfate-free and preserves color glow. Hair is softer, shinier, and radiant. For dull & color-treated hair.

Benefits

Preserve shine and softness with our gentle shampoo, enriched with Glycolic Acid and Rosehip Oil.

Usage

Apply Shampoo to damp hair, lather, and rinse. Follow with Glow Mania Conditioner or Glow Mania Glazing Queen Mask.

*No Animal Derived Ingredients
**Excluding The Cap And Label



**Creamy,
Lightweight Texture**

Vegan Formula*

**100% Recycled
Plastic Bottle****



*No Animal Derived Ingredients
**Excluding The Cap And Label

Color Protecting Conditioner

Description

Don't let life fade your glow! This color protecting conditioner, infused with Glycolic Acid and Rosehip Oil, instantly detangles and preserves color glow. Hair is softer, shinier, and radiant. For dull & color-treated hair.

Benefits

Preserves color glow with Glycolic Acid and Rosehip Oil. Instantly detangles for softer, shinier hair.

Usage

Apply from mid-lengths to ends, avoiding eyes, scalp, and skin. Leave on, then rinse.



Whipped,
Buttery Texture

Vegan Formula*

100% Recycled
Plastic Jar**



Glazing Queen
super gloss protecting mask
dull & color-treated hair
super gloss máscara protectora
cabello opaco y teñido
masque protecteur super brillant
cheveux ternes et colorés

Glycolic Acid + Rosehip Oil
Acide Glycolique + Huile de
Rose Musquée

16.9 FL OZ / 500 ml

Glazing Queen Super Gloss Protecting Mask

Description

Take charge of your glow with Glazing Queen, formulated with Glycolic Acid and Rosehip Oil for lasting glow. Hair is softer, smoother, and radiant with vibrant and glossy color. For dull & color treated hair.

Benefits

Preserves color glow with Glycolic Acid and Rosehip Oil. Get vibrant, smooth, laminated hair.

Usage

After Glow Mania Shampoo, apply to ends, avoiding eyes, scalp, and skin. Leave on 3-5 minutes, then rinse.

*No Animal Derived Ingredients
**Excluding The Cap And Label





Glow Gatekeeper

Glow Sealing

Leave-In Conditioner

Description

Let it glow with Glow Gatekeeper, formulated with Glycolic Acid and Rosehip Oil for lasting glow. This leave-in conditioner protects against daily damage and heat styling up to 450°F/230°C. For dull & color treated hair.

Benefits

Preserves color glow with Glycolic Acid and Rosehip Oil. Seal hair surface with heat protection up to 450°F/230°C

Usage

Shake well. Spray onto clean, towel-dried hair and comb through. Style as usual. Avoid contact with eyes, scalp, and skin.

**Milky Spritz With
Easy Penetration**

Vegan Formula*

**100% Recycled
Plastic Bottle****

*No Animal Derived Ingredients
**Excluding The Cap And Label



Bright & Uplifting Fragrance For A Glowy Feeling All Day!

Sparkling grapefruit with juicy mango for a fruity twist to ignite your glow.



Mango



Grapefruit



**Coconut
Water**



Geranium

Color Obsessed vs Glow Mania

**Color Care To Prevent
Fading & Maintain
Color Vibrancy**

For:

Color-Treated
Hair

With:

Antioxidants

Result:

Color Retention

**Laminating Color Care
To Enhance Color Glow
Inside Out For 8 Weeks**

For:

Dull & Color
Treated Hair

With:

Glycolic Acid &
Rosehip Oil

Result:

Color Retention &
Color Enhancement



Glow Gatekeeper vs Miracle Creator

Glow Sealing Leave-In Conditioner

The Glow Expert:
For Dull & Color-Treated Hair

USP:
Enhance Color Glow From Inside Out For 8 Weeks!*

With:
Laminating Technology
Glycolic Acid &
Rosehip Oil

Benefits:
Seals In Color Glow For Hair Vibrancy
Defeats Glow Faders of UV and Heat Styling
93% Have a Healthy Hair Glow**
83% Say Hair Glow is Maintained**
Preserve Color Glow Up To 32 Washes*
3x More Vibrant Glow*

Multi-Tasking Leave-In Treatment

The Generalist Multitasker:
For All Hair Types

USP:
20 Miraculous Benefits For Hair So Healthy
You Need To See To Believe!

With:
Multi-tasking Technology
1 Super Acid,
2 Hydrating Humectants,
3 Nourishing Oils

Benefits:
20 Beautifying Benefits
For Hair Manageability
Looks and Feels Nourished for 72H
Looks Shiny For 72H
Is More Manageable For 72H
Looks and Feels Bouncy For 24H



*With use of the shampoo , conditioner/mask, and leave in

**consumer test repeated use

Agenda

1. Technology

2. Portfolio

3. Salon & Stylist 360

4. FAQ



Saleable pump
coming soon!

new!

Don't let life dull your glow!

Glazing Queen

5-Min Mask Service

Strategy + Client Profile: Offer as a quick, add-on service to existing color or cut clients looking to boost shine and vibrancy.

10 services x **\$15**
(per week) (per service)

\$7,690*
(revenue per year!)



 **matrix**

*Assuming stylist purchases 11 jars; 11 jar = 50 services

Glow Up In-Salon Service

new!

From
Glossing
Service

To
Blow Dry
Services



Glow Mania

Color Protecting
Shampoo

+



Glow Mania

Color Protecting
Conditioner

or



Glazing Queen

Super Gloss
Protecting Mask

+



Glow Gatekeeper

Glow Sealing
Leave-In Conditioner



Agenda

1. Technology

2. Portfolio

3. Salon & Stylist 360

4. FAQ



Glow Mania – FAQ's

What is GLOW MANIA?

Glow Mania is our first laminating haircare range from Matrix that seals & enhances color glow from the inside out for up to 8 weeks. Glow Mania is the first laminating hair care range from Matrix that enhances and protects color glow from the inside out. When light hits the fiber, a part of it reflects at the surface: this is light reflection. Part of this light is absorbed by the fiber and diffused by the pigments inside: this is light diffusion. Light reflection and light diffusion are key for optimal color glow. Glow Mania system laminates the fiber for better light reflection and helps protect colored pigment fade to optimize inner light diffusion. Hair is smooth, nourished and feels healthy. Color is vibrant & glossy. For all natural and color treated hair.

Who should use GLOW MANIA?

Clients with color-treated hair who want to maintain their hair color vibrancy and shine; clients with natural hair who want to maintain and restore their natural hair shine.

How does hair lose its glow?

Color glow faders are everywhere, whether natural or color-treated, and we experience them every day! Mechanical damage such as brushing, flat ironing, blow-drying, styling, and braiding can lift or damage the cuticle layer making it uneven, diffusing and dulling the shine. Environmental factors such as water, UV rays, and pollution can accelerate dullness; color loses its shine and color glow!

What is the technology in GLOW MANIA?

Glow Mania features pH balanced acidic formulas infused with Glycolic Acid and Rosehip Oil.

Is GLOW MANIA suitable for all hair types?

Yes, Glow Mania is suitable for all hair types, curl patterns, and textures.

Glow Mania – FAQ’s

How do the GLOW MANIA formulas compare to each other? How are they used?

	Color Protecting Shampoo	Color Protecting Conditioner	Super Gloss Protecting Mask	Glow Sealing Leave-In Conditioner
Who it’s for	For natural or color-treated hair that’s dull and missing its shine and color glow.			
Callout Ingredients	Glycolic Acid – the smallest AHA that can penetrate the hair fiber. Rosehip Oil – inspired by skincare and known to be rich in vitamins, antioxidants, and essential fatty acids. Vitamin E – a known antioxidant.			
Usage Instruction	Apply to damp hair. Lather. Rinse. Follow with Color Protecting Conditioner.	After Color Protecting Shampoo, apply from the mid-lengths to the ends. Leave-on for up to 1 minute then rinse.	After shampooing, apply from the mid-lengths to the ends. Leave-on 3-5 minutes then rinse out.	Shake Well. Spray onto clean towel-dried hair and comb through. Style as usual.
Usage frequency	Can be used daily or as often as needed.	Can be used daily or as often as needed.	Use weekly in place of Glow Mania Conditioner.	Can be used daily or as often as needed.
Standalone Claims	• Easy detangling* ** • Hair is 87%/8X smoother*(US) • Hair is 87%/8X nourished** (EU) • Shampoo is sulfate-free and silicone-free (US only); it gently cleanses hair and leaves it with a natural touch/feel. • Products rinse easily and quickly from the hair.		• +77%/4X stronger hair* • Quickly absorbs into hair and rinses easily.	• 81% less frizz* • +85%/7X moisturized/hydrated*(US) • +85%/7X softer/smoothier**(EU) • Quickly absorbs into hair

**US ONLY - vs. non-conditioning shampoo; EU ONLY - Instrumental test, after 1 application of the tested product vs before application; UK ONLY – Instrumental test vs. before application*

*** instrumental test, after 1 application of the tested product before application*

Glow Mania – FAQ’s

Why are there so many conditioners? Can I use them alone and/or together?

The Color Protecting Conditioner, Glazing Queen Super Gloss Protecting Mask, and Glow Gatekeeper Leave-In Conditioner can each be used alone (we recommend following the Color Protecting Shampoo) or with each other. For example, one can use the Color Protecting Conditioner following most washes, alternating with Glazing Queen Mask weekly, then after rinsing and towel-drying, use the Glow Gatekeeper Leave-In Conditioner.

Color Protecting Shampoo + Glazing Queen Super Gloss Protecting Mask + Glow Gatekeeper Leave-In Conditioner	
Instrumental Claims:	Consumer Claims:
• Protective barrier from water penetration* • Hydrophobic barrier* • 80% less frizz**	• Hair has a healthy glow and has glass-like shine. • Hair looks & feels soft, healthy, nourished, and smooth from root to tip. • Hair is manageable, not weighed down, with natural bounce & movement.

What are the claims when GLOW MANIA is used as a system?

* vs. damaged hair, before application of products

** vs. non-conditioning shampoo

Glow Mania – FAQ's

Will Glycolic Acid strip color-treated hair?

No. Consumers with color-treated hair of varying shades (black, brown, red, and blonde) used the full Color Glow system for 6-weeks. At the 6-week mark, participants felt the products were suitable for color-treated hair, that the products did not strip their color, that hair maintained its shine & haircolor glow, and the products helped to prevent their color from fading.

Can GLOW MANIA be used on hair that's not color-treated?

Yes. Consumers without color-treated hair used the full Color Glow system for 4-weeks. At the 4-week mark, participants felt the products were suitable for their hair type, that the hair's shine was maintained and that the products helped to restore the hair's natural shine.

Is GLOW MANIA suitable for color-treated and/or bleached hair?

Yes, GLOW MANIA is suitable for color-treated and/or bleached hair.

Can I use GLOW MANIA immediately following a haircolor service?

Yes, Glow Mania can be used immediately following a haircolor service to remove color from the hair. Instacure Build-A-Bond is better suited to immediately follow a bleaching service in the salon before toning. Both ranges can be used at home between coloring appointments.

Is GLOW MANIA suitable for use on keratin-treated hair?

These formulas have not been tested for use following a keratin treatment or other texture services.

It is sometimes recommended that clients who receive a keratin treatment should not use formulas that contain sulfates or sodium chloride. Always follow the instructions for the specific keratin treatment received.

Glow Mania – FAQ's

Can GLOW MANIA be used on hair extensions?

Yes, the products can be used on 100% human hair extensions in which the cuticle has not been altered from its original state prior to purchase. Apply product to the human hair portion of the weft only avoiding any points of adhesion.

Can I alternate between GLOW MANIA and other Matrix haircare ranges?

Yes, Matrix haircare ranges can be used as needed to address specific needs.

What is the pH of GLOW MANIA? What are the benefits of acid-balanced haircare?

All Glow Mania products are pH balanced to be acidic. Over time, fluctuations in pH can swell and contract the hair strand causing damage. Products with an acidic pH can help return hair to its natural pH range of 4.5-5.5 and help keep the hairs surface (cuticle) smooth, feeling soft, and looking shiny. Glow Mania is designed at an optimal pH level and helps hair look & feel healthy.

What is the fragrance of GLOW MANIA?

Top: Mandarin, Bergamot, Ginger, Freesia, White Grapefruit, Lime, Peppermint, Lemon, Elemi

Mid: Galbanum, Geranium, Lavender, Sweet Orange, Mango, Crunchy Greens

Dry: Cedarwood, Coconut Water, Musk

Will GLOW MANIA be replacing Color Obsessed? Keep Me Vivid?

Glow Mania will be replacing Keep Me Vivid which will be discontinued, and depending on market performance will eventually replace Color Obsessed.

Glow Mania – FAQ’s

Will GLOW MANIA be replacing Color Obsessed? Keep Me Vivid?

Glow Mania will be replacing Keep Me Vivid which will be discontinued, and depending on market performance will eventually replace Color Obsessed.

How does COLOR GLOW compare to Color Obsessed and Keep Me Vivid?

	GLOW MANIA	Color Obsessed	Keep Me Vivid
Overall description	Glow Mania system laminates the fiber for better light reflection and helps protect colored pigment fade to optimize inner light diffusion. Hair is smooth, nourished and feels healthy. Color is vibrant & glossy.	Color preserving care for all hair types & textures. Color Obsessed System, with an Antioxidant, helps protect against fading and extends the life of color vibrancy*.	Color retention haircare system for up to 65 days of vibrant color**
For which hair type	Color-treated and natural hair that lacks shine	Color-treated hair	Vivid or high-maintenance color-treated hair
Products	- Shampoo - Conditioner - Mask - Leave-In Conditioner Spray	- Shampoo - Conditioner	- Pro + Retail Post Color Application Spray - Shampoo - Conditioner - Leave-In Velvetizer Balm

**system of Color Obsessed Shampoo and Conditioner. For strengthened hair with brilliant shine, use the Color Obsessed Shampoo together with the Color Obsessed Conditioner.*

***system of Keep Me Vivid Shampoo, Lamination Spray and Conditioner.*



matrix