



matrix

All Hair Types. All Humans.

2024 Manual



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A vibrant, close-up photograph of three young women with curly hair, smiling warmly at the camera. The woman at the top left has voluminous, curly reddish-brown hair and freckles. The woman at the bottom left has wavy, light blonde hair. The woman on the right has large, curly dark brown hair and is wearing a bright yellow turtleneck sweater. The background is a solid, bright yellow, creating a cheerful and energetic atmosphere.

Welcome To Matrix



We Are Inclusive

For All, Welcoming, Accessible

We Are Uncomplicating

Intuitive, Uplifting, Simple

We Are Joyful

Colorful, Lighthearted, Celebratory

All Hair Types. All Humans.

At Matrix, we welcome all hair types and all humans.

That's why we work with our labs and network of stylists around the world to develop hyper-targeted solutions for each and every hair type—every level, underlying pigment, diameter, and pattern.

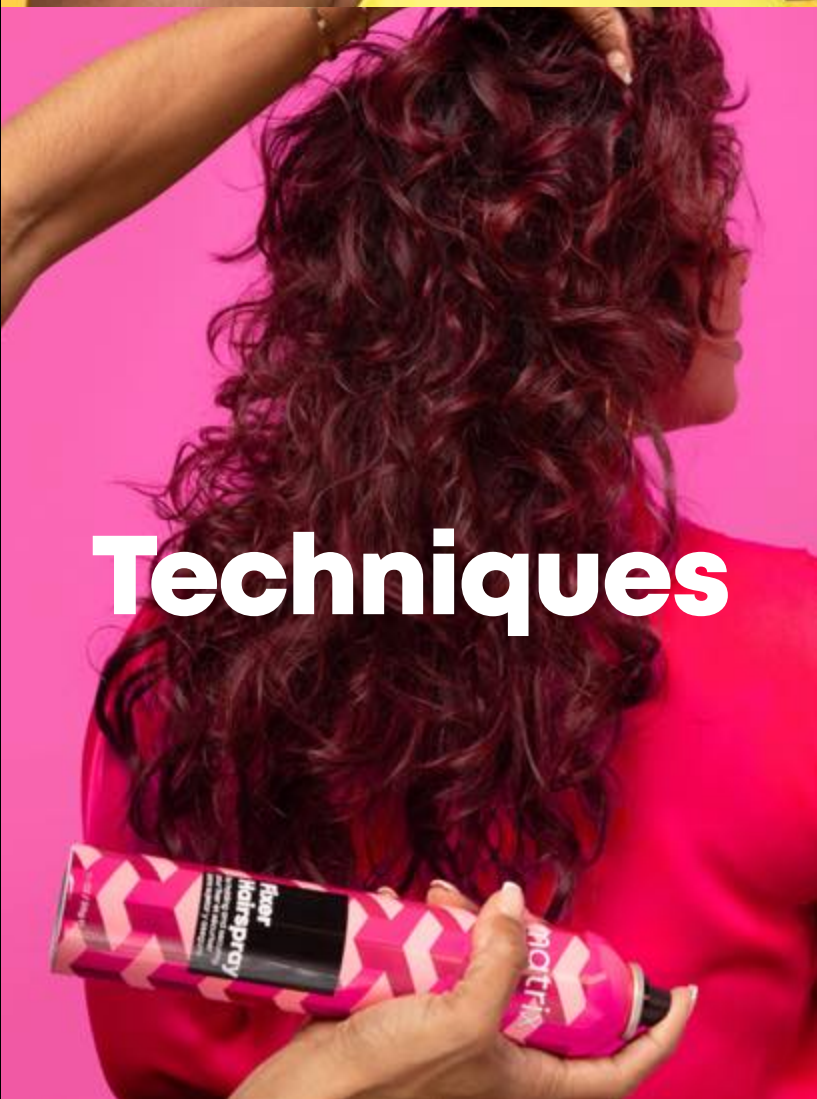


Education For All

Supporting all stylists in recruiting and retaining clients through hot trending techniques, certification to welcome all clients, and foundational product knowledge.



Certification



Techniques



Products

Reach All, Teach All

Education is the heartbeat of the Matrix brand. Whether you're fresh out of beauty school or looking to expand your skills, we offer online & hands-on education in multiple formats so you have education for all hair types and patterns at your fingertips 24/7.



Meet
Our Artists
And Ambassadors



Access
Free Education



Register
For A Matrix
Education Class



Learn
More About Our
Unique Philosophy



Our Commitment To Inclusivity

Diversity is not an ideal. It is a fact.

That is why we created the **Hair Diversity Matrix**—a scorecard that we use to make sure that our products and education meet the needs of all hair types: all levels, all diameters and all patterns, so that you can service every client with confidence.

Hair Diversity Matrix

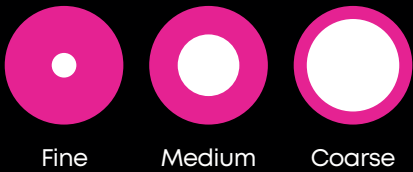
Natural Levels



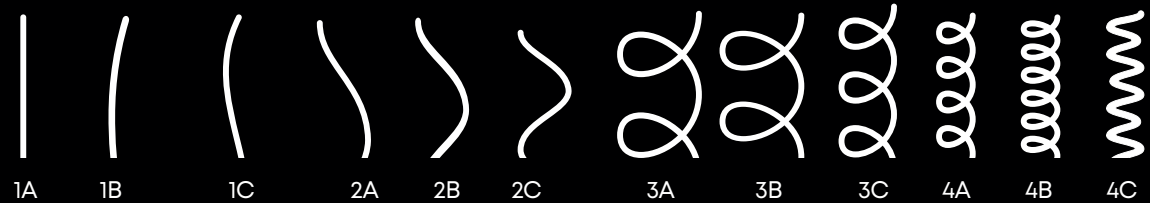
Underlying Pigments



Diameters



Patterns



The logo features a stylized 'M' icon composed of three overlapping geometric shapes in blue, green, and orange, followed by the word 'matrix' in a lowercase sans-serif font and 'Haircolor' in a large, bold, uppercase sans-serif font.

matrix Haircolor

Pre-Bonded Confidence & Protection At Every Step

✓ **Matrix Haircolor Point Of Difference**

✓ **Permanent Color**

- SoColor Pre-Bonded
- SoColor 10 min Pre-Bonded
- Coil Color

✓ **Demi-Permanent Color**

- Tonal Control Pre-Bonded
- SoColor Sync Pre-Bonded

✓ **Semi-Permanent Color**

- SoColor Cult Vivids

✓ **Lighteners**

- High Riser Pre-Bonded 9
- Light Master Pre-Bonded 8
- Light Master 8
- Open Air Pre-Bonded 7
- Curl Lights 5

✓ **Our Signature Techniques**

✓ **Consultation & Formulation**

Our 1st Pre-Bonded Color Portfolio

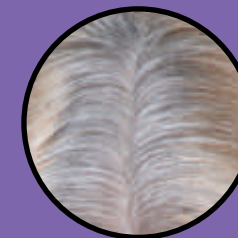
Stronger Hair With Bonder Inside Every Technology

- ✓ **Permanent Color**
SoColor Pre-Bonded
- ✓ **Demi-Permanent Color**
SoColor Sync Pre-Bonded & Tonal Control Pre-Bonded
- ✓ **Lighteners**
High Riser, Light Master & Open Air Pre-Bonded

Bonder Inside!



Pre-Bonded Protects All Hair Types



Gray Hair

Hair without melanin is weaker and brittle. Bonders add protection for these clients that color the most frequently.



Curly & Coily Hair

Curl inflection points are weaker and prone to damage. Bonders support the hair structure and help maintain the curl pattern.



Fine Hair

Fine hair is thinner, with a smaller cortex. Bonders protect the hair structure of the most delicate hair.



Lightened Hair

Lightened hair is more fragile, especially after high levels of lift. Bonders protect and prevent breakage.

The Proof Is In The Brush

92% Less Breakage*



- ✓ **92% Less Breakage***
Stronger hair, color after color
- ✓ **Save Time**
You don't need to add a separate bonder
- ✓ **Make More Money**
Charge 20% more for a pre-bonded color service

*Using the Matrix Pre-Bonded Lightening Portfolio vs Matrix's leading lightener without bonder.
Matrix Lightening Portfolio: Light Master Pre-Bonded, SoColor Sync or Tonal Control Pre-Bonded, Unbreak My Blonde Shampoo, Conditioner, Leave-In.

3 oz. = More Color, More Coverage, More Creativity!



**Bigger
Tube
Better
Value**

**Healthier
Hair**
with bonder
inside

**Increase
Profits**
with 50% more
color in every
tube

**37% More
Conditioning**
with our
industry-leading
cream formula

**3 oz.
tube**

**Competitor
Color**



**2 oz.
tube**

A close-up portrait of a woman with voluminous, wavy, dark reddish-brown hair. She is smiling slightly, showing her teeth. She is wearing a red, possibly satin, strapless top. The background is a solid, vibrant pink. The text 'matrix Permanent Color' is overlaid on the right side of the image.

 matrix
**Permanent
Color**

matrix Permanent Color



SoColor Blended

- Up to 50% gray coverage
- Pre-blended with brown/beige background
- Formulated for natural and fashion tones on <50% gray
- Up to 4 levels of lift



SoColor Extra Coverage

- Up to 100% gray coverage
- Pre-blended with brown/beige background
- Formulated for natural and fashion tones on >50% gray
- Up to 2 levels of lift



SoColor Ultra Blonde

- Formulated for high lift on light brown to dark blonde natural bases
- Pre-blended high lift color, neutralization & reflect
- Up to 5 levels of lift
- Low ammonia



SoColor Reflect

- Vibrant reds and coppers with specific technology for increased vibrancy
- Pre-blended reflect with little to no brown/beige background
- Formulated for fashion tones on <50% gray
- Up to 4 levels of lift



SoColor 10 min

- 100% gray coverage in 10 minutes
- Color + developer in every pouch
- 5-minute buffer window to control over-processing between minutes 10–15
- 10 neutral shades



Coil Color

- Ammonia-free permanent color with 60% oil to preserve curl definition
- Oil-in-cream base evenly saturates curls
- No harsh odor
- 16 curated shades for visible reflect, even on dark bases



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*

Ideal For All Hair Types & Endless Uses

Virgin application, retouch & refresh, gray coverage, color correction, base adjustment & more!



SoColor Pre-Bonded
Vegan Formulas

*vs. before coloration

SoColor Pre-Bonded Uses

1

Virgin Application

Lighten & deposit on virgin hair

2

Retouch Application

Touch up base to match a previous application

3

Overgrown Base Application

Touch up on an overgrown base to match a previous application

4

Color Refresh

Toning, refreshing

5

Gray Coverage

Up to 100% gray coverage

6

Filling

Depositing underlying pigment back into over-lightened hair

7

Adding Or Neutralizing Tone

Change and adjust tones on same level

8

Base Adjust

Bump or adjust the natural base



Blended Collection

SoColor Technologies

- Pre-blended with brown/tan background
- Formulated for up to 50% gray coverage
- Lifts up to 4 levels



Mixing Ratio: 1:1
SoColor Blended Collection + Matrix Cream Developer

Application: Clean dry hair.

Processing Time: 30–45 minutes room temperature.
*Process full 45 minutes when lifting more than 1 level, and when depositing on gray.

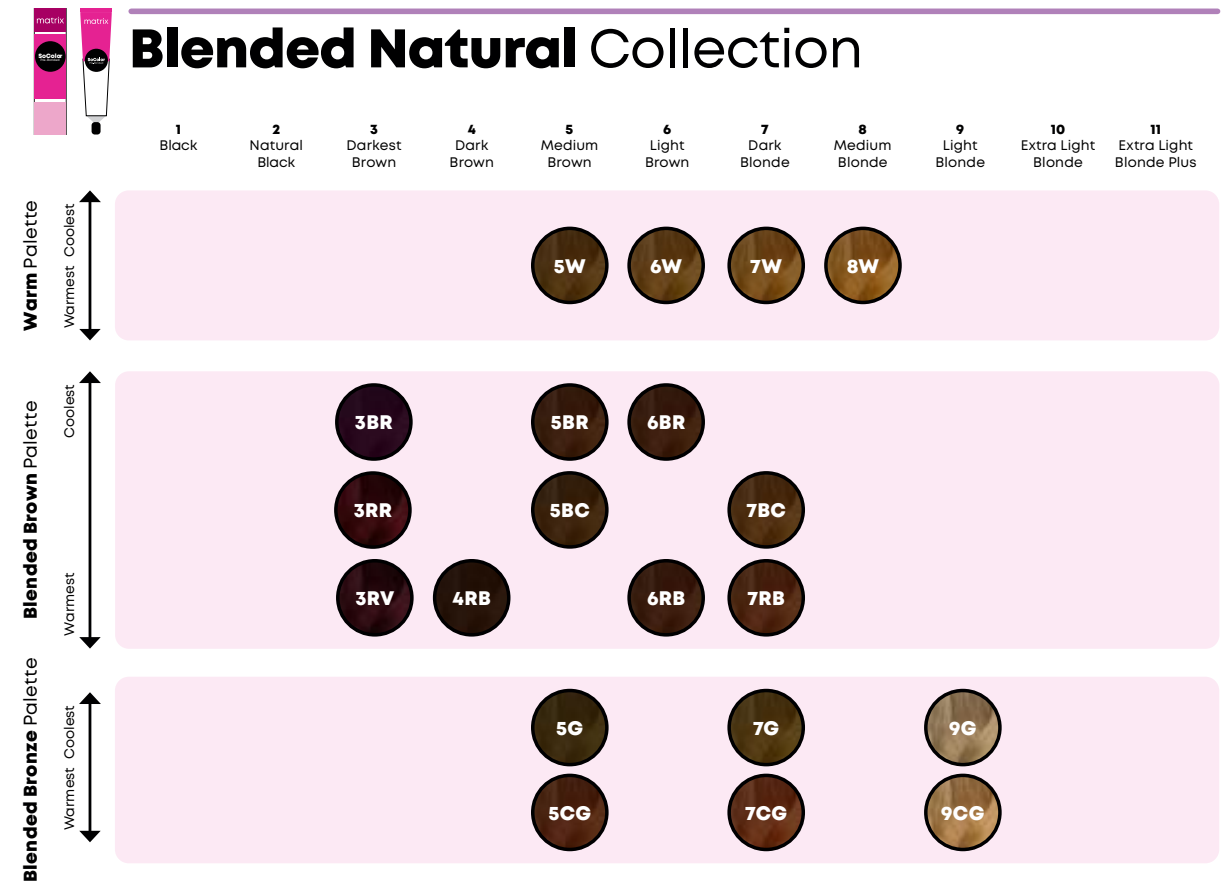
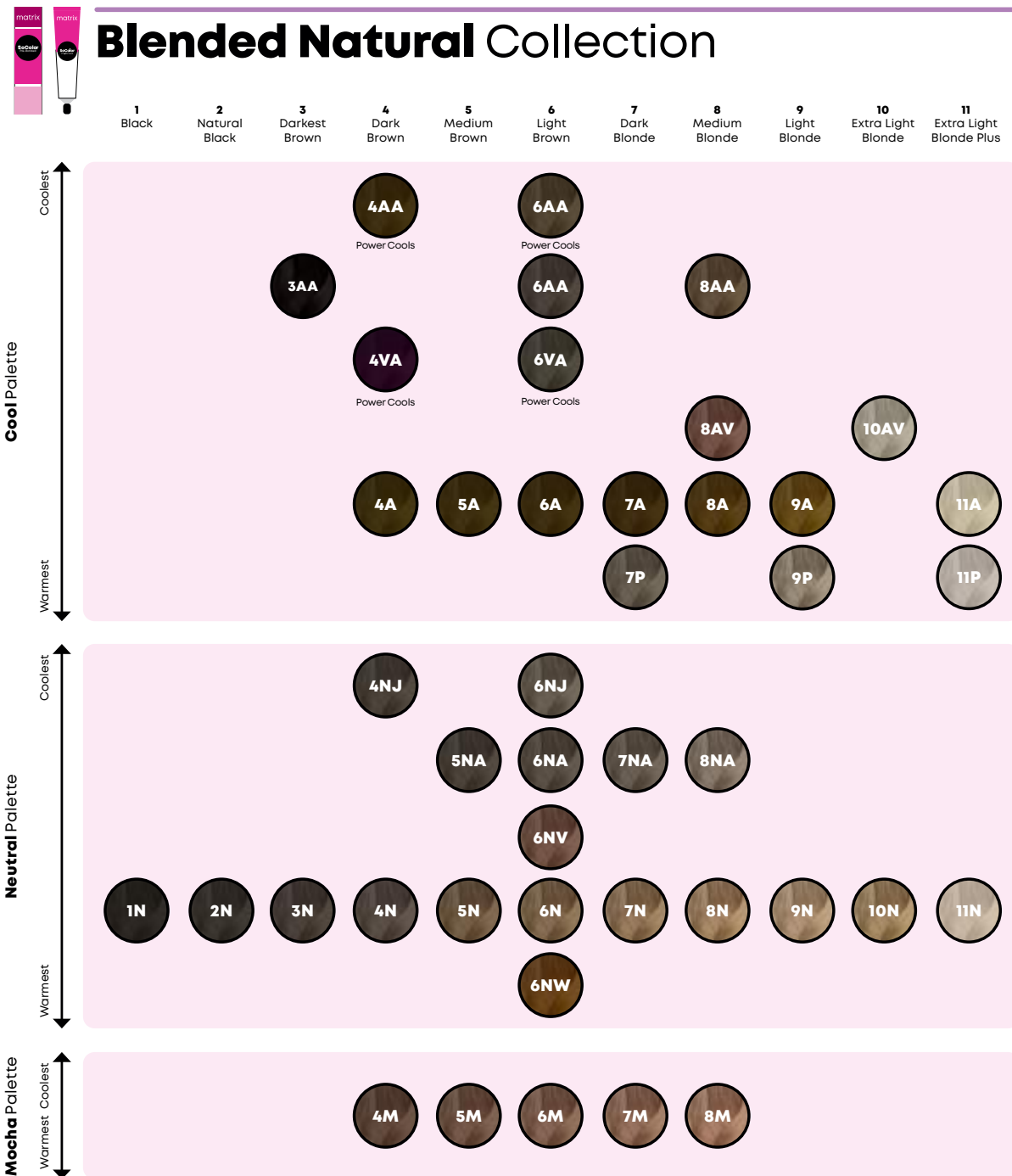
Rinsing & Removal: Rinse thoroughly, cleanse and condition with Color Obsessed.

Post Color Care: Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids & ends of the hair before pulling through SoColor.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10–20 minutes, rinse thoroughly then dry.







Hair Hack:

Looking for grey coverage without the warmth? Kiss warmth goodbye with the “NA” series in our Extra Coverage collection with 100% grey coverage.



Extra Coverage Collection

SoColor Technologies

- Opaque, uniform, full-bodied coverage that looks natural
- Pre-blended with brown/tan background
- Formulated for 100% gray coverage on > 50% gray hair
- Lifts up to 2 levels



Mixing Ratio: 1:1

SoColor Extra Coverage + 20 Volume (6%) Matrix Cream Developer

Application: Clean dry hair.

Processing Time: Processing Time: Up to 45 minutes room temperature.
*Process full 45 minutes for resistant gray hair.

Rinsing & Removal: Rinse thoroughly, cleanse and condition with Color Obsessed.

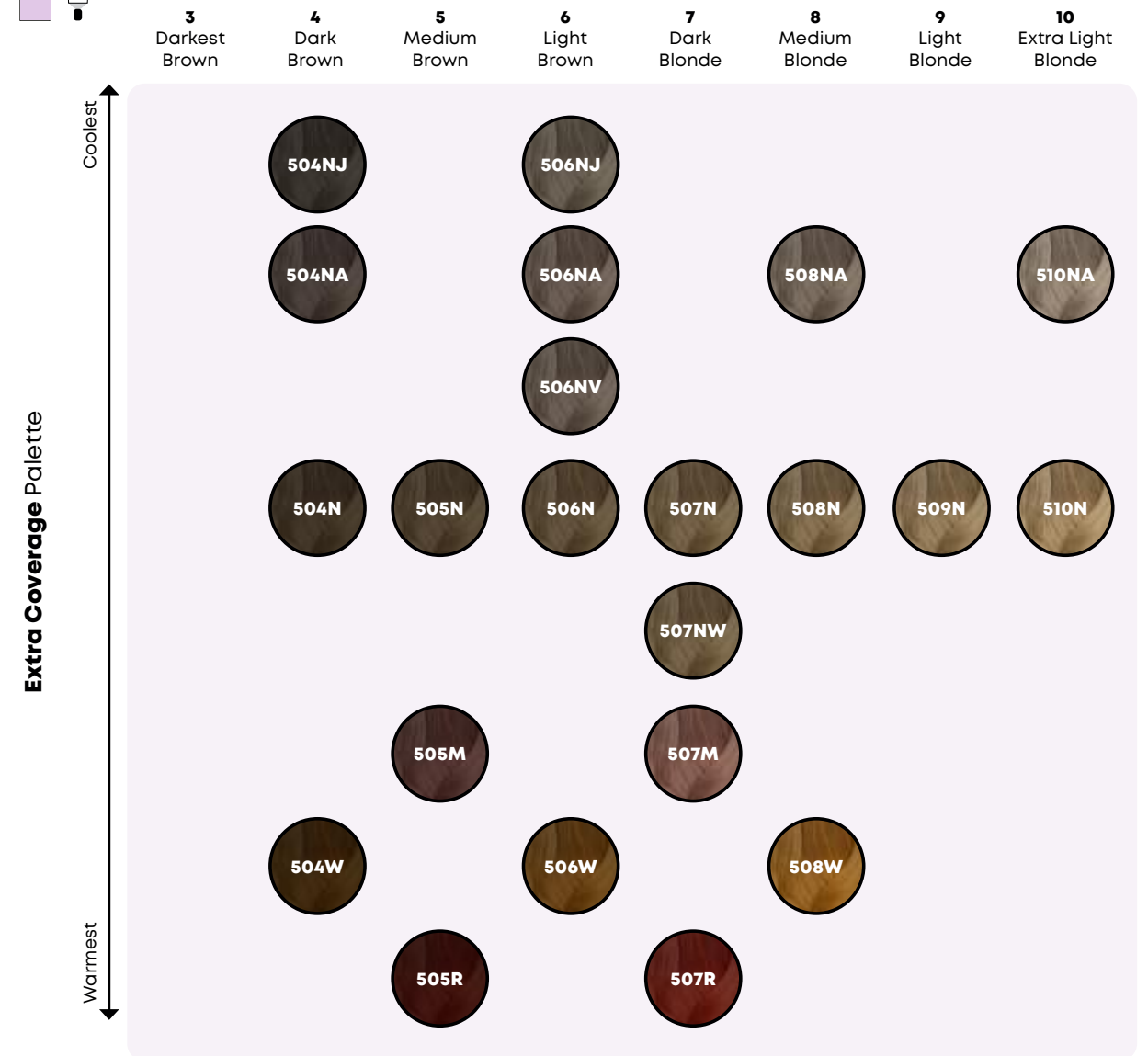
Post Color Care: Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before pulling through SoColor, only on first application. After first application of extra coverage do not pull through ends. We recommend SoColor Sync for refreshing.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10–20 minutes, rinse thoroughly then dry.



Extra Coverage Collection



DreamAge Palette

SoColor Technologies

- Radiant coverage with visible highs and lows
- Pre-blended with brown/tan background
- Formulated for 100% gray coverage on > 50% gray
- Lifts up to 2 levels



Mixing Ratio: 1:1

SoColor DreamAge + 20 Volume (6%) Matrix Cream Developer

Application: Clean dry hair.

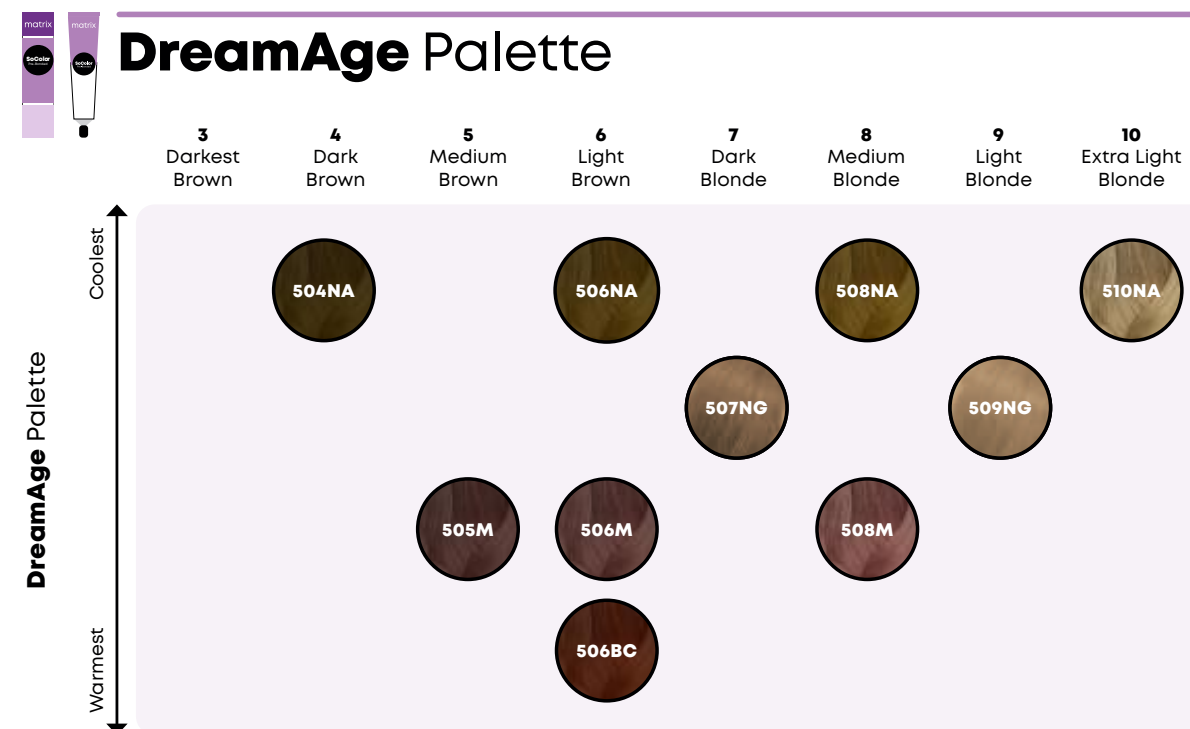
Processing Time: Up to 45 minutes room temperature.

Rinsing & Removal: Rinse thoroughly, cleanse and condition with Color Obsessed.

Post Color Care: Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids & ends of the hair before pulling through. After first application of DreamAge do not pull through ends. We recommend **SoColor Sync** for refreshing.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10–20 minutes, rinse thoroughly then dry.





Hair Hack:

Looking for crystal clear and clean blondes? Get an extra boost of lift with these high lift pre-bonded powerhouses!



Ultra Blonde Collection

SoColor Technologies

- Formulated for high lift on medium brown to medium blonde natural bases
- Pre-bonded high lift color, neutralization & reflect
- Lifts up to 5 levels
- Low-ammonia



Mixing Ratio: 1:2

SoColor UL + 30 (9%) or 40 (12%) Volume Matrix Cream Developer

- Use 30 Volume (9%) for maximum neutralization
- Use 40 Volume (12%) for maximum lift

Application: Clean dry hair.

Processing Time: 50 minutes room temperature.

*Process full 50 minutes for maximum lift + neutralization.

Rinsing & Removal: Rinse thoroughly, cleanse and condition with Color Obsessed.

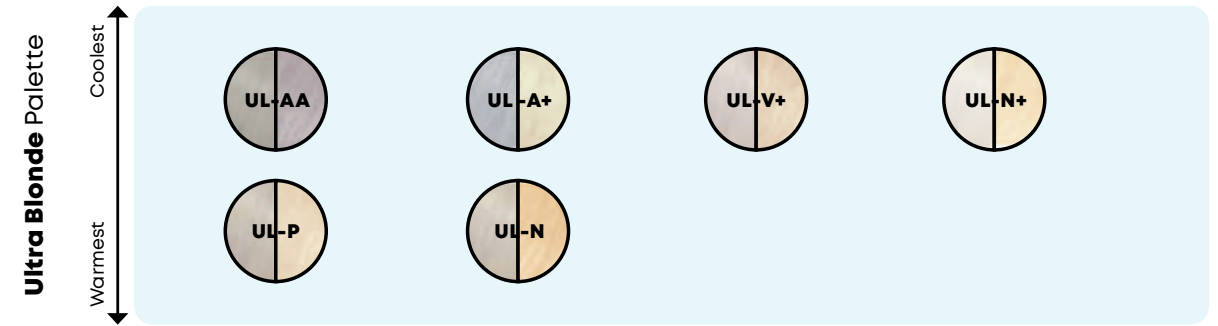
Post Color Care: Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids & ends before pulling down SoColor Sync as refresh formula. Do not pull through UL formula.

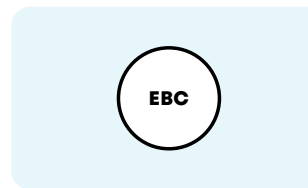
Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10–20 minutes, rinse thoroughly then dry. Shades are not intermixable with other SoColor shades.



Ultra Blonde Collection



Extra Blonding Cream



Tips For Using Ultra Lift Blonde Shades:

- If hair at the hairline is very fine, and you are using the UL-AA or UL-A+ formula, do not apply to this area or apply for the last 10-15 minutes only
- The Ultra Blonde Series is ideal for highlighting
- For maximum lift, make sure sections are fine enough to ensure complete saturation

Do Not Use The Ultra Lift Series For:

- Refreshing mid-lengths and ends
- Toning pre-lightened or highlighted hair
- Removing color
- Lightening previously colored hair
- Intermixing with the SoColor Blended, Reflect or the other Specialty Series



Hair Hack:

Kiss dark bands goodbye with our band busting super tube. Add Extra Blonding Cream as $\frac{1}{4}$ of your SoColor Formula, and apply to band. Watch the magic happen!

Extra Blonding Collection

SoColor Technologies

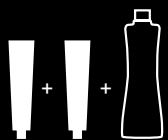


What is it?

- Formula booster that helps to disperse natural underlying pigment for cleaner blondes, brighter reds, and richer browns
- Mix into SoColor Blended + Reflect Series

Best For:

- Virgin applications when additional clarity is needed
- To lighten “banding” from color overlap



Mixing Ratio 3:1:4

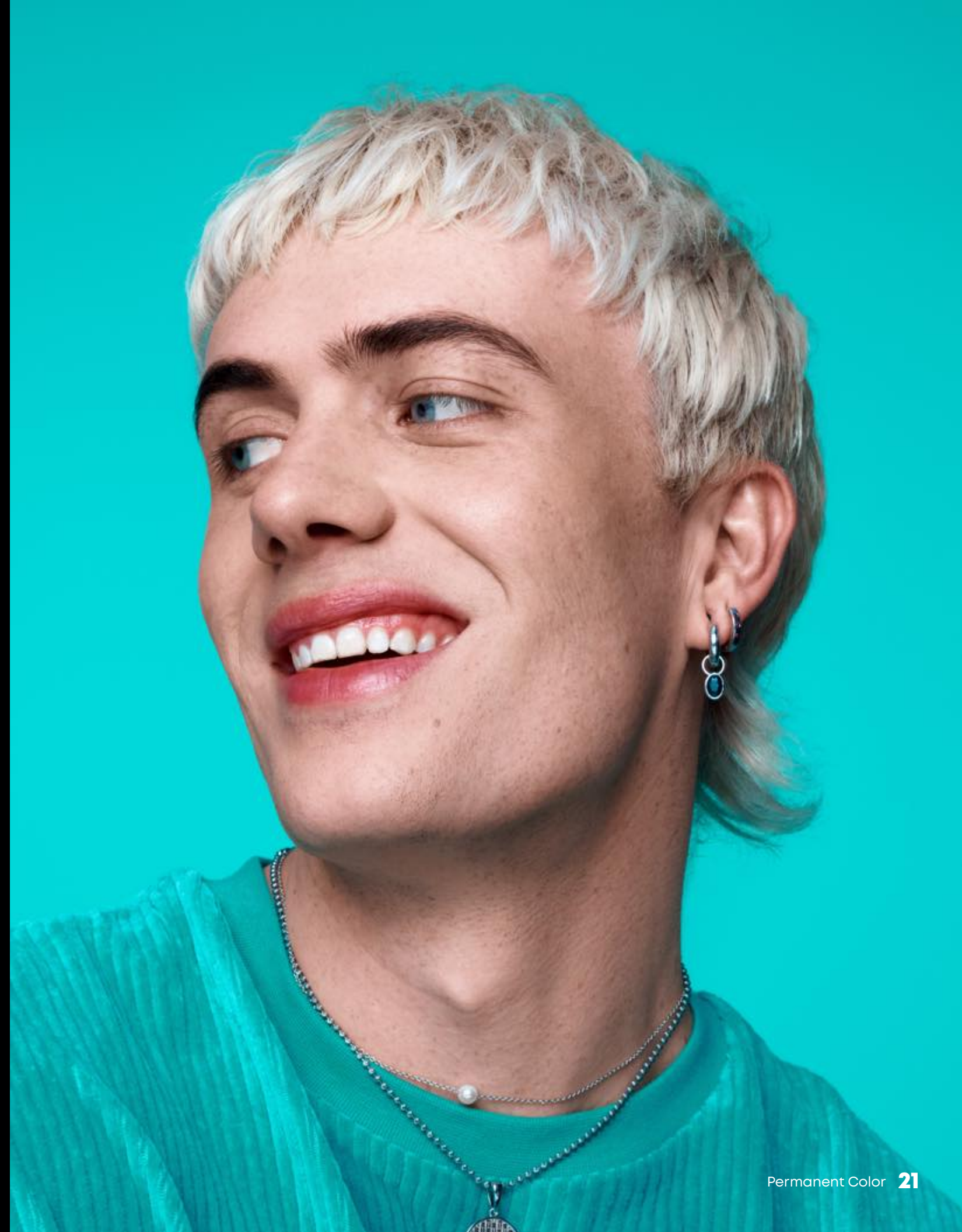
1 $\frac{1}{2}$ oz. **SoColor** + $\frac{1}{2}$ oz. **Extra Blonding Cream** + 2 oz. **Matrix Cream Developer**

Processing Time:

30-45 minutes room temperature

Important:

- Always add extra **Matrix Cream Developer** in proportion to the amount of **Extra Blonding Cream** added to the formula
- Do not add more **SoColor Extra Blonding Cream** than recommended, a larger quantity will not achieve more lift
- Do not use **SoColor Extra Blonding Cream** with the UL Series, SoRed or HD Series





Hair Hack:

We all know reds can be feisty and a bit porous. Here's a quick fix for those RV refreshes to prevent the ends from appearing too drab or dark. Mix equal parts of your RV with an RR to maintain the vibrancy you're looking for!



Reflect Collection

SoColor Technologies

- Vibrant reds and coppers with specific technology for increased vibrancy
- Pre-blended with little to no brown/tan background
- Formulated for up to 50% gray coverage
- Lifts up to 4 levels



Mixing Ratio: 1:1
SoColor Reflect Collection + Matrix Cream Developer

Application: Clean dry hair.

Processing Time: 30–45 minutes room temperature.
*Process full 45 minutes when lifting more than 1 level, and when depositing on gray.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Color Obsessed.

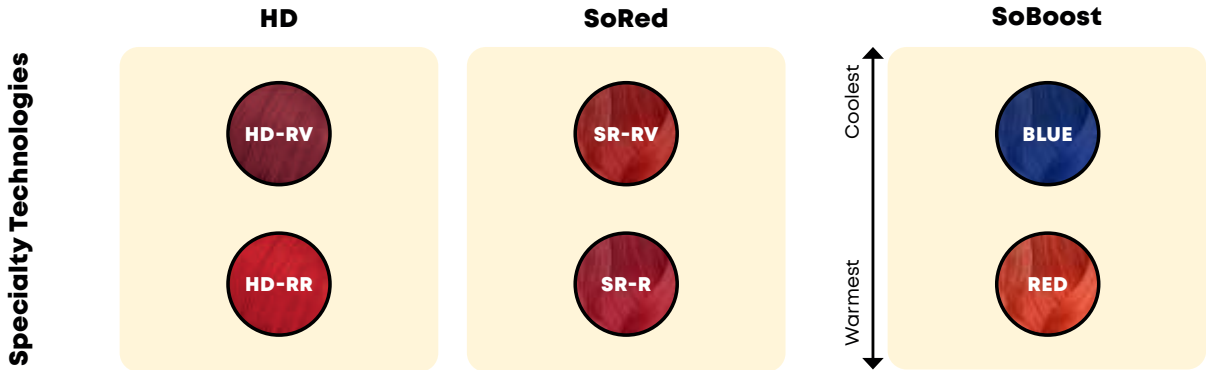
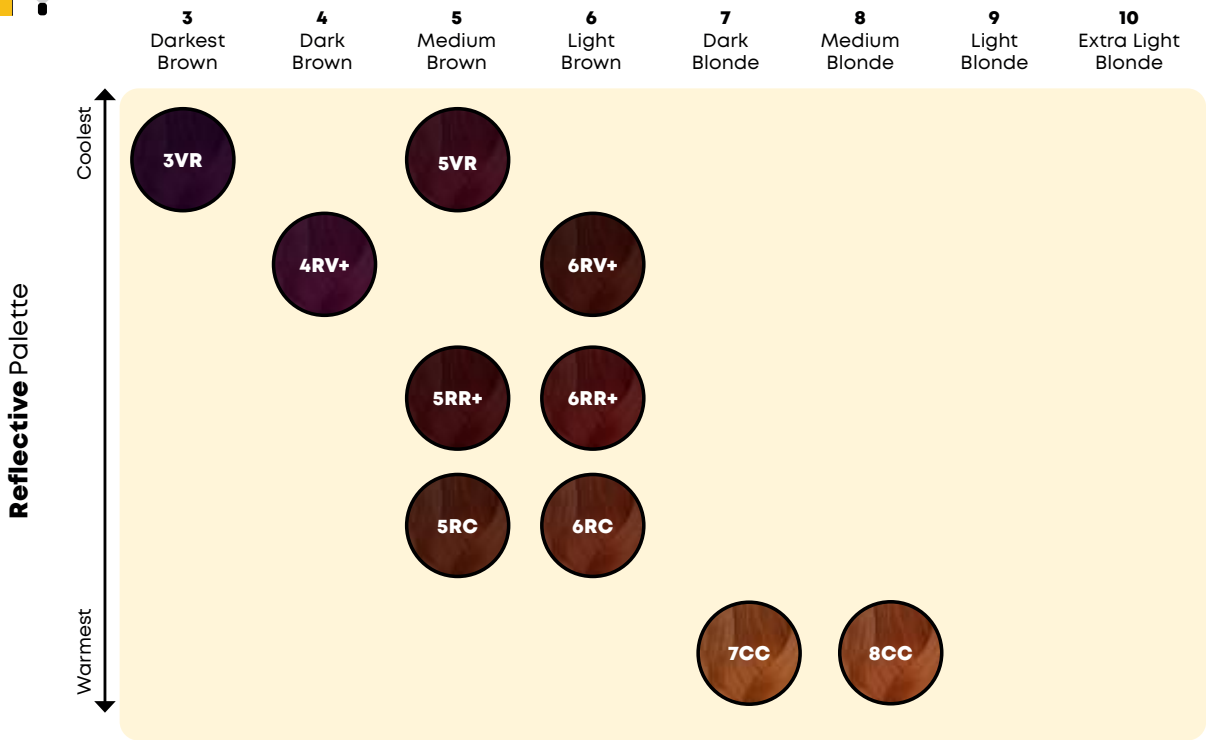
Post Color Care: Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before pulling through SoColor.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10–20 minutes, rinse thoroughly then dry.



Reflect Collection



Hair Hack:
Add SoBoost to any formula to enhance or neutralize tone & customize formula.

High Definition Series

SoColor Special Technologies

HD-RV



- High definition
- Pure reflect
- Red violet tones
- Visible on dark bases
- Recommended for levels 2–4 for best results

HD-RR



- High definition
- Pure reflect
- Red tones
- Visible on dark bases
- Recommended for levels 3–5 for best results



What is it?

- High definition pure reflect red tones, zero background
- Not to be mixed with any other shade within the SoColor palette.
- HD Series is intermixable within itself

Best For:

- Vibrant red results
- Toning, enhancing + refreshing



Mixing Ratio 1:1

SoColor HD Shade + Matrix Cream Developer

Processing Time:

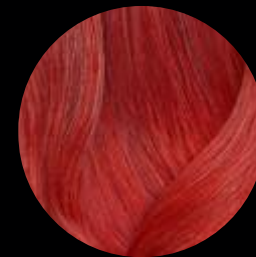
30–45 minutes room temperature

Note: HD Series does not cover gray

SoRed Series

SoColor Special Technologies

SR-Red Violet



SR-Red



What is it?

- Vibrant red highlighter that lifts + tones through previous haircolor
- Can be used as a booster with other SoColor shades to increase intensity
- SR Series is intermixable within itself

Best For:

- Vibrant red results
- Toning, boosting + enhancing

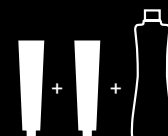


For Use As A Highlighter Mixing Ratio 1:1

SoRed: 30 Volume (9%) + 40 Volume (12%) Matrix Cream Developer

Processing Time:

Up to 15 minutes with heat, let cool for 5 minutes room temperature



For Use As A Booster Mixing Ratio 3:1:4

1 ½ oz. SoColor + ½ oz. SoRed + 2 oz. Matrix Cream Developer

Processing Time:

30 minutes room temperature

SoColor 10 min Pre-Bonded

Covers 100% Of Grays In 10 Minutes



It's Better Together:
Color + Developer In Every Pouch!

100% Of Gray Coverage For All Hair Types



SoColor 10 min

- 100% gray coverage in 10 minutes
- Color + developer in every pouch
- 5-minute buffer window to control over-processing between minutes 10-15
- 10 neutral shades

 +  **Mixing Ratio:** 1:1
SoColor 10 min + 20 Volume (6%) Matrix Cream Developer

Application: Clean dry hair.

Processing Time: 10 minutes.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Color Obsessed.

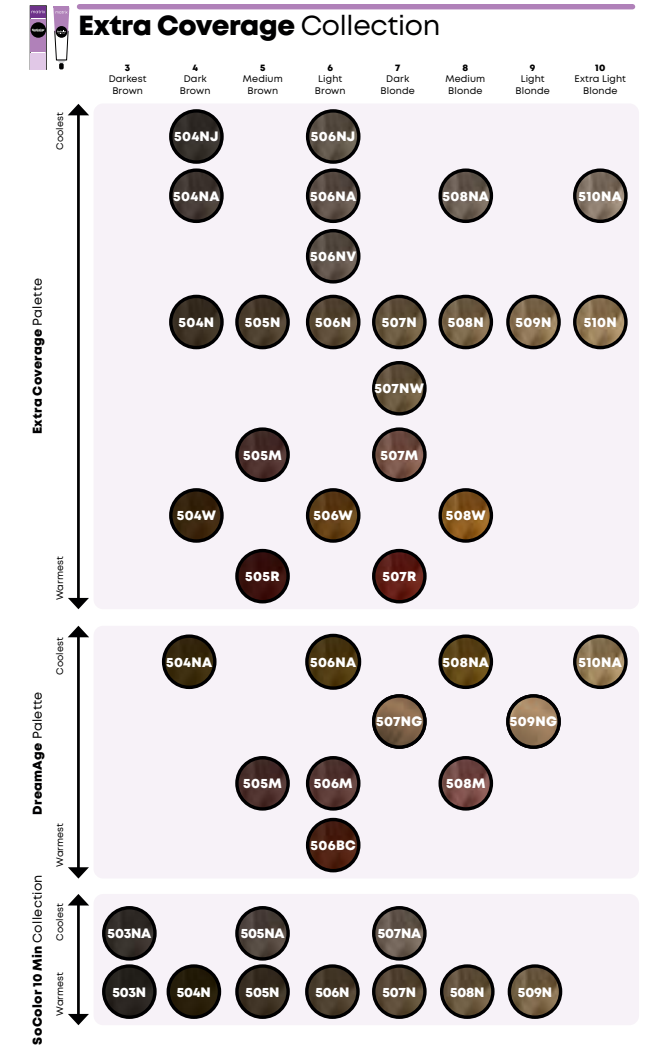
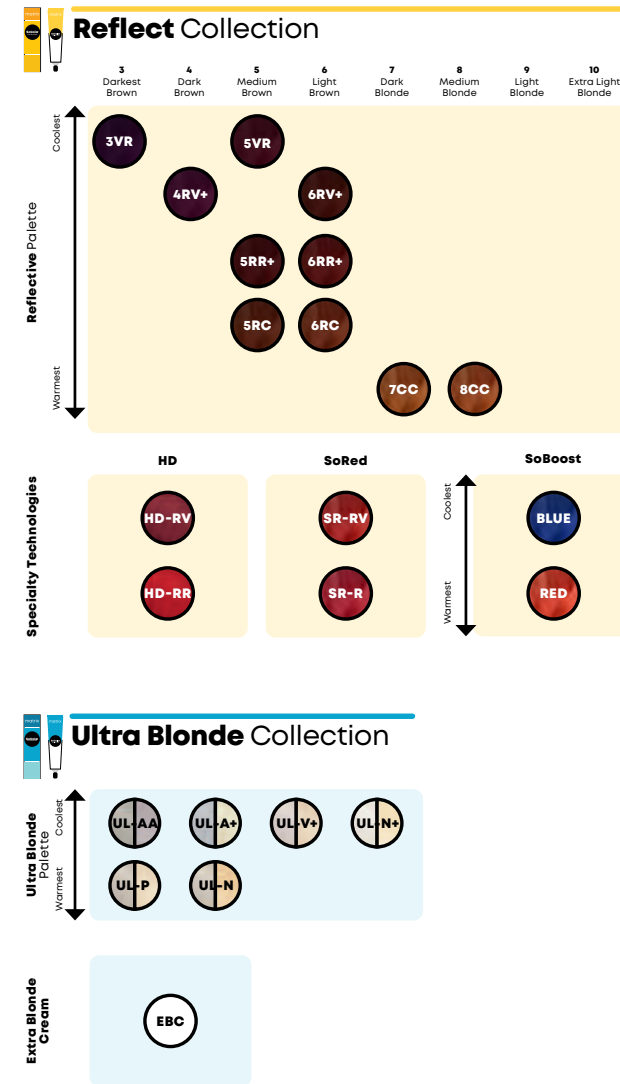
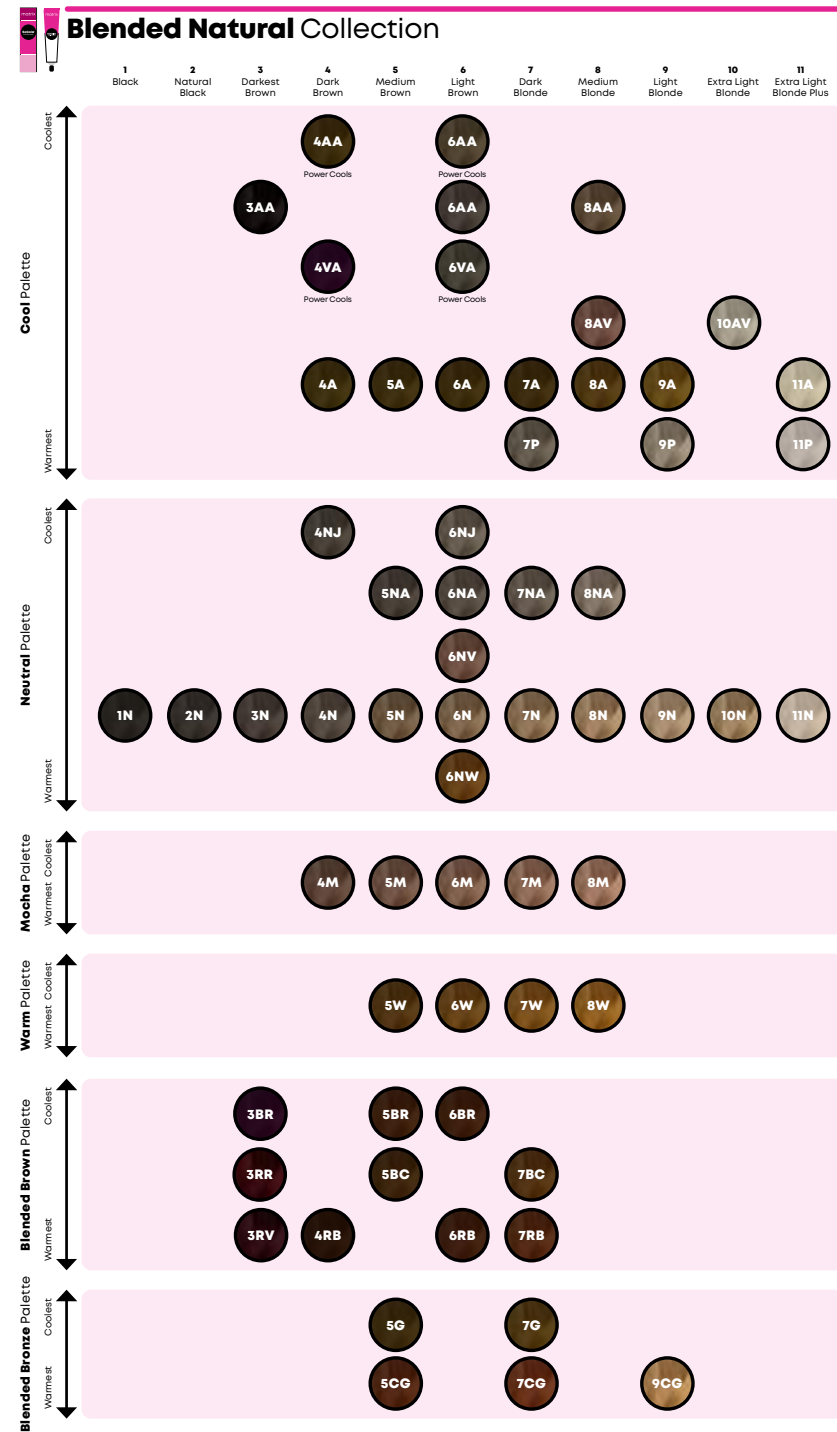
Overly Porous Hair: On overly porous hair, at the shampoo bowl, lightly mist Instacure on mids + ends of the hair and add water to the scalp area and emulsify SoColor 10 min Pre-Bonded formula from roots down to mids to ends of hair for 2 minutes. After first application of SoColor 10 min do not pull through ends. We recommend SoColor Sync for refreshing.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10–20 minutes, rinse thoroughly then dry.



SoColor 10 min Collection

	3 Darkest Brown	4 Dark Brown	5 Medium Brown	6 Light Brown	7 Dark Blonde	8 Medium Blonde	9 Light Blonde	10 Extra Light Blonde
SoColor 10 min Palette	Cooler							
	503NA		505NA		507NA			
Warmer	503N	504N	505N	506N	507N	508N	509N	



Decoding SoColor

Background Vs. Reflect

Decoding SoColor

What Is Background?

Background provides a blended natural result. The background acts as an “anchor” or “base” of each shade, and are meant contribute to the “depth”.

Background Facts:

- Not all color lines have background
- Not all shades have background
- Not all background is created equal—some color lines have gold background, some have black to gray

What Is Reflect?

Reflect (or tone) is pure tone color, meaning no background or natural base is incorporated.

Reflect Facts:

- Reflect shades with no background are best for vibrant results
- Most shades have reflect
- Reflect is also commonly known as “tone”

What Is The Background In Matrix Color?

Matrix is Pre-Blended with Brown To Tan background.

The deeper levels in the blended series have a deeper brown background. At medium levels, you will find a light brown background. At lighter levels, you will find a tan or beige background.

Background Vs. Reflect

Decoding SoColor



Pre-Blended Natural Background

The brown or tan background in each pre-blended shade is the perfect balance of cool and warm tones to create a natural end result.



Pre-Blended Background + Reflect (Blended Collection)

The brown or tan background in each pre-blended shade is the perfect balance of cool and warm tones to create a natural end result.

The reflect in each pre-blended shade contributes to enhancement or neutralization of the background or underlying pigment.

Example:

SoColor 7CG (blended collection) is formulated with both, providing a natural copper result:

- Brown/tan background
- Copper gold reflect



Pre-Blended Reflect (Reflect Collection)

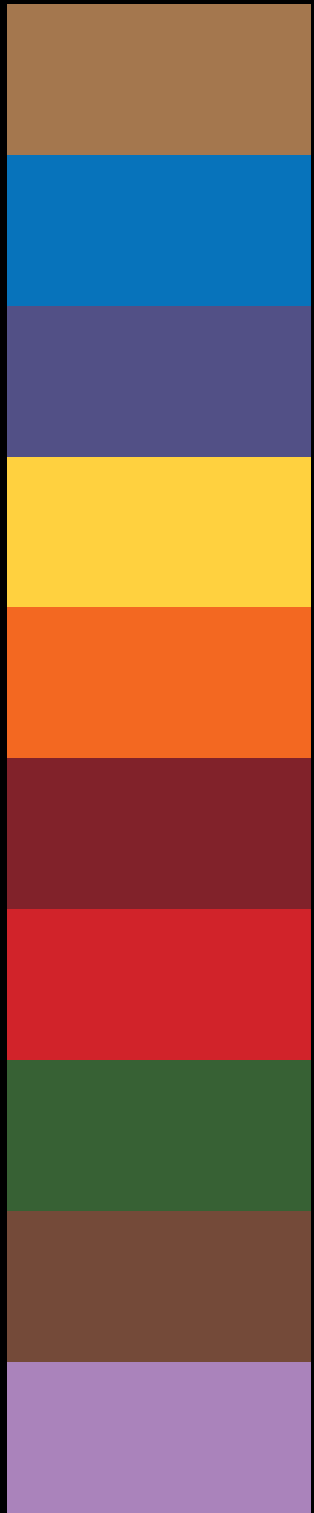
The reflect in each pre-blended shade contributes to enhancement or neutralization of the background or underlying pigment.

Example:

SoColor 7CC (reflect collection) is formulated with little to no background. It only contains copper reflect, providing a vibrant copper result.

Reflect (Tone)

Decoding SoColor



- | | |
|----|----------|
| .0 | Neutral |
| .1 | Ash |
| .2 | Violet |
| .3 | Gold |
| .4 | Copper |
| .5 | Mahogany |
| .6 | Red |
| .7 | Jade |
| .8 | Mocha |
| .9 | Pearl |

The Label

Decoding SoColor

SoColor
Pre-Bonded

4NJ

Dark Brown Neutral Jade
Brun Foncé Neutre Jade
Castaño Oscuro Neutral Jade

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4: Indicates the level.
N: Primary Tone
J: Secondary Tone
Description

SoColor
Pre-Bonded

504NA

Dark Brown Neutral Ash Extra Coverage
Brun Foncé Neutre Cendré Extra Couverture
Castaño Oscuro Neutral Cenizo Extra Cobertura

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Extra Coverage
Our >50% gray coverage range
50: Indicates that it covers over 50% gray hair.
4: Indicates the level.
NA: The letters indicate the primary and secondary tones

SoColor
Pre-Bonded

504NA
Dream Age

Dark Brown Neutral Ash
Brun Foncé Cendré Neutre
Castaño Oscuro Cenizo Neutro

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DreamAge
Our low-ammonia >50% gray coverage range
50: Indicates that it covers over 50% gray hair.
4: Indicates the level.
NA: The letters indicate the primary and secondary tones

SoColor
Pre-Bonded

UL-A+
Base 6-8

Ultra Blonde Ash Plus
Ultra Blond Cendré+
Ultra Aclarante Ceniza+

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Ultra Blonde
Up to 5 levels of lift
UL: Ultra Lift
A+: Ash Plus

SoColor
Pre-Bonded

Extra Blonding Cream
Crème Extra Blondissante
Crema Extra Aclaradora

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Extra Blonding Cream
Additive for SoColor permanent hair color that helps disperse natural underlying pigment so blondes are cleaner, reds are brighter and browns are richer.

SoColor
Pre-Bonded

SR-R

Red
Rouge
Rojo

matrix

SoRed
Additive for SoColor permanent booster so reds are brighter.
SR: SoRed
R: Reflect tone

SoColor
Pre-Bonded

HD-RR

Hi-Definition Red Red
Haute-Définition Rouge Rouge
Alta-Definición Rojo Rojo

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HD
Ultra saturated permanent reds.
HD: High Definition
RR: Reflect tone

The Color Wheel

Decoding SoColor



SoColor Usage

General Application

SoColor Usage

Apply Formula To Clean Dry Hair



Virgin Application:

Step 1:

Apply formula to the mids of the hair. Process for 10 minutes.



Step 2:

Apply formula to the base of the hair. Process for 10 minutes.

Step 3:

Apply formula to the ends of the hair. Process the remaining time, totaling 30 minutes for deposit only and 45 minutes for lift & deposit.



Retouch Application:

Step 1:

Apply formula to base area. Process for 20 minutes.

Step 2:

Lightly mist Instacure to the mids & ends of the hair.



Step 3:

Blend Base formula through the mids & ends. Process for the remaining time, totaling 30 minutes for deposit only and 45 minutes for lift & deposit.

*Blending **SoColor** through the mids & ends is only recommended while using the Blended & Reflect Series. Do not blend **SoColor** Extra Coverage, DreamAge or UL through the ends.



Matrix Retouch & Refresh

We Do The Pre-Work,
So You Have The Freedom To Create

What We Do

Pre-Bonded

Bond-Protecting Concentrate
preserves the integrity of even the
weakest hair fibers.

Pre-Blended

We added a calibrated
background in each formula to
make sure the reflect reads true
to tone on every base.

What You Do

1. Choose The SoColor

Desired Reflect & Desired Level

2. Choose The Developer

Desired Level – Natural Level = Developer

3. Color With Confidence

Refreshing With SoColor

SoColor Usage

Although the Matrix Retouch & Refresh allows you to pull SoColor Pre-Bonded through the mids & ends, there are cases where you should not blend SoColor through the mids & ends of the hair:

Do Not Refresh With SoColor If:

Instance	Explanation
Base formula is mixed with 20 Volume (6%) or higher	You do not want to overexpose the hair. 10 Volume (3%) is ideal for deposit only refreshing.
Porosity level is high	You will want to use a more gentle formula on high porosity hair.
Base formula is Extra Coverage Series	SoColor Extra Coverage Series is formulated with more pigment to ensure gray coverage on resistant hair. It will over deposit on the mids & ends.
Base formula is DreamAge Series	SoColor DreamAge Series is formulated with more pigment to ensure gray coverage on resistant hair. It may over deposit on mids & ends.
Base formula is UL Series	SoColor UL Series is formulated with more reflect for maximum neutralization. It will over deposit cool tones on the mids & ends.
Maximum neutralization is needed	SoColor can expose more underlying pigment than needed in some cases. For maximum neutralization, use a demi permanent.

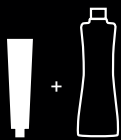


Base Adjust

SoColor Usage

An excellent technique for use prior to or in between highlighting services. Base Adjusting lightens and diffuses the contrast between the natural hair and highlighted hair.

Based on the Natural Level, select the appropriate formula from below.



In A Color Bottle Mix: (1:1)
1 ½ oz. **SoColor** shade + 1 ½ oz. 20 Volume **Matrix Cream Developer** and apply to new-growth of clean, towel dried hair.

Natural Levels	SoColor Shade	Volume Of Matrix Cream Developer
1–4	6AA	20 Volume
5 & 6	8AV or 8AA	20 Volume
7 & 8	10AV	20 Volume

Processing Time: 5–10 minutes including application.
Any longer and the Natural Underlying Pigment will be exposed.



SoColor FAQ's

SoColor FAQ's

What Is Pre-Blended, Pre-Bonded And Pre-Paired?

- **Pre-Bonded:** SoColor is formulated with our exclusive Bond-Protecting Concentrate to protect the inner hair structure—so you can maintain the integrity of the hair, color after color.
- **Pre-Blended:** SoColor formulas are Pre-Blended with background & reflect—so you can neutralize every underlying pigment.
- **Pre-Paired:** SoColor and SoColor Sync oxidative dyes are perfectly matched—so you can achieve seamless, scalp-to-ends color, that lasts and fades on tone.

What Bonds Are Being Protected?

Ionic Bonds are being protected.

How Are They Protected/ How Does It Work In The Hair?

Our exclusive Bond-Protecting Concentrate protects the inner hair structure — so you can maintain the integrity of the hair, color after color. Our exclusive Bond-Protecting Concentrate is composed of a unique blend of taurine and cationic polymers that act as an internal bond-support system during the coloring process. The linear network of positive charges binds to negatively charged areas of damage in the hair in order to reinforce and repair the weakened bonds within the sensitized cortex.

Does Pre-Bonded Technology Also Apply To SoColor Cult?

No. SoColor Cult is not Pre-Bonded yet.

Does SoColor Sill Recommend Step 2 For Bonding Technology?

There is no need for a step 2 since the Pre-Bonded technology is already integrated into SoColor and SoColor Sync.

Is The Technology In The Pre-bonded Shades For SoColor And SoColor Sync The Same As In Light Master Pre-bonded?

No, SoColor and SoColor Sync use an exclusive Bond-Protecting Concentrate. Light Master Pre-Bonded is a combination of citric acid and glycine.

What Does Pre-Blended Mean? Do I Still Need To Add Base Or Background?

You do not need to add base or background since Pre-Blended means all-in-one background + reflect dyes to achieve every color, on every base, & every underlying pigment.

Is The Cera-Oil Complex Still In SoColor + SoColor Sync?

Cera-Oil is still in the SoColor + SoColor Sync formulas. The major change to the formulas has been the addition of the exclusive Pre-Bonded Concentrate.

How Long Does Shine And Condition Last With SoColor?

Up to 30 shampoos.

Can I Use SoColor + SoColor Sync After Doing A Texture Service?

It is recommended to wait at least 14 days before using SoColor & SoColor Sync following heat straightening, sodium hydroxide, guanidine or calcium relaxer to use SoColor & SoColor Sync. After 14 days, you may apply SoColor & SoColor Sync to the hair, but may not exceed 20 volume.

Please Explain What The + Means For Some Shades?

The + sign that is included in some shades means there is a special technology.

- The “+” in the Red series means more vibrancy & tone
- The “+” in the Ultra-Blondes series means more lift

What Are The Levels Of Lift In SoColor—Across The Different Palettes?

- **Extra Coverage:** up to 2 levels of lift
- **Blended:** up to 4 levels of lift
- **Reflect:** up to 4 levels of lift
- **UL-Blondes:** up to 5 levels of lift
- **HD Reds:** up to 4 levels of lift
- **Power Cools:** up to 4 levels of lift
- **Dream Age:** up to 2 levels of lift

What Different Technologies Does SoColor Have?

There are 8 different technologies:

1. **Blended:** up to 50% gray coverage. Pre-blended With Brown/Beige Background. Formulated For Natural And Fashion Tones On <50% Gray
2. **Extra Coverage:** up to 100% gray coverage. Pre-blended With Brown/Beige Background. Formulated For >50% Gray Coverage
3. **Dream Age:** Low Ammonia up to 100% gray Coverage
4. **Reflect:** Pre-blended Reflect With Little To No Brown/Beige Background. Formulated For Fashion Tones On <50% Gray
5. **Ultra-Blonde:** Pre-blended High Lift Color, Neutralization & Reflect. Formulated For High Lift On Light Brown To Dark Blonde Natural Bases
6. **Power Cools:** Ultra Cool, low-ammonia shades up to 50% gray coverage. Pre-blended With Brown/Beige Background.
7. **HD Reds:** Pre-blended high-vibrancy reds with no brown/beige background. Formulated for fashion tones on level.
8. **SoColor 10 min:** 100% gray coverage in just 10 minutes. Available in 10 neutral shades.

Can Extra Coverage Be Intermixed With Other Shades?

SoColor Extra Coverage can be intermixed with the **SoColor Blended & Reflect** series. However, understand that mixing **SoColor Extra Coverage** with **SoColor Blended + SoColor Reflect** series can reduce gray coverage.

What Percentage Gray Coverage Can I Achieve With SoColor + SoColor Sync?

- **SoColor Extra Coverage collection** can give you up to 100% gray coverage.
- **SoColor 10 min collection** can give you 100% gray coverage in just 10 minutes.
- **SoColor Blended collection** can give you up to 50% gray coverage.
- **SoColor Sync** should not be used for gray coverage, but should be used for gray blending and to refresh coverage shades once they have grown out to the mid-lengths and ends.

Can HD Shades Be Intermixed With Other Shades?

No. HD Red technology is a very different type of dye that would overwhelm any Reflect shade and turn purple when mixed with natural shades such as Neutrals, Warms, or 500’s.

What Is The Processing Timing For Each Of The SoColor Technologies?

- **Extra Coverage:** 30-45min
- **Blended:** 30min
- **Reflect:** 30min
- **UL-Blondes:** 50min
- **HD Reds:** 30min
- **Power Cools:** 30min
- **Dream Age:** 30–45min
- **SoColor 10 min:** 10min



Coil Color

Permanent Color To Preserve Curl Definition



60% Oil Formula, Infused With Coconut Oil

Promotes elasticity + preserves curl definition



Ammonia-Free Oil-In-Cream Base

Protects + evenly saturates curls for uniform color results



Visible Reflect On Dark Bases

Specially blended dyes provide dimension on dark bases



Vegan Formula

Proudly animal derivative free



Exclusive Developer

1:1
mixing
ratio



available
in 20 + 30
volume

Coil Color

Ammonia-Free Permanent Color

- Ammonia-free permanent color with 60% oil to preserve curl definition
- Up To 100% Gray Coverage
- Oil-in-cream base evenly saturates curls
- No harsh odor
- 16 curated shades for visible reflect, even on dark bases



Mixing Ratio: 1:1
Coil Color + Coil Color Developer

Application: Clean dry hair.

Processing Time: 35 minutes room temperature.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with A Curl Can Dream Shampoo and Co-Wash.

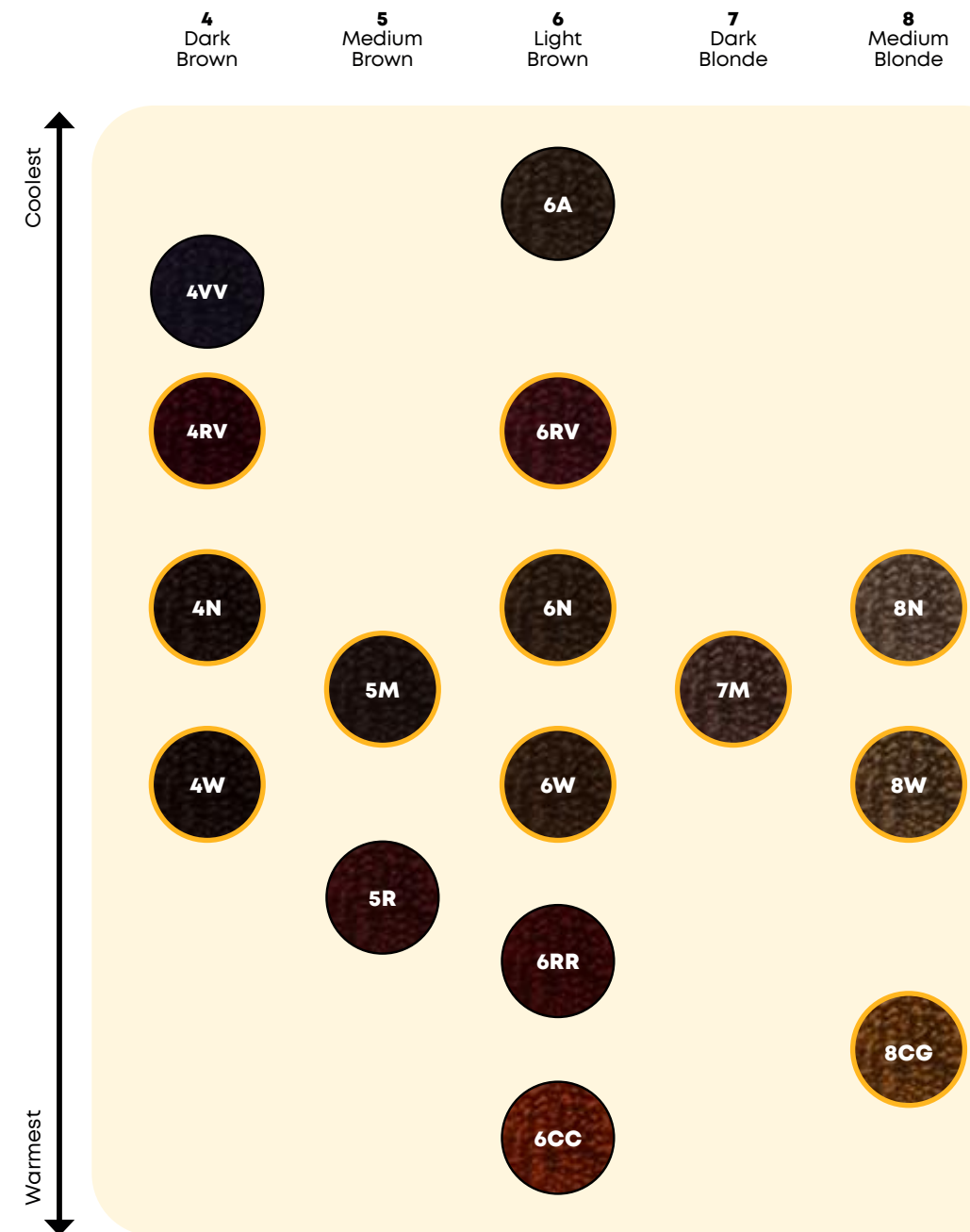
Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before pulling through Coil Color, only on the first application. After first application of Coil Color, do not pull through ends. We recommend SoColor Sync for refreshing.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10–20 minutes, rinse thoroughly then dry.



Coil Color

Ammonia-Free Permanent Color



Indicates Up To 100% Gray Coverage
*All other shades are up to 70% gray coverage

matrix

Permanent Color



	Blended Collection	Reflect Collection	Extra Coverage Collection	DreamAge Palette	Ultra Blonde Collection	SoColor 10 min	Coil Color
Description	Pre-Blended shades that offer a range of tones from cool to warm	Vibrant reds and coppers with specific technology for increased vibrancy and color clarity	Opaque, uniform, full-bodied coverage that looks 100% natural	Radiant coverage with visible highs and lows. Brightens eye and skin tone	Maximum lightening up to 5 levels. Low ammonia & fiber protection	Cover 100% of grays in 10 minutes	60% oil, ammonia-free permanent color to preserve the curl pattern
Exclusive Pre-Bonded Technology	✔	✔	✔	✔	✔	✔	
Mixing Ratio (Color : Developer)	1:1 SoColor Blended Collection + Matrix Cream Developer	1:1 SoColor Reflect Collection + Matrix Cream Developer	1:1 SoColor Extra Coverage Collection + 20 Volume (6%) Matrix Cream Developer	1:1 SoColor DreamAge Palette + 20 Volume (6%) Matrix Cream Developer	1:2 SoColor UL+ 30 (9%) or 40 (12%) Volume Matrix Cream Developer Use 30 Vol (9%) for maximum neutralization Use 40 Vol (12%) for maximum lift	1:1 SoColor 10 min Collection + Matrix Cream Developer *Color + developer in every pouch!	1:1 Coil Color + Coil Color Developer
Processing Time	30-45 minutes at room temperature. *Process 45 full minutes when lifting more than 1 level, when depositing on gray, and for maximum deposit.		Up to 45 minutes at room temperature. *Process 45 full minutes for resistant gray hair.	Up to 45 minutes at room temperature.	Up to 50 minutes at room temperature. *Process full 50 minutes for maximum lift & neutralization.	10 minutes	35 minutes at room temperature
Usage/Technology	Precise, predictable results at every level, every time. Pre-Blended shades that offer a range of tones from cool to warm.	Precise, predictable results at every level, every time.	• 500-NA For a neutral cool result • 500-N For a neutral result • 500-M Mocha result with copper or golden reflects • 500-W For a natural warm result • 500-R For a rich red result • 500-NJ Neutralizes red undertones found in darker bases • 500-NV Neutralizes yellow undertones found in medium bases • 500-NW Neutrals + Warmth	For Multi-reflective color and 100% coverage DreamAge is a unique low ammonia base-mixing with non-DreamAge shades is not recommended	High Lift on Natural Levels 5+ UL-AA • Maximum Neutralization UL-A+, UL-V+, UL-N+ • Maximum Lift UL-P, UL-N-Maximum Balance	Cover 100% of grays in half the time. Offer as a add-on service, take walk-ins, fit in between other clients processing, or add time back in your day.	60% oil formula + coconut oil promote elasticity + preserve curl definition. Ammonia-free oil-in-cream formula protects and evenly saturates curls for uniform color results No harsh odor.
# Of Shades	64	16	22	10	7	10	16
Gray Coverage	Up to 50%	<50% Gray	100% Monochromatic Gray Coverage	100% Multi-Dimensional Gray Coverage	Not Recommended	100% Gray Coverage	N, M, CG, W, RV shades are 100% Gray Coverage Other Shades — Up to 70% Gray Coverage"
Shades To Try	CG , NJ, M	RV+ and VR	500-NJ, 500-NV, 500-NA	NA and NG	UL-N+, UL-V+, UL-A+	N, NAs	CC, RV, VV
Pre-Blended With	Brown/Tan Background	Pre-blended reflect with little to no brown/beige background	Brown/Tan Background	Brown/Tan Background	High Lift Color, + Neutralization + Reflect	Brown/Tan Background	Brown/Tan Background
Can Be Mixed With	Reflect or Extra Coverage	Blended or Extra Coverage	Blended or Reflect Collections	Only other DreamAge shades	Only other Ultra Blonde	Only other SoColor 10 min shades	Only other Coil Color shades
Vegan	✔	✔	✔	✔	✔	✔	✔



 matrix
**Demi-
Permanent
Color**

matrix

Pre-Bonded Demi-Permanent Color



SoColor Sync Alkaline Toners

- Long-lasting seamless, blended results
- Alkaline cream formula for rich color results
- Ideal for color refreshing, gray blending, lowlighting, darkening, filling, neutralizing & toning



Tonal Control Acidic Gel Toners

- Long-lasting, multi-dimensional results, with no lift
- Acidic gel formula for ultimate post-lightening control
- Ideal on post-lightened hair for glossing, neutralizing, toning, enhancing color & darkening



SoColor Sync Fast Toners

- Quick, neutralizing color results in 2–5 minutes
- Gel-cream formula for speedy applications
- Ideal for pre-toning and neutralizing warmth before toning & vivid color services



SoColor Sync + Tonal Control
Vegan Formulas

Tonal Control Pre-Bonded

Our Most Predictable Gel Toners
For Ultimate Post-Lightening Control.

- ✓ **Real-Time Visible Oxidation**
Formula color gradually darkens as it oxidizes so you know precisely when it's time to rinse
- ✓ **Long-Lasting, Multi-Dimensional Results**
True-to-tone color with no lift that lasts up to 24 washes
- ✓ **No-Drip Gel Formula**
Apply with a bottle or brush for ultimate creative control
- ✓ **Color-Coded Predictability**
Color represents the dominant reflect of each shade so you can formulate better



Tonal Control
Vegan Formula



Use Cases

Tonal Control Acidic Gel-Cream Toners

1

Pre-Bonded Gloss

Add all-over shine to all levels using Totally Transparent

2

Neutralize & Tone

Minimize or eliminate warmth after lightening

3

Enhance Color

Introduce warmth to pre-lightened hair

4

Darken

Add depth and dimension to pre-lightened hair

Usage Instructions

Tonal Control Acidic Gel-Cream Toners



Mixing Ratio: 1:1

SoColor Sync + 10 Volume (3%) Matrix Cream Developer

Application: Dry or damp, towel-dried hair.

Processing Time: 20 minutes room temperature.

Rinsing & Removal: Rinse thoroughly, cleanse and condition with Color Obsessed.

Post Color Care: Keep Me Vivid Shampoo, Conditioner & Lamination Spray

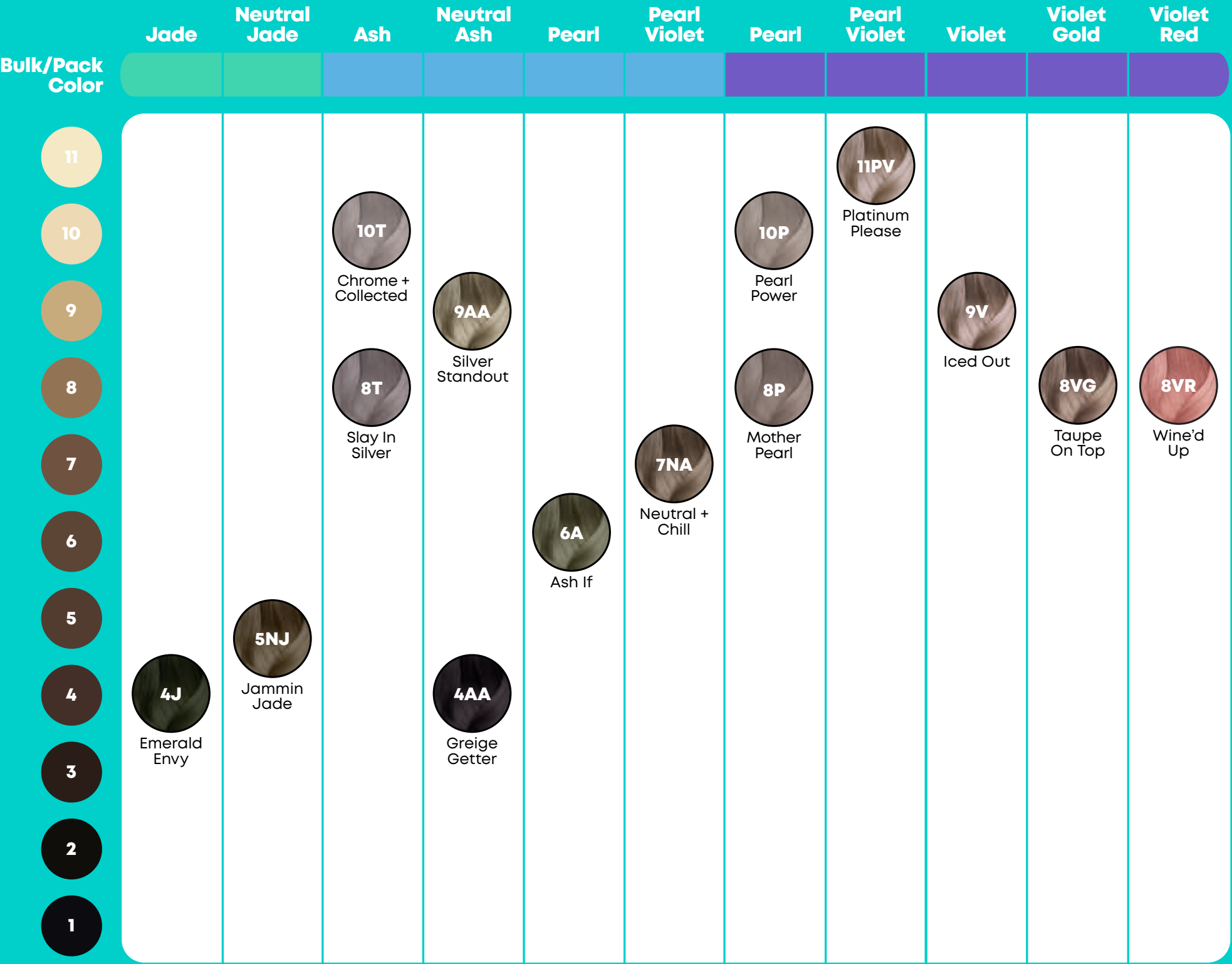
Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids & ends of the hair before blending through Tonal Control.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10–20 minutes, rinse thoroughly then dry.



Tonal Control Cool Palette

Our Most Predictable Gel Toners For Ultimate Post-Lightening Control



Mixing Ratio	Color:Developer 1:1
Developer	10 Volume (3%) Matrix Cream Developer
Processing Time	20 Minutes

 **Totally Transparent**

Tonal Control Warm Palette

Our Most Predictable Gel Toners For Ultimate Post-Lightening Control

	Neutral Gold Ash	Neutral Warm	Warm	Gold Mocha	Gold Beige	Gold	Gold Violet	Pearl Rose	Neutral Copper Violet	Copper	Copper Red	Rose Gold	Red
Bulk/Pack Color													
11													
10													
9	9NGA Bronde Baller	9NW Pure N' Hot	9W Warm Vibes			9G Ready For Gold	9GV Bubbles On Ice	10PR A Bit Blushed	9NCV Caramel Dreams			9RG Strawberry Stunna	
8					8GB Beige In The Sun					8C Copperlicious	8CR Keep It Copper		
7				7GM Miss Mocha									7R Raving Red
6	6NGA Bronde Baby												
5	5NGA Bronde Bestie	5NW Gold Standard											
4													
3													
2													
1													

Mixing Ratio	Color:Developer 1:1
Developer	10 Volume (3%) Matrix Cream Developer
Processing Time	20 Minutes



Totally Transparent



SoColor Sync

Pre-Bonded

Ammonia-Free, Demi-Permanent Color

- ✓ **Seamless, Blended Results**
Provide full-bodied coverage
- ✓ **Long-Lasting, Fade Resistant Color Results**
Via pre-blended, 100% 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*



SoColor Sync
Vegan Formula

*versus before coloration

SoColor Sync

Use Cases

SoColor Sync Alkaline Toners

- 1 Color Refresh**
Toning, refreshing, low-commitment
- 2 Gray Blending**
Between highlights, pastel-lightened hair, subtle dimensional coloring
- 3 Pre-Toning**
Touch up an overgrown base to match a previous application
- 4 Enhancing Color**
Illuminate natural level and introduce color to virgin hair
- 5 Lowlights**
Add depth in select areas
- 6 Darken**
Add depth all over
- 7 Filling**
Depositing underlying pigment back into over processed hair
- 8 Adding Or Neutralizing Tone**
Change and adjust tones on same level



Usage Instructions

SoColor Sync Alkaline Toners



Mixing Ratio: 1:1

SoColor Sync + 10 Volume (3%) Matrix Cream Developer

Application: Clean, at least 80% Dry Hair

Processing Time: 20 minutes room temperature.

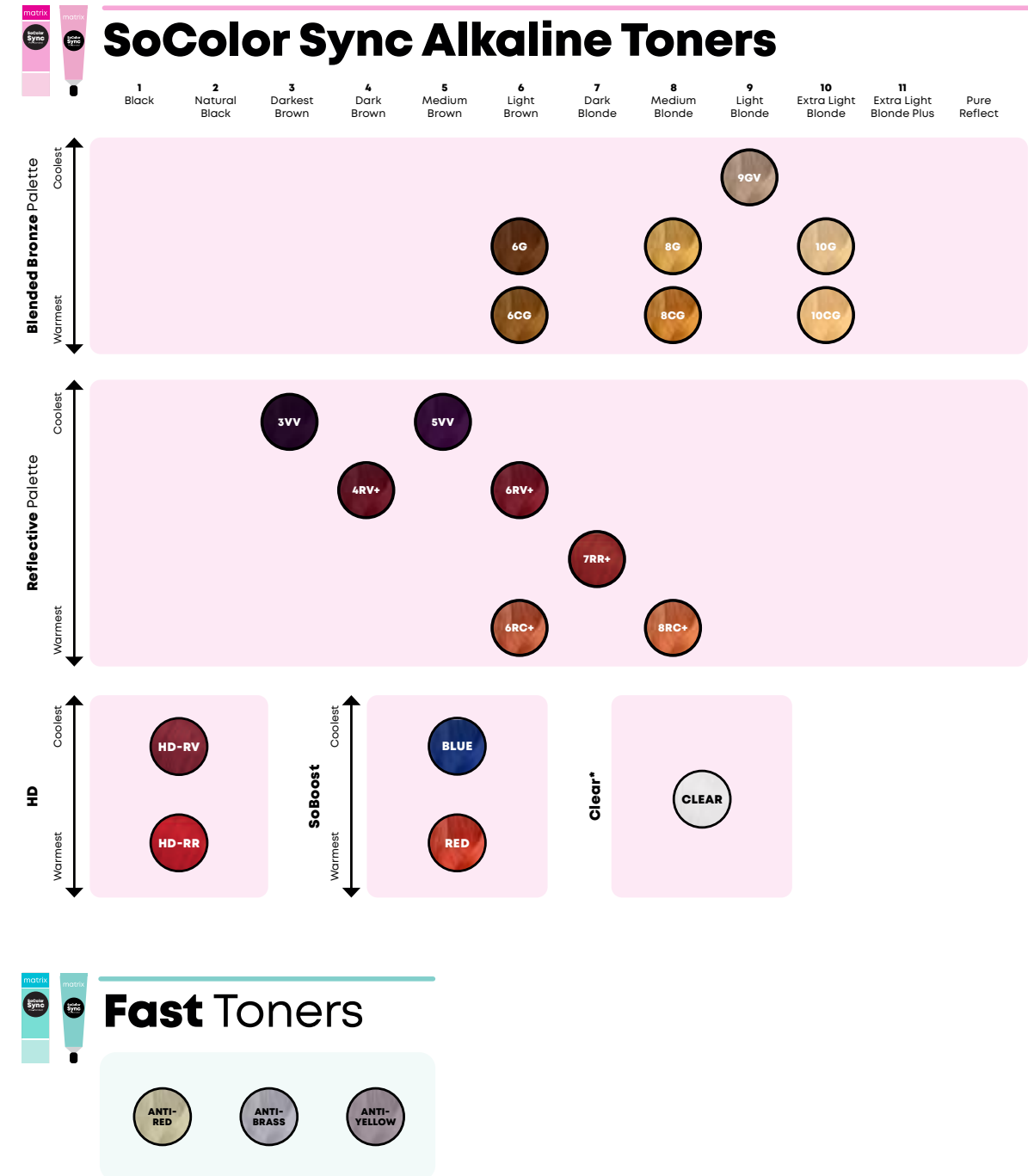
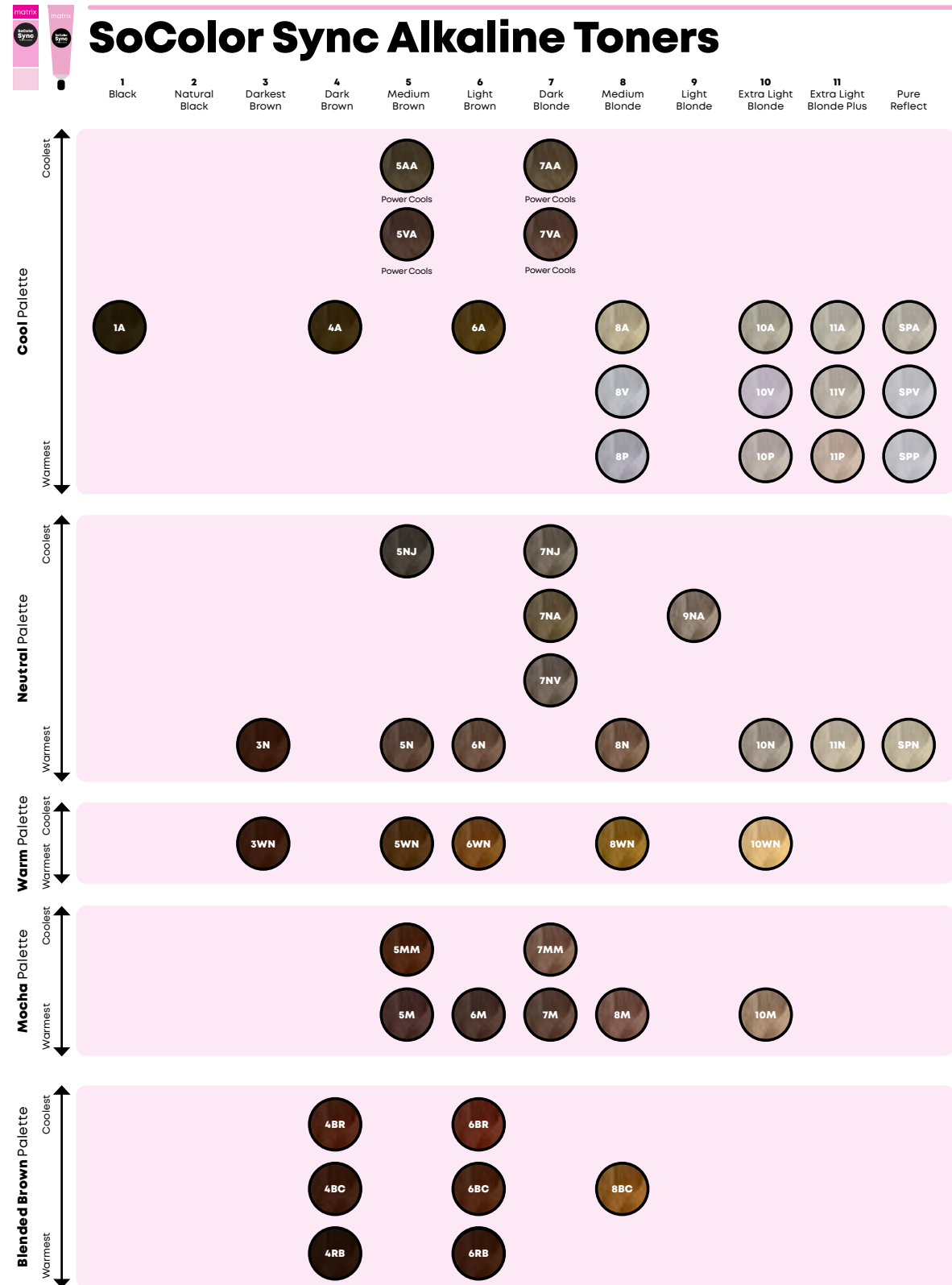
Rinsing + Removal: Rinse thoroughly, cleanse and condition with Color Obsessed.

Post Color Care: Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before blending through SoColor Sync.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry.





The Power Of Clear

Demi-Permanent Special Technologies

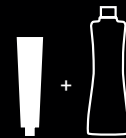


Tonal Control Clear "Totally Transparent"



Best For:

- Diluting **Tonal Control® Gel Toner** shades
- Glossing + adding shine



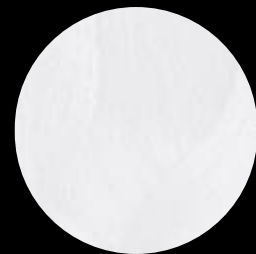
Mixing Ratio 1:1

SoColor Sync Clear + Matrix
10 Volume (3%) Cream Developer

Processing Time: Up to
20 minutes room temperature*

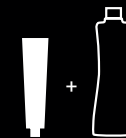


SoColor Sync Clear



Best For:

- Diluting **SoColor Sync** alkaline shades
- Adding shine



Mixing Ratio 1:1

SoColor Sync Clear + Matrix
10 Volume (3%) Cream Developer

Processing Time: Up to
20 minutes room temperature*



Hair Hack:

Adding clear to any formula
it will lighten it by 1 level.

For example:

$\frac{1}{2}$ 6N + $\frac{1}{2}$ CLEAR = 7N

Adding an equal amount of Totally Transparent to any Tonal Control shade, or Clear to any SoColor Sync shade, will lessen the color deposit by approximately one level.



6G Alone

6G + Clear

Natural Hair Level

Add Shine & Brilliance

Enhance your current haircolor clients' next service with Totally Transparent. Add extra shine and sparkle to blondes, bring out richness in brunettes, and make reds more light reflecting by using Totally Transparent alone.

- **Example:** $\frac{1}{2}$ oz. **Tonal Control** Totally Transparent & $\frac{1}{2}$ oz. 10 Volume (3%) Matrix Cream Developer

Deliver Worry-Free Toning On Pre-lightened Hair

Mix Totally Transparent with Tonal Control for an easily controlled toner. For hair that is very porous, adding "Totally Transparent" can help control and lessen the color deposit.

- **Example:** 1 oz. **Tonal Control** Totally Transparent + 1 oz. **Tonal Control** shade + 2 oz. 10 Volume (3%) Matrix Cream Developer

HD Series

SoColor Sync Special Technologies

High Definition Series*

HD-RV



- High Definition
- Pure Reflect
- Red Violet Tones
- Visible On Dark Bases

HD-RR



- High Definition
- Pure Reflect
- Red Tones
- Visible On Dark Bases



What is it?

- High definition pure reflect red tones, zero background
- Not to be mixed with any other shade within the SoColor Sync palette.
- HD Series is intermixable within itself

Best For:

- Vibrant red results
- Toning, enhancing + refreshing



Mixing Ratio 1:1

SoColor Sync HD Shade + Matrix 10 Volume (3%) Cream Developer

Processing Time:

20 minutes room temperature

*will not cover gray

HD Series Tips

SoColor Sync Special Technologies

Do not mix **SoColor Sync** HD Series with any other shade.

HD Series behavior when mixed with other series:

Because the HD Series shades are so intense, they cannot be mixed with other series

The challenges when intermixing with other series are as follows:

HD Series behavior when mixed with other series:

- When creating a formula with a Reflect shade and an HD Series shade, the HD Series shade will overwhelm the Reflect shade, so it is not recommended.
- When mixed with a **SoColor Sync** shade, such as a Neutral the results will be unpredictable. This mixture will often result in purple toned hair and is not recommended.

HD Series shades are very intense shades as a result, they stain the skin and scalp. Use caution when applying to avoid the facial skin. Scalp staining will fade within a couple of shampoos.

HD Series shades tend to release from the cuticle for up to 2 weeks following an application. Caution your clients to use old or dark towels and linens for 2 weeks following the application. They will see pink tones in the shower water and on their towels and sheets. Even though the color appears to be coming out of the hair, the hair will maintain its brightness.

Decoding SoColor Sync

Background Vs. Reflect

Decoding SoColor Sync

What Is Background?

Background provides a blended natural result. The background acts as an “anchor” or “base” of each shade, and are meant contribute to the “depth”.

Background Facts:

- Not all color lines have background
- Not all shades have background
- Not all background is created equal—some color lines have gold background, some have black to gray

What Is Reflect?

Reflect (or tone) is pure tone color, meaning no background or natural base is incorporated.

Reflect Facts:

- Reflect shades with no background are best for vibrant results
- Most shades have reflect
- Reflect is also commonly known as “tone”

What Is The Background In Matrix Color?

Matrix is Pre-Blended with Brown To Tan background.

The deeper levels in the blended series have a deeper brown background. At medium levels, you will find a light brown background. At lighter levels, you will find a tan or beige background.

Background Vs. Reflect

Decoding SoColor Sync



Pre-Blended Natural Background

The brown or tan background in each pre-blended shade is the perfect balance of cool and warm tones to create a natural end result.



Pre-Blended Background + Reflect (Blended Collection)

The brown or tan background in each pre-blended shade is the perfect balance of cool and warm tones to create a natural end result.

The reflect in each pre-blended shade contributes to enhancement or neutralization of the background or underlying pigment.

Example:

SoColor Sync 6RB (blended collection) is formulated with both, providing a natural copper result:

- Brown/tan background
- Red reflect



Pre-Blended Reflect (Reflect Collection)

The reflect in each pre-blended shade contributes to enhancement or neutralization of the background or underlying pigment.

Reflect (Tone)

Decoding SoColor Sync



- .0 Neutral**
- .1 Ash**
- .2 Violet**
- .3 Gold**
- .4 Copper**
- .5 Mahogany**
- .6 Red**
- .7 Jade**
- .8 Mocha**
- .9 Pearl**

The Label

Decoding SoColor Sync

SoColor Sync
Pre-Bonded

9NA

Light Blonde Neutral Ash
Blond Clair Neutre Cendré
Rubio Claro Neutral Ceniza

matrix

4: Indicates the level.

N: Primary Tone

J: Secondary Tone

Description

SoColor Sync
Pre-Bonded

CLEAR

Transparent
Transparente

matrix

Use with other shades to reduce tonal deposit by 1 level when mixed equally. Use alone to add shine without changing tone.

SoColor Sync
Pre-Bonded

SPA

Cool+

Sheer Pastel Ash
Pastel Cendré Translucide
Ceniza Pastel Translúcida

matrix

Sheer Pastel

Palest level of each shade without any pre-blended base tone.

SoColor Sync
Pre-Bonded

ANTI BRASS

Fast Toner

Anti-Brass
Anti-Cuivré
Anti-Cobrizo

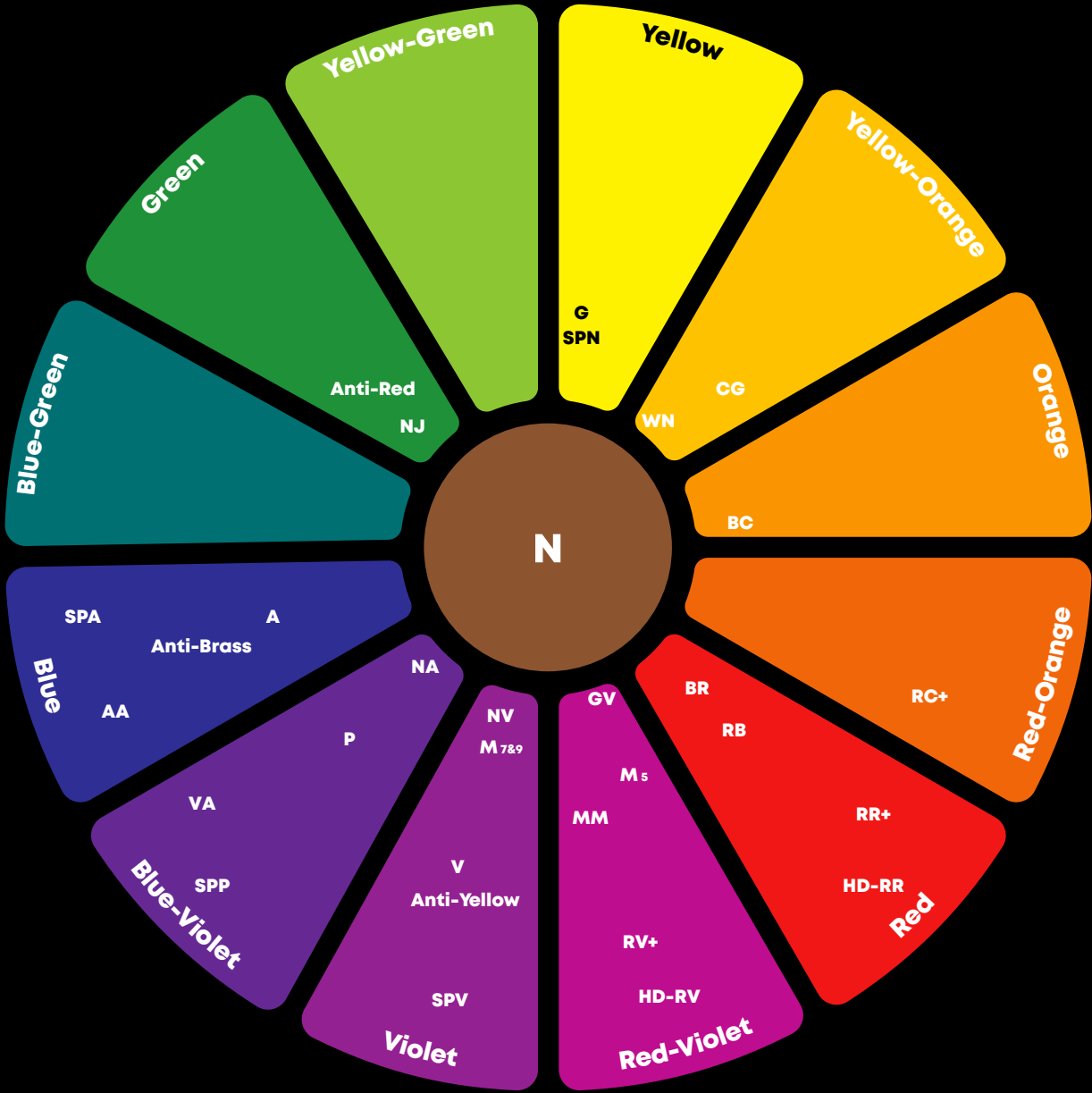
matrix

2–5 Minute Toners

Pre-tone to neutralize warmth and soften tones before creating neutral, cool or fashion tones.

The Color Wheel

Decoding SoColor Sync



SoColor Sync FAQ's

SoColor FAQ's

What Is Pre-Blended, Pre-Bonded And Pre-Paired?

- **Pre-Bonded:** SoColor Sync is formulated with our exclusive Bond-Protecting Concentrate to protect the inner hair structure—so you can maintain the integrity of the hair, color after color.
- **Pre-Blended:** SoColor Sync formulas are Pre-Blended with background & reflect—so you can neutralize every underlying pigment.
- **Pre-Paired:** SoColor and SoColor Sync dyes are perfectly matched—so you can achieve seamless, scalp-to-ends color, that lasts and fades on tone.

What Bonds Are Being Protected?

Ionic Bonds are being protected.

How Are They Protected/ How Does It Work In The Hair?

Our exclusive Bond-Protecting Concentrate is composed of a unique blend of taurine and cationic polymers that act as an internal bond-support system during the coloring process. The linear network of positive charges binds to negatively charged areas of damage in the hair in order to reinforce and repair the weakened bonds within the sensitized cortex.

What Are SoColor Sync Results Like?

SoColor Sync provides blended, rich color results with high-shine & extra conditioning.

Can SoColor Sync Shades Be Intermixed?

SoColor Sync shades can be intermixed within their technology families: Alkaline + Alkaline or Fast + Fast. Alkaline shades should not be mixed with Fast shades, however you can use Alkaline Clear to dilute a Fast shade (use a 1:1 mixing ratio).

Does SoColor Sync Cover Gray?

Yes! SoColor Sync is ideal for gray blending and provides up to 75% gray coverage.

Can I Use Heat?

Matrix does not recommend using heat.

Does SoColor Sync Lift?

It is possible to see a 1/2 level of base shift with SoColor Sync depending on condition of the hair.

Is Cera Oil Complex Still In SoColor Sync + SoColor?

Cera-Oil is still in the SoColor Sync + SoColor formulas. The major change to the formulas has been the addition of the exclusive Pre-Bonded Concentrate.

What Does The + Mean?

- The + sign that is included in some shades means that there is a special technology
- The “+” in the Red series means more vibrancy & tone

What Are The Mixing & Timing?

Mix equal parts (1:1) of SoColor Sync + Matrix 10 Volume (3%) Developer. Process for 20 minutes for SoColor Sync Alkaline Toners. Process for 2–5 minutes for SoColor Sync Fast Toners.

Can You Use To Pre-tone?

Yes, Fast Toners were developed specifically to pre-tone the hair.

Does the Previous Claim Of Shine And Conditioning For Up To 20 Shampoos Still Apply?

Yes, SoColor Sync still has this incredible claim.

How Long Should I Wait Between Using Color Sync And A Relaxer?

It is recommended to wait 2 weeks before using SoColor Sync following an Opti.smooth heat straightening, sodium hydroxide, guanidine or calcium relaxer.

Can SoColor Sync Be Used Following A Perm, Smoothing Service Or Relaxer?

Yes. SoColor Sync can be applied immediately following a Matrix Opti brand texture service when mixed only with 10 volume developer. SoColor Sync can be used on clients who have had an Opti. smooth heat straightening, sodium hydroxide, guanidine or calcium relaxer, however it is not recommended for use immediately following the service.

How Do I Apply SoColor Sync Immediately Following A Texture Service?

Complete the Matrix Opti texture service as directed. Apply SoColor Sync to towel dried hair at the shampoo bowl. If you have just completed a perm, make sure not to stretch the curls with the color application. Process for up to 10 minutes checking frequently. Rinse thoroughly and follow with a light shampoo and conditioner. Style as desired.

Will A SoColor Sync Service Affect The Curl Pattern Following A Perm Service?

Applying SoColor Sync immediately following a perm service could slightly relax the curl, however shine will be added and residual odor will be minimized. As an option, wrap the perm using a smaller rod when you are planning to follow with a SoColor Sync service.

How Do The SoColor Sync 5-Minute Fast Toners Work So Quickly?

These shades have no background, these are pure toned and fully pigmented so they deposit very quickly on pre-lightened hair.

Can I Use On Natural Hair?

Yes, you can also use the SoColor Sync 5-Minute Fast Toners on natural hair.

What Will Happen If I Leave The Color Sync 5-Minute Fast Toner Formula On Longer Than 5 Minutes?

Leaving the SoColor Sync 5-Minute, Fast Toners on longer than 5 minutes can lead to over deposit of tone as well as possibly lead to shift in natural level.

What Haircolor Lines Can I Apply Over SoColor Sync 5-Minute Fast Toners?

You can use all haircolor lines over the 5-Minute Fast Toners. Once 5-minute Fast Toners have processed, rinse thoroughly, rinse completely, lightly cleanse and towel dry.

How Do You Describe The Color Result Of The 5-Minute Toners?

The 5-Minute fast Toners provide a full-bodied — saturated result in tone — the longer you leave the color on (5 minute is full processing time) the more saturated the color will be.

Can I Use A Bottle Or Bowl And Brush For Application?

Either is fine, though the formula consistency works great with a bottle. Note timing is something to consider when applying. Start you application on the areas that need to be neutralized the most first — working down through the ends last if, these are lighter or more porous.

Demi-Permanent Usage

Demi-Permanent Application

Demi-Permanent Usage

SoColor Sync:

Apply formula to clean 80% minimum dry hair.

Tonal Control:

Apply to dry or damp, towel-dried hair using a bowl and brush or applicator bottle.



SoColor Sync Virgin Application:

Step 1:

Apply formula to base area.



Step 2:

Immediately apply formula through the mid-lengths + ends.



SoColor Sync Retouch Application:

Step 1:

Apply formula to base area.



Step 2:

Process for half the total time, then apply formula through mid-lengths + ends as needed.



Post-Lightening Tonal Control Application:

Step 1:

Apply formula to base area.



Step 2:

Immediately apply formula through the mid-lengths + ends.

Test strand for timing. *On overly porous hair, lightly mist Instacure on the mid-lengths + ends before applying **SoColor Sync** or **Tonal Control**

Services

Demi-Permanent Usage

	Service	Formula	Result + Guide
1	Color Refresh		Result: Harmonizes mids & ends Formulate: 1-2 levels lighter, slightly warmer than SoColor formula
2	Gray Blending		Result: Up to 75% gray blending Formulate: same or formulate within one level of natural hair
3	Glossing		Result: All-over shine on all levels Formulate: Use Totally Transparent (Clear)
4	Toning	 	SoColor Sync Result: Full-bodied, blended Tonal Control Result: Multi-dimensional Formulate: Same level or one level darker than lightened hair
5	Color Enhance	 	Result: Changes & enhances tone Formulate: Same level or one level darker than lightened hair
6	Lowlights		Results: Creates dimension Formulate: 2-3 levels darker than existing level
7	Darkening	 	Results: Adds depth and dimension Formulate: 1-2 level darker than existing level
8	Filling		Results: Contributes warmth to support end results Formulate: 1-2 levels lighter than target level. Use tone from underlying pigment.
9	Overlays		Results: Layers over the fill for natural results Formulate: Same or 1 level lighter than desired result
10	Pre-Toning		Results: Neutralizes canvas Formulate: 2-5 minutes, depending on the porosity

Refreshing With SoColor Sync

Demi-Permanent Usage

Rules For Refreshing

- 1-2 levels lighter than the permanent haircolor formula.
- Choose the same tonal family or formulate slightly warmer than the permanent haircolor formula.
- Process as needed, up to 20 minutes.

Base SoColor Shade:	Mids + Ends SoColor Shade:
SoColor Blended Shade	Pre-Paired SoColor Sync Shade
SoColor Reflect Shade	Pre-Paired SoColor Sync Shade
SoColor HD Series	Pre-Paired SoColor Sync Shade
SoColor UL Series	SoColor Sync Sheer Pastels
SoColor 500 Series	Select Level + Tonal Series Based On Desired Result
SoRed Series	Select Level + Tonal Series Based On Desired Result

Gray Blending Option

SoColor Sync Usage

Guidelines For Best Results On Gray:

- When formulating for gray blending on up to 75% gray hair, we recommend using 20 Volume (6%) **Matrix Cream Developer** and adding Neutral, Gold or Warm Neutral shades to your formula for optimal results.
- Formulate within one level of the natural pigmented hair. For example, on hair that is a natural level 6 with 75% gray, choose a formula that is either a level 5, 6 or 7.
- **Example:** Use recommended shades alone, or for additional tone add any other **SoColor Sync** shade in a 3:1 ratio. For example, 1½ oz. 5WN + ½ oz. 6CG & 2 oz. 20 Volume (6%) **Matrix Cream Developer**.

Blended Collection:

- Blending up to 75% gray with levels 8 & deeper
- Wide variety of color choice with little to no base shift
- Deposit only
- 2–3 levels difference between pigmented and unpigmented hair

Benefits Of Using Tone-On-Tone For Gray Coverage:

- Blends gray without creating a stark line of demarcation
- Creates more natural-looking results
- Fades on tone without revealing warm tones

Blended Gray Coverage

SoColor Sync Usage

Ideal For Gray Blending – Warm Blended Series

Color Family	Results On Gray	How To Adjust
Neutral	Cool Brown/Beige	No Adjustment Needed
Warm Neutral	Warm Brown/Caramel	No Adjustment Needed
Mocha	Warm Beige Mahogany	No Adjustment Needed
Gold	Soft Golden	No Adjustment Needed
Brown Red	Soft Red Brown	Add Neutral In Same Proportion As % Of Gray
Brown/Blonde Copper	Soft Copper Brown	No Adjustment Needed
Red Brown	Soft Cool Red	Add Neutral In Same Proportion As % Of Gray
Copper Gold	Soft Copper Gold	Add Neutral Or Warm Neutral In Same Proportion As % Of Gray

Blended Gray Coverage

SoColor Sync Usage

Gray Blending — Cool Blended Series

Color Family	Results On Gray	How To Adjust
Ash	Very Cool	Add Neutral In Same Proportion As % Of Gray
Pearl	Icy Cool	Add Neutral In Same Proportion As % Of Gray
Violet	Icy Cool—Does Not Cover	Add Neutral In Same Proportion As % Of Gray
Mocha Mocha	Cool Natural Beige	No Adjustment Needed
Neutral Jade	Matte Neutral	No Adjustment Needed
Neutral Ash	Very Cool Neutral	Add Neutral In Same Proportion As % Of Gray
Neutral Violet	Icy Neutral	No Adjustment Needed
Gold Violet	Soft Violet—Does Not Cover	Add Gold or Neutral In Same Proportion As % Of Gray

Fashion Gray Blending — Reflect Series

Color Family	Results On Gray	How To Adjust
Power Cools AA	Smokey Cool	Add Neutral In Same Proportion As % Of Gray
Power Cools VA	Icy Cool	Add Neutral In Same Proportion As % Of Gray
Violet Violet	Vibrant Cool Violet	Add Neutral In Same Proportion As % Of Gray
Red Copper +	Vibrant Red Copper	Add Warm Neutral Or Neutral In Same Proportion As % Of Gray
Red Red +	Vibrant Red	Add Warm Neutral Or Neutral In Same Proportion As % Of Gray
Red Violet +	Add Warm Neutral Or Neutral In Same Proportion As % Of Gray	Add Warm Neutral Or Neutral In Same Proportion As % Of Gray

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Demi-Permanent Color

SoColor Sync & Tonal Control Pre-Bonded



	SoColor Sync Alkaline Toners	Tonal Control Acidic Toners	SoColor Sync Fast Toners
Description	Formulated for seamless, blending results.	Formulated for long-lasting multi-dimensional results with no lift.	Formulated for Fast Pre-toning & Neutralizing.
Exclusive Pre-Bonded Technology	✓	✓	✓
Mixing Ratio (Color : Developer)	1:1 SoColor Sync + 10 Volume (3%) Matrix Cream Developer		
Processing Time	Up to 20 minutes at room temperature		2-5 minutes at the back bar
Usage/ Technology	Great for clients who want to change their color regularly Top Uses: Color Refresh, Gray Blending, Pre-Toning, Gloss, Enhancing Color, Lowlights, Darken, Filling, Adding or Neutralizing Tone	Great for clients who are pre-lightened Top Uses: Gloss, Color Refresh, Enhancing Color, Gray Blending, Darken, Adding or Neutralizing Tone	Great for neutralizing warmth before toning + vivid color services Top Uses: Pre-Toning on damp/wet hair. Maximum neutralization and control, minimum time
# Of Shades	69	31	3
Gray Blending	When formulating for gray blending on up to 75% gray hair, we recommend using 20 Volume (6%) Matrix Cream Developer and adding Neutral, Gold, or Warm, Neutral shades to your formula for optimal results.	Not recommended for gray blending.	
Shades To Try	6N, 8CG, 9NA, 10P, SPA	9V, 9AA, 9NGA, 11PV	Anti-Brass
Can Be Mixed With:	Only other Alkaline Shades	Only other Tonal Control Shades	SoColor Sync Alkaline Clear
Vegan	✓	✓	✓





 matrix
**Semi-
Permanent
Color**

SoColor Cult

In With The Bold



Vibrant, Long-Lasting Results
Lasts Up To 20 Washes



Acidic Formula
Leaves Hair Feeling 5x More Conditioned



13 Mixable Shades



No Developer Needed
Direct Dye Technology



Vegan Formulas



Description	A curated palette of 13 mixable vivid shades, ranging from the most vibrant to the softest pastels, to allow stylists to create a full spectrum of looks.
Ingredients	Conditioning color infused with citric acid
Usage	Virgin and pre-lightened hair
Longevity	Color lasts up to 20 washes
Conditioning	5x more conditioned vs. pre-lightened hair
Starting Level	8–10
Timing	Up to 30 minutes
# Of Shades	13 mixable shades
Vegan	✓

SoColor Cult Color Eraser



Color To Be Removed	Mixture	Approx. Timing
Direct Dyes	1 packet of SoColor Cult Color Eraser with 2 fl. oz. of warm deionized water	5–30 minutes
Oxidative: Light shades of tint from levels 7–9	1 packet of SoColor Cult Color Eraser with 2 fl. oz. of warm deionized water	10–20 minutes
Oxidative: Medium shades of tint from levels 4–6	1 packet of SoColor Cult Color Eraser with 2½ fl. oz. of 20 Vol. Matrix cream developer	20–30 minutes or 30–35 minutes
Oxidative: Dark shades of tint from levels 1–4	1 packet of SoColor Cult Color Eraser with 2½ fl. oz. of 20 Vol. Matrix cream developer	50 minutes – 1 hour

Long-Lasting Semis

Level Tool

10

8

6

Must-Haves

red hot

10

8

6

clover green

10

8

6

retro blue

10

8

6

Dustys

dusty teal

10

8

6

Grays

disco silver

10

8

6

*violet-based gray

Pastels

bubblegum pink

10

8

6

flamenco fuchsia

10

8

6

admiral navy

10

8

6

lucky duck yellow

10

8

6

royal purple

10

8

6



Hair Hack:

Did you mix 2 shades together and are unsure what it will look like? Here is an easy fix. Once you have mixed desired shades in your bowl, simply swipe some on a white paper towel it will show you the tone you have created. Removing the guess work.

clear

10

8

6

black

10

8

6

*blue-based black



Hair Hack:

Looking to create a more pastel shade? No worries. Simply add clear to the formula. The amount of clear added will determine how pastel the shade will be.

How To Create Additional Shades

Mix & match the SoColor Cult palette to create even more shades possibilities.

Shade	Mixing Recommendation
 Orange Alert	20g Lucky Duck Yellow, 1 drop Red Hot
 Starfish Coral	5 parts clear, 1 drop Flamenco Fuchsia
 Mermaid Teal	5 parts Dusty Teal, 1 drop Retro Blue
 Blooming Orchid	3 parts Lavender Macaroon, 1 part Flamenco Fuchsia
 Stonewash Denim	3 parts Disco Silver + 1 part Lavender Macaroon + drop to ribbon of Black depending on amount weighed out
 Sweet Mint	3 parts clear, 1 part Dusty Teal
 Dusty Blue	5 parts Disco Silver + 1 part Retro Blue + drop or ribbon of Black depending on the amount weighed
 Dusty Purple	1.5 parts Disco Silver + 1 part Lavender Macaroon + drop to ribbon of black depending on amount weighed out
 Aqua Bay	3 parts Disco Silver + 1 part Retro Blue
 Tropical Violet	3 parts Disco Silver + 1 part Royal Purple + drop or ribbon of Black depending on the amount weighed
 Sparkling Rose	We don't have an exact match, but for a similar beautiful soft pink, warm shade, mix 3 parts Bubblegum Pink + 2 parts clear + 1 drop Red Hot

matrix
Lighteners

matrix Lighteners For All Services



High Riser
Pre-Bonded

Up to **9 levels of lift**

- Our most powerful lightener
- 79% less breakage with Pre-Bonded protection*
- Lifts past warm undertones with clean results
- On & off scalp applications

*vs our leading lightener without bonder + non-conditioning shampoo



Light Master
Pre-Bonded

Up to **8 levels of lift**

- Pre-bonded powder lightener
- Ideal for all foil & lightening techniques
- Ideal for all levels, all diameters, all hair patterns
- On & off scalp applications



Light Master

Up to **8 levels of lift**

- Classic technique powder lightener
- Ideal for all foil & lightening techniques
- Ideal for all levels, all diameters, all hair patterns
- On & off scalp applications



Open Air
Pre-Bonded

Up to **7 levels of lift**

- Precise balayage clay lightener
- Whipped clay texture saturates hair
- Ideal for brush & hand painting on all hair patterns
- On & off scalp applications



Curl Lights

Up to **5 levels of lift**

- Ammonia-free cream lightener
- Sun-kissed highlights in 15 minutes with heat
- Maintains curl integrity
- Infused with beeswax & ceramides

High Riser Pre-Bonded

Our Most Powerful Lightener

9 Levels Of Lift With
79% Less Breakage*

-  Lift The Darkest Bases To Platinum In One Service
-  Our Highest Concentration Of Bonder To Help Protect Bonds
-  Fast Initial Lift + Controlled Remaining Lift For Speed With Clean Results



*vs our leading lightener without bonder + non-conditioning shampoo



Up To
9 Levels
Of Lift

Mixing & Processing

	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

Powder Lightener With Bonder Inside

Up To
8 Levels
Of Lift

Protects Bonds To Keep
Fibers Strong While Lifting

-  Up To 8 Levels Of Lift
-  Pre-Mixed With Bonder
So No Additives Needed
-  92% Less Breakage With
The Matrix Pre-Bonded
Lightening Portfolio



Mixing & Processing

	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

Up To
8 Levels
Of Lift

A Versatile,
Stylist-Favorite
For All Techniques

-  Up To 8 Levels Of Lift
-  Ideal For All Foil &
Lightening Techniques
-  Can Be Used With
Up To 30 Volume For
On Scalp Application



Mixing & Processing

	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 Balayage
Painting On All Patterns

 **Whipped Clay Texture**
Saturates & forms to hair's natural bends.

 **Pre-Bonded**
Citric acid + glycine to protect hair during lightening services

 **Up To 7 Levels Of Lift**

Up To
7 Levels
Of Lift



Mixing & Processing

	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.

Curl Lights

Ammonia-Free, Cream Lightener

**Preserves The Curl
Pattern While Lightening**

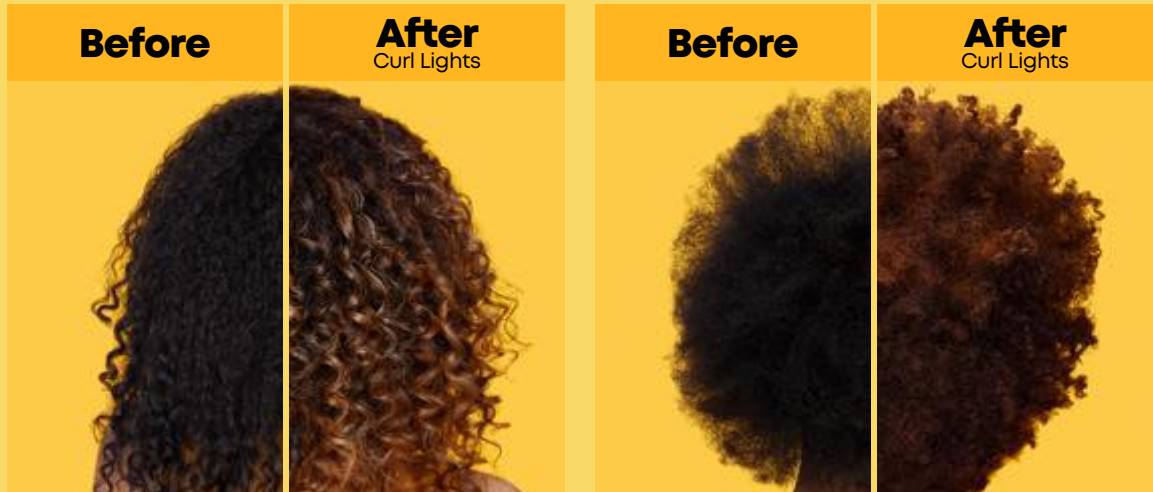
 **Up To 5 Levels Of Lift**

 **Sun-Kissed Highlights
In 15 Minutes With Heat**

 **Infused With
Beeswax &
Ceramides For
Extra Conditioning**



Up To
5 Levels
Of Lift



Mixing & Processing

	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

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Lightener Portfolio



	High Riser Pre-Bonded	Light Master Pre-Bonded	Light Master	Open Air Pre-Bonded	Curl Lights
Description	Power lift powder lightener	Pre-bonded powder lightener	Classic technique powder lightener	Precise balayage clay lightener	Curl pattern-preserving lightening system
Level Of Lift	9	8	8	7	5
Hair Types	Ideal for all hair types			Ideal for painting all hair patterns	Ideal for curly and coily hair types
Techniques	All foil and lightening techniques			Elevated brush & hand-painted balayage	Sun-kissed highlights in 15 minutes
Mix With	Matrix Cream Developers (10, 20, 30, 40 vol)			Matrix Cream Developers (10, 20, 30, 40 vol)	Matrix Cream Developers (20, 30, 40 vol)
Use Of Heat	No			No	Yes
Processing Time	Up to 50 minutes			Up to 50 minutes	15 minutes with heat, 35 minutes without heat
On-Scalp Application	Yes*			Yes*	No

*Please follow in-depth usage information for on-scalp application of Light Master & Light Master Pre-Bonded

Developer Portfolio



10 Volume



20 Volume



30 Volume



40 Volume



Coil Color
20 + 30 Volume

Texture Solutions

For All

Product	Overall Result	Recommended For
Opti Curl Variable Action 	True-To-Rod Sized Curls	Fine, normal, multi-porous and color-treated (up to 20 vol.) hair.
Opti Curl Extra Body 	Firm Curls	Normal, resistant and color-treated (up to 20 vol.) hair.
Opti Thermic 	Resilient Curls	Resistant, coarse hair — including color-treated with deposit-only color.

Opti. Curl Variable Action

What It Is

Advanced formula self-adjusts to differences in hair porosity and delivers long-lasting, true-to-rod-size curls

Benefits

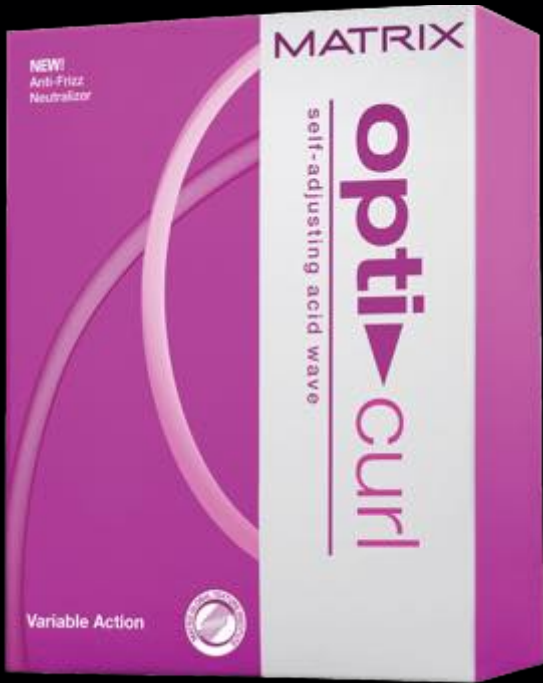
- Anti-frizz neutralizer defies humidity

Kit Contents

Contains: Waiting Lotion, Waving Activator and Neutralizer

Timing

- Normal, fine hair: up to 20 minutes max
- Multi-porous, color-treated hair: up to 20 volume, up to 15 minutes max
- Resistant hair up to 25 minutes



Opti. Curl Extra Body

What It Is

Advanced formula delivers springier, firmer long-lasting curls for extra volume and style support

Benefits

- One formula and one processing time
- Anti-frizz neutralizer defies humidity

Kit Contents

Contains: Waiting Lotion, Waving Activator and Neutralizer

Timing

- Normal, fine hair: up to 20 minutes max
- Multi-porous, color-treated hair: up to 20 volume, up to 15 minutes max
- Resistant hair up to 25 minutes



Opti. Thermic

What It Is

Self-heating waving formula penetrates hard-to-perm, resistant and coarse hair with a thermal boost to optimize bond reduction and create a warm, comfortable application experience for long-lasting, defined curls

Benefits

- Enriched with moisturizers and conditioners
- Cer-Amino Complex Interim Treatment for added strength and condition

Kit Contents

Contains: Waving Lotion, Waving Activator, Interim Treatment and Neutralizer

Timing

- Up to 20 minutes on resistant or coarse hair



 matrix
**Our
Signature
Techniques**





matrix Mega Melt Service!

Lift, Cover & Tone For A **Mega Dimensional Glossy Melt**, In One Simple Service

Before



After



Mega Dimension

Shiny, Multi-Dimensional Results



Mega Longevity

A Color Service That Lasts
24+ Shampoos



Mega Hair Health

Pre-Bonded Reinforces
Weakened Bonds



Featuring:
High Riser Pre-Bonded
Tonal Control Pre-Bonded
SoColor Pre-Bonded



matrix 4D Foilayage Service!

Our High Lift 4D Service For **Ultra-Dimensional Glossy Blonding** On All Hair Types!



-  **Dynamic**
-  **Dazzling**
-  **Dimensional**
-  **Delicate**



Created By
George Papanikolas



Featuring:
High Riser Pre-Bonded
Tonal Control Pre-Bonded

Fundamentals Of Haircolor



Available Dyes

Fundamentals Of Haircolor

Direct Dyes:

- Pigments are already formed and colored
- Since no oxidation is needed, no mixing with developer is required
- These dyes adhere to the outside of the cuticle or penetrate slightly into the hair fiber
- Direct dyes are usually used in temporary colors such as shampoos, conditioners, styling products or semi-permanent colors
- When formulated into a temporary type of color product, this type of dye will last just from shampoo to shampoo
- When formulated in a semi-permanent type of color product, this type of dye is long-lasting

Oxidative Dyes:

- Oxidative dyes are colorless and need to be activated by developer
- They are small molecules that penetrate deeply into the cortex where they oxidize into larger molecules that become "trapped" in the hair
- These type as of dyes are used in permanent haircolor and in deposit-only/demi-permanent haircolor
- The use of oxidative dyes provides long-lasting haircolor
- After the use of these types of dyes, the hair cannot return naturally to its original color



Developers

Fundamentals Of Haircolor

Developers

Hydrogen peroxide is a substance that releases oxygen. When mixed with an alkaline agent, the oxidizing agent reacts with melanin thus lightening the hair. It also transforms chemical precursors into colorants.

How varying volume (percent) of hydrogen peroxide/developer influence strength of action and timing.

Developer levels are expressed as the volume of releasable oxygen or as a percentage of pure hydrogen peroxide

- **10 volume** = 3% hydrogen peroxide/developer
- **20 volume** = 6% hydrogen peroxide/developer
- **30 volume** = 9% hydrogen peroxide/developer
- **40 volume** = 12% hydrogen peroxide/developer

Color Principles

Fundamentals Of Haircolor

Colors interact with each other in a consistent, predictable way. When you understand these interactions, you can formulate any color with complete confidence.

Primary Colors

The primary colors are the fundamental elements of all color. They cannot be created by mixing any other colors together. All colors both natural and artificial, are created by some combination of the primary colors.



Blue



Red



Yellow

Secondary Colors

If you mix equal portions of two primary colors together, you'll get secondary colors.



Green



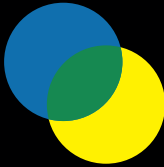
Violet



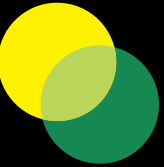
Orange

Tertiary Colors

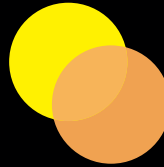
If you mix equal portions of two primary color with the immediate adjacent secondary color on the color wheel, you'll get a tertiary color.



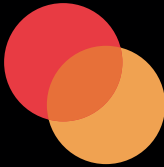
Blue-Green



Yellow-Green



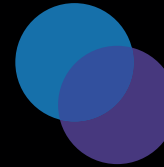
Yellow-Orange



Red-Orange



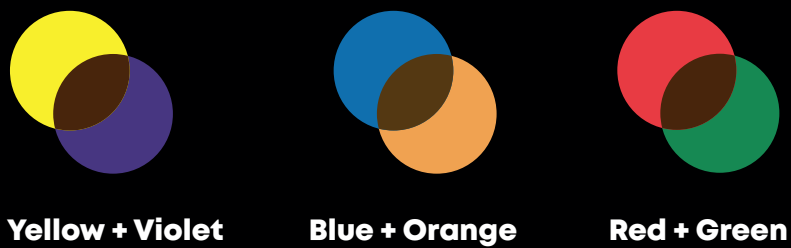
Red-Violet



Blue-Violet

Complementary Colors Create Neutral Colors

Tones that neutralize each other are known as complementary colors. A neutral color is created by mixing any color with the color that is directly opposite it on the color wheel.



Color Wheel

The color wheel shows the complementary relationships of the primary, secondary and tertiary colors. It also shows the warm and cool colors.



Natural Underlying Pigment And Its Effect On Tonal Results

All natural haircolor consists of two basic pigments: black-brown and red-gold. Together, these two pigments create the natural colors of hair. The proportion and type of pigments in a strand of hair determines whether the hair is dark or light and whether the hair is cool or warm. As haircolor is lightened, the warm natural underlying pigment colors of red, orange and yellow are revealed.

When using a permanent haircolor, the final result is a combination of the haircolor tone used and the natural underlying pigmentation of the hair. The haircolor tone you select must either neutralize and cool the underlying pigmentation or enhance and brighten it.

A fundamental rule of haircolor is that cool tones neutralize warm tones and warm tones neutralize cool tones. The cooler the tone, the more effectively it can eliminate warmth. In SoColor, the Ash Ash, Ash Violet, Ash, Pearl and Neutral Ash tones are the colors that most effectively eliminate warmth. The following chart shows how the natural underlying warmth of the hair affects the final tone.

Haircolor and Natural Underlying Pigment's Combined Result

Haircolor Tone Used	Tone of Natural Underlying Pigment	Combined Result
Warm	Warm	Warm-Warm
Neutral	Warm	Warm
Cool	Warm	Neutral
Cool/Cool	Warm	Cool

Natural Color Level



Matrix Haircolor Consultation & Formulation

Consulting With Inclusivity

The Hair Diversity Matrix

This scorecard allows stylists to confidently consult with every client that walks through their door. It goes beyond the primary focus on level and tone to address the unique needs of each hair diameter and pattern.

Natural Levels



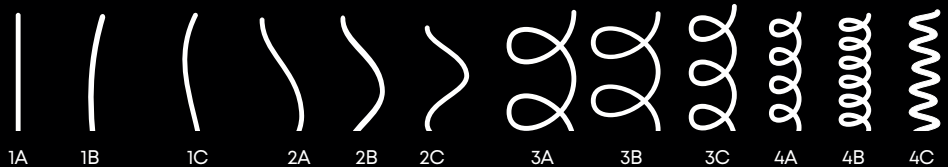
Underlying Pigments



Diameters



Patterns



Formulating With Inclusivity

Step 1: Determine The Base Level And % Of Gray

SoColor Pre-Bonded

	Level		Blended	Reflect	Extra Coverage
1	Black		x		Use Blended
2	Natural Black		x		Use Blended
3	Darkest Brown		x		Use Blended
4	Dark Brown		x	x	x
5	Medium Brown		x	x	x
6	Light Brown		x	x	x
7	Dark Blonde		x	x	x
8	Medium Blonde		x	x	x
9	Light Blonde		x	x	x
10	Very Light Blonde		x		x
11	Very Light Blonde Plus		x		Use Blended

Demi-Permanent

	Level		SoColor Sync (Alkaline)	Tonal Control (Acidic)	SoColor Sync (Fast)
1	Black		All levels 1s +2s	All Level 4s	Anti-Red
2	Natural Black		All Levels 2s + 3s		
3	Darkest Brown		All Levels 3s + 4s		
4	Dark Brown		All Levels 4s + 5s		
5	Medium Brown		All Levels 5s + 6s	All Level 5s	Anti-Brass
6	Light Brown		All Level 6s + 7s	All Level 6s	
7	Dark Blonde		All Level 7s + 8s	All Level 7s	
8	Medium Blonde		All Level 8s + 9s	All Level 8s	
9	Light Blonde		All Level 9s + 10s	All Level 9s	Anti-Yellow
10	Very Light Blonde		All Level 10s + SPs	All Level 9s	
11	Very Light Blonde Plus		All Level 11s + SPs	All Level 11s	

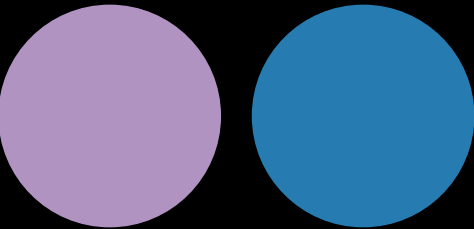
SoColor has a shade for every level, from the darkest black to palest blonde – available in every technology.

Step 2: Determine The Underlying Pigment & Desired Level

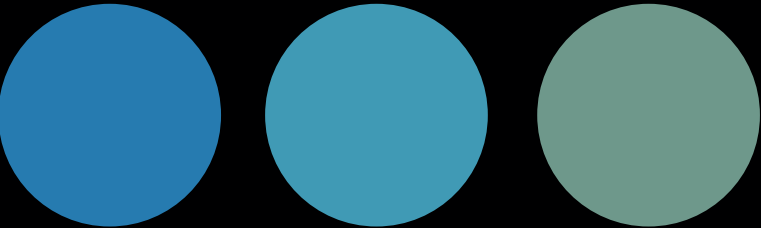
Level	Underlying Pigment	Tone to Neutralize
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		

SoColor, SoColor Sync, and Tonal Control have tones to neutralize or enhance all underlying pigment from dark red brown to the palest yellow. Be sure to use your color wheel!

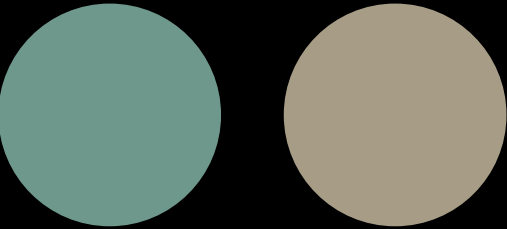
Step 3: Determine Skin Undertone



Cool Undertones
Blue Or Purple Veins



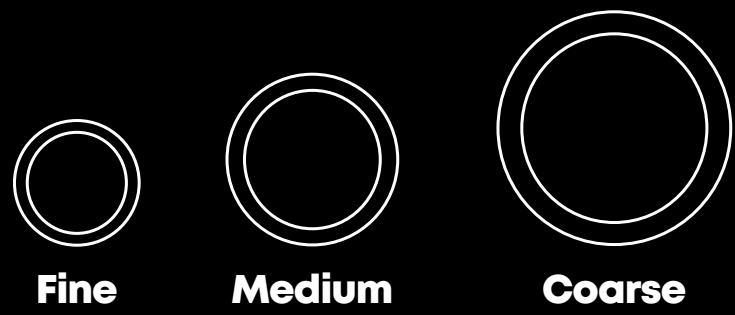
Neutral Undertones
Blue-Green Veins



Warm Undertones
Green Or Olive Veins

SoColor, SoColor Sync, and Tonal Control have tones to complement or enhance all skin undertones— cool, neutral or warm.

Step 4: Determine Diameter + Porosity

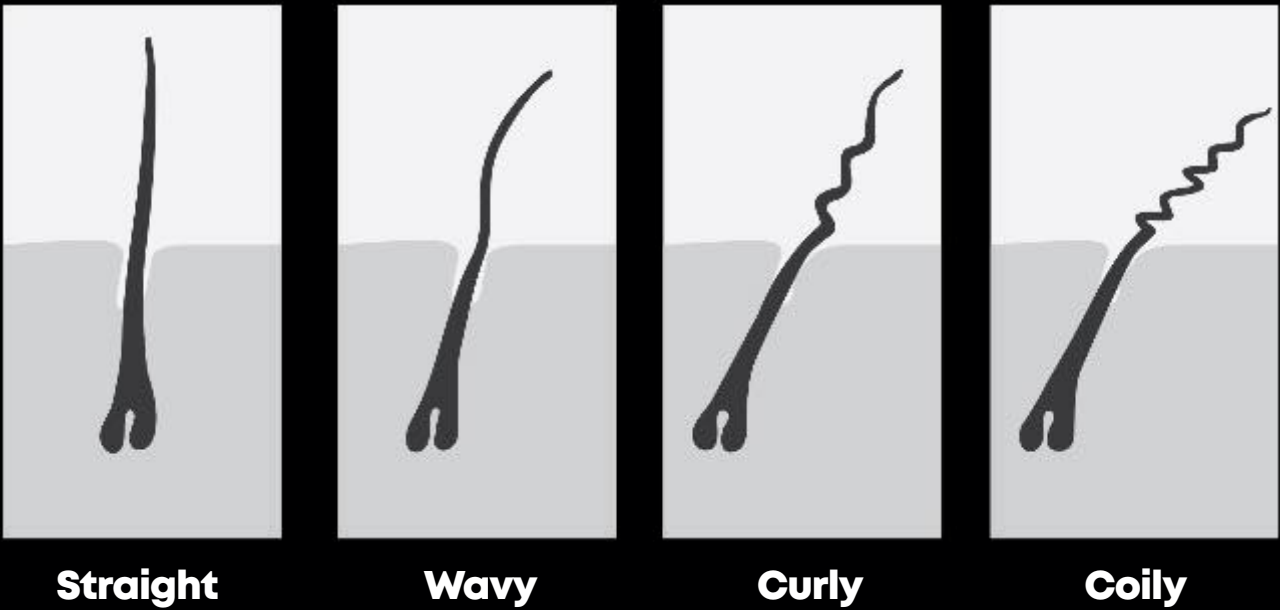


Assessing And Compensating For Diameter

		Fine Hair	Medium Hair	Coarse Hair
Assessing	How It Looks And Amount Of Body	Lacks body but is easily molded	Is bouncy and has good body	Is thick in appearance and has firm body
	How Each Diameter Feels	You can barely feel the strand	You can easily feel the strand	The strand has significant substance under your fingertips
Understanding Response To Haircolor	When Lightening	Lightens easily and responds to a gentler product successfully	Has an average response to lightening	Has greater resistance when lightening
	When Depositing	Very fine hair can process darker	Responds to haircolor well when depositing color	Has slightly lighter result when depositing color
Compensating	Adjust Formula	Use a lower volume of Matrix Cream Developer	Use the recommended volume of Matrix Cream Developer	Use higher volume of Matrix Cream Developer

SoColor, SoColor Sync, and Tonal Control are gentle enough to use on all hair textures – fine, medium, coarse. For overly porous hair, lightly mist Instacure on the mids + ends.

Step 5: Determine Hair Pattern Straight, Wavy, Curly Or Coily + Developer Strength



In general, when lifting beyond one level, for every 10 Volume of Matrix Cream Developer used, you will achieve up to one level of lift.

Matrix Cream Developer	Lightening Action
10 Volume	Up to 1 Level
20 Volume	Up to 2 Levels
30 Volume	Up to 3 Levels
40 Volume	Up to 4 Levels



Health & Safety

Fundamentals Of Haircolor

Strand Testing

Strand testing allows you to preview your results before applying color to your client's entire head. When taking a strand test, mix ½ oz. of the exact haircolor shade (or mixture of shades) that will be used with ½ oz. of **Matrix Cream Developer**. Apply the color mixture from the scalp to the mid-lengths and ends on a strand large enough to view color results. Process for 10 minutes. Rinse thoroughly and dry.

Safety Instructions: Read Before Use

Matrix haircolor is not intended for use on persons under the age of 16. An allergy alert test must be done 48 hours before each application of Matrix haircolor, as an allergy can develop suddenly, even if you have previously applied this product or another colorant on your client.

Important:

Hair colorants can cause severe allergic reactions. For you and your client, to help reduce the risk of an allergic reaction, it is essential to follow the precautions below:

- Wear suitable disposable gloves during the preparation, application and rinsing of the product
- Temporary "black henna" tattoos may increase the risk of allergy

Do Not Color The Hair If:

- Your client has a rash on their face or sensitive, irritated and damaged scalp
- Your client has ever experienced any reaction after coloring their hair
- Your client has experienced a reaction to a temporary "black henna" tattoo in the past

How To Perform The Allergy Alert Test:

- Remove earrings. Behind the ear and using a cotton-ball apply a little of the unmixed colorant product sufficient to cover an area of 1 to 2 cm (e.g. the size of a small coin). Re-apply allowing it to dry between applications. Carefully reseal the colorant container.
- Leave for 48 hours without washing, covering or touching. If during this period you or your client notice any abnormal reactions, such as itching, redness or swelling in or around the test area, do not apply the product.

Special Precautions

Fundamentals Of Haircolor

In case of a reaction during the application such as intense stinging, irritation, rash or burning sensation on the scalp, rinse immediately and discontinue use. In case of shortness of breath, seek immediate medical attention. Before coloring the hair again, recommend your client consults a doctor.

Advise your client that if, during the days following the application, itching, redness, spots on the scalp or skin, swelling of the eyes and/or face, blisters or oozing of the scalp and/or skin occurs, it is recommended to consult a doctor.

- Keep out of reach of children
- SoColor can be used with up to 40 volume
- Use only the proportions indicated
- Avoid contact with skin and eyes. Do not use to dye a beard or mustache, or for any purpose other than coloring the hair. Do not use to dye eyelashes or eyebrows.
- Rinse eyes immediately and abundantly if the product comes into contact with them and seek medical assistance. If contact lenses are worn, they should be removed before rinsing the eyes thoroughly with water.
- Rinse hair well after application
- Prepare and apply the mixture preferably in a well-ventilated place
- Do not inhale or ingest
- For all questions concerning the personal sensitivity of your client, recommend consultation with a doctor
- Wait at least 2 weeks after using a relaxer, a perm, or a straightening process on the hair before applying the hair colorant
- Do not use if the hair has been colored with henna or with a progressive hair colorant

Follow the instructions for use. **For professional use only.**

Application And Rinsing

- Wear suitable disposable gloves
- Do not use metallic tools for example clips, combs or bowls
- Rinse the hair well after the development time
- Shampoo and condition with your favorite matrix products

We Are Matrix Haircare

The Professional Bestie That Brings All Your Hair Dreams To Life



We Are The Pro Bestie

Loved By & Developed By Pros

From Different Backgrounds
All Around The World

FPO



Powered By Science

Combination Of Powerful Ingredients: Skincare
Actives & Yummy Natural Ingredients



Meet A Few Of Our Faves!

Mega Sleek

Rock 5x Smoother Hair!
Shea Butter



So Silver

Tone Your Own Way!
Calibrated Dyes



A Curl Can Dream

For All Curl Patterns:
Waves, Curls & Coils



Miracle Creator

Get 20 Hair Benefits!
Sweet Almond Oil



Food For Soft

Quench Dry Hair's Thirst!
Hyaluronic Acid +
Avocado Oil



matrix Haircare Portfolio

Curls



A Curl Can Dream
Pattern Preserving System
For Curls & Coils

Frizz



Mega Sleek
Reduce Frizz &
Provide Humidity Protection

Volume



High Amplify
Up To 35% Boosted Volume^[1]

Neutralization

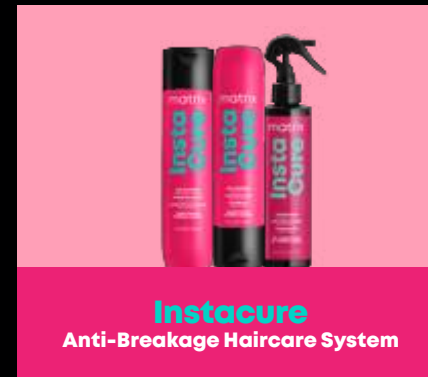


Brass Off
Neutralizes Unwanted
Orange Tones

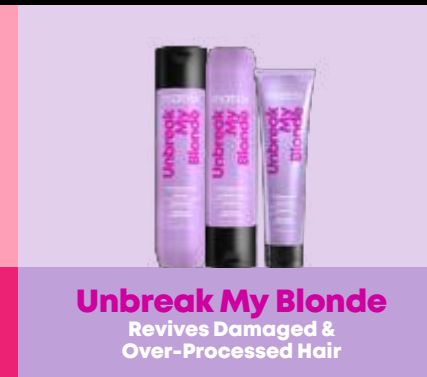


So Silver
Neutralizes Unwanted
Yellow Tones

Repair



Instacure
Anti-Breakage Haircare System



Unbreak My Blonde
Revives Damaged &
Over-Processed Hair

Moisture



Food For Soft
7x More Hydration &
Up To 72 Hours Of Softness!^[2]

Detangle



Length Goals
5x Smoother, 5x More Conditioning,
5x Easier To Detangle^[3]

Multi-Benefit



Miracle Creator
Miracle Multi-Benefit Superstars

Preserve Color



Color Obsessed
Color Protection
Up To 32 Washes^[4]



Keep Me Vivid
Keep Every High-Maintenance
Haircolor Vibrant For 65 Days^[5]

Professional Solutions



Matrix Pro Backbar
High-Powered Solutions

[1] With system of High Amplify Shampoo, Conditioner and Proforma Hairspray vs. unwashed hair
[2] When used as a system of Food For Soft Shampoo, Conditioner or Mask, and Oil vs. non-conditioning shampoo
[3] With system of Length Goals Shampoo, Conditioner, and Perfector vs. a non-conditioning shampoo

[4] With system of Color Obsessed Shampoo and Conditioner vs. a non-conditioning shampoo
[5] Using a system of Keep Me Vivid Shampoo, Conditioner, and Lamination Spray



A Curl Can Dream

Pattern Preserving System Defines & Moisturizes Curls & Coils

Benefits

-  **Co-Created With Pattern Experts**
-  **Defines Your Curls & Coils**
-  **Keeps Hair Moisturized**

Before

After



Technology & Key Ingredients

A Curl Can Dream System is free of silicones*, parabens, mineral oils, sulfates, petroleum, paraffins. Infused with manuka honey extract, a natural humectant & known to moisturize hair.



*Shampoo contains silicones, all other A Curl Can Dream products are silicone-free

A Curl Can Dream

Pattern Preserving System Defines & Moisturizes Waves, Curls & Coils

Shampoo

Hair Type: Curls 3 & 4

Benefits:

- Deep cleansing shampoo
- Perfect for wash day to remove build up
- Preserves curl pattern

Usage: Use Shampoo once weekly (or as needed) to deep cleanse curly and coily hair. Apply desired amount of product at the scalp and work throughout lengths & ends. Rinse.



Co-Wash

Hair Type: Curls 3 & 4

Benefits:

- Gentle cleansing conditioner
- Perfect for in between wash days to revive curls

Usage: Use 2x weekly (or as needed) to gently cleanse curly & coily hair as a replacement for a deep cleansing shampoo. Apply desired amount of product at the scalp and work throughout lengths & ends. Rinse.



Light Hold Gel

Hair Type: Curls 3 & 4

Benefits:

- Defining hair gel
- Layers with A Curl Can Dream Moisturizing Cream
- Light Hold

Usage: After using the Shampoo or Co-Wash and Mask, apply Moisturizing Cream & apply desired amount of Light Hold Gel depending on hair density (less for fine hair and more for thick hair). More product will yield a higher hold. Follow with Lightweight Oil for added shine. Allow to air dry or diffuse.



Moisturizing Cream

Hair Type: Waves 2 & Curls 3, 4

Benefits:

- Leave-in cream provides moisture & definition
- No flaking or crunch

Usage: After using Shampoo or Co-Wash and Mask, apply desired amount of product depending on curl density (less for fine hair & more for thick hair). Apply to soaking wet hair from root to tip, sectioning off as you go. Scrunch curls and follow with Light Hold Gel for definition & Lightweight Oil for added shine. Allow to air dry or diffuse.



Rich Mask

Hair Type: Curls 3 & 4

Benefits:

- Deeply hydrating
- Preserves curl pattern

Usage: Use daily (or as often as you wash your hair) to bring intense moisture to curls & coils. After applying Shampoo or Co-Wash, apply desired amount of product & massage into lengths & ends. Rinse out.



Lightweight Oil

Hair Type: Curls 3 & 4

Benefits:

- Finishing product to separate curls & coils
- Adds shine
- Lightweight

Usage: After using the Shampoo or Co-Wash & Mask, apply the Moisturizing Cream and Light Hold Gel, then work the Lightweight Oil into hands & apply liberally to hair, from root to tip. Allow to air dry or diffuse.





Mega Sleek

Reduces Unwanted Frizz & Provides Humidity Protection For Coarse Hair Types

Benefits

-  **Control Unwanted Frizz For 5x Smoother Hair***
-  **Protect Against Humidity For 24 Hours***
-  **Formulated With Shea Butter**



Technology & Key Ingredients

Control rebellious, unruly hair with everlasting sleekness! Formulated with Shea Butter for ultimate smoothness

*System of Mega Sleek Shampoo, Conditioner, Blow Down Cream vs. non-conditioning shampoo

Mega Sleek

Reduces Unwanted Frizz & Provides Humidity Protection For Coarse Hair Types



Shampoo

Hair Type: All Frizzy Hair Types
Benefits:

- Cleanses and moisturizes hair
- Smooths and controls frizz with all-day humidity protection
- Made With Shea Butter

Usage: Apply to damp hair. Lather. Rinse. Follow with Mega Sleek Conditioner.



Conditioner

Hair Type: All Frizzy Hair Types
Benefits:

- Nourishes and smooths hair
- Controls frizz with all-day humidity protection
- Made With Shea Butter

Usage: After Mega Sleek Shampoo, apply to wet hair. Rinse.



Iron Smoother

Hair Type: All Frizzy Hair Types
Benefits:

- Locks out humidity
- Leaves hair softer & smoother without adding weight
- Maximizes shine
- Provides against high heat damage up to 450°F

Usage: Section by section, spray evenly over dry hair & flat iron from roots to ends to finish.



Blow Down Cream

Hair Type: All Frizzy Hair Types
Benefits:

- Smoothing leave-in cream
- Hydrates and nourishes hair for ultra-sleek blow-outs
- Provides heat protection & long-lasting smoothness
- Made with shea butter

Usage: Apply to towel-dried hair. Blow-dry smooth.





High Amplify

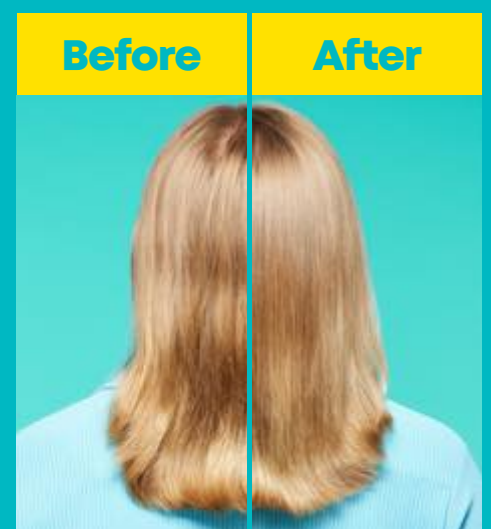
Achieve Amped-Up Volume With Silicone Free Shampoo & Conditioner To Boost Structure Of Fine, Limp Hair. Volumizing Hair Products.

Benefits

-  **Silicone-Free Formula With Added Proteins**

Technology & Key Ingredients

Lightweight silicone-free formula boost structure of fine, limp hair.



Shampoo

Hair Type: Fine, Flat Hair

Benefits:

- Long-lasting volume
- Instant body all over for thicker looking hair
- Suitable for color-treated hair

Usage: Apply to damp hair. Lather. Rinse. Follow with High Amplify Conditioner.



Conditioner

Hair Type: All Hair Types

Benefits:

- Long-lasting volume
- Silicone-free and lightweight formula
- Suitable for color-treated hair

Usage: After High Amplify Shampoo, apply to wet hair. Massage. Rinse.





High Amplify

Achieve Amped-Up Volume With Silicone Free Shampoo & Conditioner To Boost Structure Of Fine, Limp Hair. Volumizing Hair Products.

Wonder Boost

Hair Type: All Hair Types

Benefits:

- Long lasting, full volume boost
- Nozzle allows for targeted application
- Light weight formula
- Non-sticky

Usage: After using the High Amplify System, apply on damp or dry hair, direct nozzle applicator close to the scalp or all over. Style as desired.



Foam Volumizer

Hair Type: All Hair Types

Benefits:

- Strong, long lasting results
- Lightweight whip adds conditioning shine
- All over volume

Usage: Apply a golf-ball size amount to towel-dried hair, working evenly from roots to ends. Style as desired.



Proforma Firm Hold Hairspray

Hair Type: All Hair Types

Benefits:

- Firm hold, finishing hairspray
- Leaves hair shiny & locks in style
- Ideal for high-volume styles
- 24-hour humidity resistance
- Provides extra root lift
- Silicone-free formula

Usage: Hold 8-10 inches from head. To texturize and molding hair into place, spray in short bursts. For final hold: spray evenly over style. Clean nozzle frequently to avoid clogging. If clogging occurs, run nozzle under hot water.





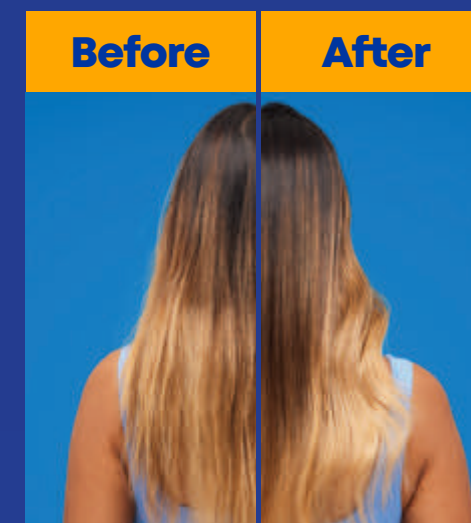
Brass Off

Professional Blue Toning Care For Lightened Brunette Hair

Neutralize
Levels
5-7

Benefits

-  **Neutralize Unwanted Brassy Tones In Just One Wash**
-  **Customize To Your Toning Needs With Light, Moderate & Buildable Toning**



Technology & Key Ingredients

Brass Off Professional Neutralizing System uses blue-purple pigments to neutralize orange and brassy undertones on Levels 5-7



Hair Hack:

First, massage Brass Off Shampoo at the scalp to neutralize and cleanse, then massage through lengths and ends. Rinse after 3-5 mins. Second, apply the Brass Off Conditioner or Mask depending on the needed neutralization by starting at the ends and massaging towards the scalp. Allow to absorb for up to 5 minutes.



Brass Off

Professional Blue Toning Care For Lightened Brunette Hair

Shampoo

Hair Type: Lightened Brunettes (levels 5–7)

Benefits:

- Calibrated blue-purple Dyes help to remove brassy orange undertones
- Neutralizes brassy tones on levels 5–7

Usage: Apply to wet hair, lather and rinse well. Leave on 3–5 minutes before rinsing.



Conditioner

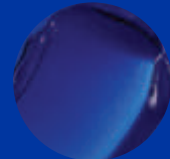


Hair Type: Lightened Brunettes (levels 5–7)

Benefits:

- Calibrated blue-purple dyes help to remove brassy orange undertones
- Ceramide retain moisture, promote smoothness & add shine

Usage: After Brass Off Shampoo, apply to wet hair, massage & rinse.



Mask

Hair Type: Lightened Brunettes (levels 5–7)

Benefits:

- Color depositing mask to enhance lightened brunettes
- Highly concentrated blue-purple direct dyes
- Both in-salon & at-home use

Usage: Apply to wet hair and comb through for even distribution. Avoid scalp area & leave on for 5-10 min. Rinse.



Toning Leave-In Spray



Hair Type: Lightened Brunettes (levels 5–7)

Benefits:

- Leave-in with buildable toning
- Neutralizes brassy, orange undertones while nourishing the hair
- Controls frizz

Usage: Spray product on towel-dried hair, comb through to distribute product evenly & style as usual. Do not rinse.



Tone Your Own Way!

Toning & Care In Just One Wash

Light Toning

Cleanse with your **favorite Matrix shampoo** & condition with **Brass Off Pigmented Conditioner**

Before	After*

Moderate Toning

Cleanse with **Brass Off Shampoo** & condition with **Brass Off Pigmented Conditioner**

Before	After*



Buildable Toning
with Brass Off
Toning Leave-in Spray

*Brass Off System vs. Non-conditioning Shampoo



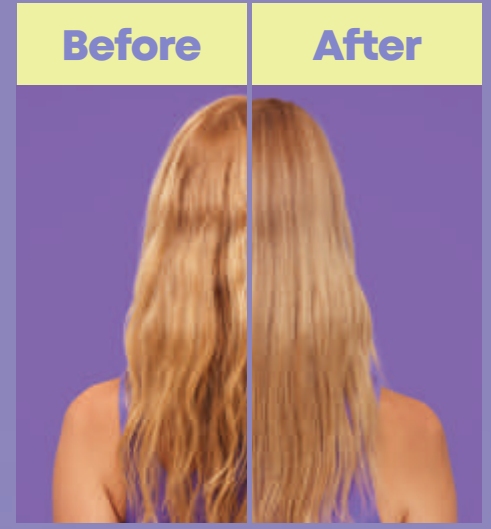
So Silver

Professional Purple Toning Care for Blonde & Grey Hair

Neutralize
Levels
8-10+

Benefits

-  **Neutralize Unwanted Yellow Tones In Just One Wash**
-  **Customize To Your Toning Needs With Light, Moderate & Buildable Toning**



Technology & Key Ingredients

So Silver Professional Neutralizing system uses purple pigments to neutralize yellow & brassy undertones on Levels 8-10+.

Hair Hack:
First, massage So Silver Shampoo at the scalp to neutralize and cleanse, then massage through lengths and ends. Rinse after 3-5 mins. Second, apply the So Silver Conditioner or Mask depending on the needed neutralization by starting at the ends and massaging towards the scalp. Allow to absorb for up to 5 minutes.



So Silver

Professional Purple Toning Care for Blonde & Grey Hair

Shampoo

Hair Type: Blondes & Greys (levels 8–10+)

Benefits:

- Calibrated purple dyes help to remove brassy yellow undertones
- **Usage:** Apply to wet hair, lather & rinse well. Leave on 3–5 minutes before rinsing.



Conditioner

Hair Type: Blondes & Greys (levels 8–10+)

Benefits:

- Calibrated purple dyes help to remove brassy yellow undertones
- Ceramide retains moisture, promotes smoothness & adds shine

Usage: After So Silver Shampoo, apply to wet hair, massage & rinse.



Mask

Hair Type: Blondes & Greys (levels 8–10+)

Benefits:

- Color depositing mask to enhance blonde, platinum and gray hair
- Highly concentrated blue-green-purple direct dyes
- Removes yellow undertones to create silvery hue
- Both in-salon and at-home use

Usage: Apply to wet hair and comb through for even distribution. Avoid scalp area & leave on for 3–5 min. Rinse.



Toning Leave-In Spray

Hair Type: Blondes & Greys (levels 8–10+)

Benefits:

- Leave-in with buildable toning
- Neutralizes brassy, yellow undertones while nourishing the hair
- Controls frizz

Usage: Spray product on towel-dried hair, comb through to distribute product evenly & style as usual. Do not rinse.



Tone Your Own Way!

Toning & Care In Just One Wash



Light Toning

Cleanse with your **favorite Matrix shampoo** & condition with **So Silver Pigmented Conditioner**

Before	After*
	



Moderate Toning

Cleanse with **So Silver Shampoo** & condition with **So Silver Pigmented Conditioner**

Before	After*
	



Buildable Toning
with So Silver
Toning Leave-in Spray

*So Silver System vs. Non-conditioning Shampoo



Instacure

Anti-Breakage System With Liquid Protein For Brittle Hair

Benefits

-  **60 % Less Breakage***
-  **Fills Porosity, Smooths Cuticle & Visibly Reduces Split Ends**

Technology & Key Ingredients

Infused with Liquid Proteins to fill porous strands repairing hair from heat & mechanical damage



Shampoo

Hair Type: Brittle, dry & damaged hair

Benefits:

- Deep cleanses hair to remove buildup while strengthening

Usage: Apply a quarter size amount of product, lather & rinse.



Conditioner

Hair Type: Brittle, dry & damaged hair

Benefits:

- Softens hair while strengthening

Usage: After Instacure Shampoo, apply a quarter size amount of product & rinse.



Porosity Spray

Hair Type: Brittle, dry & damaged hair

Benefits:

- Infused with liquid protein & B5
- Fills porosity, balances pH
- Visibly reduces split ends

Usage: After using Instacure Shampoo & Conditioner, spray on clean, damp hair on mid-lengths and ends. Do not rinse.



*When using Anti-Breakage Porosity Spray versus non-conditioning shampoo



Unbreak My Blonde

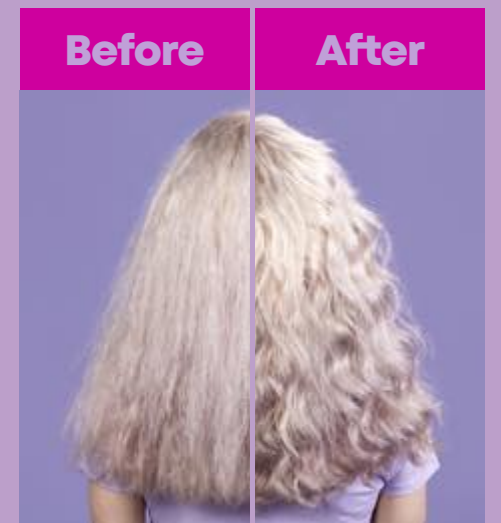
System To Protect & Strengthen Weakened Bonds & Revive Over-Processed Hair

Benefits

-  **Bond Strengthening Ingredients**
-  **3x Stronger Hair***

Technology & Key Ingredients

Sulfate-free formula infused with Citric Acid to strengthen and soften hair



Bond Strengthening Shampoo

Hair Type: Damaged, lightened and over processed hair

Benefits:

- Revives all hair types from chemical damage

Usage: Use before conditioning and follow with Reviving Leave-in Treatment.

Reviving Leave-In Treatment

Hair Type: Damaged, lightened and over processed hair

Benefits:

- Heat protection up to 430°F

Usage: Distribute evenly through damp hair. Do not rinse.

Bond Strengthening Conditioner

Hair Type: Damaged, lightened and over processed hair

Benefits:

- Highly conditioning sulfate-free technology

Usage: Use after shampooing and follow with Reviving Leave-in Treatment.

*When used as a system of bond strengthening shampoo, conditioner & reviving leave-in vs. non conditioning shampoo

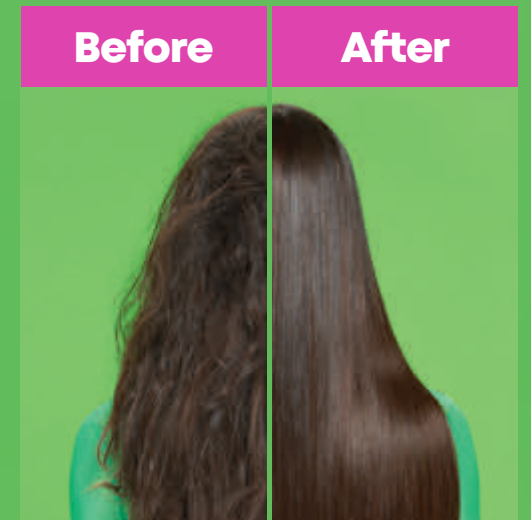


Food For Soft

Hydrating Haircare With Avocado Oil & Hyaluronic Acid

Benefits

-  **7x More Moisture***
-  **Up To 72 Hours Of Seriously Soft Hair***



Technology & Key Ingredients

Hyaluronic acid attracts water like a sponge and avocado oil locks & traps moisture to seal hair shaft

 **Hair Hack:**
For intense overnight hydration, try hair slugging with the Multi-Use Hair Oil Serum. Apply generously to hair, wrap in a sock or T-shirt, and wake up with your softest hair ever!



*When used as a system of Food For Soft Shampoo, Conditioner or mask, and oil vs. non-conditioning shampoo

Food For Soft

Hydrating Haircare With Avocado Oil & Hyaluronic Acid

Hydrating Shampoo

Hair Type: For all dry hair

Benefits:

- Gently cleanses without removing necessary moisture
- Non-stripping
- Suitable for color treated hair
- Moisturizing & hydrating
- Easily distributes & softens hair

Usage: Use Shampoo once weekly (or as needed) to gently cleanse hair. Apply desired amount of product at the scalp and work throughout lengths & ends. Rinse.



Detangling Hydrating Conditioner

Hair Type: For all dry hair

Benefits:

- Detangles
- Non-coating, non-stripping
- Suitable for color treated hair
- Moisturizing & hydrating
- Easily distributes & softens hair

Usage: After cleansing with Food For Soft Shampoo, apply to mid-lengths to ends. Rinse.



Rich Hydrating Treatment Mask

Hair Type: For very dry & porous hair

Benefits:

- Rich creamy formula
- Non-coating, non-stripping
- Suitable for color treated hair
- Moisturizing & hydrating
- Easily distributes & softens hair

Usage: After shampooing apply to wet hair. Wait 3 minutes. Rinse.



Multi-Use Hair Oil Serum

Hair Type: For all dry hair

Benefits:

- Non-sticky, lightweight formula
- Non-stripping
- Suitable for color treated hair
- Adds shine
- Tames flyaways
- Heat protection up to 450°F

Usage: Apply a few drops of Multi-Use Hair Oil Serum into hands & apply liberally to wet or dry hair, from root to tip.





Length Goals

Leaves Hair Extensions Smoother, More Conditioned & 5x Easier To Detangle*

Benefits

5x 5x Smoother, 5x Easier To Detangle, 5x More Conditioned*

Technology + Key Ingredients

Length Goals, infused with phyto-peptides, prolongs the beauty of your extensions. Prepares, maintains & revives all brands of human hair extensions & wigs

Shampoo

Hair Type: Extensions & wigs

Benefits:

- Sulfate free

Usage: Apply. Lather. Rinse. Follow with Length Goals Conditioner and Length Goals Perfector. Avoid extensions installation point.



Conditioner

Hair Type: Extensions & wigs

Benefits:

- Soften & nourishes hair
- Gently detangles hair

Usage: After cleansing with Length Goals Shampoo, apply to mid-lengths to ends avoiding extensions installation point. Rinse. Follow with Length Goals Perfector.



Extension Perfector Spray

Hair Type: Extensions & wigs

Benefits:

- 450°F heat protection
- Enables ease of blow drying

Usage: On damp hair, spray from roots to ends. Blow dry or air dry. Avoid extensions installation point.



*Using a system of Length Goals shampoo, conditioner & leave in

Miracle Creator

Multi-Tasking Beautifying Care For All Hair Types & Textures

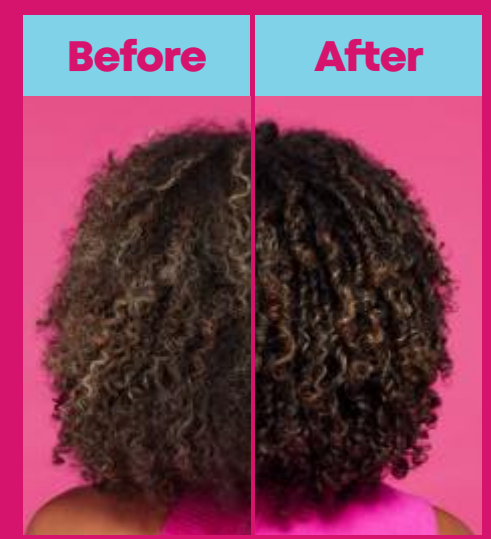


Benefits

- 20 20 Beautifying Benefits
- Instantly Nourishes, Revitalizes Hair

Technology & Key Ingredients

Inspired by Korean skincare, revitalize & strengthen hair with the ultimate multi-tasking hair care products for all hair types.



Multi-Tasking Treatment Spray

Hair Type: All Hair Types

Benefits:

- Nourishing leave-in conditioner
- Smooths the cuticle & helps prevent breakage from brushing
- Heat protectant
- Anti-frizz for a sleek finish
- Minimizes hair damage & breakage
- Reduces dryness
- Corrects roughness
- Shields hair against external aggressors
- Improves manageability & primes hair for styling



Usage: Spray product on towel-dried hair, comb through & style as usual.

Multi-Tasking Hair Mask

Hair Type: All Hair Types

Benefits:

- Intensely nourishes, revitalizes, & strengthens hair in just 60 seconds
- Fills porosity, controls frizz, boosts silkiness & more, for a total of 20 beautifying benefits

Usage: After shampooing, apply on wet hair. Wait 60 seconds. Rinse.

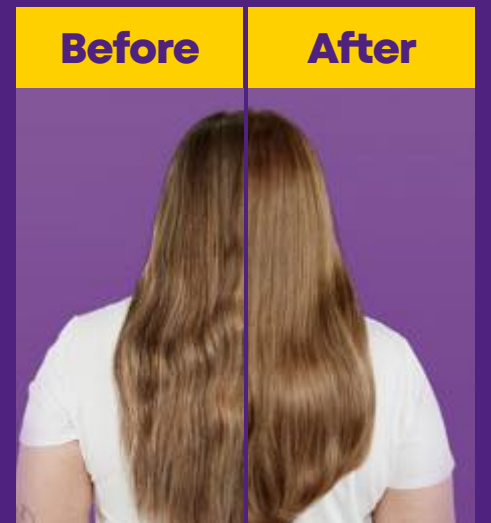


Color Obsessed

Protects Color-Treated Hair From Fading & Extends The Life Of Color Vibrancy

Benefits

-  **Color Protection For Up To 32 Washes***
-  **Suitable For All Color-Treated Hair Types**



Technology & Key Ingredients

Antioxidants protect against environmental aggressors that fade haircolor

Shampoo

Hair Type: Color-treated hair

Benefits:

- Cleanses to help protect against fading & extend your color vibrancy

Usage: Apply to damp hair. Lather. Rinse. Follow with Color Obsessed Conditioner. In case of contact with eyes, rinse them immediately.



Conditioner

Hair Type: Color-treated hair

Benefits:

- Strengthens porous hair & preserves brilliant color & shine

Usage: After Color Obsessed Shampoo, apply to wet hair. Massage. Rinse. In case of contact with eyes, rinse them immediately.



*With system of Color Obsessed Shampoo and Conditioner vs. a non-conditioning shampoo



Keep Me Vivid

Color Retention Haircare System For Up To 65 Days Of Vibrant Color*

Benefits

- ✓ **65 Days Of Color Retention***
- 🛡️ **Protect Vivid Haircolor**
- 🚫 **Sulfate-Free Formulas**

Technology & Key Ingredients

Pearl Infusions help lock in vibrant colors to prevent fading. Sulfate-free technology balances the pH of the hair.



Shampoo

Hair Type: Semi-permanent & vivid color treated hair

Benefits:

- Milky high-foam lather gently cleanses hair to help combat fading.

Usage: Apply to damp hair. Lather. Rinse. Follow with Keep Me Vivid Conditioner. Rinse with cold water.



Conditioner

Hair Type: Semi-permanent & vivid color treated hair

Benefits:

- Deeply nourishes each strand without the weight.

Usage: After Keep Me Vivid Shampoo, apply to wet hair. Massage. Rinse. Can be used daily for clean and gentle nourishment.



Color Lamination Spray

Hair Type: Semi-permanent & vivid color treated hair

Benefits:

- Seals in haircolor to prevent fading while enhancing shine

Usage: Spray a few times each week to seal in the cuticle & extend your hair color's vibrancy.



*When using Keep Me Vivid system of Color Lamination Spray, Shampoo, & Conditioner

Pro Backbar

Not All Heroes Wear Capes...But Their Clients Do!

Benefits

-  **Addresses The Most Common Needs During Color & Chemical Services**
-  **Uncomplicated & Efficient Solutions**
-  **Versatile Line Up Performs On All Hair Types & Textures**

Technology & Key Ingredients

Trusted by hairdressers, Matrix Pro Backbar offers high powered solutions for every need behind the chair — clarifying, pH balance, stain removal & more!

Instacure

Hair Type: All Hair Types

Benefits:

- Cutting lotion
- Smooths & controls frizz
- Balances pH
- Preps for toning

Usage: Spray on clean, damp hair and comb through. Do not rinse out. To fill porosity, apply to porous hair prior to coloring.



No Stain

Hair Type: All Hair Types

Benefits:

- Removes stained color
- Gentle on skin
- Post vivid coloration & gray coverage

Usage: Immediately following completion of color application, gently rub stained areas with cotton moistened with No Stain. If scalp is stained after color has been processed & rinsed, apply No Stain with cotton & blot gently. Rinse areas after applying.



Alt Action

Hair Type: All Hair Types

Benefits:

- Removes buildup
- Non-irritating formula

Usage: Apply to wet hair, lather and leave on for one minute. Rinse well. Repeat if necessary.



 matrix
**Professional
Styling...
Done The
Matrix Way!**

Powerhouse Stylers For All Hair Types & Styles





Matrix Styling

Powerhouse Stylers For All Hair Types & Styles

Benefits

-  **6 Styling Powerhouses Designed To Be Used On All Hair Patterns & Diameters**
-  **Professional Formulas Shape Shift & Secure Tresses Creating Sleek Ponytails, Voluminous Curls & Everything In Between**
-  **Versatile & Vegan Formulas**

Technology & Key Ingredients

Flexible polymers and conditioning agents enable you to easily shape shift tresses, regardless of diameter and curl pattern.



Matrix Styling

Powerhouse Stylers For All Hair Types & Styles

Controller Gel

Hair Type: All Hair Types

Benefits:

- Strong hold gel without stiffness or crunch
- Adds structure & shine
- No flaking

Usage: Apply to damp hair for wet looks, on dry hair for extreme hold.



Setter Mousse

Hair Type: All Hair Types

Benefits:

- Weightless foam for volumizing lift & shine
- Provides movable, texturizing hold with lasting style memory

Usage: Shake well. Dispense into palm. Rub hands together to disperse. Apply to clean, damp hair. Blow-dry to add volume. Apply to dry hair for a light, textured look.



Builder Wax Spray

Hair Type: All Hair Types

Benefits:

- Combines the ease of use and hold of a hairspray with the control and texture of a hair wax
- Adds body & dimension to hairstyles with medium control
- Satin matte finish

Usage: Shake well. Hold 6–12 inches away and spray on dry, styled hair. Reapply for additional control.



Refresher Dry Shampoo

Hair Type: All Hair Types

Benefits:

- Maximum oil absorption
- Cleaner feeling hair
- Instantly refreshes, allowing you to restyle up to the 4th day hair
- Saves time & increases style longevity

Usage: Shake well before use. For use on dry hair. Hold can 10 inches away from head. Spray on roots to ends. Massage into scalp with fingers and brush hair thoroughly until powder is fully removed.



Over Achiever

Hair Type: All Hair Types

Benefits:

- Spreads like a cream, texturizes like a paste, & holds like a wax
- Non-sticky
- Easily reworkable
- Provides texture, grip, and lasting hold

Usage: Work through damp or dry hair for desired look. Rework throughout the day.



Fixer Hairspray

Hair Type: All Hair Types

Benefits:

- Provides continuous lift, fullness, and volume to any style
- Adds shine
- All-day humidity resistant to keep frizz under control

Usage: To hold body, volume, and texture lightly mist all over. Air dry. Clean nozzle frequently to avoid clogging. If clogging occurs, run nozzle under hot water.



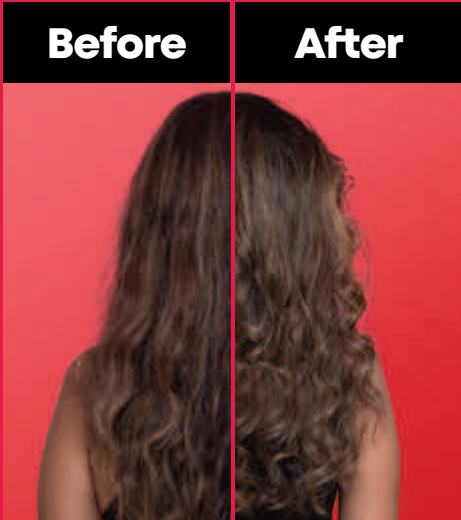


Vavoom

Extra Firm Hold Finishing Sprays Freeze Hair In Place For Up To 24 Hours!

Benefits

-  **High Hold Formulas**
-  **Freeze Styles In Place For Up To 24 Hours**
-  **Fast Drying**



Technology & Key Ingredients

Freezing Sprays now come in a bigger size with 37% more product. The triple freeze sprays contain a tri diffuser actuator offering wide, more even product distribution.



Vavoom

Extra Firm Hold Finishing Sprays Freeze Hair In Place For Up To 24 Hours!

Freezing Spray Extra Hold

Hair Type: All Hair Types

Benefits:

- Provides maximum hold
- Freezes style in place
- Anti-frizz & humidity resistance

Usage: Shake well. Hold 8–12 inches from hair. Spray hair lightly for less hold, more for firmer a hold. For maximum volume, lift hair & spray close to roots.



Freezing Spray Extra Full

Hair Type: All Hair Types

Benefits:

- Provides volumizing hold
- Lifts and freezes style in place
- Anti-frizz & humidity resistance

Usage: Shake well. Hold 8–12 inches from hair. Spray lightly or longer for hold intensity. For maximum volume, lift hair & spray close to roots.



Triple Freeze Extra Dry



Hair Type: All Hair Types

Benefits:

- Fast drying
- Adds control & hold
- Tri-diffusion actuator offers wider, more even product distribution

Usage: Spray hairspray 8–12 inches from dry, styled hair.



Triple Freeze Extra Dry–Neutral



Hair Type: All Hair Types

Benefits:

- Fast drying
- Adds control & hold
- Tri-diffusion actuator offers wider, more even product distribution
- Neutral Scent

Usage: Spray hairspray 8–12 inches from dry, styled hair.



