



Why Matrix

Sales Presenter



Hold Up!

Did you know there is a script
uploaded to the DSA to
support this presentation?
Check it out!





“

A matrix of support
to instill **confidence** in
every hairdresser.

meet our founder

Arnie Miller

In 1980, a hairdresser named Arnie Miller founded Matrix, a company whose name was inspired by the idea of synergy and togetherness. He wanted to weave together a matrix of support for every stylist, every hair type, and every business model. He created Matrix, a brand where everyone belonged—and everyone felt welcome.





The OG Professional Love Brand





All Hair Types. All Humans.

Matrix provides the
tools and training
to service **any**
client who walks in
the door...
not just today,
but **tomorrow.**



Future-Proof The Business

Care For The Client Of Today

Prepare For The Client Of Tomorrow



The Client of Tomorrow... and Today

- ✓ 49% of Gen Z identifies as Hispanic, Asian, Black, Amerindian, or Mixed
- ✓ 80% of babies born in 2021 were “Non-White”
- ✓ The 65+ population is expected to triple by 2050
- ✓ 10% of all Americans are biracial, +25M vs. 2010





Our Commitment To Inclusivity

Diversity is not an ideal. It is a fact. That is why we created the **Hair Diversity Matrix** – a scorecard made up of 4 key dimensions to ensure our products address the unique needs of every hair type - so you can color, cut, and style every client with confidence.

Natural Levels



Underlying Pigments



Diameters



Patterns





Upskill + Recruit

- ✓ Diverse Artist Network with Curl Specialists and Bilingual Educators
- ✓ Every technique adapted to all hair types & patterns
- ✓ Multi-texture demos in every class
- ✓ Curl Lights Certification





Driving Awareness Through Media

- ✓ 2x investment – more media, more channels!
- ✓ Reaching a diverse new audience through publisher partnerships (Essence, HCode/BCode)
- ✓ New brand spokesperson driving 3x lift in awareness





[@tabathacoffey](#)



[@realericvaughn](#)



[@philipwolffhair](#)



[@georgepapanikolas](#)



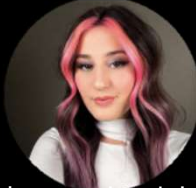
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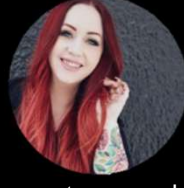
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[@alfredo_lewis](#)



[@michelleoconnorbeauty](#)



[@nickstenson](#)



[@rachel_bodt](#)



[@hairerik](#)

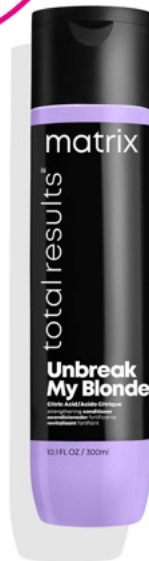


[@takishahair](#)

Expanding Reach Through Influencers

- ✓ 15 pro + 32 consumer contracted influencers
- ✓ Most inclusive network of Pro & Consumer Ambassadors in PPD
- ✓ 400M+ reach
- ✓ 500+ influencers posting monthly with 1,500+ posts per month
- ✓ New! Matrix Creators Club featuring 20 up-and-coming nano/micro-influencers





Driving Demand Through PR

- ✓ 9 Billion+ impressions
- ✓ Recognition from Top Industry Awards – 5 for A Curl Can Dream since launch!





Digital & Print Salon Marketing Tools

- ✓ Monthly curated social posts
- ✓ Customizable window posters, easels and decals
- ✓ Social flirting scripts (coming soon!)



our color portfolio

Color With Confidence



**Bonder
Inside!**



discover the

1st Pre-Bonded Color Portfolio

Stronger Hair with Bonder Inside Every Technology



Permanent Color

SoColor Pre-Bonded



Demi-Permanent Color

SoColor Sync Pre-Bonded



Lightener

Light Master Pre-Bonded





Pre-Bonded Protects All Hair Types



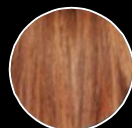
Gray Hair

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



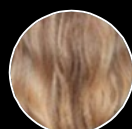
Curly & Coily Hair

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*

With the Matrix Pre-Bonded Lightening Portfolio



Save Time + Money

No need to buy or add a separate bonder



Increase Profits

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 Acidic, Unbreak My Blonde Shampoo, Conditioner, Leave-In.

92% Less Breakage*



**Matrix's Lightener
Without Bonder**

**Matrix's Pre-Bonded
Lightening Portfolio**

Save With Pre-Bonded Technologies



Save Time

No Need to Add-In A Separate Bonder



Save Money

Up to 42% Savings Per Service*



	Color 3 Mixed OZ. Color + Developer	Bond Additive	SoColor Pre-Bonded 3 Mixed OZ. Color + Developer
Price (With Developer)	\$5.54	\$1.42	\$4.05
Total	\$6.96 Per Application		\$4.05
= 42% Savings*			

*Savings based on application cost of SoColor Pre-Bonded (\$4.05) vs 2022 US industry average of permanent color + bond additive (\$6.96).



Increase Profits

Charge 20% more for a pre-bonded color service

$$\begin{array}{ccc} 20 & \times & \$25 & \times & 52 \\ \text{Services Per} & & \text{Upcharge} & & \text{Weeks Per} \\ \text{Week} & & \text{Per Service*} & & \text{Year} \end{array}$$
$$= \$26,000$$

More Per Year

*Matrix recommended pre-bonded upcharge for a \$125 color service





SoColor + SoColor Sync Pre-Bonded

Pre-Bonded. Pre-Blended. Pre-Paired.



Pre-Bonded

For Every Diameter

Our exclusive **Bond-Protecting Concentrate** protects the inner hair structure – so you can maintain the integrity of the hair, color after color.



Pre-Blended

For Every Level +
Underlying Pigment

Our formulas are **pre-blended with background and reflect** – so you can neutralize every underlying pigment.



Pre-Paired

For Every Service

Our permanent and demi-permanent **oxidative dyes are perfectly matched** – so you can achieve seamless, root-to-tip color, that lasts and fades on tone.





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
Certified Vegan

*versus before coloration



SoColor Pre-Bonded

Permanent Color



Blended Collection

- 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.



Extra Coverage

- Up to 100% gray coverage.
- Pre-blended With Brown/Beige Background.
- Formulated For > 50% gray Coverage.
- Up to 2 levels of lift.



Reflect

- Pre-blended reflect with little to no brown/beige background.
- Formulated for fashion tones on > 50% gray.
- Up to 4 levels of lift.



Ultra-Blondes

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





SoColor Sync Pre-Bonded

Ammonia-Free, Demi-Permanent Color

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*

Ideal for All Hair Types, All Services

Color refreshing, toning, grey blending, shine, gloss, lowlights, color boosting, and more!



SoColor Sync
Certified Vegan

*versus before coloration



SoColor Sync Pre-Bonded

Ammonia-Free, Demi-Permanent Color



Alkaline Toners

- Seamless, blended color results
- Alkaline base for long-lasting, rich color results
- Ideal for grey blending, toning, low-lightening, and enhancing color



Acidic Toners

- Multi-dimensional results
- Acidic base for pure, deposit-only color and care after a lightening service
- Ideal for glossing, toning, and enhancing color



Fast Toners

- Quick, neutralizing color results
- Unique gel-cream formula allows for easy and fast application
- Ideal for correcting, pre-toning, and neutralizing unwanted warmth



Lighteners For All Hair Types + Techniques



Matrix Lightening Portfolio



Curl Lights

- Ammonia-free cream lightener
- Infused with beeswax + ceramides
- Ideal for all hair types, especially curly & coily
- Up to 5 levels of lift in 15 minutes with heat

*Available July 2022



Lift + Tone

- Express lightening + toning system
- Toned highlights in 10 minutes
- Up to 6 levels of lift



**Lift + Tone
Certified Vegan**



Open Air Pre-Bonded*

- Precise balayage clay lightener
- Whipped clay texture saturates hair
- Ideal for brush & hand painting
- Up to 7 levels of lift



Light Master

- Classic technique lightening powder
- Ideal for all foil and lightening techniques
- Up to 8 levels of lift



**Light Master
Certified Vegan**



Light Master Pre-Bonded

- Lightening powder with bonder inside
- Helps protect hair bonds while lightening
- Ideal for all levels, all textures, all hair patterns
- Up to 8 levels of lift



**Light Master Pre-Bonded
Certified Vegan**



the matrix difference

92% Less Breakage

with the Matrix
Pre-Bonded Lightening Portfolio



Lighten:
Light Master Pre-Bonded



Tone:
SoColor Sync Pre-Bonded



Strengthen:
Unbreak My Blonde

*vs Matrix's leading lightener without bonder.



Our Signature Techniques

Muy Melted

Create seamless dimension with shades flawlessly blended from root to tip.



4D Foilayage

Create high-contrast blonding results in less time.



our retail portfolio

Retail With Confidence



At-Home Solutions For Each & Every Hair Type

We offer haircare solutions for all hair types and all humans – every level, underlying pigment, diameter, and pattern.

We have the most comprehensive and customizable portfolio of formulas – so that you can meet the needs of every client.



Dark Envy

For Virgin & All-Over Black To Dark Brown Hair Color



Seeing Red? Eliminate red undertones & enrich dark bases with **Dark Envy**



Brass Off

For Lightened / Highlighted Brunettes



Getting Brassy? Eliminate orange undertones & stay cool with **Brass Off**

#1
blue
shampoo
in pro*

*Mar YTD 2022 \$ and units - SalonCentric

So Silver

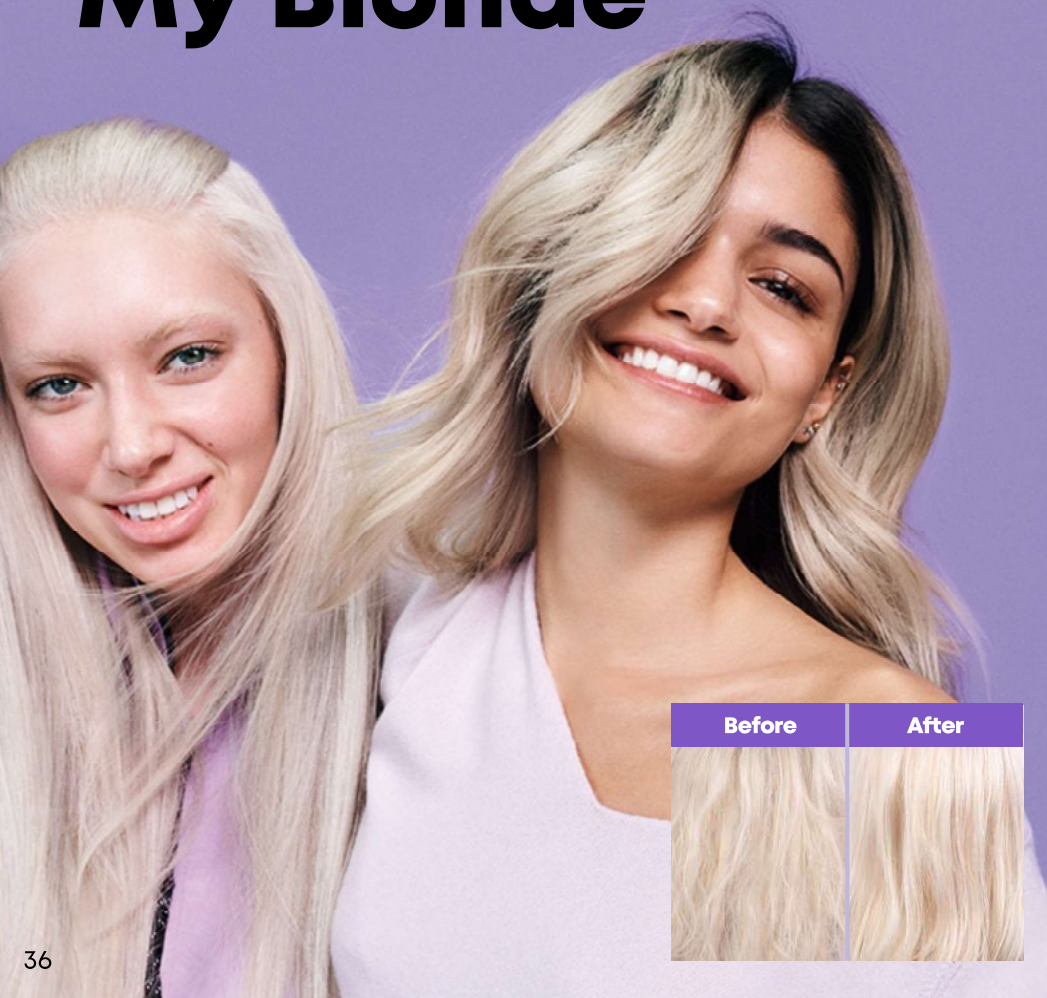
For Blondes And Greys



Looking Yellow? Eliminate yellow undertones & illuminate your blonde with **So Silver**



Unbreak My Blonde



Sulfate-Free Strengthening System*

3X
Stronger
Hair*



Strengthening Shampoo

Gently cleanses the hair fibers for maximum strengthening.

Reviving Leave-In Treatment

Provides added moisture and prevents breakage.

Strengthening Conditioner

Softens and strengthens the hair without weighing it down.

Infused With Citric Acid At Every Step

- ✓ Revives lightened hair
- ✓ Reinforces weakened bonds
- ✓ Leaves hair soft, shiny and strong
- ✓ Sulfate-free shampoo & conditioner





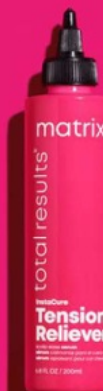
Instacure

Anti-Breakage System For Mechanical And Heat Damage

- ✓ 60% Less breakage*
- ✓ Infused with liquid protein + B5
- ✓ Fills porosity
- ✓ Controls static and frizz
- ✓ Reduces appearance of split ends



Anti-Breakage Porosity Spray



Tension Reliever Scalp Ease Serum



A Curl Can Dream

Complete Curl Pattern-Preserving System
From Care to Style



Free of Sulfates,* Silicones, parabens, mineral oils, petrolatum and parafins

For All Coils, Curls And Diameters

Curly			Coily		
3A	3B	3C	4A	4B	4C
Slight C-pattern	Loose C-pattern	Defined C-pattern	Strong C-pattern	Tight C-pattern	Strong Zig Zag



Hyper-Targeted Treatments



Eliminate Red
Undertones



Banish
Orange
Undertones



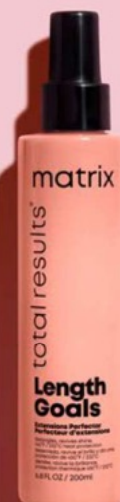
Neutralize
Yellow
Undertones



Enhance
Curls + Coils



Repair
High Porosity



Detangle
Extensions



Keep Bonds
Strong



Ease Tight
Styles



**“I’m Not
Extra”
Also Me:**

**New Look
Bigger Size
Some Attitude**



Vavoom!

The iconic queen of hairsprays is bigger than ever!



Freezing Spray Extra Hold

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



Extra Full

- Volumizing high hold
- Hybrid dry shampoo & hairspray
 - Provides hold while absorbing oil



Triple Freeze Extra Dry

- Extra dry-high hold
- Fast drying
 - Adds texture and hold
 - Tri-diffusion actuator



Triple Freeze Extra Dry - Neutral

- Extra dry high hold, neutral scent
- Fast drying
 - Adds texture and hold
 - Tri-diffusion actuator
 - Neutral scent

Matrix Haircare Portfolio

Dark Envy



Neutralize Red
Undertones Levels 1-4

Brass Off



Neutralize Orange
Undertones Levels 5-7

So Silver



Neutralize Yellow Undertones
Levels 8-11

Keep Me Vivid



Protect Color

Color Obsessed



Protects Fading

Unbreak My Blonde



Strengthen Bonds
(Chemical Damage)

Instacure



Repair Porous Strands
(Heat + Mechanical Damage)

Mega Sleek



Manage Frizz

High Amplify



Build Volume

Moisture Me Rich



Moisturize & Soften

A Curl Can Dream



Preserves Patterns

Length Goals



Detangle + Extend
Extensions & Wigs

Miracles



Multi-benefit
Superstars

Matrix Pro Backbar



High-powered
BTC Solutions

Style Link



Traditional
Styling Essentials

Vavoom



High Hold
Freezing Sprays





matrix