



Product List



Blended Collection*

Inclusive Neutrals

- ☐ **4NJ/Dark Brown Neutral Jade**
P2086600
- ☐ **6NJ/Light Brown Neutral Jade**
P2086700
- ☐ **6NV/Light Brown Neutral Violet**
P2086800
- ☐ **6NW/Light Brown Neutral Warm**
P2086900

Neutral

- ☐ **1N/Black Neutral**
P1416300
- ☐ **2N/Natural Black Neutral**
P1416400
- ☐ **3N/Darkest Brown Neutral**
P1416500
- ☐ **4N/Dark Brown Neutral**
P1416600
- ☐ **5N/Medium Brown Neutral**
P1416700
- ☐ **6N/Light Brown Neutral**
P1416800
- ☐ **7N/Dark Blonde Neutral**
P1416900
- ☐ **8N/Medium Blonde Neutral**
P1417000
- ☐ **9N/Light Blonde Neutral**
P1417100
- ☐ **10N/Extra Light Blonde Neutral**
P1417200
- ☐ **11N/Extra Light Blonde Plus Neutral**
P1417300

Neutral Ash

- ☐ **5NA/Medium Brown Neutral Ash**
P1001300
- ☐ **6NA/Light Brown Neutral Ash**
P1001400
- ☐ **7NA/Dark Blonde Neutral Ash**
P1001500
- ☐ **8NA/Medium Blonde Neutral Ash**
P1001600

Ash Ash

- ☐ **3AA/Darkest Brown Ash Ash**
P2501600
- ☐ **6AA/Light Brown Ash Ash**
P1414200
- ☐ **8AA/Medium Blonde Ash Ash**
P1414300
- ☐ **4AA/Power Cools Dark Brown Ash Ash**
P1710600

Ash Violet

- ☐ **8AV/Medium Blonde Ash Violet**
P1414400
- ☐ **10AV/Extra Light Blonde Ash Violet**
P1414500

Violet Ash

- ☐ **Power Cools 4VA**
P1710400
- ☐ **Power Cools 6VA**
P1710500

Gold

- ☐ **5G/Medium Golden Brown**
P1418400
- ☐ **7G/Medium Dark Gold Blonde**
P1418500
- ☐ **9G/Medium Light Gold Blonde**
P1418600

Ash

- ☐ **4A/Dark Brown Ash**
P1414600
- ☐ **5A/Medium Brown Ash**
P1414700
- ☐ **6A/Light Brown Ash**
P1414800
- ☐ **7A/Dark Blonde Ash**
P1414900
- ☐ **8A/Medium Blonde Ash**
P1415000
- ☐ **9A/Light Blonde Ash**
P1415100
- ☐ **11A/Extra Light Blonde Ash**
P1415200

Pearl

- ☐ **7P/Dark Blonde Pearl**
P0604400
- ☐ **9P/Light Blonde Pearl**
P0604500
- ☐ **11P/Extra Light Blonde Plus Pearl**
P0604600

Warm

- ☐ **5W/Medium Brown Warm**
P1418000
- ☐ **6W/Light Brown Warm**
P1418100
- ☐ **7W/Dark Blonde Warm**
P1418200
- ☐ **8W/Medium Blonde Warm**
P1418300

Mocha

- ☐ **4M/Dark Brown Mocha**
P1417400
- ☐ **5M/Medium Brown Mocha**
P1417500
- ☐ **6M/Light Brown Mocha**
P1417600
- ☐ **7M/Dark Blonde Mocha**
P1417700
- ☐ **8M/Medium Blonde Mocha**
P1417800
- ☐ **9M/Light Blonde Mocha**
P1417900

Brown Red

- ☐ **3BR/Darkest Brown Brown Red**
P1418700
- ☐ **5BR/Medium Brown Brown Red**
P1418800
- ☐ **6BR/Light Brown Brown Red**
P1418900

Brown/Blonde Copper

- ☐ **5BC/Medium Brown Brown Copper**
P1419000
- ☐ **7BC/Dark Blonde Blonde Copper**
P1419100

Red Brown/Blonde

- ☐ **4RB/Dark Brown Red Brown**
P1419200
- ☐ **6RB/Light Brown Red Brown**
P1419300
- ☐ **7RB/Dark Blonde Red Blonde**
P1419400

Copper Gold/Copper

- ☐ **5CG/Medium Brown Copper Gold**
P1419500
- ☐ **7CG/Dark Blonde Copper Gold**
P1419600
- ☐ **9CG/Light Blonde Copper Gold**
P1419700
- ☐ **Light Brown Copper**
P0717100
- ☐ **Medium Blonde Copper**
P0717200

Violet Red

- ☐ **3VR/Darkest Brown Violet Red**
P1420000
- ☐ **5VR/Medium Brown Violet Red**
P1420100

Red Violet

- ☐ **3RV/Darkest Brown Red Violet**
P2501800
- ☐ **4RV+/Dark Brown Red Violet+**
P1000900
- ☐ **6RV+/Light Brown Red Violet+**
P1001000

Red Red

- ☐ **3RR/Darkest Brown Red Red**
P2501700
- ☐ **5RR+/Medium Brown Red Red+**
P1001100
- ☐ **6RR+/Light Brown Red Red+**
P1001200



Reflect Collection

Red Copper

- ☐ **5RC/Medium Brown Red Copper**
P1420600
- ☐ **6RC/Light Brown Red Copper**
P1420700

Copper Copper

- ☐ **7CC/Dark Blonde Copper Copper**
P1420800
- ☐ **8CC/Medium Blonde Copper Copper**
P1420900

SoBoost: Color Additives For SoColor & Color Sync

- ☐ **Blue**
P1040600
- ☐ **Red**
P1040700

HD Red & Copper Technology

- ☐ **HD-RV/Red Violet**
P0009100
- ☐ **HD-RR/Red Red**
P0021500

SoRed

- ☐ **SR-RV/Red Violet**
P1421000
- ☐ **SR-R/Red**
P1421100



Extra Coverage Collection

Extra Coverage Red

- ☐ **505R/Medium Brown Red Extra Coverage**
P1403600
- ☐ **507R/Dark Blonde Red Extra Coverage**
P1403700

Dream.Age Neutral Ash

- ☐ **DA-504NA/Dark Brown Neutral Ash**
P0112900
- ☐ **DA-506NA/Light Brown Neutral Ash**
P0113000
- ☐ **DA-508NA/Medium Blonde Neutral Ash**
P0113100
- ☐ **DA-510NA/Extra Light Blonde Neutral Ash**
P0113200

Dream.Age Neutral Gold

- ☐ **DA-507NG/Dark Blonde Neutral Gold**
P0333000
- ☐ **DA-509NG/Light Blonde Neutral Gold**
P0332900

Dream.Age Mocha

- ☐ **DA-505M/Medium Brown Mocha**
P0112500
- ☐ **DA-506M/Light Brown Mocha**
P0112600
- ☐ **DA-508M/Medium Blonde Mocha**
P0112700

Dream.Age Red Brown

- ☐ **DA-506RB Light Brown Red Brown**
P0332800

Dream.Age Brown/Blonde Copper

- ☐ **DA-506BC/Light Brown Brown Copper**
P0113300
- ☐ **DA-507BC/Dark Blonde Blonde Copper**
P0113400

Extra Coverage Neutral

- ☐ **504N/Dark Brown Neutral Extra Coverage**
P1295700
- ☐ **505N/Medium Brown Neutral Extra Coverage**
P1295800
- ☐ **506N/Light Brown Neutral Extra Coverage**
P1295900
- ☐ **507N/Dark Blonde Neutral Extra Coverage**
P1296000
- ☐ **508N/Medium Blonde Neutral Extra Coverage**
P1296100
- ☐ **509N/Light Blonde Neutral Extra Coverage**
P1296200
- ☐ **510N/Extra Light Blonde Neutral Extra Coverage**
P1293800

Extra Coverage Mocha

- ☐ **505M/Medium Brown Mocha Extra Coverage**
P1284800
- ☐ **507M/Dark Blonde Mocha Extra Coverage**
P1284900

Extra Coverage Warm

- ☐ **504W/Dark Brown Warm Extra Coverage**
P1293900
- ☐ **506W/Light Brown Warm Extra Coverage**
P1294000
- ☐ **508W/Medium Blonde Warm Extra Coverage**
P1294100



SoColor 10 Min

- ☐ **503N SoColor 10min Pouch**
F8033101
- ☐ **503NA SoColor 10min Pouch**
F8033201
- ☐ **504N SoColor 10min Pouch**
F8033301
- ☐ **505N SoColor 10min Pouch**
F8033401
- ☐ **505NA SoColor 10min Pouch**
F8033501
- ☐ **506N SoColor 10min Pouch**
F8033601
- ☐ **507N SoColor 10min Pouch**
F8033701
- ☐ **507NA SoColor 10min Pouch**
F8033801
- ☐ **508N SoColor 10min Pouch**
F8033901
- ☐ **509N SoColor 10min Pouch**
F8034001



Ultra Blonde Collection

Ultra.Blonde

- ☐ **UL-AA/Ultra.Light Ash Ash Blonde**
P1683800
- ☐ **UL-A+/Ultra.Light Ash+ Blonde**
P1683900
- ☐ **UL-V+/Ultra.Light Violet+ Blonde**
P1684100
- ☐ **UL-N/Ultra.Light Neutral Blonde**
P1684300
- ☐ **UL-N+/Ultra.Light Neutral+Blonde**
P1684400
- ☐ **UL-P/Ultra.Light Pearl Blonde**
P1684600
- ☐ **UL-Ultra.Light Silver Opal**
P1684800
- ☐ **UL-Ultra.Light Violet Opal**
P1685000

Extra Blonding Cream

- ☐ **Extra Blonding Cream**
P0022000

Matrix Cream Developer

- ☐ **10 Vol, 16 oz.**
P0414901
- ☐ **10 Vol, 32 oz.**
P0415001
- ☐ **20 Vol, 16 oz.**
P0415101
- ☐ **20 Vol, 32 oz.**
P0415301
- ☐ **30 Vol, 32 oz.**
P0415401
- ☐ **40 Vol, 32 oz.**
P0415501



Coil Color

Ammonia-Free, Permanent Color



Ash

☐ **6A Light Brown Ash**
P2394700

Violet Violet

☐ **4VV Dark Brown Violet**
P2396400

Red Violet

☐ **4RV Dark Brown Red Violet**
P2395900

☐ **6RV Dark Brown Red Violet**
P2396000

Red

☐ **5M Medium Brown Red**
P2396600

Red Red

☐ **6RR Light Brown Red Red**
P2396100

Neutral

☐ **4N Dark Brown Neutral**
P2394900

☐ **6N Light Brown Neutral**
P2395000

☐ **8N Medium Blonde Neutral**
P2395100

Mocha

☐ **5M Medium Brown Mocha**
P2395200

☐ **7M Dark Blonde Mocha**
P2395300

Warm

☐ **4W Dark Brown Warm**
P2395400

☐ **6W Light Brown Warm**
P2395500

☐ **8W Medium Blond Warm**
P2395600

Copper Copper

☐ **6CC Light Brown Copper Copper**
P2395700

Copper Gold

☐ **8CG Medium Blonde Copper Gold**
P2395800



Coil Color Developer

☐ **20 Vol, 32 oz.**
P2409900

☐ **30 Vol, 32 oz.**
P2409800

SoColor Sync + Tonal Control

Demi-Permanent Color

(Updated January 2024)



SoColor Sync Alkaline Toners

Inclusive Neutrals

- ☐ **5NJ Medium Brown Neutral Jade**
P2086100
- ☐ **7NJ Dark Blonde Neutral Jade**
P2086200
- ☐ **7NA Dark Blonde Neutral Ash**
P2086300
- ☐ **9NA Light Blonde Neutral Ash**
P2086400
- ☐ **7NV Dark Blonde Neutral Violet**
P2086500
- ☐ **10NV Extra Light Blonde Neutral Violet**
P2555500

Ash

- ☐ **SPA Sheer Pastel Ash**
P1889700
- ☐ **11A Extra Light Blonde Plus Ash**
P1890000
- ☐ **10A Extra Light Blonde Ash**
P1066600
- ☐ **8A Medium Blonde Ash**
P1066700
- ☐ **6A Light Brown Ash**
P1066800
- ☐ **4A Dark Brown Ash**
P1066900
- ☐ **1A Black Ash**
P1067000
- ☐ **Power Cools 5AA**
P1711200
- ☐ **Power Cools 7AA**
P1711100
- ☐ **Power Cools 5VA**
P1711000
- ☐ **Power Cools 7VA**
P1710900

Pearl

- ☐ **SPP Sheer Pearl Pearl**
P1889900
- ☐ **11P Extra Light Blonde Plus Pearl**
P1890200
- ☐ **10P Extra Light Blonde Pearl**
P1066400
- ☐ **8P Medium Blonde Pearl**
P1066500
- ☐ **6P Light Brown Pearl**
P2555800
- ☐ **4P Dark Brown Pearl**
P2555900

Titanium

- ☐ **6T Light Brown Titanium**
P2555600
- ☐ **4T Dark Brown Titanium**
P2555700

Violet

- ☐ **SPV Sheer Pastel Violet**
P1889600
- ☐ **11V Extra Light Blonde Plus Violet**
P1890100
- ☐ **10V Extra Light Blonde Violet**
P1067300
- ☐ **8V Medium Blonde Violet**
P1067400

Mocha Mocha

- ☐ **7MM Dark Blonde Mocha Mocha**
P1069000
- ☐ **5MM Medium Brown Mocha Mocha**
P1069100

Brown Red

- ☐ **6BR Light Brown Brown Red**
P1069700
- ☐ **4BR Dark Brown Brown Red**
P1069800

Red Brown

- ☐ **6RB Light Brown Red Brown**
P1071200
- ☐ **4RB Dark Brown Red Brown**
P1073700

Mocha

- ☐ **10M Extra Light Blonde Mocha**
P1068200
- ☐ **8M Medium Blonde Mocha**
P1068300
- ☐ **7M Dark Blonde Mocha**
P1068400
- ☐ **6M Light Brown Mocha**
P1068500
- ☐ **5M Medium Brown Mocha**
P1068600

Warm Neutral

- ☐ **10WN Extra Light Blonde Warm Neutral**
P1067600
- ☐ **8WN Medium Blonde Warm Neutral**
P1067700
- ☐ **6WN Light Brown Warm Neutral**
P1067900
- ☐ **5WN Medium Brown Warm Neutral**
P1068000
- ☐ **3WN Darkest Brown Warm Neutral**
P1068100

Brown/Blonde Copper

- ☐ **8BC Medium Blonde Blonde Copper**
P1069400
- ☐ **6BC Light Brown Brown Copper**
P1069500
- ☐ **4BC Dark Brown Brown Copper**
P1069600

Gold Violet

- ☐ **9GV Light Blonde Gold Violet**
P1073600

Neutral

- ☐ **SPN Sheer Pastel Neutral**
P1889800
- ☐ **11N Extra Light Blonde Plus Neutral**
P1890200
- ☐ **10N Extra Light Blonde Neutral**
P1066000
- ☐ **8N Medium Blonde Neutral**
P1066100
- ☐ **6N Light Brown Neutral**
P1066200
- ☐ **5N Medium Brown Neutral**
P1115600
- ☐ **3N Darkest Brown Neutral**
P1066300

Gold

- ☐ **10G Extra Light Blonde Gold**
P1070000
- ☐ **8G Medium Blonde Gold**
P1070100

Copper Gold

- ☐ **10CG Extra Light Blonde Copper Gold**
P1070800
- ☐ **8CG Medium Blonde Copper Gold**
P1070900
- ☐ **6CG Light Brown Copper Gold**
P1071000

Clear

- ☐ **Alkaline Clear**
P1072302

Specialty Collection

HD Color Technology

- ☐ **HD-RV Red Violet**
P1072200
- ☐ **HD-RR Red Red**
P1072100

SoBoost

- ☐ **Blue**
P1040600
- ☐ **Red**
P1040700

Reflect Collection

Red Copper +

- ☐ **8RC+ Medium Blonde Red Copper+**
P1071300
- ☐ **6RC+ Light Brown Red Copper+**
P1071400

Red Red

- ☐ **7RR+ Dark Blonde Red Red+**
P1072500

Red Violet +

- ☐ **6RV+ Light Brown Red Violet+**
P1071600
- ☐ **4RV+ Dark Brown Red Violet+**
P1071500

Violet Violet

- ☐ **5VV Medium Brown Violet Violet**
P1073200
- ☐ **3VV Darkest Brown Violet Violet**
P1073100



SoColor Sync Fast Toners

5-Minute Fast Toners

- ☐ **Anti Yellow**
P1679400
- ☐ **Anti Red**
P1679500
- ☐ **Anti Brass**
P1679600



Tonal Control Acidic Gel-Cream Toners

Ash

- ☐ **9AA Silver Standout**
P2466300
- ☐ **4AA Greige Getter**
P2467600
- ☐ **6A Ash If**
P2466700
- ☐ **7NA Neutral + Chill**
P2466900

Violet

- ☐ **11PV Platinum Please**
P2466500
- ☐ **9V Iced Out**
P2466100
- ☐ **8VG Taupe On Top**
P2467100

Jade

- ☐ **4J Emerald Envy**
P2467200
- ☐ **5NJ Jammin' Jade**
P2467300

Neutral

- ☐ **9NGA Bronde Baller**
P2466200
- ☐ **6NGA Bronde Baby**
P2466800
- ☐ **5NGA Bronde Bestie**
P2467400

Warm/Gold

- ☐ **5NW Gold Standard**
P2467500
- ☐ **7GM Miss Mocha**
P2467000

Rose

- ☐ **10PR A Bit Blushed**
P2466400
- ☐ **9RG Strawberry Stunna**
P2466600

Pearl

- ☐ **10P Pearl Power**
P2549800
- ☐ **8P Mother Pearl**
P2550000

Titanium

- ☐ **10T Chrome + Collected**
P2549900
- ☐ **8T Slay in Silver**
P2550200

Clear

- ☐ **Totally Transparent**
P2467700

Matrix Cream Developer

- ☐ **10 Vol, 16 oz.**
P0414901
- ☐ **10 Vol, 32 oz.**
P0415001



Vibrant, Semi-Permanent Color



- ☐ **Red Hot**
P1567650
- ☐ **Flamenco Fuchsia**
P1567500
- ☐ **Bubblegum Pink**
P1567800
- ☐ **Clover Green**
P1567000
- ☐ **Dusty Teal**
P1568700
- ☐ **Retro Blue**
P1567200
- ☐ **Admiral Navy**
P1567300
- ☐ **Royal Purple**
P1567400
- ☐ **Lavender Macaroon**
P1568100
- ☐ **Lucky Duck Yellow**
P1566800
- ☐ **Clear**
P1568500
- ☐ **Disco Silver**
P15684200
- ☐ **Black**
P1568400

 **Color Remover
Packette**
P1578900



Lighteners, Developers + Texture

Matrix Lighteners

For Every Service



Light Master High-Speed Lightener

- ☐ 1 lb.
P1782500
- ☐ 2 lb.
P1782600



Light Master Pre-Bonded Lightener

- ☐ 1 lb.
P1988100
- ☐ 2 lb.
P1988200



New! High Riser Pre-Bonded Level 9 Lightener

- ☐ 1 lb.
P2380500
- ☐ 2 lb.
P2380600



New! Open Air Pre-Bonded Balayage Clay Lightener

- ☐ 2 lb.
P2389500

Curl Lights

Ammonia-Free Cream Lightener



Step 1 Curl Lights Lightening Cream

- ☐ 2 oz.
P2107000



Step 2 Curl Lights Lightening Accelerator Cream

- ☐ 6 Pack of 1 oz. Packettes
E3522800

Matrix Cream Developer

Matrix Cream Developer



- ☐ 10 Vol, 16 oz.
P0414901
- ☐ 20 Vol, 16 oz.
P0415101
- ☐ 30 Vol, 32 oz.
P0415401
- ☐ 40 Vol, 32 oz.
P0415501

BIOLAGE



Biologie

- ☐ Biologie Acid Wave
S4104002

opti▶



Opti.Collection

- ☐ Opti.curl Variable Action Wave
S4461001
- ☐ Opti.curl Extra Body Wave
S4463001
- ☐ Opti.thermic Self-Heating Exothermic Wave
S4462001



OptiSmooth Kits

- ☐ Opti.smooth/Normal
P0820500
- ☐ Opti.smooth/Resistant
P0820600
- ☐ Opti.smooth/Sensitized
P0820700

Haircare

In-Salon

Color Obsessed



☐	☐	☐	☐
Shampoo Liter P1107702	Conditioner Liter P1106901	Shampoo Gallon P1107900	Conditioner Gallon P1107100

Food For Soft



☐	☐
Shampoo Liter P2456200	Conditioner Liter P2456300

High Amplify



☐	☐
Shampoo Liter P1091403	Conditioner Liter P1090202

Mega Sleek



☐	☐	☐	☐
Shampoo Liter P1096502	Conditioner Liter P1109301	Shampoo Gallon P1096700	Conditioner Gallon P1109500

A Curl Can Dream



☐	☐
Shampoo Liter P2103900	Rich Mask Liter P2105500

Keep Me Vivid



☐	☐
Shampoo Liter P1651200	Conditioner Liter P1651600

Brass Off



☐	☐
Shampoo Liter P1383101	Conditioner Liter P1383501*

So Silver



☐	☐
Shampoo Liter P1108502	Conditioner Liter P1708000**

Instacure



☐	☐
Shampoo Liter P2353400	Conditioner Liter P2354000

Unbreak My Blonde



☐	☐	☐
Bleach Finder Liter P2137400	Strengthening Shampoo Liter P2137500	Strengthening Conditioner Liter P2137800

Matrix Pro Backbar



☐	☐	☐
Clarifying Shampoo Liter P2264300	Instacure Leave-In 16.9 oz. P2263600	No Stain 8.0 oz. P2264400

*March 2024 discontinuation to be replaced with P2645700.

**March 2024 discontinuation to be replaced with P2642400.

Haircare

At-Home

Color Obsessed		Food For Soft		High Amplify		Mega Sleek	
Shampoo 101 oz. P1107400	Conditioner 101 oz. P1106600	Shampoo 101 oz. P2451200	Conditioner 101 oz. P2451500	Mask 16.9 oz. P2451701	Oil 1.7 oz. P2451900	Shampoo 101 oz. P1091102	Conditioner 101 oz. P1089801
						8.5 oz. P1095301	8.3 oz. P1090701
						10.2 oz. P1132601	101 oz. P1096200
							101 oz. P1109000
							8.5 oz. P1132300
							5.1 oz. P1097402

A Curl Can Dream		Keep Me Vivid		Length Goals		Miracle Creator	
Shampoo 101 oz. P2103600	Co-Wash 101 oz. P2104100	Rich Mask 9.4 oz. P2104402	Moisturizing Cream 16.9 oz. P2106100	Light-Hold Gel 6.7 oz. P2105900	Weight Oil 4.4 oz. P2105700	Shampoo 101 oz. P1651100	Conditioner 101 oz. P1651500
						6.8 oz. P1650900	101 oz. P2337200
							101 oz. P2337300
							6.8 oz. P2337600
							6.8 oz. P1116710
							13.5 oz. P2048300
							1.0 oz. P1117110
							16.9 oz. P2137000

Brass Off		So Silver	
Shampoo 101 oz. P1383000	Conditioner 101 oz. P1383400*	Custom Neutralization Mask 6.8 oz. P1384001	XL Mask 16.9 oz. P2134200
		6.8 oz. P2376900	101 oz. P108200
			101 oz. P1707900**
			6.8 oz. P1708301
			16.9 oz. P2134100
			6.8 oz. P2376700

Instacure		Unbreak My Blonde	
Shampoo 101 oz. P2353300	Conditioner 101 oz. P2353800	Porosity Spray 6.8 oz. P2354200	Tension Reliever 6.8 oz. P2354600
			101 oz. P2137200
			101 oz. P2137700
			5.1 oz. P2137900

*March 2024 discontinuation to be replaced with P2642700.

**March 2024 discontinuation to be replaced with P2642300.

Styling

Styling



☐

Builder
Wax Spray
5.1 oz.
P2359500



☐

Controller
Gel
6.8 oz.
P2359400



☐

Fixer
Hairspray
11.1 oz.
P2359600



☐

Over Achiever
3-In-1 Cream
1.7 oz.
P2359200



☐

Refresher
Dry Shampoo
3.1 oz.
P2359800



☐

Setter
Mousse
8.2 oz.
P2359700

Vavoom



☐

Freezing Spray
Extra Hold
15.0 oz.
P2345800



☐

Freezing Spray
Extra Full
15.0 oz.
P2345900



☐

Triple Freeze
Extra Dry
Unscented
9.0 oz.
P2345700



☐

Triple Freeze
Extra Dry
9.0 oz.
P2345600