



new!

Balayage Better Business Guide

Everything You Need To Know To Elevate Your Salon Business:
Service Ideas, Pricing Strategy, Pro Tips + More!



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Lightening + Toning Service Ideas

Standard Services

This is what your clients are familiar with + will come in asking for.

- All-Over Balayage
- Lightener Retouch
- Full Highlights

Express Services

Perfect as add-ons to help increase service ticket price + introduce your clients to color services!

- Face Framing
- Partial Highlights
- Toner Refresh
- Bonded Gloss
- Post-Lightening Haircare Treatments

Specialty Services

Set your salon apart with these unique balayage offerings.

- Chemical-Free Balayage With Extensions
- Foilayage
- Wet Balayage

@AlwaysAlexTorres Pro-Tip:

“Light Master will be your go-to lightener, but offer your clients premium protection with a Matrix Pre-Bonded lightener + make up to 20% more!”



Pricing Strategies To Maximize Your Revenue!

Here Are Some Ideas From Matrix Pros:

1 Never Underestimate The Power Of Recommendations

@TheJillRae Pro-Tip: “Clients trust your pro opinion! Always educate them on the amazing haircare products you’re using & how they can incorporate them into their regimen!”



2 Charge By The Hour

Instead of charging a flat rate for all balayage or lightening services, charge based on the actual service time since every client will require different time, attention + product.

3 Increase Your Prices In The New Year

If you have a steady and loyal client base, take the opportunity to increase your prices. If you’re still building your client base, run discounts for referrals for first-time clients to help fill your book up.

4 Charge Properly For Matrix Bonded Color Services

@AlfredoLewis Pro-Tip: “Matrix lighteners & toners are already ‘pre-bonded’ with bonder inside so that you do not have to add in a separate bonder! Be sure to factor in bonder into the service price.”



5 Consider Every Backbar Cost + Charge Accordingly

Take into account the amount of color, lightener, foils, etc. you are using for each client + charge a product fee for anything above average.

6 Keep Clients Coming Back

Have conversations with clients about maintenance + pre-book them for toner refreshes in-between balayage retouches.



signature lightening + toning techniques

4D Foilayage Technique

High-Contrast Blonding In 4 Steps
To Maximize Time + Minimize Damage



Featuring:

High Riser Pre-Bonded + Tonal Control Pre-Bonded

Created By George Papanikolas

More Dimension,
More Protection!



@georgepapanikolas

Before



After



1. Choose Your Level



Choose your developer volume based on your starting level.

2. 4D Placement



Create strategic sections for maximum 4D dimension.

3. Tease, V's, Insulate



Tease section, lay section on foil, paint a V-shape + fully saturate. Insulate your section with foil. Repeat.

4. Tone



Create custom tailored + placed formulations for maximum dimensional impact.



Bonded Gloss Service With Tonal Control

Earn More Revenue With Tonal Control!

How-To: Use Tonal Control Totally Transparent as a pre-bonded clear gloss to add healthy-looking shine on all hair types in only 20 minutes.

Strategy + Client Profile: Offer as a quick, add-on service to existing haircut + gray coverage clients looking for gorgeous shine or a special refresh.



7 Services X \$45
per week per service

=

\$15,379
per year



balayage essentials from matrix

Lighteners For Every Service



Scan To Level Up Your Lightening!

Premium

Standard

Specialty



High Riser Pre-Bonded

Light Master Pre-Bonded

Light Master

Open Air Pre-Bonded

Lift + Tone

Curl Lights

power lift lightener for extra lightening with bonder inside

lightener with bonder inside for extra protection

classic lightening powder for all techniques

balayage clay lightener for advanced balayage techniques

express lightening + toning, ideal for lighter bases

ammonia-free cream lightener, ideal for curls + highlights

9 levels of lift

8 levels of lift

8 levels of lift

7 levels of lift

6 levels of lift

5 levels of lift



Mixing + Processing



High Riser Pre-Bonded

- 9 Levels of lift with 79% less breakage
- Lifts past warm undertones with clean results
- Our highest concentration of bonder

	Off-Scalp Application	On-Scalp Application
Matrix Cream Developer	10, 20, 30 or 40 volume (maximum)	10, 20 or 30 volume
Mixing Ratio	1:1 (30g of powder with 30 ml of developer) to 1:1.5 (30g of powder with 45 ml of developer)	1:2 (30g of powder with 60 ml of developer)
Development Time Do not exceed the recommended development time	Process up to 50 minutes , depending on the desired results. Do not use heat.	Process up to 50 minutes , depending on the desired results. Do not use heat. Do not cover the hair, do not gather the hair in a bun.



Light Master Pre-Bonded

- Protects bonds to keep fibers strong while lifting
- Pre-mixed with bonder so no additive needed
- 92% less breakage with the Matrix pre-bonded lightening portfolio

	Off-Scalp Application	On-Scalp Application
Matrix Cream Developer	10, 20, 30 or 40 volume (maximum)	10, 20 or 30 volume
Mixing Ratio	1:1.5 (15g of powder with 22.5 ml of developer) to 1:2 (15g of powder with 30 ml of developer)	1:2 (15g of powder with 30 ml of developer)
Development Time Do not exceed the recommended development time	Process up to 50 minutes , depending on the desired results. Do not use heat.	Process up to 50 minutes , depending on the desired results. Do not use heat. Do not cover the hair, do not gather the hair in a bun.



Light Master

- Classic technique powder lightener
- Ideal for foil + lightening techniques
- Ideal for all levels, all textures and all hair patterns

	Off-Scalp Application	On-Scalp Application
Matrix Cream Developer	10, 20, 30 or 40 volume (maximum)	10, 20 or 30 volume
Mixing Ratio	1:1.5 (15g of powder with 22.5 ml of developer) to 1:2 (15g of powder with 30 ml of developer)	1:2 (15g of powder with 30 ml of developer)
Development Time Do not exceed the recommended development time	Process up to 50 minutes , depending on the desired results. Do not use heat.	Process up to 50 minutes , depending on the desired results. Do not use heat. Do not cover the hair, do not gather the hair in a bun.



Open Air Pre-Bonded

- Precise balayage clay lightener
- Ideal for brush + hand painting on all hair patterns
- Whipped clay texture saturates hair

	Off-Scalp Application	On-Scalp Application
Matrix Cream Developer	10, 20, 30 or 40 volume (maximum)	10, 20 or 30 volume
Mixing Ratio	1:1.5 (30g of powder with 45 ml of developer) to 1:2 (30g of powder with 60 ml of developer)	1:2 (30g of powder with 60 ml of developer) to 1:3 (30g of powder with 90 ml of developer)
Development Time Do not exceed the recommended development time	Process up to 50 minutes , depending on the desired results. Do not use heat.	Process up to 50 minutes , depending on the desired results. Do not use heat. Do not cover the hair, do not gather the hair in a bun.



Lift + Tone

- Toned highlights in one step, ideal for lighter bases
- Express 10-minute processing time with heat

	Off-Scalp Applications
Lift + Tone Promoter	22 Volume (6.6%)
Mixing Ratio	2:2:1 (2 scoops powder : 2 scoops dedicated promoter : 1 scoop toner)
Development Time	Process without heat for up to 50 minutes or with heat for up to 10 minutes



Curl Lights

- Infused with beeswax + ceramides for extra conditioning
- Sun-kissed highlights in 15 minutes with heat
- Preserves the curl pattern while lightening

	Off-Scalp Applications
Matrix Cream Developer	20 Volume (6%) 30 Volume (9%) 40 Volume (12%)
Recommended Mixing Ratio	Mix Equal Parts 1:1:1 1 oz. Curl Lights Step 1 Lightening Cream (½ tube) 1 oz. Curl Lights Step 2 Lightening Accelerator Cream (1 sachet) 1 oz. Matrix Cream Developer 30 Volume (9%)
Processing Time	Process without heat for 35 minutes or with heat for 15 minutes
Foil Usage	When performing applications in foil, exclusively use aluminum foils: • REF ALLOY 1235, 18µ (I.E. PRODUCT CLUB SHF500-SL), • REF SOFT ALLOY 8079, 20 µm • SOFT ALLOY 1200, 18 µm (Norms EN 573-3)
Other Mixing + Application Requirements	• Be sure to wear suitable gloves during mixing + application • Do not use any metallic tools (clips, combs) • Do not overlap on previously lightened hair • Only mix with Matrix Cream Developer



balayage essentials from matrix

Tonal Control Pre-Bonded

Acidic Demi-Permanent Gel Toners



Real-Time Visible Oxidation

Color gradually deepens as it oxidizes so you know precisely when to rinse



No-Drip Gel-Cream Formula

Apply with bottle or brush for ultimate creative control



Long-Lasting, Multi-Dimensional Results

True-to-tone with no lift + high-shine, color lasts up to 24 washes



Scan
For Toning + Glossing
Techniques!



21 Pre-Bonded Shades

Color Coded To Represent The Dominant Reflect Of Each Shade

Pink Palette



A Bit Blushed



Strawberry Stunna

Neutral Palette



Bronde Baller



Bronde Baby

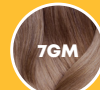


Bronde Bestie



Totally Trans-
parent

Gold Palette

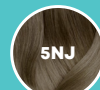
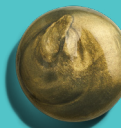


Miss Mocha



Gold Standard

Jade Palette

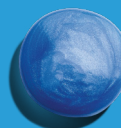


Jammin Jade



Emerald Envy

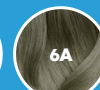
Blue Palette



Silver Standout



Neutral + Chill



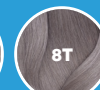
Ash If



Grieger Getter

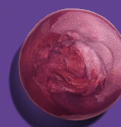


Chrome + Collected



Slay In Silver

Violet Palette



Platinum Please



Iced Out



Taupe On Top



Pearl Power



Mother Pearl



balayage essentials from matrix

Toning Haircare For Every Hairtype

Dark Envy



Rid red undertones in virgin & all-over black-to-dark-brown hair color.

- Shampoo
- Conditioner
- Mask

Brass Off



Banish brassy & orange undertones in lightened & highlighted brunettes.

- Shampoo
- Conditioner
- Mask

So Silver



Eliminate yellow undertones in blondes, platinums & grey.

- Shampoo
- Conditioner
- Mask





matrix