



 matrix
SoColor
Lookbook
Ultimate Guide For Inspiration,
Trending Looks & Formulas

Why Stylists Love SoColor



- ✓ 1:1 Mixing Ratio
- ✓ Universal Developer
- ✓ Affordable Permanent Color
- ✓ For All Hair Types
- ✓ 3 oz. Tube
- ✓ Vegan Formula
- ✓ Sustainable
- ✓ Bonder Inside
- ✓ Pre-Blended
- ✓ Up To 100% Gray Coverage



Blended

Collection



“I reach for my **Blended Collection** when I need a few levels of lift and a natural looking result. Whether I am creating the coolest blondes or richest brunettes, I can achieve very wearable, healthy looking, shiny color at any level.”

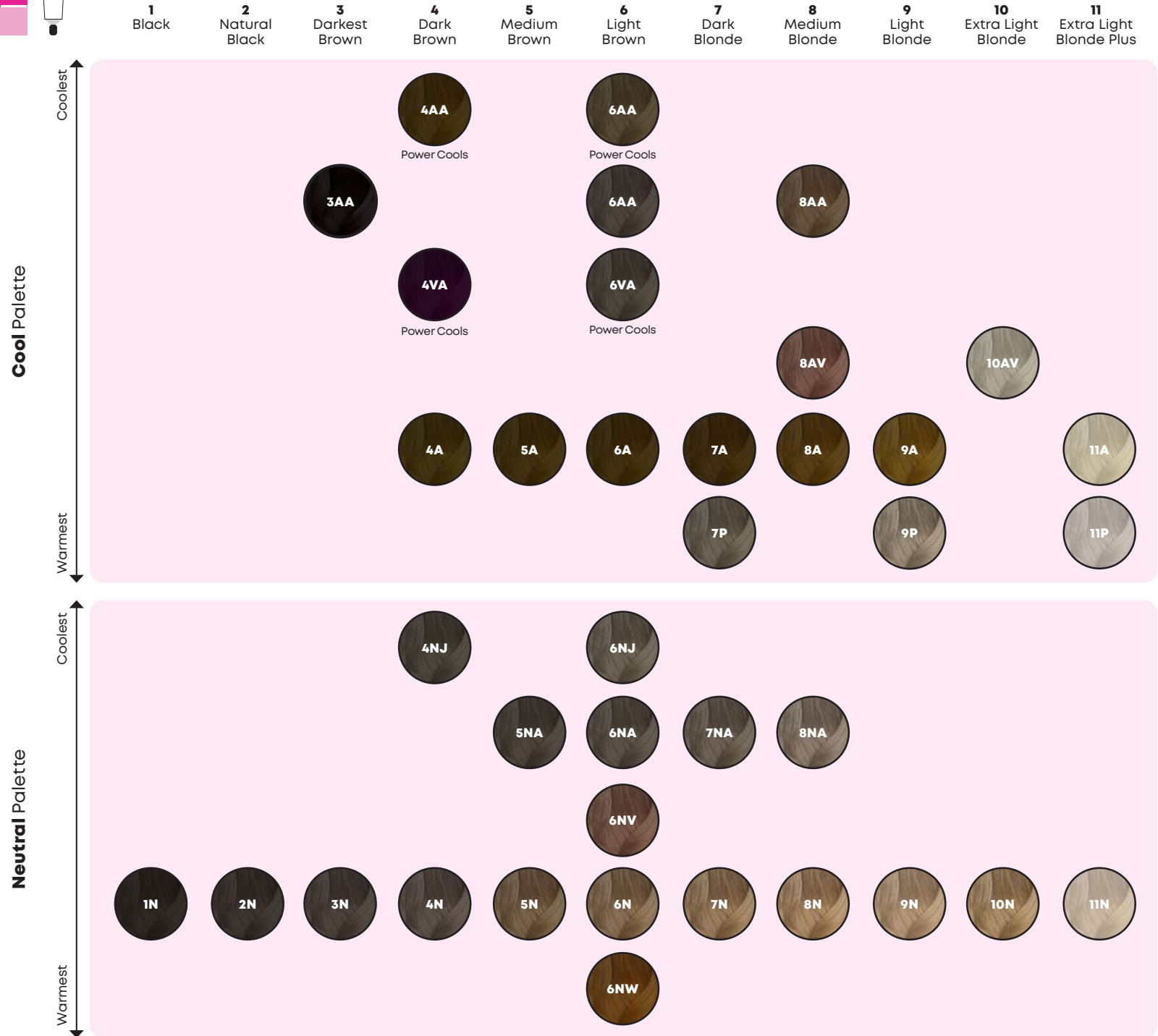
—**Lenny Strand**

Matrix Technical Director
@lennystrand





Blended Natural Collection





Blended Natural Collection



Blended

Collection



@tanarosehair

Base: **SoColor** 1oz 4RV + 1oz 4RB + 2oz 10 Volume
Ends: **SoColor** ½oz 6RB + ½oz 5VR + ½oz 6RV + 1½ 20 Volume
Process: 40 minutes



@hair_by_hannahfullerton

Base: **SoColor** 1½oz 6N + ½oz 7NA + 2oz 10 Volume
Lowlights: **SoColor** 1½oz 7N + 1½ oz 10 Volume
Toner: **SoColor** 2oz 10N + 10 Volume



@pati.rodrigz

Base: **SoColor** 1oz 7A + 1oz 7N + 2oz 40 Volume
Mids: **SoColor** 1oz 8N + 1oz 8W + 2oz 10 Volume
Ends: **SoColor** 1oz 11A + 1oz 10 Volume



@pati.rodrigz

Base: **SoColor** 1½oz 3AA + 10 Volume
Face Frame: **SoColor** 1oz 3RR + 1oz 10 Volume & **SoColor** 1oz 3RV + 1oz 10 Volume



Blended

Collection



@hanas_salon_inspo

Base: **SoColor** 1oz 3N +
1oz 4A + 2oz 10 Volume
Balayage: **Light Master**
Pre-Bonded + 10 Volume



@pati.rodriguez

Base: **SoColor** 1½ oz 3N
+ 1½ oz 10 Volume
Ends: **SoColor** 2oz 3AA
+ 2oz 10 Volume



@carlosramirezcalifornia

Highlights: **SoColor** 2oz
11A + 2oz 40 Volume



@constancerobbins

Base: 1oz 3RR + 1oz 20
Volume
Mids/Ends: 2oz 3RR + 2oz
30 Volume



Reflect

Collection



“Vibrancy and longevity are the two biggest challenges as a colorist creating reds and coppers in the salon. With the **Reflect Collection**, I know I will get both. I also love that I have cool and warm red options that let me be more creative with my formulas.”

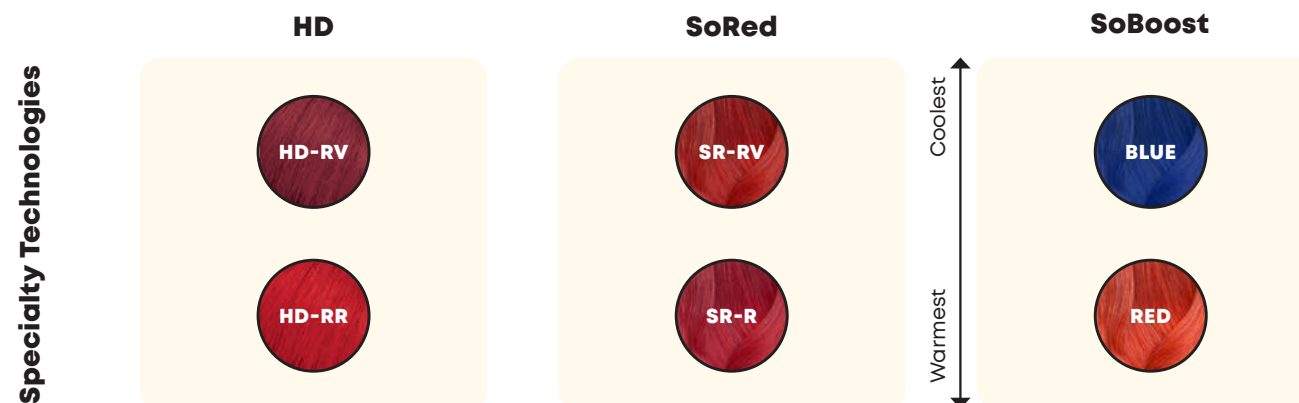
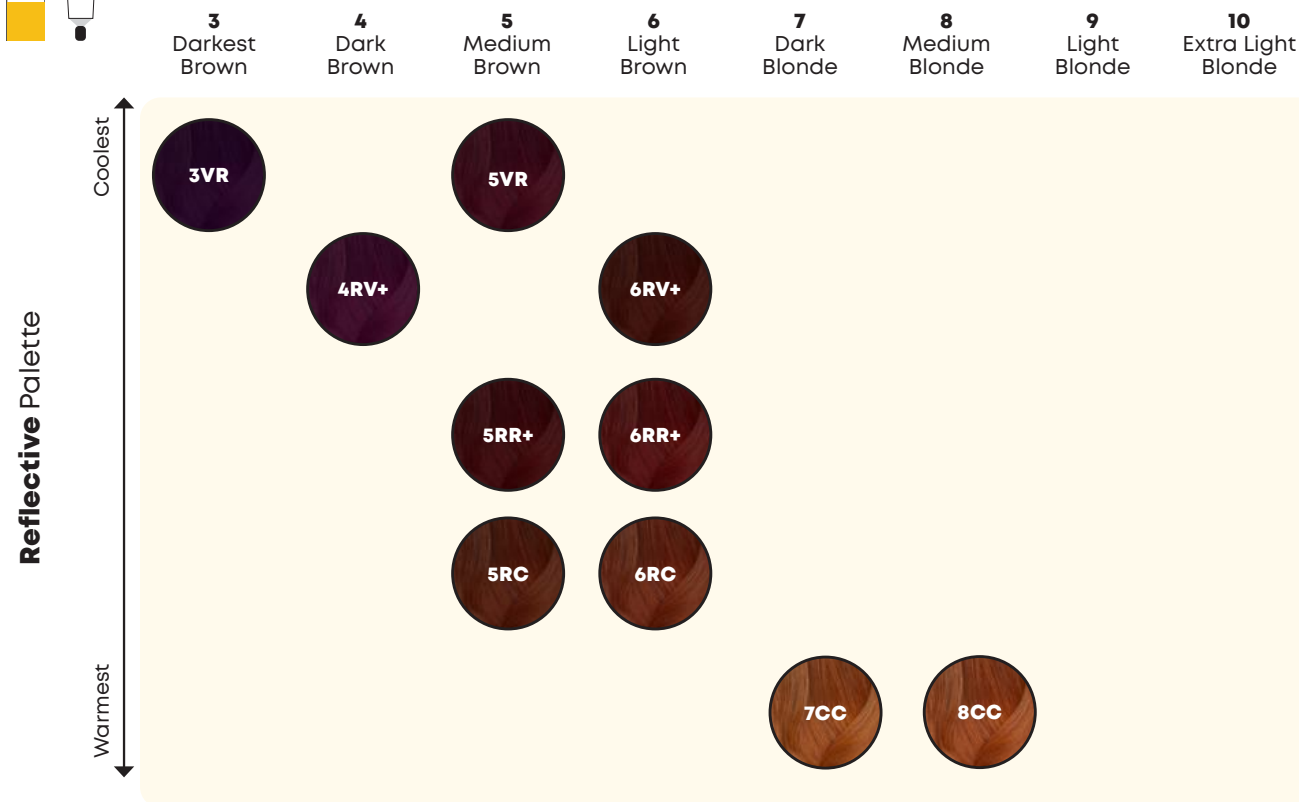
—**Constance Robbins**

Matrix Ambassador
@constancerobbins





Reflect Collection



Reflect

Collection



@hanas_salon_inspo

Base: **SoColor** 2oz 3VR
+ 2oz 10 Volume
Lowlights: **SoColor** 1½ oz
4RV + 1½ oz 10 Volume



@constancerobbins

Base: **SoColor** 1oz HDRR
+ 1oz HDRV + 2oz 10
Volume
Lowlights: **SoColor** 1½oz
4RV + 1½oz 10 Volume
Glazed: **SoColor Cult**
Red Hot



@amieslayton

Base: **SoColor** ½oz 6RV +
1oz 6RC + 1½oz 10 Volume
Mids/Ends: **SoColor** ½oz
6RV + 1oz 6RC + 2½oz 10
Volume for translucency



@cassidymariehair

Base: **SoColor** 1oz 8CC +
1oz 8N + 2oz 30 Volume
Mids/Ends: **SoColor**
1oz 8CC + 1oz 8N + 2oz
10 Volume (ends were
previously lightened with
Matrix **High Riser** to a
Level 8)



Ultra Blonde

Collection



“Not everyone that is going lighter needs lightener. I love that I can get lift and deposit on natural hair in one step using **Ultra Blondes**. The formula options have been a game changer for a lot of the services I do in the salon.”

—**George Papanikolas**

Matrix Ambassador
@georgepapanikolas





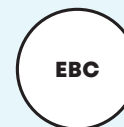
Ultra Blonde Collection

Ultra Blonde
Palette

↑ Coolest
↓ Warmest



Extra Blonding
Cream



Ultra Blonde

Collection



@hanas_salon_inspo

Highlights: **SoColor** 1oz UL-A+ + 2oz 30 Volume



@mrsgazabrown

Base: **SoColor** 1oz UL-AA + 2oz 40 Volume
Mids: **SoColor** 1oz UL-A+ + 2oz 40 Volume
Gloss: **Tonal Control** 1oz 7GM + 1oz 9RG + 2oz 10 Volume



@thejillrae

Base: **SoColor** 2oz 6RC + 2oz 20 Volume
Mids/Ends: **SoColor** 1½ oz 8CC + ½ oz **Extra Blonding Cream** + 2oz 30 Volume



@aldonahairaddict

Base: **SoColor** 1oz UL-V + 2oz 30 Volume
Toner: **Tonal Control** 2oz 11PV + 2oz 10 Volume



Extra Coverage

Collection



“I know exactly which formula to trust when I need to cover gray completely. The **Extra Coverage** formulas give me the coverage I need and they are mixable with other shades in SoColor, so I can be really creative as a colorist.”

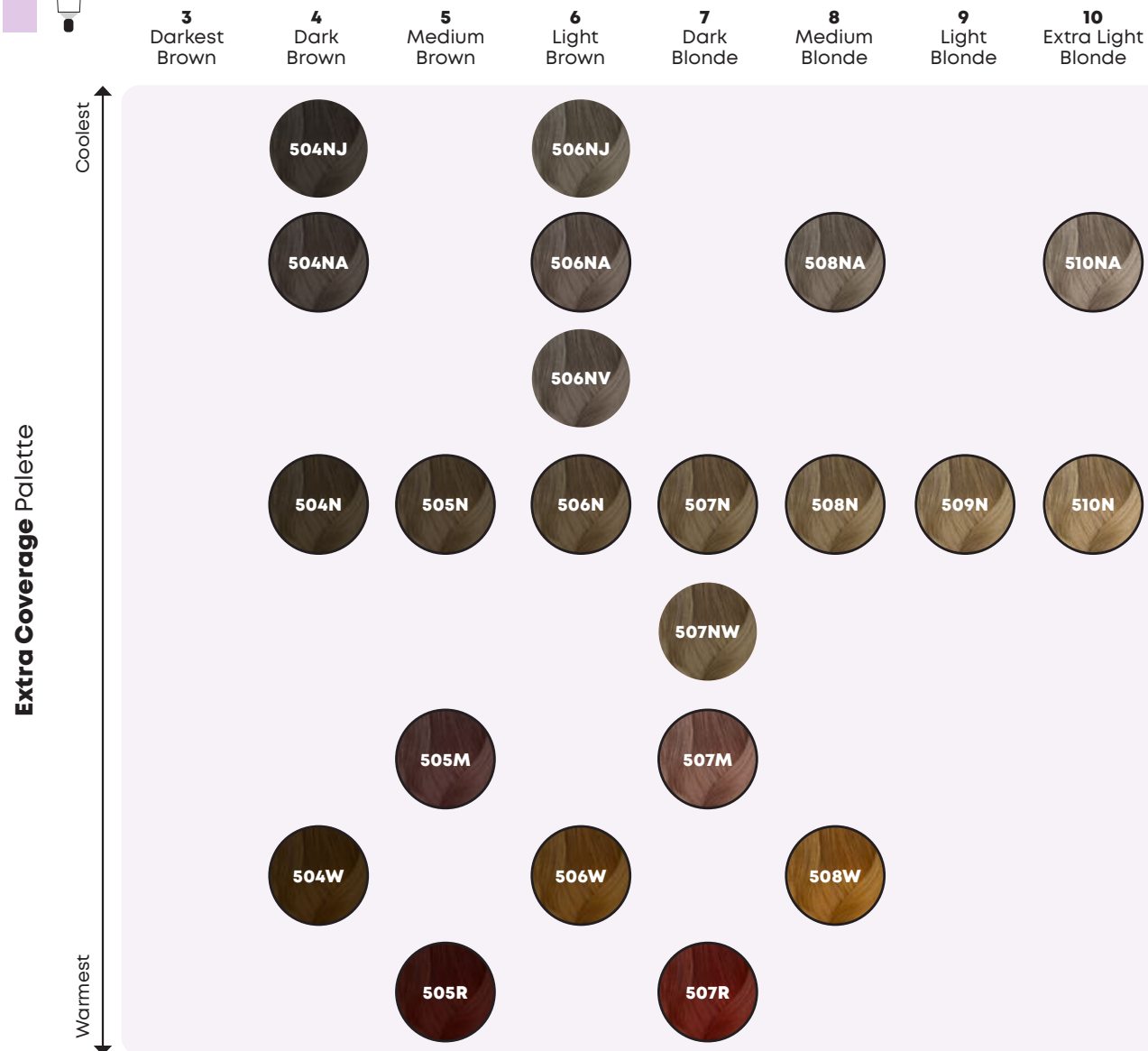
—**Leah Sterk**

Matrix Technical Director
@leahsterk



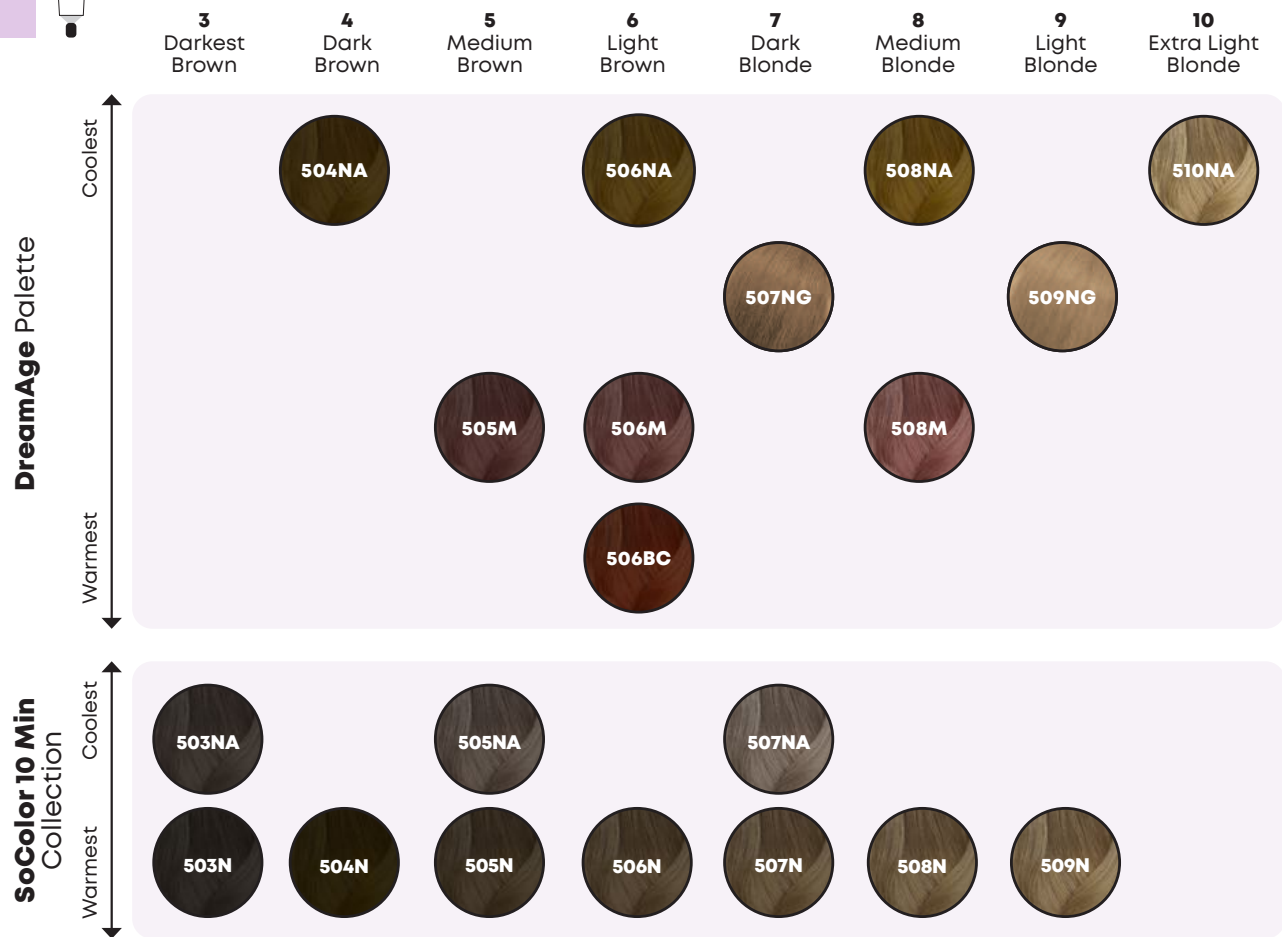


Extra Coverage Collection





Extra Coverage Collection



Extra Coverage

Collection



Base: **SoColor** 2oz 506NJ
+ 2oz 20 Volume
Highlights: **High Riser**
+ 20 Volume



Base: 1oz 506NA + ½oz
506N + 1½oz 20 Volume
Face Frame: ½oz 508N
+ ½oz 20 Volume



Base: 1½oz 505N +
1½oz 20 Volume



Base: 1½oz 507N +
1½oz 20 Volume



How To Use Each Collection



SoColor Collection

Usage

Mixing

Timing

SoColor Blended & Reflect Collections	Precise, predictable results at every level, everytime Matrix Cream Developer (10. 20. 30. 40 Volume)	Equal parts SoColor and Matrix Cream Developer	30-45 minutes
Extra Coverage	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	Equal parts Extra Coverage and 20 Volume Matrix Cream Developer	30-45 minutes
DreamAge	For Multi-reflective color and 100% coverage. DreamAge is a unique low ammonia base-mixing with non-DreamAge shades is not recommended.	Equal parts DreamAge and 20 Volume Matrix Cream Developer	30-45 minutes
SoColor 10 min	Cover 100% of grays in 10 minutes.	Equal parts SoColor 10 min and Matrix Cream Developer	10 minutes
Ultra Blonde	UL-AA... For levels 5 and 6 UL-A+, UL-V+, UL-N+ ... For levels 6 to 8 UL-P, UL-N, UL-Silver, UL-Violet... For levels 6 to 8	Double the amount of 30 or 40 Volume Matrix Cream Developer The texture & porosity of the hair will affect your ability to achieve cool blonde results Not recommended for gray coverage	50 minutes
SoRed As A Color Booster	Add to any SoColor formula for fiery red vibrancy.	1 ½ oz. SoColor shade + ½ oz. SoRed + 2 oz. Matrix Cream Developer (10. 20. 30. 40 Volume)	Process at room temperature for 30-45 minutes. Do not use heat.
SoRed As A Highlighter (Off-Scalp)	Creates brilliant red highlights. even on the darkest levels. No pre-lightening necessary.	1 oz. SoRed + 1 oz. Matrix Cream Developer (20. 30, 40 Volume)	With mild heat: Process 15 minutes then cool for 5 minutes. At room temperature: Process 30 minutes
HD Color Techhology™	HD-RV: Cool intense Red Violet recommended for levels 2, 3 and 4 HD-RR: Very rich concentrated true Red recommended for levels 3, 4 and 5	Equal parts HD shade and Matrix Cream Developer (10, 20, 30, 40 Volume) *Do not mix with other SoColor shades	30-45 minutes
Extra Blonding Cream	Creates clearer blondes, brighter reds & richer browns. Do not use with Ultra Blonde Series, SoRed, Extra Coverage or HD Color Technology	1 ½ oz. SoColor 8M + ½ oz. SoColor Extra Blonding Cream + 2 oz. Matrix Cream Developer (10, 20, 30, 40 Volume)	30-45 minutes
SoBoost	BLUE: Neutralizes shades and undertones when lifting for a cool result. RED: Boosts intensity of red when added to any shade	½oz. SoBoost shade + 1 ½ oz. SoColor shade +2 oz. Matrix Cream Developer (10, 20, 30 Volume). To increase vibrancy of pre-lightened hair, shades can be used alone, mixed in equal parts with 10 Volume Matrix Cream Developer i.e. 1 oz. SoBoost Shade + 1 oz. 10 Volume Matrix Cream Developer. Timing: 5-30 minutes depending on intensity & depth desired	30-45 minutes

Note: Process all color at room temperature unless noted otherwise.





Coloring Gray With SoColor

Formula Adjustment Based on % of Gray

	Less Than 50% Gray	50% Gray And More
Blended Collection	Desired level	1 level darker than desired level
Reflect Collection	Desired level	1 level darker than desired level use equal parts Reflect Collection & Blended Collection.
Extra Coverage	1 level lighter than desired level	Desired level
DreamAge	1 level lighter than desired level	Desired level
SoColor 10 min	Not recommended on less than 50% gray	Desired level

Formulation For All

1. Determine Base Level + % Of Gray.
2. Determine Underlying Pigment + Desired Level + Desired Tone
3. Determine Hair Texture + Porosity: Fine, Medium or Coarse
4. Determine Hair Pattern: Straight, Wavy, Curly or Coily + Developer

Developer Volume: Lightening Action:

3 % (10 Volume)	Up to 1 level
6% (20 Volume)	Up to 2 levels
9% (30 Volume)	Up to 3 levels
12% (40 Volume)	Up to 4 levels





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