

2024 New Partnerships

Large Color Sampling Program



New Partnership Program Overview

For Non-PPD Competitive Color Salons

- Up to 50, 100, and 200 tube (or packette) sampling opportunities*
- No initial swap required
- Up to three complimentary educational touchpoints
- Program **only valid for competitive accounts (i.e., annual potential of \$10k+ incremental color sales)**
- Program valid throughout 2024 - results will be reevaluated in June
- Accounts **only considered “wins” after a purchase of >\$500 and Educational Touchpoints have been booked via Salesforce**

*SoColor 10 min comes in a packette instead of a tube. Must be ordered in packs of 6.



Trial + Conversion Guidelines

1

Sample Trial Offer

Chairs	Color Potential	Sample
5+	\$10k+	• Up to 50 Tubes* • 3 Developers • 1 Lightener
10+	\$20k+	• Up to 100 Tubes* • 6 Developers • 1 Lightener
20+	\$40k+	• Up to 200 Tubes* • 9 Developers • 1 Lightener

Receive: 2 Complimentary
Education Classes

2

Conversion Offer

With a Purchase
of >\$500

Receive Free:
**Customized Education
Touchpoint & Trade Out Up
To 2 Months Of Color Tube
Inventory**

*SoColor 10 min comes in a packette instead of a tube. Must be ordered in packs of 6.



Trial + Conversion Education

Sampling Program:

1 Haircolor For All (or Blonding For All)

Gain insight on industry favorite formula secrets using SoColor + SoColor Sync for all hair types.

Note: Matrix "Hair Color for All" Class to be scheduled via Salesforce

2 Formulate For Success

Understand formulation for any situation or service type.

Note: Matrix "Hair Color for All" Class to be scheduled via Salesforce

Conversion Offer:

3 Customized Education Touchpoint*

Technical education tailored to support individual account aspirations with Matrix Color

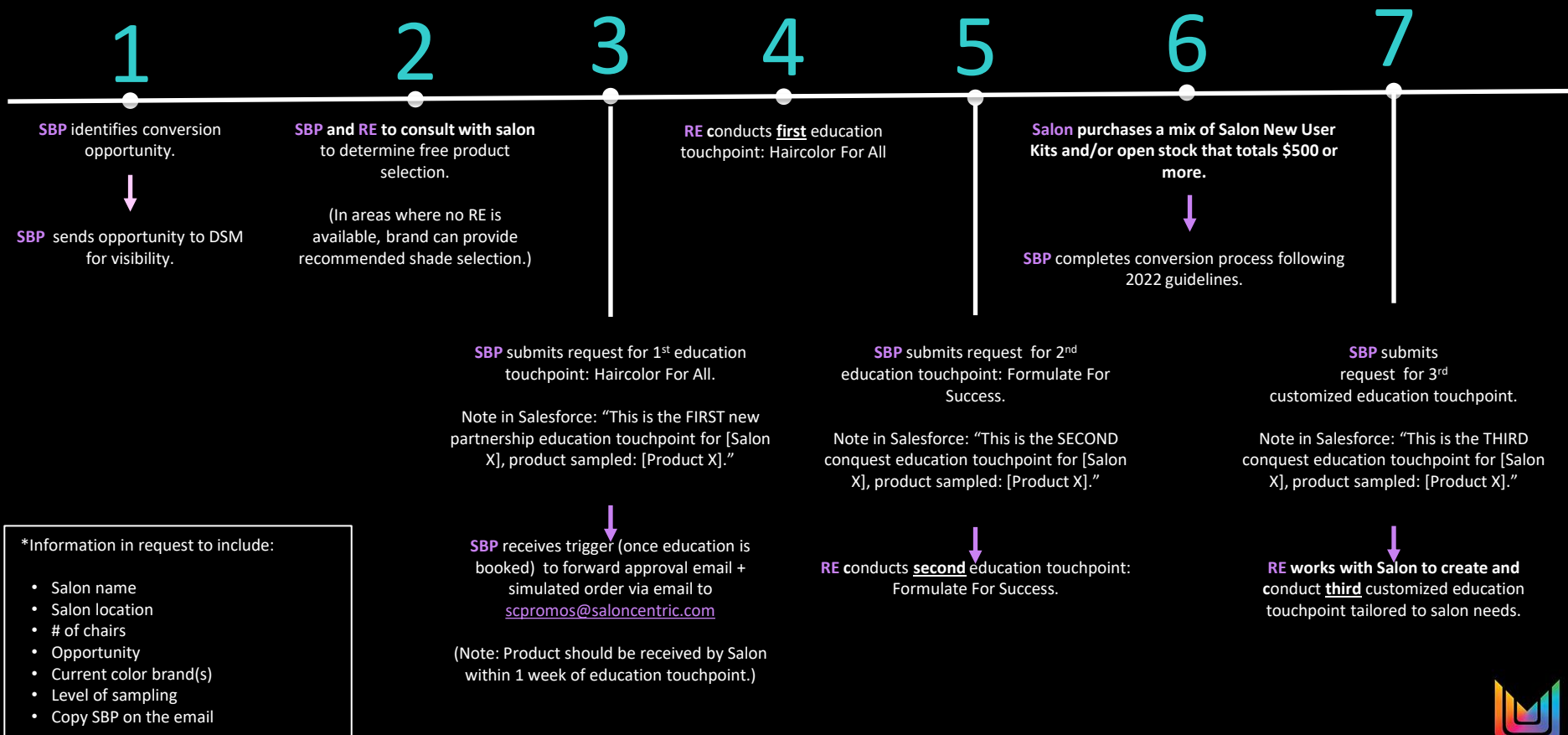
Note: With a Matrix Haircolor purchase of >\$500

Total Estimated Value = \$1,000+

Always Available: Unlimited Live Digital Education + L'Oréal ACCESS Education



The Trial Process



Color Conversion Swap-Out

- If converting 1-49 tubes, no buy-in is required.
- If converting 50+ tubes, opening and order of \$500 or more is required:
 - Salon can purchase a mix of Salon New User Kits and/or open stock that totals \$500 or more.
 - With qualifying purchase, the salon can trade out up to 2 months of color tubes inventory.
 - Refer to the Conversion Workbook to quantify 2 months of color tube inventory.
 - Remaining competitive color (beyond 2 months worth of inventory) can be swapped out for lighteners, backbar, retail, developers, color gear, etc. and/or Level Loyalty points.

Remember:

- A conversion for each sub-brand is not required – only one conversion form per customer is necessary if converting to multiple sub-brands, i.e. SoColor & SoColor Sync.
- The SBP must provide the order # for the salon's \$500+ purchase on the SFDC competitive conversion form.



What Constitutes a Win?

Before Sampling:

1. Must have been a non-PPD competitive color account in the last 6 months.*
2. Education must be booked in Salesforce prior to ordering samples to ensure products are landing in the salon at the same time as education booking.

After Sampling:

1. Must make a purchase of >\$500 (can be a mix of haircolor Salon New User Kits and/or haircolor open stock).
2. Complete SalonCentric Color Conversion process with complete swap out.

*If salon purchases SoColor Sync, but no Matrix permanent color, **this will still constitute a win**

*If salon purchases Logics and SBP converts to SoColor, **this will not constitute a win**



Salon Potential Example

Calculate Current Color Spend of 1 Stylist and Multiply by # Of Chairs

$$\begin{array}{lcl} \text{1 stylist/chair purchases} & & \text{of these purchases,} \\ \$4,250 & \times & 47\% \\ \text{annually in Retail + Color} & & \text{are Color only} \end{array}$$

$$= \$2,000 \quad \text{in color purchases per stylist/chair}$$

$$\begin{array}{l} \times 5 \text{ salon chairs} \\ = \$10\text{k opportunity} \end{array}$$

$$\begin{array}{l} \times 10 \text{ salon chairs} \\ = \$20\text{k opportunity} \end{array}$$



Education Booking Process For SBP

1 Haircolor For All

Class Names: Haircolor For All (or Blonding For All)

- SBP: Add to the “Comments” section of the Salesforce class request:

The 1st demo for haircolor conversion against XXX brand. Artist notes:

- Demo: “Wow” the Salon on why you love Matrix and reintroduce them via new branding.
 - Client demographics/needs (Ex: Salon has 60% Gray / 30% blonde / 10% red hair clients).
 - Action Plan: Need to speak about the benefits of Matrix SoColor, SoColor Sync, Lighteners, etc.
 - Add Consultation and Vision Card to class.
- SBP to then request Matrix RE or have EEM assign

2 Formulate For Success

Class Name: Formulate for Success

- SBP: Add to the “Comments” section of the Salesforce class request:

Comparison formulas needed. Artist notes:

- Artist to call salon for top 6 formulas from XXX brand to convert to Matrix SoColor and up-sell SoColor Sync and Lighteners.
 - Possibly bring in clients to be models for the class and start to convert formulas to Matrix.
 - Action plan: Help salon identify the inventory needed to swap out shades that correlate to their client needed.
- SBP to then request Matrix RE or have EEM assign

Reminder: SBP and RE to consult with salon to determine free product selection prior to booking education. Product should be received by Salon within 1 week of education touchpoint.



Education Booking Process For SBP

3

Customized Education Touchpoint*

Class Names: Second Formulate for Success (as needed) or Pre-Paired Perfection

- SBP: Add to the “Comments” section of the Salesforce class request:

Technical education tailored to support individual account aspirations with Matrix Color. Artist notes:

- Artist to connect with salon to identify account-specific pain-points.
 - Work chair-side with Salon staff to address pain-points.
 - Add Consultation/Retail class if salon has Matrix Haircare and Styling products.
- SBP to then request Matrix RE or have EEM assign

Reminder: Class 3 is only available with a purchase of Salon New User Kit.



Matrix Resources

MatrixProfessional.com

- ✓ Techniques
- ✓ Product Knowledge
- ✓ SoColor Certification
- ✓ Facebook Live Library



[Click Here](#)

Matrix Digital Education

- ✓ Customizable Promotional Assets
- ✓ Resources for Salon Social Pages



[Click Here](#)

Matrix Education on L'Oréal Access

- ✓ Earn Level Points For Every Dollar You Spend
- ✓ Use Points Towards Free Education, Backbar, And Much More!



[Click Here](#)



Education Resources

Digital Live Education Opportunities

- ✓ Regional Educator Power Hours
- ✓ Weekly Product Knowledge Classes
- ✓ Technique Skill Focused Classes
- ✓ What's New with Matrix supporting current launches



[Click Here](#)

Matrix Education on L'Oréal ACCESS

- ✓ Artist-Driven E-Learning Modules
- ✓ Expanded Education Path for All Skill Levels
- ✓ Inclusive Education - Techniques Always Shown on 2 Textures & 2 Levels



[Register Here](#)

Matrix Education Menu & Complimentary Guideline

- ✓ List of our class menu for In-Salon
- ✓ Purchase guideline for how salon earn complimentary education
- ✓ Classes redeem through complimentary, PPD Level Points or pay out of pocket



[Click Here](#)



Matrix Color Portfolio + Conversions





SoColor Pre-Bonded

Permanent Color

Pre-Bonded to Protect Inner Hair Structure
So you can maintain the integrity of the hair, color after color

Pre-Blended Formulas
With background + reflect – so you can neutralize every underlying pigment

Lasting Color + Conditioned Hair
Hair is up to 37% more conditioned (vs before coloration)

Ideal For All Hair Types + Endless Uses
Virgin application, retouch + refresh, gray coverage, color correction, base adjustment, + more!



SoColor Pre-Bonded
Certified Vegan





SoColor Sync Pre-Bonded

Ammonia-Free, Demi-Permanent Color

Long-Lasting, Full-Bodied Results

With 100% Pre-Blended, oxidative dyes.

Pre-Bonded to Protect Inner Hair Structure

So you can maintain the integrity of the hair, color after color.

Shiny, Conditioned Hair

Hair is up to 62% more conditioned (vs before coloration)

Ideal for All Hair Types, All Services

Color refreshing, toning, gray blending, lowlights, and more!



SoColor Sync
Certified Vegan





take control of your tone.

Tonal Control Pre-Bonded

Acidic Demi-Permanent Gel Toners.



Real-Time Visible Oxidation
so you know precisely when it's time to rinse.



No-Drip, Color-Coded Gel Formula
for ultimate creative control, apply with bottle or brush.



Long-Lasting, Multi-Dimensional Results
true-to-tone with no lift and high-shine, color lasts up to 24 washes.



Tonal Control
Certified Vegan



SoColor 10 min Pre-Bonded

Express Permanent Color



Covers 100% of Grays
In 10 Minutes



Pre-Bonded Formula
Bonder protects weak hair without
melanin from frequent color services



5 Minute Buffer Window
Helps control over-processing
between minutes 10 - 15



SoColor 10 min Pre-Bonded
Certified Vegan





Coil Color Pre-Bonded

Ammonia-Free Permanent Color



60% Oil Formula,
Infused With Coconut Oil
Promotes elasticity + preserves curl definition



Ammonia-Free Oil-In-Cream Formula
Protects + evenly saturates curls
for uniform color results



Visible Reflect On Dark Bases
Specially blended dyes provide dimension on dark bases



Coil Color
Certified Vegan



Matrix Lighteners For Every Service

Standard



Light Master

classic lightening powder for all techniques

8

levels of lift

Premium



High Riser Pre-Bonded

power lift lightener for extra lightening with bonder inside

9

levels of lift



Light Master Pre-Bonded

lightener with bonder inside for extra protection

8

levels of lift

Specialty

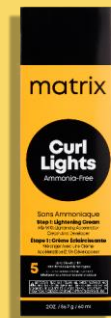


Open Air Pre-Bonded

clay lightener for advanced balayage techniques

7

levels of lift



Curl Lights

ammonia-free cream lightener, ideal for curls and highlights

5

levels of lift

Permanent Color Conversion

#1 Wella Permanent Color:

Koleston Perfect

Why do stylists like Koleston Perfect?



- Cream format
- Cool, opaque, saturated color
- 100% reliable grey coverage
- 130+ shades full of density
- 2 oz tube

Color cost/oz: \$5.50
Developer cost/oz: \$0.22

**Cost/mixed oz :
\$2.86**

Convert To:

SoColor Pre-Bonded

Why is this the #1 conversion choice?

- Cream format
- Saturated, opaque color
- 100% reliable grey coverage
- 2 coverage tonal families
- 130+ shades for limitless creativity
- 3 oz tube



Exclusive
Bond-Protecting
Concentrate
protects
hair structure

Color cost/oz: \$2.82
Developer cost/oz: \$0.23

**Cost/mixed oz:
\$1.53**



Demi-Permanent Color Conversion

#1 Wella Demi-Permanent Color:

Color Touch



Why do stylists like Color Touch?

- Cream format
- Alkaline demi permanent
- Up to 70% grey coverage
- Ammonia-free

Color cost/oz: \$4.80
Developer cost/oz: \$0.22

Cost/mixed oz:
\$1.75

Convert To:

SoColor Sync Pre-Bonded

Why is this the #1 conversion choice?

- Cream format with superior conditioning
- Demi-permanent, ammonia-free
- Up to 75% grey blending
- 75+ shades
- Alkaline, Acidic, and Fast toning technologies



Exclusive
Bond-Protecting
Concentrate
protects
hair structure

Color cost/oz: \$2.75
Developer cost/oz: \$0.20

Cost/mixed oz:
\$1.64



Demi-Permanent Color Conversion

Wella Demi-Permanent Color:

Shinefinity Zero Glaze

Why do stylists like Shinefinity?

- Gel or cream formula option based off which developer you use
- Up to 6 weeks of long-lasting color
- True-to-tone color results



Color cost/oz: \$3.06
Developer cost/oz: \$0.19

**Cost/mixed oz :
\$1.63**

Convert To:

Tonal Control Pre-Bonded

Why is this the #1 conversion choice?

- Real-Time Visible Oxidation: color gradually deepens, so stylists know exactly when to rinse!
- No-drip gel formula (with no dedicated developer)
- Long-lasting: up to 24 washes (6 weeks)
- Ideal palette of 17 shades
- No-lift acidic formula
- Vegan and ammonia-free



Exclusive
Bond-Protecting
Concentrate
protects
hair structure

Color cost/oz: \$2.82
Developer cost/oz: \$0.23

**Cost/mixed oz:
\$1.53**



Fashion Shade Conversion

#1 Wella Fashion
Shade Color:

Color Fresh Create

Why do stylists
like Color Fresh Create?

- 12 intermixable shades
- True-to-tone fading



Convert To:

SoColor Cult

Why is this the
#1 conversion choice?

- 13 intermixable semi-permanent shades
- Acidic formula
- Long-lasting, bright results
- 5x more conditioned vs. pre-lightened hair



Cost/oz :
\$2.55

Cost/oz:
\$2.06



Lightener Conversion

#1 Wella Lightener:

BlondorPlex



Why do stylists
like BlondorPlex?

- Powder lightener
- Up to 7 levels of lift
- Conditioning
- Bond building technology

Lightener cost/oz: \$1.44
Developer cost/oz: \$0.23

Cost/mixed oz :
\$0.64

Convert To:

Light Master Pre-Bonded

Why is this the
#1 conversion choice?

- Protects bonds while lifting to 8 levels
- No bonding additive needed
- Can be used with clay and oil additives
- Adjustable techniques



Lightener cost/oz: \$1.20
Developer cost/oz: \$0.23

Cost/mixed oz:
\$0.55



Lightener Conversion

#1 Schwarzkopf Lightener:

BlondME



Why do stylists like BlondMe?

- Helps protect hair fiber up to 9 levels of lift
- Suitable for all technique
- Anti-yellow agents to neutralize any warm tones

Lightener cost/oz: \$1.30
Developer cost/oz: \$0.29

**Cost/mixed oz :
\$0.69**

Convert To:

High Riser Pre-Bonded

Why is this the #1 conversion choice?

- Protects bonds while lifting to 9 levels
- Highest concentration of citric acid + glycine while breaking through red, orange & yellow tones
- Infinite service options



Lightener cost/oz: \$1.23
Developer cost/oz: \$0.23

**Cost/mixed oz:
\$0.56**



Universal Developer Conversion

Wella Developers:

- **ColorCharm Developer**
- **Color Touch Developer**
- **Welloxon Perfect Developer**
- **ShineFinity**
- **Blondor Freelights Developer**



Convert To:

Matrix Universal Developer

Why is this the #1 conversion choice?

- 10, 20, 30, and 40 volumes
- Applicable for use with all Matrix ranges including: SoColor, SoColor Sync, Tonal Control, Light Master, Curl Lights, High Riser, etc.



Cost Per Mixed Ounce: Matrix

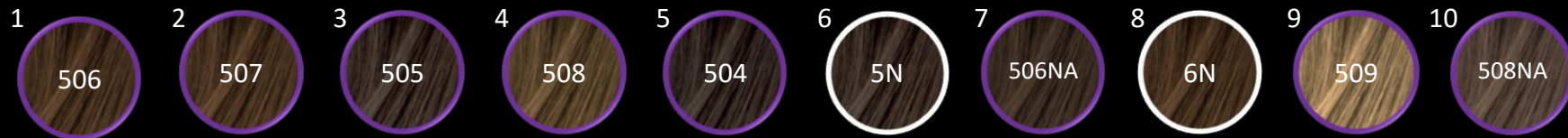
	Color Brand	Oz/Tube	Salon Price	Cost/OZ	Developer Cost/Oz	Cost/ Mixed Oz	Comp Equiv. Cost/ Mixed Oz
Permanent	SoColor	3	\$8.25	\$2.75	\$0.21	\$1.36	\$2.42
Demi-Permanent	SoColor Sync	2	\$6.15	\$3.08	\$0.21	\$1.64	\$2.25
	Tonal Control Pre-Bonded	3	\$8.25	\$2.75	\$0.23	\$1.53	\$1.63
Semi-Permanent	SoColor Cult	4	\$8.25	\$2.06	N/A	N/A	\$2.55
Lightener	High Riser Pre-Bonded 2lb	32	\$39.50	\$1.23	\$0.23	\$0.56	\$0.69
	Light Master Pre-Bonded 2lb	32	\$38.50	\$1.20	\$0.23	\$0.55	\$0.64
	Light Master 2lb	32	\$33.00	\$1.03	\$0.23	\$0.49	
	Open Air Pre-Bonded 2lb	32	\$38.50	\$1.20	\$0.23	\$0.55	



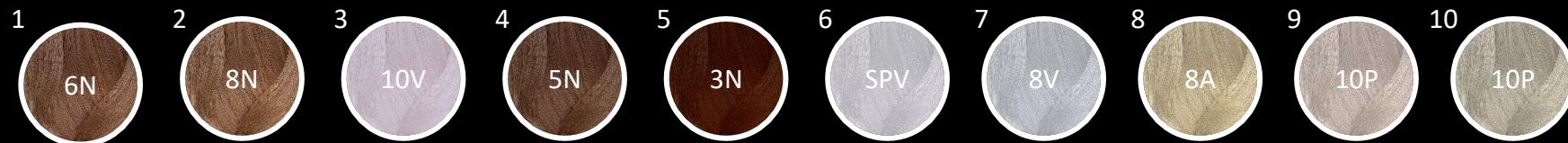
Top Matrix Shades to Sample

SoColor Pre-Bonded (Permanent)

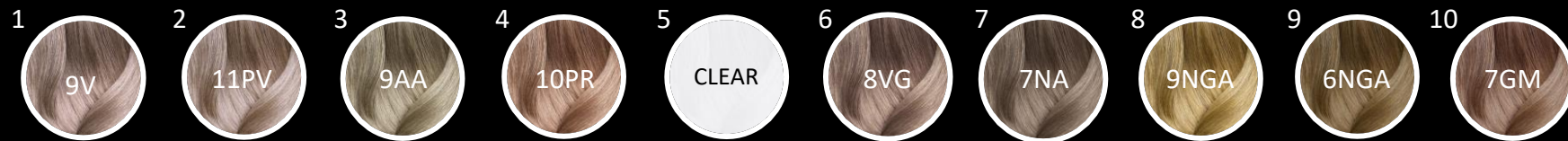
Ext. Coverage Shade



SoColor Sync Pre-Bonded (Alkaline Demi-Permanent)



Tonal Control Pre-Bonded (Acidic Demi-Permanent)





matrix