

2024 New Partnerships

Small Color Sampling Program



2024 Small Color Sampling Program

Permanent Color

Offer 1 – SoColor

COUPON CODE: 002054S

Up to 6 Tubes of SoColor
+1 Developer (16 oz, 10 or 20 vol)



P0414903 MX UNIV DEV 10VOL 16OZ
P0415103 MX UNIV DEV 20VOL 16OZ

Offer 2 – SoColor 10 min

COUPON CODE: 008613S

Up to 3 Boxes of SoColor 10 min
(6 packettes/box)



Offer 3 – Coil Color

COUPON CODE: 008614S

Up to 6 Tubes of Coil Color
+ 1 Developer (32 oz, 20 or 30 vol)



P2409900 MX COIL COLOR 20VOL
P2409800 MX COIL COLOR 30VOL



2024 Small Color Sampling Program

Demi-Permanent Color

Offer 4 – SoColor Sync Alkaline Toners

COUPON CODE: 002055S

Up to 6 Tubes of SoColor Sync
+ 1 Developer (16 oz, 10 vol)



P0414903 MX UNIV DEV 10VOL 16OZ

Offer 5 – Tonal Control Acidic Gel Toners

COUPON CODE: 010839S

Up to 6 Tubes of Tonal Control
+ 1 Developer (16 oz, 10 vol)



P0414903 MX UNIV DEV 10VOL 16OZ



2024 Small Color Sampling Program

Lighteners

Offer 6 – Lightener

COUPON CODE: 002056S

Choice of 1lb Light Master Pre-Bonded
or 1lb High Riser Pre-Bonded + 1 Developer (16 oz, 20 vol)



choice of

P1988101 MX LM BONDER INSIDE 1LB
P2380500 MX LM HIGH RISER 9 LVL 1LB V382
P0415103 MX UNIV DEV 20VOL 16OZ

Offer 7 – Curl Lights (Ammonia-Free)

COUPON CODE: 008612S

3 Curl Lights Lightening Creams (2 oz)
+ 1 Curl Lights Accelerator Creme (pack of 6)
+ 1 Developer (16 oz, 20 vol)



P2107000 CURL LIGHTS STEP 1, 2OZ
E3522800 CURL LIGHTS STEP 2, 1 OZ
P0415103 MX UNIV DEV 20VOL 16OZ



2024 Small Color Sampling

Coupon Codes + Quantity Details

Offer 1 – SoColor* + Developer

COUPON CODE: 002054S *(1-6 tubes as needed)

Offer 2 – SoColor 10 min*

COUPON CODE: 008613S *(3 boxes = 18 packettes)

Offer 3 – Coil Color* + Developer

COUPON CODE: 008614S *(1-6 tubes as needed)

Offer 4 – SoColor Sync* + Developer

COUPON CODE: 002055S *(1-6 tubes as needed)

Offer 5 – Tonal Control* + Developer

COUPON CODE: 010839S *(1-6 tubes as needed)

Offer 6 – Lightener + Developer

COUPON CODE: 002056S

Offer 7 – Curl Lights* + Developer

COUPON CODE: 008612S *(3 tubes of Step 1 + 1 box of Step 2)

Coupons Redeemable

1/1/2023 – 12/31/2024

Total Coupon Allotment per Recipient Between All Offers:

SBPs: 6

+ 3 Additional for Offer 6 – Curl Lights

DSMs: 12

*DSMs can re-allocate coupon quantities among SBPs based on individual performance & need if they do not exceed total allocated quantity for their SBP population.



Small Color Sampling Process

1

Introduction

SBP meets client and reviews Matrix Sales Presenter.

If new client, SBP speaks to Matrix brand history, product range, and points of distinction.

If existing client, SBP moves into updated brand message and identity.

2

Customization

SBP determines product selection tailored to client, and orders via Mosaic.

SBP introduces client to Access and weekly product knowledge classes.



SBP flags account as "opportunity" in Salesforce.

3

Education

Client receives custom product selection via Mosaic order.*

Client receives first trigger email with education resources link and registers for product knowledge class.

*SBP Account number required. SBP to add Color Sampling to salon's flow order. If not added, handling fee will apply to the no charge order.

4

Implementation

SBP connects with salon to nurture relationship and analyze follow-up education, connecting to Education Team.

Ensure accounts' successful conversion and sustained loyalty through New User Kit offers.



Matrix Resources

MatrixProfessional.com

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



[Click Here](#)

Matrix Digital Education

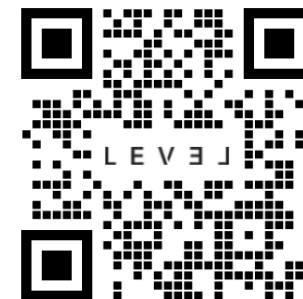
- ✓ Customizable Promotional Assets
- ✓ Resources for Salon Social Pages



[Click Here](#)

Matrix Education on L'Oréal Access

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



[Click Here](#)



Education Resources

Digital Live Education Opportunities

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



[Click Here](#)

Matrix Education Access

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



[Register Here](#)

Matrix Education Menu & Complimentary Guideline

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



[Click Here](#)





SoColor Pre-Bonded

Permanent Color

Pre-Bonded to Protect Inner Hair Structure

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

Pre-Blended Formulas

With background + reflect – so you can neutralize every underlying pigment

Lasting Color + Conditioned Hair

Hair is up to 37% more conditioned (vs before coloration)

Ideal For All Hair Types + Endless Uses

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



SoColor Pre-Bonded
Certified Vegan





SoColor Sync Pre-Bonded

Ammonia-Free, Demi-Permanent Color

Long-Lasting, Full-Bodied Results

With 100% Pre-Blended, oxidative dyes.

Pre-Bonded to Protect Inner Hair Structure

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

Shiny, Conditioned Hair

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

Ideal for All Hair Types, All Services

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



SoColor Sync
Certified Vegan





take control of your tone.

Tonal Control Pre-Bonded

Acidic Demi-Permanent Gel Toners.



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



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



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



SoColor 10 min Pre-Bonded

Express Permanent Color



Covers 100% of Grays
In 10 Minutes



Pre-Bonded Formula

Bonder protects weak hair without
melanin from frequent color services



5 Minute Buffer Window

Helps control over-processing
between minutes 10 - 15



SoColor 10 min Pre-Bonded
Certified Vegan





Coil Color Pre-Bonded

Ammonia-Free Permanent Color



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



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



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



Coil Color
Certified Vegan



Matrix Lighteners For Every Service

Standard



Light Master

classic lightening powder for all techniques

8

levels of lift

Premium



High Riser
Pre-Bonded

power lift lightener for extra lightening with bonder inside

9

levels of lift



Light Master
Pre-Bonded

lightener with bonder inside for extra protection

8

levels of lift

Specialty



Open Air
Pre-Bonded

clay lightener for advanced balayage techniques

7

levels of lift



Curl Lights

ammonia-free cream lightener, ideal for curls and highlights

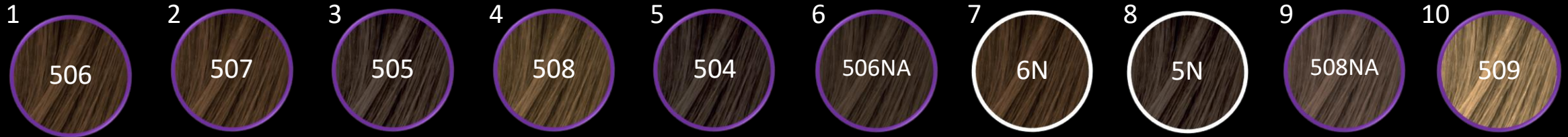
5

levels of lift

Top Matrix Shades to Sample

SoColor Pre-Bonded (Permanent)

Extra Coverage Shade



SoColor Sync Pre-Bonded (Alkaline Demi-Permanent)



Tonal Control Pre-Bonded (Acidic Demi-Permanent)





matrix