



matrix

All Hair Types. All Humans.



Instacure Build-A-Bond

Sales Presenter



The Technology + Portfolio



Salon + Stylist 360



FAQ



The Technology + Portfolio



Salon + Stylist 360

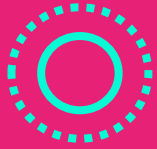


FAQ



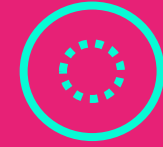
Just Like Skin, Hair Has Many Layers

The Stronger The Damage Is, The Deeper It Goes



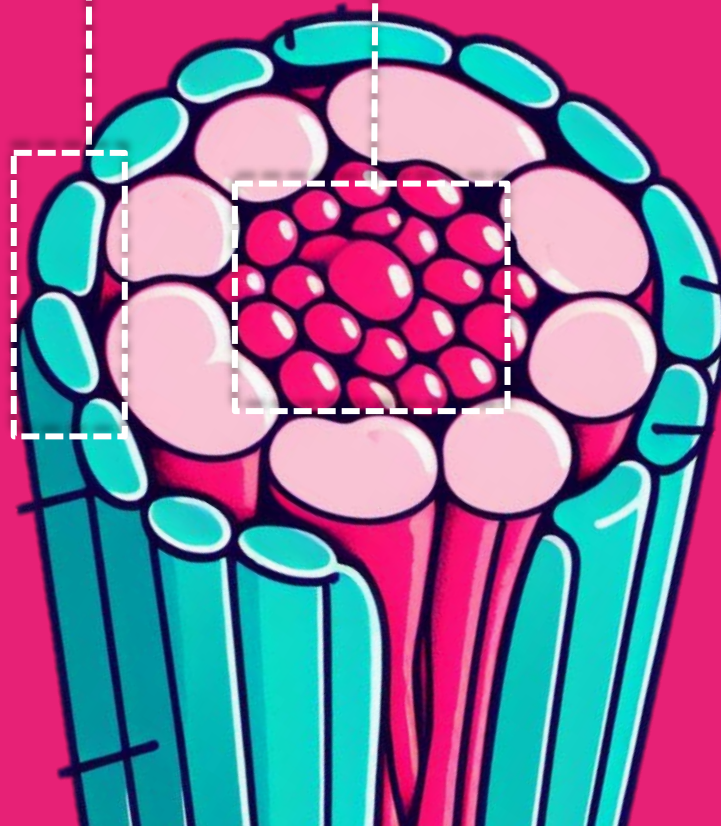
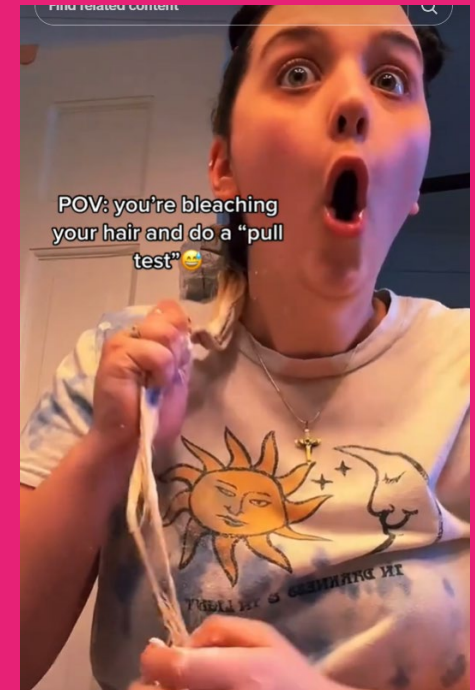
Low damage
on Surface Layers

Cuticles That Shield The Hair Structure
Become Lifted & Uneven



Strong Damage
in Inner Layers

Bonds That Hold The Hair Together
Are Completely Broken



new!

Maxed Out On Damage?

Instacure Build-A-Bond

Billion Bond Care To Fight Damage
& Get Billion Dollar Hair!

[Citric Acid] To Strengthen Hair From The Inside*
[Squalane] To Soften & Smooth Hair On The Outside

1 Billion Bonds Packed In Every Bottle!



matrix



Instant
Absorption
Serum-Like
Texture**



8X
Stronger
Hair***



83%
Say Their Hair
Feels Revived
After 1 Use****



Hair in Disrepair?
You Need to Act Fast.

Instant Revival Liquid Mask

1 Billion Bonds in every bottle to Fight Damage!

- ✓ Instant Absorption
- ✓ Serum-Like, Liquid Texture
- ✓ Soft, Smooth, Shine & Easy Detangle
- ✓ Made for All Hair Types

[Citric Acid] To Strengthen Hair From The Inside*
[Squalane] To Soften & Smooth Hair On The Outside

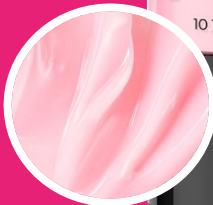


Bonding Care for Only \$12.30!



Sulfate-Free

Mighty Bonds Shampoo
for Mega Damaged Hair
\$12.30 Retail | \$24.60 Liter



Mighty Care Conditioner
for Mega Damaged Hair
\$12.20 Retail | \$24.60 Liter



Instant Revival Liquid Mask
for Mega Damaged Hair
\$15.38



Super Sealing Balm
For Mega Damaged Hair
\$12.81



A Better
Bond For
Your Buck!



Sulfate-Free

Dense, Rich
Caring Formula

Mighty Bonds Shampoo

Description

Mighty bonds shampoo infused with citric acid strengthen damaged hair from the inside, squalane to soften & smooth hair on the outside.

Benefits

Billion bond care to fight damage and get billion-dollar hair. A luxurious pink liquid cream that creates a super caring, dense & generous foam to gently cleanse hair. Sulfate Free Formula.

Usage

Apply on wet hair. Lather and rinse thoroughly. Follow with the Mighty Care conditioner or the Instant Revival Liquid Mask.





**Easy
Detangling,
Shiny & Conditioned**

Mighty Care Conditioner

Description

Mighty Care Conditioner, infused with citric acid & squalane, nourishes the hair without weigh down. Reinstates hair slay with continued use of bonding system to strengthen and smooth hair.

Benefits

Billion bond care to fight damage and get billion-dollar hair. An indulging, luscious pink cream for instant detangling and fast absorbing properties.

Usage

Apply after the mighty bonds shampoo on wet hair, from the mid lengths to the ends. Leave on for up to three minutes then rinse out.





**Instant
Absorption**
Serum-Like Texture

Instant Revival Liquid Mask

Description

Instant Revival Liquid Mask, infused with Citric Acid and Squalane strengthens your mega damaged hair from the inside. Billion bond care to fight damage and get billion-dollar hair!

Benefits

Like a serum, its liquid texture strengthens from the inside and works intensely on the hair fiber for smoothness, conditioning and shine.

Usage

After using the Mighty Bonds shampoo, apply on wet hair and work evenly throughout the hair until the ends. Because of its fast-absorbing texture, you don't need to use a lot of product! Leave on for 5 minutes and rinse.





**450°F Heat
Protection**

**Gel-Like
Texture**

Super Sealing Balm

Description

Build-A-Bond super sealing leave-in balm, infused with Citric Acid and Squalane. Billion bond care to fight damage and get billion-dollar hair!

Benefits

The rich texture evenly coats your hair from lengths to tips, protecting it from frizz up to 72 hours, breakage & heat up to 450°F/ 230°C. A thick pink balmy cream, super easy to distribute, fast absorbing and not greasy

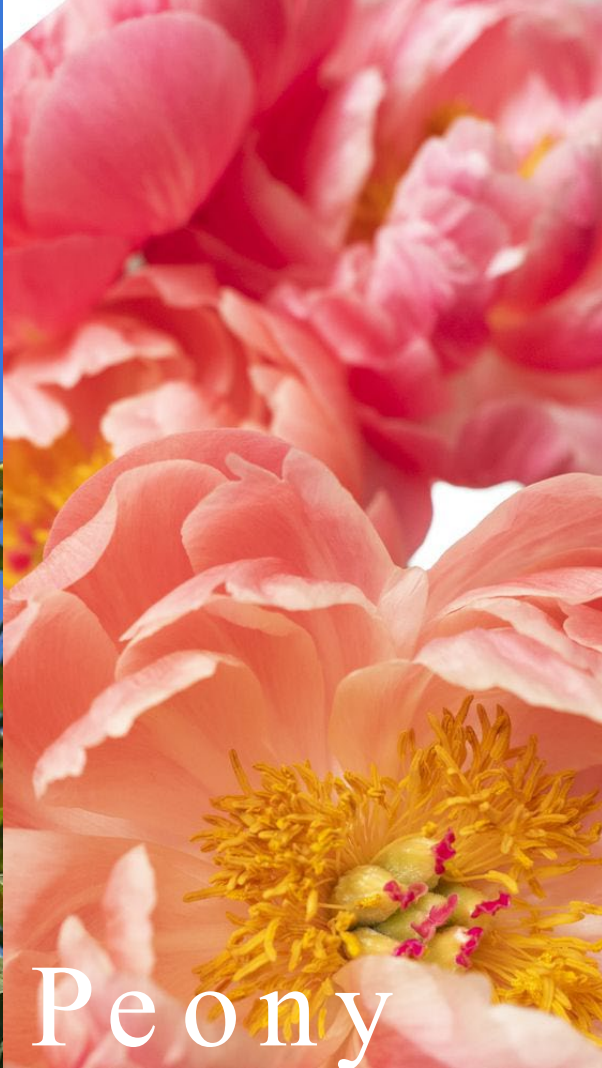
Usage

After using the Mighty Bonds shampoo and Mighty Care Conditioner or Instant Revival Mask, apply a dime sized quantity or as needed on mid to lengths on towel dried hair. Use before blow dry or air dry to protect from heat. Leave in, Do not rinse.



The Beauty Bee Fragrance

Inspired By One of the Iconic Maison Margiela Replica: Under The Trees. Beauty Bee Is A splash of bright sunshine with a twist of lemon.



What's Your Damage Level?

Instacure Anti-Breakage



New! Strengthening Leave-In



Same Base as
Unbreak My Blonde

Now Upgraded
with Liquid Protein!

Medium Damage



Damage Type:

- Appearance of split ends

For the Damaged Diva:

- Who uses heat tools

new!

New! Instacure Build-A-Bond



Mega Damage



Damage Type:

- Severe breakage & crunchy ends

For the Damaged Diva:

- Who lightens hair or receives chemical services

The Technology +
Portfolio



Salon + Stylist 360



FAQ



Salon + Stylist 360

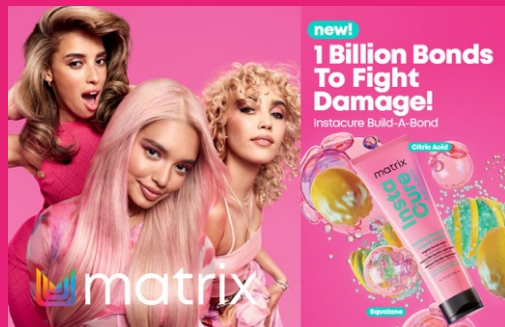


Salon Signage

Download

LEVEL

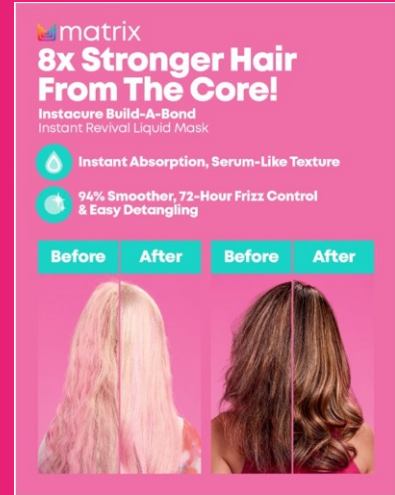
**September: 2x Points on
Build A Bond**



LEVEL
LOYALTY REWARDS

Sampling/Trial

**Ask your Salon Business
Partner or Sales Associate
for a free sample!**



Education Offerings

**September – November:
Cross promo in color classes with Build
A Bond & Tonal Control sampling**

**Balayage &
Backbar Bonding
Enroll Here**

Intro Offers

**September:
Purchase 8+ and receive FREE 1 BAB Super
Sealing Balm and 2 BAB Instant Liquid Revival
Masks (\$42.50 Value)**



new!

Instant Revival Liquid Mask Service

5-Minute Nourishing + Strengthening Treatment
to Repair Strength and Protect Lightened Hair

10 Services
per week

\$15
per service

\$7,400+*
revenue per year*



*Assuming stylist purchases 26 bottles; 1 bottle = 20 services

new!

Instant Revival Liquid Mask Service Bundle

5-Minute Nourishing + Strengthening Treatment + Mask & Balm Take-Home Bundle

10 Services
per week

\$65
per service + bundle

\$33,000+*
revenue per year*

*Assuming stylist purchases 26 bottles; 1 bottle = 20 services



The Technology + Portfolio



Salon + Stylist 360



FAQ



Build A Bond - FAQ's

What is INSTACURE BUILD-A-BOND?

INSTACURE BUILD-A-BOND is a haircare range from Matrix that helps to fight damage with 1 billion bonds packed in every bottle. This range strengthens hair from the inside**, softens & smooths on the outside while providing:

- 8X stronger hair*

- Revived hair feel after just one use

*system of shampoo, conditioner, mask, and leave-in vs. non-conditioning shampoo

** with continued use

Who should use INSTACURE BUILD-A-BOND?

Clients with mega damaged hair, including damage from bleaching and other chemical treatments.

What is the technology in INSTACURE BUILD-A-BOND?

INSTACURE BUILD-A-BOND features formulas infused with Squalane, known to soften & smooth hair on the outside, and Citric Acid, known to strengthen hair from the inside with continued use.

Is INSTACURE BUILD-A-BOND suitable for all hair types?

Yes, INSTACURE BUILD-A-BOND is suitable for all mega damaged, very porous hair types and textures.



Build A Bond - FAQ's

How do the INSTACURE BUILD-A-BOND formulas compare to each other? How are they used?

	Mighty Bonds Shampoo	Mighty Care Conditioner	Mighty Bonds Liquid Mask	Super Sealing Balm
Who it's for	For mega damaged hair.			
Callout Ingredients	Citric Acid - a bonding agent that helps power our formulas to reinforce weakened bonds within hair and improve strength and resiliency. Citric Acid is an alpha hydroxy acid small enough to penetrate the hair fiber and known to help strengthen hair. Squalane - known as a protective agent on the surface of the hair fiber that holds moisture in and on the hair fiber.			
Usage Instruction	Apply on wet hair. Lather and rinse thoroughly. Follow with the rest of the bonding system: Mighty Care Conditioner.	Use the bond building system: apply after might bonds shampoo on wet hair from mid-lengths to ends. Leave on for 3 minutes then rinse out.	Apply on damp hair from mid lengths to ends. Leave-on for 5 then rinse out.	Apply on wet hair, from mid lengths to the ends. Do not rinse.
Usage frequency	Can be used daily or as often as needed.	Can be used daily or as often as needed.	Use ½ times a week in place of Mighty Care Conditioner.	Can be used daily or as often as needed.
Standalone Claims	•Instantly provides immediate lightweight manageability to damaged hair. •Hair looks & feels healthy from root to tip after a single use.		•94% smoother* •Easy detangling •Instant absorption, serum-like penetration	•Protection against heat up to 450°F / 230°C*** •4X less breakage* •Helps strengthen hair from the inside with continued use

**vs. non-conditioning shampoo.*



Build A Bond - FAQ's

What are the claims when INSTACURE BUILD-A-BOND is used as a system?

Mighty Bonds Shampoo + Mighty Care Conditioner + Super Sealing Leave -In Balm	
Instrumental Claims *:	Consumer Claims :
•93% or 16X more conditioned (US/NA) •93% or 16X more nourished (EU/UK) •84% or 6X stronger	•Hair looks & feels less damaged •Hair looks & feels smooth from root to tip •Hair looks & feels conditioned/nourished •Hair does not feel greasy or weighed down

Mighty Bonds Shampoo + Mighty Bonds Mask + Super Sealing Leave -In Balm	
Instrumental Claims *:	Consumer Claims :
•94% or 18X more conditioned (US/NA) •94% or 18X more nourished (EU/UK) •84% or 6X stronger	•Hair manageability is restored •Hair looks revitalized •Appearance of split ends is reduced •Hair looks shiny

* vs. non -conditioning shampoo (US/NA); instrumental test with full system (EU/UK)

- Claims are approved for US only; review with local scientific directors wherever

skus will be sold



Build A Bond - FAQ's

What is the INSTACURE Strengthening Leave-In Cream?

The INSTACURE Strengthening Leave-In Cream is:

- A nourishing formula that hydrates and softens.
- A formula that won't weigh hair down.
- A leave-in that smooths and eliminates frizz.
- A heat protectant for up to 450°F / 230°C *

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

Consumer testing shows the following immediate benefits:

- Hair is manageable, easy to style and blow-dry, and has natural movement/bounce.
- Hair looks & feels conditioned/nourished, moisturized/hydrated, healthy, smooth, silky, and soft.
- Hair does not look frizzy or feel weighed down.



Build A Bond - FAQ's

How is INSTACURE BUILD-A-BOND different from INSTACURE?

INSTACURE BUILD-A-BOND		Instacure
Who It's For	For mega damaged hair.	For brittle hair
Inspirational Featured Ingredient(s)	Squalane & Citric Acid	Liquid Proteins
USP	Billion bond care to fight damage & get billion dollar hair. Strengthens from the inside; softens & smooths on the outside.	Anti-breakage haircare system fills porosity right where you need it.
What's in the Range	•Mighty Bonds Shampoo & Conditioner •Instant Revival Liquid Mask •Super Sealing Balm	•Anti-Breakage Shampoo & Conditioner •Strengthening Leave-In •Porosity Filling Spray

Will INSTACURE BUILD-A-BOND be replacing Instacure?

No, INSTACURE BUILD-A-BOND is an extension of Instacure.

Will INSTACURE BUILD-A-BOND be replacing Unbreak My Blonde?

Yes. Unbreak My Blonde will be discontinued.



Build A Bond - FAQ's

How do the two Instacure Leave-In Treatments Compare?

	Instacure Build A Bond Super Sealing Leave -In Balm	Instacure Strengthening Leave-in Cream
Who it's for	For hair that's mega damaged from bleaching and other chemical services.	For hair that's brittle or weak either naturally or from mechanical services such as brushing.
Inspirational Featured Ingredients	Squalane & Citric Acid	Liquid Proteins
Usage Instruction	After shampoo and conditioner/mask, please apply from mid lengths to ends. Leave on.	Apply from mid lengths to ends on clean damp hair. Leave on.
Usage frequency	As often as desired following shampoo and conditioner or mask.	As often as desired following shampoo and conditioner.
Standalone Claims	•Protection against heat up to 450°F / 230°C** •4X less breakage* •Helps strengthen hair from the inside with continued use	•nourishing formula hydrates and softens. •won't weigh hair down. •smooths and eliminates frizz. •heat protection up to 450°F / 230°C**

**vs. non -conditioning shampoo.*



Build A Bond - FAQ's

Is INSTACURE BUILD -A-BOND suitable for color -treated and/or bleached hair?

Yes, INSTACURE BUILD-A-BOND is suitable for color-treated and/or bleached hair.

Can I use INSTACURE BUILD -A-BOND immediately following a haircolor service?

We recommend in the salon using Color Obsessed immediately following a haircolor service to remove color from the hair. INSTACURE BUILD-A-BOND is better suited to follow a bleaching service in the salon before toning and can be used at home between coloring appointments.

Can I use INSTACURE BUILD -A-BOND as a pre -treatment before a chemical treatment at the salon?

We recommend using the Instacure Porosity Filling Spray before chemical services as you do today, for example before pulling color through mids and ends on overly porous hair. INSTACURE BUILD-A-BOND is best suited for use following and between chemical services.



Build A Bond - FAQ's

Is INSTACURE BUILD -A-BOND 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.

Can INSTACURE BUILD -A-BOND 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 INSTACURE BUILD -A-BOND and other Matrix haircare ranges?

Yes, Matrix haircare ranges can be used as needed to address specific needs. However, for the best bonding benefits its recommended to use INSTACURE BUILD-A-BOND continuously.



Build A Bond - FAQ's

What is the PH of Build a bond? What are the benefits of acid -balanced haircare?

All Instacure Build A Bond products are pH balanced to be acidic. Over time, fluctuations in pH can swell and contract the hair strand causing damage. Acid-balanced haircare products typically mimic the natural pH of healthy hair (4.5 to 5.5) and are ideal for damaged hair. These haircare products help to keep the hair's surface (cuticle) smooth, feeling soft, and looking shiny. Build A Bond is designed at an optimal pH level and helps hair look & feel healthy.

Which bonds are being restored/repared with Build A Bond?

Build A Bond reforms the hydrogen bond matrix in a way that leaves hair stronger, more resistant, than it would have been before use.

What is the % of citric acid in every product?

Each product in the Build A Bond portfolio has been formulated to provide the correct level of citric acid to provide bonding benefits when used in regimen.

Is BAB suitable for fine hair?

Yes.



Build A Bond - FAQ's

What is the difference in the results on hair after Build A Bond Conditioner and Build A Bond Mask?

The mask, as you would expect, provides more conditioning benefits.

What is the fragrance of Build A Bond?

Top: Lemon, Bergamot, Cardamom Jungle Essence, Betahydrane

Mid: Peony, Fig, Rhubarb

Dry: Amberwood, Musks, Solar





matrix