



new!

Pigmented Conditioners

Brass Off & So Silver



**Sales
Presenter**



Top Matrix Haircare Pillar

Neutralization Continues To Be Strategic Focus

\$14.6M

Total US Market 2023

\$4.5M

SalonCentric 2023



ULTA[®]
BEAUTY

4 ★ ★ ★ ★ ☆

1,500+ Reviews

amazon

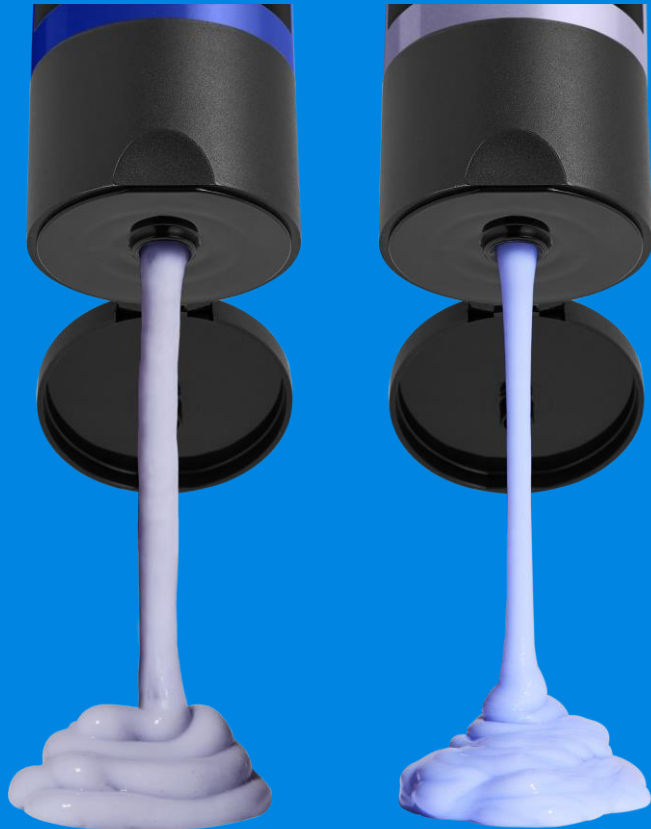
4.5 ★ ★ ★ ★ ☆

20,000+ Reviews



The Need For Toning & Care

**Today's Conditioners
w/o Color Depositing Dyes**



**Color Depositing Shampoos
May Make Hair Feel Dry**

"A Little Drying, But Most
Purple Shampoos Are"

"This Makes My Hair
Feel Like Straw"

"It Made My Hair
Feel Really Dry"

**Lightening Services May
Leave Hair Fragile & Dull**



new!

Tone Your Own Way!

Brass Off & So Silver

Pigmented Conditioners

Toning & Care, In Just One Wash

For 2x More Moisture* & Shiny, Stronger Hair

Caring Actives for lasting neutralization
[Calibrated Dyes & Ceramide]



Moisture

2x more moisture
for post service care



Shine

Hair Is Shinier
After One Use



Strength

Infused with ceramide
+ stronger hair

 **matrix**



*Brass Off or So Silver System vs. non conditioning shampoo

All The Toning With All The Care

Actives That Leave A Lasting Impact

**Calibrated
Dyes**



Ceramide

Calibrated To Help Remove
Unwanted Undertones
In Just One Wash!

Acts As A Balloon To Retain
Moisture, Nourishment
and Shine!

= Shiny, Nourished, Neutralized Hair

* Visuals Not Available. Do Not Use.



Brass Off Range

new!



Blue Shampoo



Blue Conditioner



Mask



All-In-One Toning Leave-In Spray

For Lightened Brunettes

So Silver Range

new!



Purple Shampoo



Purple Conditioner



Mask



All-In-One Toning Leave-In Spray

For Blondes & Greys



Pick Your Power For Customizable Neutralization

MINIMUM

MAX

Buildable Toning



Usage: Can be used daily

Light Toning



Usage: Can be used daily

Moderate Toning



Usage: Every 3-5 washes

Maximum Toning



Usage: every 5-10 washes



What Are Your Clients' Toning Needs?

Create customized systems for your clients' specific hair needs with our expanded toning portfolio

Light Toning

For Soft Neutralization

Cleanse with any **Matrix shampoo** & condition with **New! Brass Off Pigmented Conditioner**



Moderate Toning

For Balanced Neutralization

Cleanse with your **Brass Off Shampoo** & condition with **New! Brass Off Pigmented Conditioner**



Hair Hack! For clients with both yellow and orange tones, cocktail Brass Off and So Silver together until you see the color needed to cancel the unwanted tones.

What Are Your Clients' Toning Needs?

Create customized systems for your clients' specific hair needs with our expanded toning portfolio

Hair Care Routine For

 **Per Week**

 **Care**

- shampoo
-  conditioner
-  mask

 ☐ **Per** ☐ **Week** ☒ **Month:**
Toning Care

- shampoo
-  conditioner
-  mask

 **As Needed Treatment:**

Prescribed By



Template

Hair Care Routine For

 **Per Week**

 **Care**

- shampoo
-  conditioner
- ☒  mask

 ☒ **3-4x** **Per** ☐ **Week** ☒ **Month:**
Toning Care

- shampoo
-  conditioner
- ☒  mask

 **As Needed Treatment:**

Prescribed By



Example

new!

Pigmented Conditioners

Brass Off & So Silver

#Matrix

#ToneYourOwnWay

