



 matrix

# Tonal Control Lookbook

Get inspired with stylist-favorite  
glossing + toning formulas!

# Tonal Control Pre-Bonded

Our 1st Acidic Gel-Cream Toners  
With Real-Time Visible Oxidation



## Never Over Tone A Client Again!

Color gradually deepens as it oxidizes you know precisely when to rinse.



## No-Drip, Gel-Cream Formula

Apply with a bottle or brush for ultimate creative control.



## Long-Lasting, Multi-Dimensional Results

No lift and high-shine,  
color lasts up to 24 washes.





# 17 Pre-Bonded Shades

Ash  
Ash

Ash

Neutral  
Ash

Pearl  
Violet

Violet

Violet  
Gold

Jade

Neutral  
Jade

Neutral  
Gold Ash

Neutral  
Warm

Gold  
Mocha

Pearl  
Rose

Rose  
Gold

- 11
- 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1



11PV  
Platinum Please

9AA  
Silver Standout

9V  
Iced Out

8VG  
Taupe on Top

9NGA  
Bronde Baller

10PR  
A Bit Blushed

9RG  
Strawberry Stunna

7NA  
Neutral + Chill

6A  
Ash If

6NGA  
Bronde Baby

7GM  
Miss Mocha

4AA  
Greige Getter

4J  
Emerald Envy

5NJ  
Jammin' Jade

5NGA  
Bronde Bestie

5NW  
Gold Standard

Totally Transparent

<b>Mixing Ratio</b>	Color: Developer 1:1
<b>Developer</b>	10 Volume (3%) Matrix Cream Developer
<b>Processing Time</b>	20 Minutes



# Bonded Gloss

Add healthy shine + enhance tones on all hair types.



Glossed with **Tonal Control 11PV Platinum Please** (3 oz) + 10 Vol. Matrix Cream Developer (3 oz)  
**@hairbysarmad**



Glossed with **Tonal Control 11PV Platinum Please** (2 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@alwaysalextores**



Glossed with **Tonal Control 9V Iced Out** (2 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@elementsbyrobertsantana**



Glossed with **Tonal Control Totally Transparent** (2 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@leahsterk**





# Tone

Neutralize unwanted tones on pre-lightened hair or use to tone down or enhance natural + color-treated hair.



Toned with **Tonal Control 11PV Platinum Please** (1 oz) + **10PR A Bit Blushed** (1 oz) + **Totally Transparent** (1 oz) + 10 Vol. Matrix Cream Developer (3 oz)  
**@blossomhair**



Toned with **Tonal Control 9NGA Bronde Baller** (2 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@amieslayton**



Toned with **Tonal Control 9V Iced Out** (2 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@cassidymariehair**



Toned with **Tonal Control 10PR A Bit Blushed** (2 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@leahsterk**





# Tone

Neutralize unwanted tones on pre-lightened hair or use to tone down or enhance natural + color-treated hair.



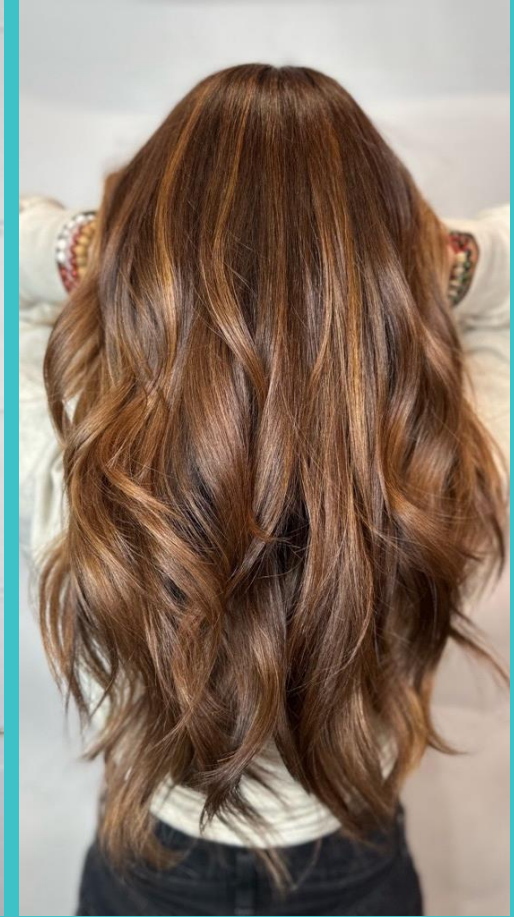
Toned with **Tonal Control 8VG Taupe on Top** (3 oz) + **9RG Strawberry Stunna** (1 oz) + 10 Vol. Matrix Cream Developer (4 oz)  
**@alwaysalextores**



Toned with **Tonal Control 7GM Miss Mocha** (2 oz) + **9NGA Bronde Baller** (1 oz) + 10 Vol. Matrix Cream Developer (3 oz)  
**@realericvaughn**



Toned at base with **Tonal Control 5NGA Bronde Bestie** (1 oz) + 10 Vol. Matrix Cream Developer (1oz) and at mid-ends with **Tonal Control 9NGA Bronde Baller** (2oz) + 10 Vol. Matrix Cream Developer (2oz)  
**@thejillrae**



Toned with **Tonal Control 9RG Strawberry Stunna** (2 oz) + **7GM Miss Mocha** (1 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@lashakellermcsween**





# Tone

Neutralize unwanted tones on pre-lightened hair or use to tone down or enhance natural + color-treated hair.



Toned at base **Tonal Control 6A Ash If** (1 oz) + 10 Vol. Matrix Cream Developer (1oz) and at ends with **Tonal Control 8VG Taupe on Top** (2 oz) + **Totally Transparent** (1 oz) + 10 Vol. Matrix Cream Developer (3 oz)  
**@dilekonurtaylor**



Toned with **Tonal Control 9V Iced Out** (2 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@v.t.sutton**



Toned with **Tonal Control 7NA Neutral + Chill** (2 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@leahsterk**



Toned with **Tonal Control 9NGA Bronde Baller** (2 oz) + 10 Vol. Matrix Cream Developer (2 oz)  
**@alwaysalextores**



# Stylists Are Loving Tonal Control!



“ My **favorite toner for all my blonding services** on both dark + light bases! Tonal Control gives my clients the **healthy, multi-dimensional hair** of their dreams that truly lasts.

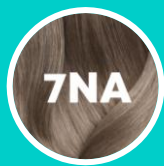
—**Alfredo Lewis**

Matrix Artist

## Alfredo's Favorite Shades:



9NGA



7NA



“ I'm obsessed with the time-controlled oxidation—I **can see the color change in front of me**. I never have to worry about praying to the hair gods because **the results are consistent + predictable**.

—**Eric Vaughn**

Matrix Artist

## Eric's Favorite Shades:



11PV



9V

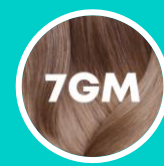


“ Love the **color-coded gel formula!** It makes formulating **so fun, predictable + versatile:** I can do a fast gloss with a bottle or a **detailed multi-formula toning application** with a brush.

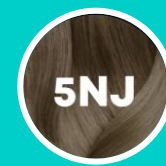
—**Pati Rodriguez**

Matrix Artist

## Pati's Favorite Shades:



7GM



5NJ

