

Get Your Online SoColor Certificate
 Earn your printable SoColor Certificate and bragging rights for your salons through this digital SoColor learning course.

Pre-Bonded

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

Pre-Bonded

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



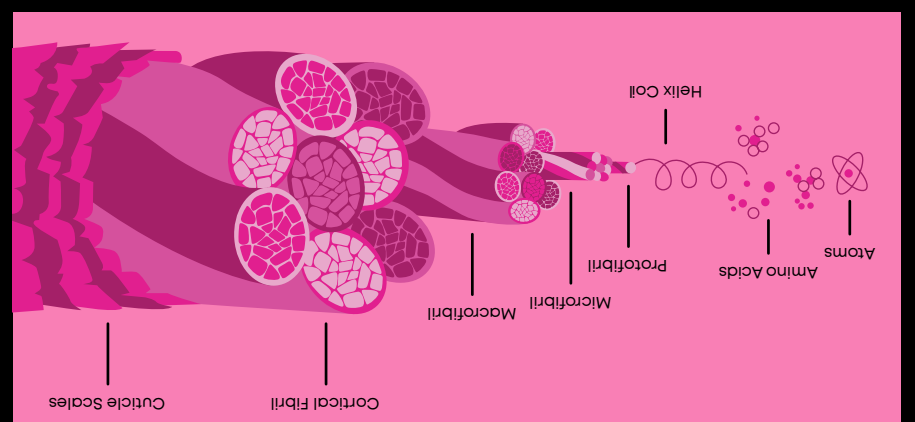
Color With Confidence

All Hair Types. All Humans.

#1 Pre-Bonded Permanent Salon Hair Color

Discover the

- All Levels** From Dark To Light
- All Underlying Pigments** From Warm to Pale
- All Diameters** From Fine To Coarse
- All Patterns** From Straight To Coily



The Science Of Pre-Bonded
 Our exclusive **Bond-Protecting Concentrate** is composed of a unique blend of **taurine** and **cationic polymers** that act as an internal bond-support system during the coloring process. The linear network of positive charges binds to negatively charged areas of damage in the hair in order to **reinforce and repair** the **weakened bonds** within the sensitized cortex.

Pre-Bonded Protects All Hair Types

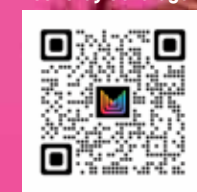
- Gray Hair** Hair without melanin can be weak and brittle. Pre-bonded formulas help to protect the fiber integrity of even the most fragile hair types.
- Curly & Coily Hair** Curly hair has inflection points that can be weak and prone to breakage. Pre-bonded formulas help support the hair structure to maintain pattern integrity.
- Lightened Hair** Lightened hair is fragile, especially after high levels of lift. Pre-bonded formulas protect strong bonds in the hair.

matrix SoColor Pre-Bonded Permanent Color



#1
Pre-Bonded Permanent Salon Hair Color*

Learn How to Level Up Your Grey Coverage!



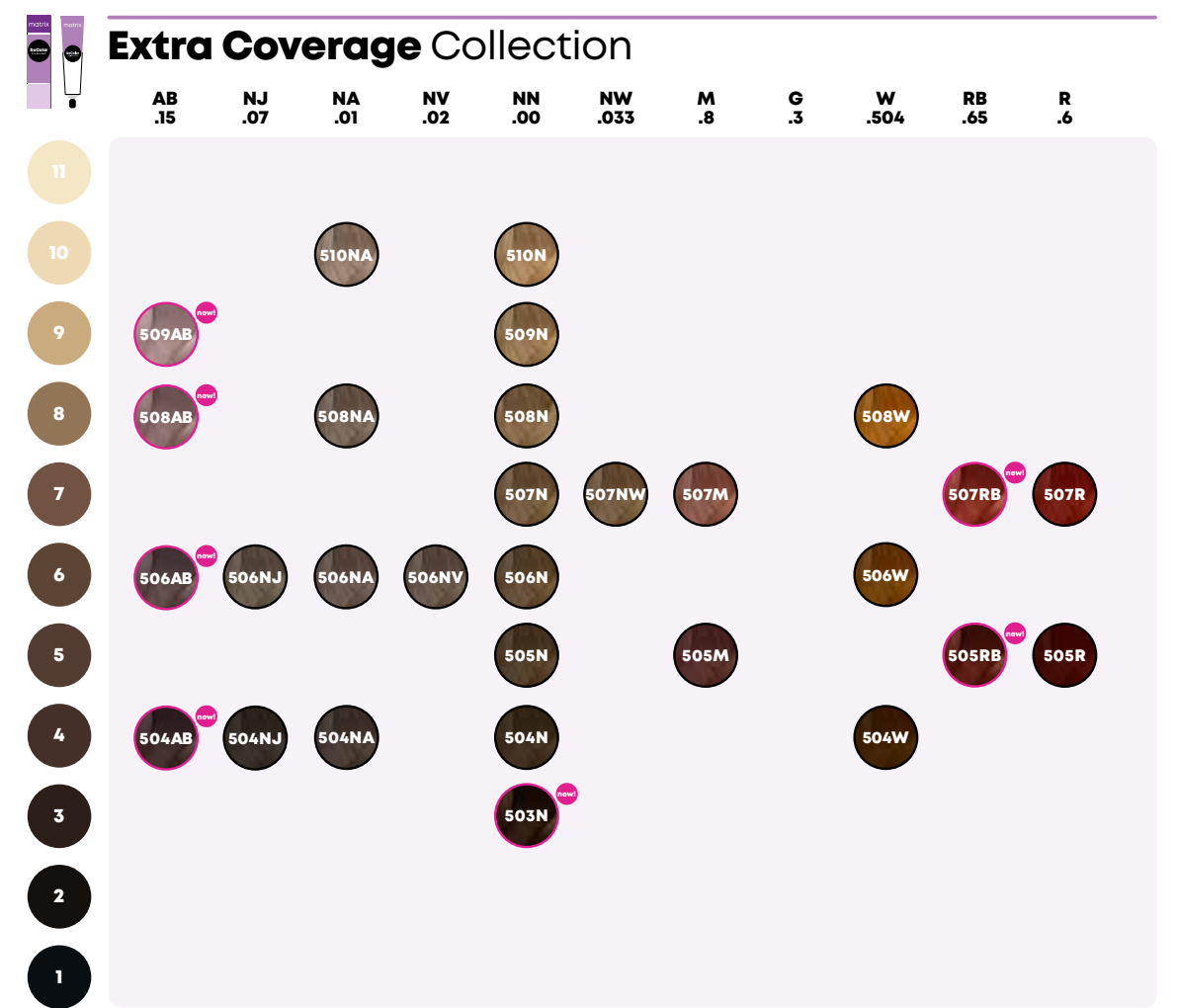
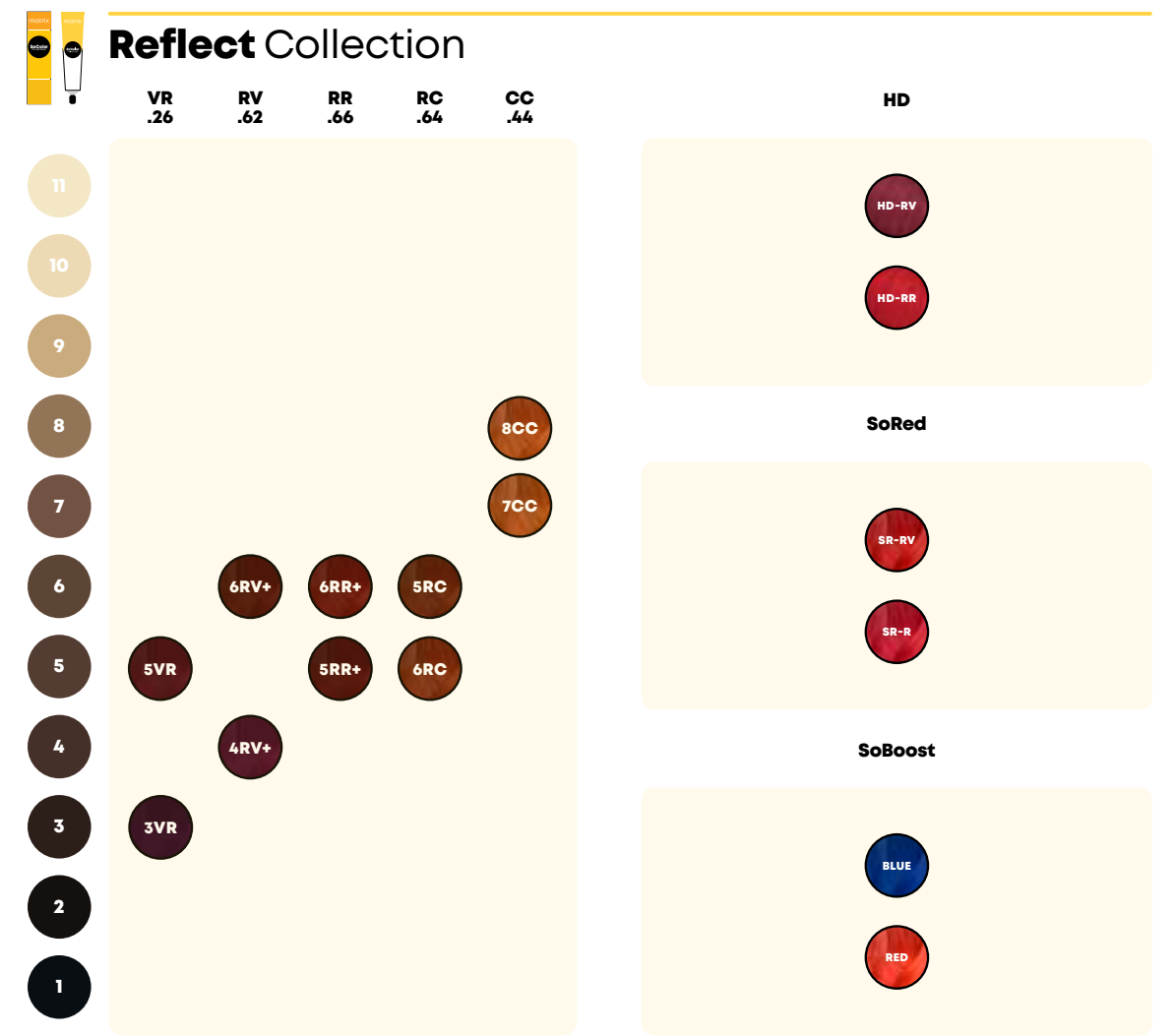
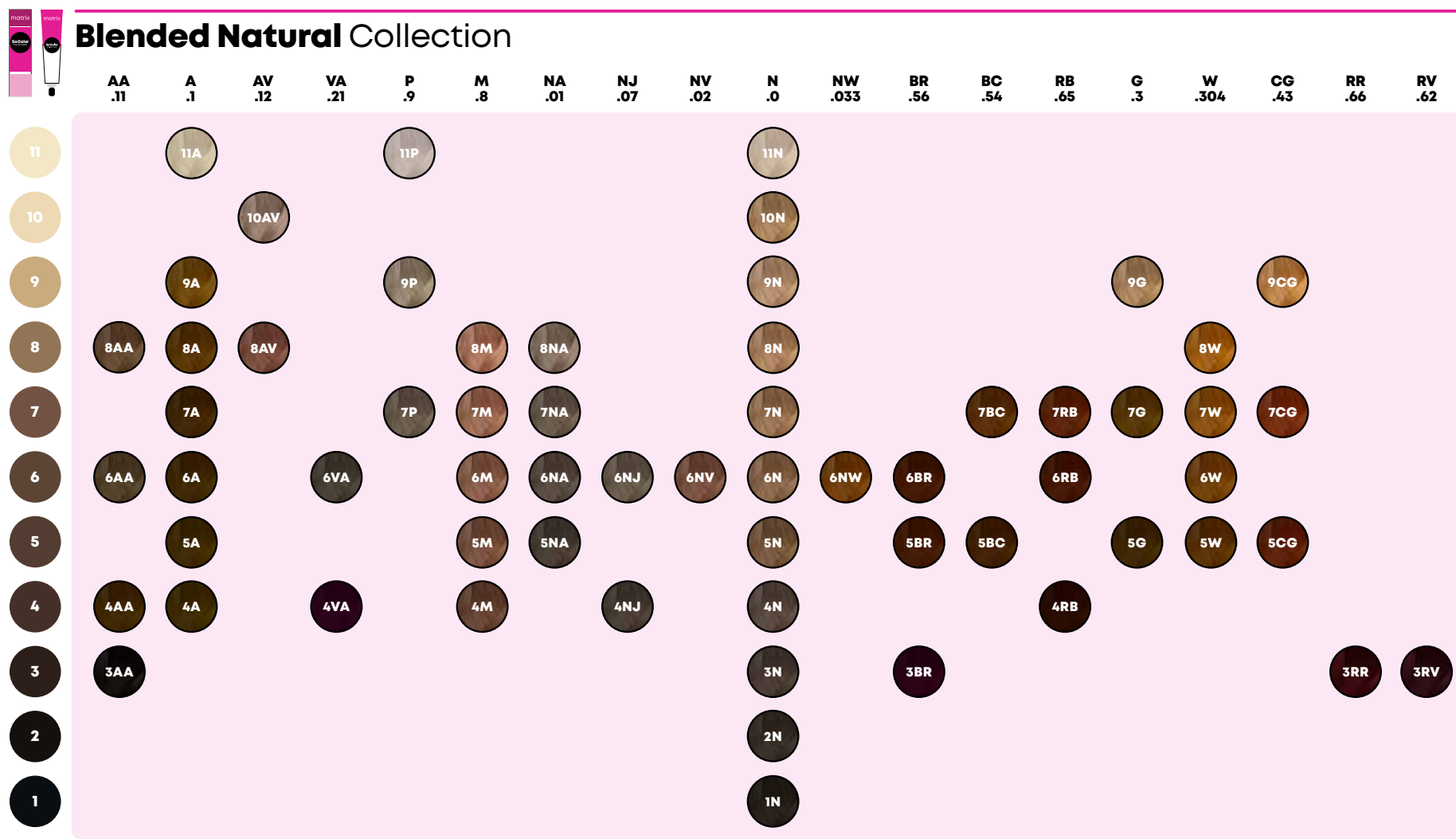
*Based on Kline's Professional Hair Color Global Market Snapshot published May 2023. In US dollar value sales during full color year 2023. Pre-Bonded = hair color that helps protect beautiful bonds.

Questions?
 Hotline
 1.888.777.6396 USA
 9:00 AM - 5:30 PM Monday - Friday, EST
 www.matrixprofessional.com
 @matrix @matrix



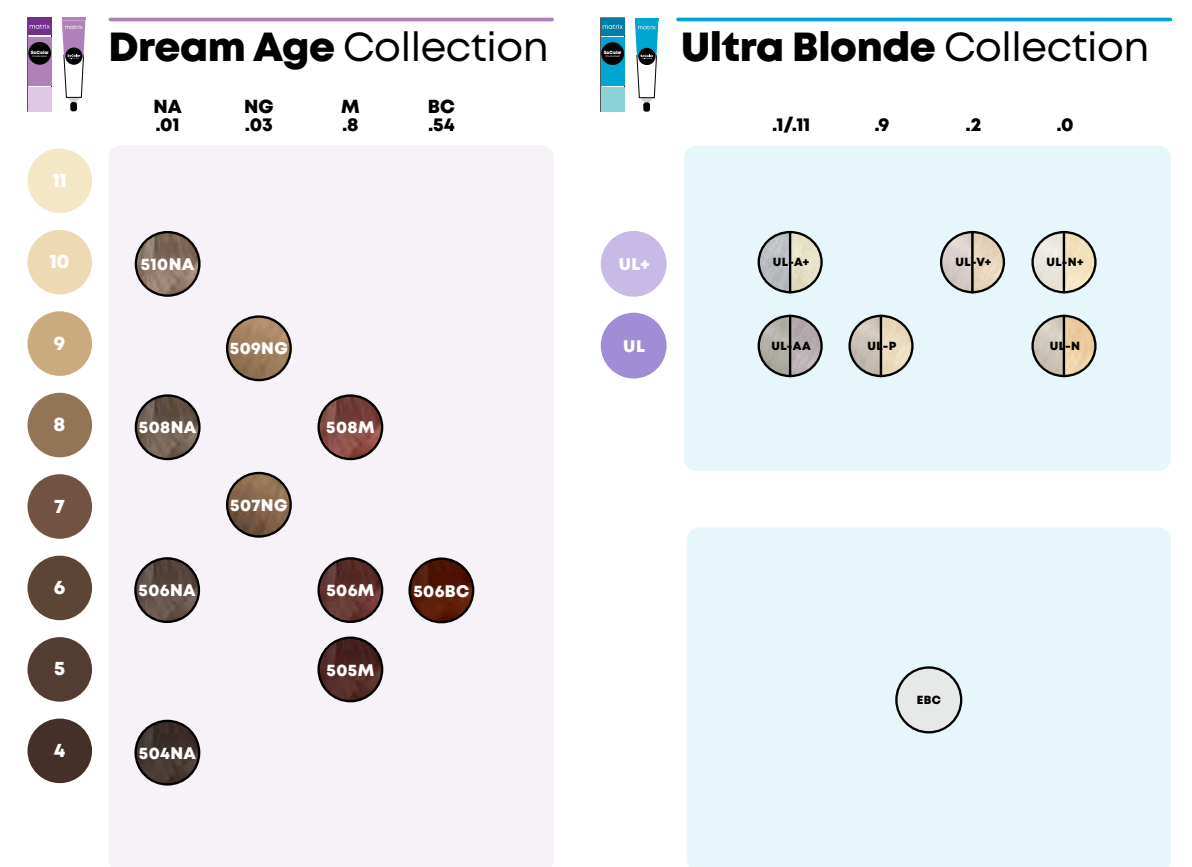
Based on Kline's Professional Hair Color Global Market Snapshot published May 2023. In US dollar value sales during full color year 2023. Pre-Bonded = hair color that helps protect beautiful bonds.

Based on a weekly average of 25 permanent color services per week (2 oz color/application) using Matrix SoColor Pre-Bonded vs. the leading professional permanent hair color line in the US plus a bond additive as of December 2024.



SoColor Collection	Usage	Mixing	Timing
SoColor Blended & Reflect Collections	Precise, predictable results at every level, every time Matrix Cream Developer (10, 20, 30, 40 Volume)	Mixing ratio is 1:1 1 oz. SoColor : 1 oz. 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	Mixing ratio is 1:1 1 oz. SoColor Extra Coverage : 1 oz. 20 Volume Matrix Cream Developer	30-45 minutes
DreamAge	100% gray coverage with reflective highs and lows. DreamAge has a unique low ammonia base. DreamAge shades can only be mixed with other DreamAge shades.	Mixing ratio is 1:1 1 oz. DreamAge : 1 oz. 20 Volume Matrix Cream Developer	30-45 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.	Mixing ratio is 3 parts SoColor shade : 1 part SoRed. Mixed with equal parts Matrix Cream Developer.	Process at room temperature for 30-45 minutes.
SoRed As A Highlighter (Off-Scalp)	Creates brilliant red highlights, even on the darkest levels. No pre-lightening necessary.	Mixing ratio is 1:1 1oz SoRed + 1oz 20, 30, 40 Volume Matrix Cream developer	With mild heat: Process 15 minutes then cool for 5 minutes. At room temperature: Process 30 minutes
HD Color Technology™	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	Mixing ratio is 1:1 1 oz. HD shade : 1 oz. Matrix Cream Developer *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	Mixing ratio is 3 parts SoColor shade : 1 part Extra Blonding Cream. Mixed with equal parts Matrix Cream Developer.	30-45 minutes
SoBoost	BLUE: Neutralizes shades and undertones when lifting for va cool result. RED: Boosts intensity of red when added to any shade	Mixing ratio is 3 parts SoColor shade : 1 part SoBoost. Mixed with equal parts Matrix Cream Developer. EX: 1 1/2 oz SoColor shade + 1/2 oz SoBoost + 2 oz 10, 20, 30 Volume Matrix. To increase vibrancy on pre-lightened hair shades can be used alone in a 1:1 ratio with 10 Volume Matrix Cream Developer. EX: 1 oz. SoBoost : 1 oz. 10 Volume Matrix Cream Developer	30-45 minutes

Note: Process all color at room temperature unless noted otherwise.
Timing: 5-30 minutes depending on intensity & depth desired



Formulation For All

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

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

Coloring Gray With SoColor 20 volume Matrix Cream Developer

	Percentage of Grey	
	Less Than 50% Gray	50% Gray Or More
Blended Collection	Desired level	1 level darker than desired level
Reflect Collection	Desired level	Use equal parts (1:1) Blended Collection and Reflect Collection one level darker than desired end result
Extra Coverage	1 level lighter than desired level	Desired level
DreamAge	1 level lighter than desired level	Desired level



Stay up to date on Matrix's latest innovation, education & techniques on YouTube!