



Table Of Contents

Welcome To Matrix Haircare **Styling**

3

13

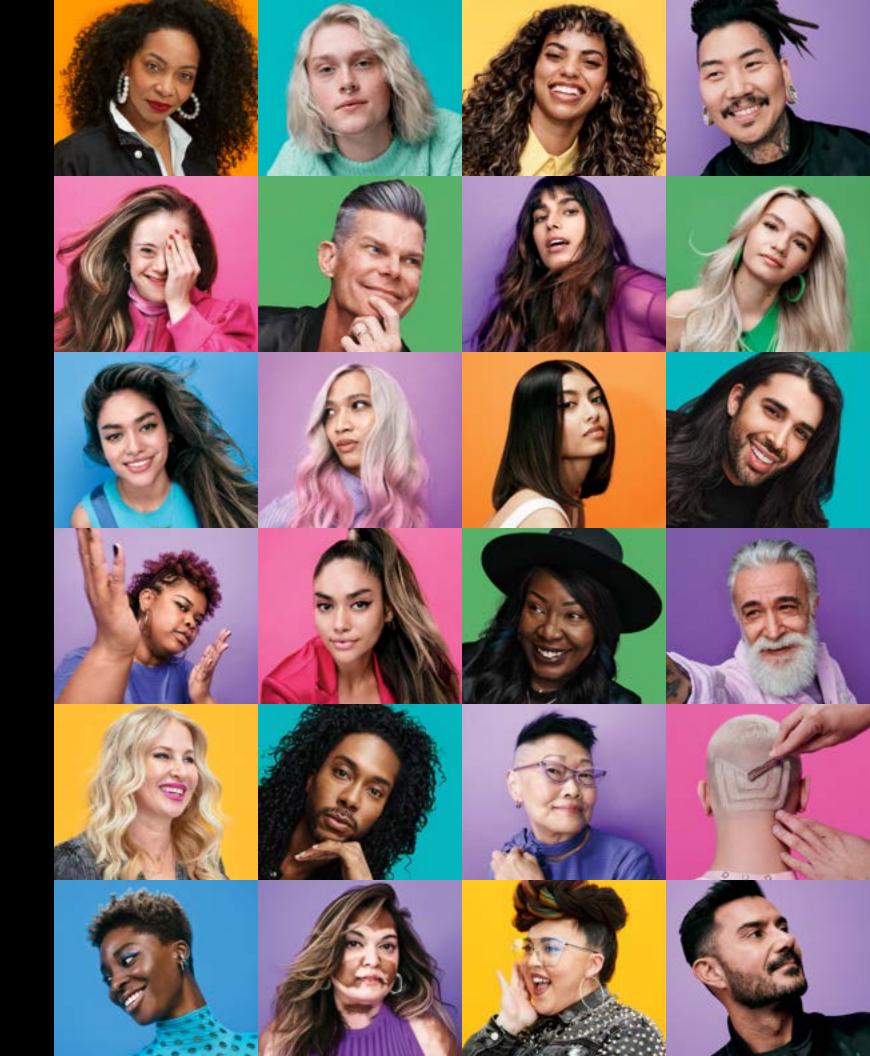
59



All Hair Types. All Humans.

At Matrix, we welcome all hair types and all humans.

That's why we work with our labs and network of stylists around the world to develop hyper-targeted solutions for each and every hair type—every level, underlying pigment, diameter, and pattern.





Reach All, Teach All

Education is the heartbeat of the Matrix brand. Whether you're fresh out of beauty school or looking to expand your skills, we offer online + hands-on education in multiple formats so you have education for all hair types and patterns, at your fingertips 24/7.



MeetOur Artists
And Ambassadors



Register
For A Matrix
Education Class



AccessFree Education



LearnMore About Our
Unique Philosophy



Our Commitment To Inclusivity

Diversity is not an ideal. It is a fact.

That is why we created the **Hair Diversity Matrix**—a scorecard that we use to make sure that our products and education meet the needs of all hair types: all levels, all diameters and all patterns, so that you can service every client with confidence.

Hair Diversity Matrix

Natural Levels



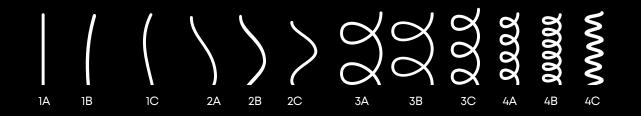
Underlying Pigments



Diameters



Patterns



12



Professional Haircare Done The Matrix Way

Hyper-Targeted Solutions For Universal Needs. Designed For All Hair Types. All Humans.

⊌matrix Haircare Portfolio

Preserve Color



Neutralize



Repair



Volume Curis Frizz **High Amplify** A Curl Can Dream **Mega Sleek** Up To 35% Boosted Volume **Frizz-Proof Essentials**



Professional Solutions



^[4] With system of High Amplify Shampoo, Conditioner and Proforma Hairspray vs. unwashed hair [5] When used as a system of Food For Soft Shampoo, Conditioner or Mask, and Oil vs. non-conditioning shampoo

^[6] With system of Length Goals Shampoo, Conditioner, and Perfector vs. a non-conditioning shampoo



Color Obsessed

Protects Color-Treated Hair From Fading And Extends The Life Of Color Vibrancy

Benefits









Technology + Key Ingredients

Antioxidants protect against environmental aggressors that fade haircolor.

Shampoo

Hair Type: Color-treated hair **Benefits:**

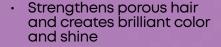
 Cleanses to help protect against fading and extend your color vibrancy Conditioner

Usage: Apply to damp hair. Lather. Rinse. Follow with Color Obsessed Conditioner. In case of contact with eyes, rinse them immediately.



Conditioner

Hair Type: Color-treated hair **Benefits:**





Usage: After Color Obsessed Shampoo, apply to wet hair. Massage. Rinse. In case of contact with eyes, rinse them immediately.







Keep Me Vivid

Color Retention Haircare System For Up To 65 Days Of Vibrant Color*

Benefits



65 Days Of Color Retention*



Protect Vivid Haircolor



Sulfate-Free Formulas



Technology + Key Ingredients

Pearl Infusions help lock in vibrant colors to prevent fading. Sulfate-free technology balances the pH of the hair.

Shampoo



Benefits:

 Milky high-foam lather gently cleanses hair to help combat fading.

Usage: Apply to damp hair. Lather. Rinse. Follow with Keep Me Vivid Conditioner. Rinse with cold water.



Conditioner

Hair Type: Semi-permanent and vivid color treated hair

Benefits:

 Deeply nourishes each strand without the weight.

Usage: After Keep Me Vivid Shampoo, apply to wet hair. Massage. Rinse. Can be used daily for clean and gentle nourishment.



Color Lamination Spray

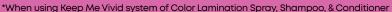
Hair Type: Semi-permanent and vivid color treated hair

Benefits:

 Seals in haircolor to prevent fading while enhancing shine

Usage: Spray a few times each week to seal in the cuticle and extend your hair color's vibrancy.







Dark Envy

Green Neutralizing Pigments Remove Brassy, Red Undertones In 1 Wash

Benefits



Enriches And Neutralizes Red Undertones In Dark Bases While Leaving Hair With A Glossy Finish

Technology + Key Ingredients

Blue-green pigments neutralize red undertones in dark brunette hair.

Green Shampoo

Hair Type: Dark bases (levels 1-4) **Benefits:**

 Green color-depositing shampoo with blueyellow direct dyes for red neutralization.

Usage: Apply to wet hair, massage, leave-in 3-5 minutes, then rinse



Hydrating Conditioner

Hair Type: Dark bases (levels 1-4) **Benefits:**

 Non-color depositing conditioner provides richness, radiance and shine.

Usage: Apply conditioner and let sit for 1-2 minutes, then rinse out. Can be used daily.





Red Neutralization Hair Mask

Hair Type: Dark bases (levels 1-4) **Benefits:**

 Concentrated blue-green direct dyes for red neutralization.

Usage: Use 1 to 2x per week following shampoo. Leave on up to 5 minutes and then rinse out.









Brass Off

Blue Neutralizing Pigments Remove Brassy, Orange Undertones In 1 Wash

Benefits



Neutralizes Brassy Tones While Refreshing Hair With Cool Tones



Customizable Toning System



Technology + Key Ingredients

Brass Off Professional Neutralizing system uses blue-violet pigments to neutralize orange and brassy undertones on Levels 5-7



*When using the Brass Off system of shampoo, mask, and leave-in vs. non-conditioning shampoo

Brass Off

Blue Neutralizing Pigment Removes Brassy, Orange Undertones In 1 Wash

Shampoo

Hair Type: Medium bases (levels 5-7)

Benefits:

- Blue-violet formula color depositing shampoo
- Neutralizes brassy tones on levels 5-7
- For brunettes that lighten their hair

Usage: Wearing suitable gloves, apply to wet hair, lather and rinse well. Leave on 3-5 minutes before rinsing.





Conditioner

Hair Type: Medium bases (levels 5-7)

Benefits:

- Non-color depositing formula
- Retains cool tones & moisturizes

Usage: After Brass Off Shampoo, apply to wet hair, massage & rinse. Can also be used as a leave-in conditioner.



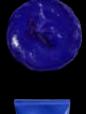
Mask

Hair Type: Medium bases (levels 5-7)

Benefits:

- Highly concentrated blue-violet direct dyes
- Both in-salon & at-home use
- Wear gloves when applying, avoid scalp area

Usage: Apply to wet hair and comb through for even distribution. Avoid scalp area and leave on for 5-10 min. Rinse.





Toning Leave-In Spray

Hair Type: Medium bases (levels 5-7)

Benefits:

- Detangler with buildable toning
- Neutralizes brassy, orange undertones while nourishing the hair
- Controls frizz

Usage: Spray product on towel-dried hair, comb through to distribute product evenly and style as usual. Do not rinse.



Bye, Bye Brass

Pick Your Power





All-In-One Toning Leave-In Spray

Buildable Neutralization + 10 Beautifying Benefits

- Neutralizes unwanted brassy undertones
- Adds moisture
- Boosts shine
- Detangles
- Reduces frizz
- ✓ Controls flyaways
- Prevents breakage from brushing
- Smooths cuticles
- Helps with hair manageability
- Primes hair for styling

1x 2x 3x 4x

*When using the Brass Off system of shampoo, mask, and leave-in vs. non-conditioning shampoo

25



So Silver

Professional Purple Toning Care for Blonde & Silver Hair

Benefits



Neutralizes Yellow While Refreshing Hair With Cool Tones



Customizable Toning System



Technology + Key Ingredients

So Silver Professional Neutralizing system uses purple pigments to neutralize yellow and brassy undertones on Levels 8-10+.



*When using the So Silver system of shampoo, mask and leave-in vs. non-conditioning shampoo

So Silver

Professional Purple Toning Care for Blonde & Silver Hair

Shampoo

Hair Type: Light bases (levels 8-10+)

Benefits:

- Violet formula colordepositing shampoo
- Neutralizes yellow undertones on levels 8-10+

Usage: Wearing suitable gloves, apply to wet hair, lather and rinse well. Leave on 3-5 minuets before rinsing.



Conditioner

Hair Type: Light bases (levels 8-10+)

Benefits:

- Non-color depositing formula
- Tames coarseness & nourishes dry and brittle hair
- Targeted hydration and shine

Usage: After So Silver Shampoo, apply to wet hair, massage & rinse. Can also be used as a leave-in conditioner.



Mask

Hair Type: Light bases (levels 8-10+)

Benefits:

- Color depositing mask to enhance blonde, platinum and gray hair
- Highly concentrated blue-green-violet direct dyes
- Removes yellow undertones to create silvery hue
- Both in-salon and at-home use

Usage: Wearing suitable gloves, apply to wet hair & comb through for even distribution. Leave on for 3-5 min and rinse.



Toning Leave-In Spray

Hair Type: Light bases (levels 8-10+)

Benefits:

- Detangler with buildable toning
- Neutralizes brassy undertones while nourishing the hair
- Controls frizz

Usage: Spray product on towel-dried hair, comb through to distribute product evenly and style as usual. Do not rinse.



Game Over, Yellow

Pick Your Power



Shampoo



All-In-One Toning Leave-In Spray

Leave-In

Buildable Neutralization + 10 Beautifying Benefits

- **❷** Neutralizes unwanted yellow undertones
- Adds moisture

Mask

- Boosts shine
- Detangles
- Reduces frizz
- Controls flyaways
- Improves the appearance of split ends
- Prevents breakage from brushing
- Smooths cuticles
- Helps with hair manageability
- Primes hair for styling

1x 2x 3x 4x

*When using the So Silver system of shampoo, mask and leave-in vs. non-conditioning shampoo



Instacure

Anti-Breakage Haircare System



After

Benefits



60 % Less Breakage*



Fills Porosity + **Smooths Cuticle**

Technology + Key Ingredients

Infused with Liquid Proteins to fill porous strands and repair heat and mechanical damage



Hair Type: Dry, brittle, and damaged hair

Benefits:

Benefits:

 Deep cleanses hair to remove buildup while strengthening

Infused with liquid protein & B5

clean, damp hair on mid-lengths

 Fills porosity, balances pH Visibly reduces split ends

Usage: After using Instacure

and ends. Do not rinse.

Usage: Apply a quarter size amount of product, lather and rinse.

Porosity Spray

Hair Type: Dry, brittle, and damaged hair

Conditioner

Before

Hair Type: Dry, brittle, and damaged hair

Softens hair while

apply a quarter size amount of product and rinse.





Hair Type: All hair types **Benefits:**



- Infused with biotin, liquid proteins & avocado oil
- Cooling sensation relieves the feeling of tension in braids, protective & tight hair styles

Usage: Apply a few drops of serum directly to scalp in areas of concern, and distribute throughout scalp.









strengthening













Unbreak My Blonde

System To Protect + Strengthen Weakened Bonds And Revive Over-Processed Hair

Benefits





3x Stronger Hair*



Technology + Key Ingredients

Citric Acid penetrated to the heart of the hair fiber, repairing from the inside out, along with sulfate-free technology that's gentle on hair.

Bond Strengthening Shampoo

Hair Type: Damaged, lightened and over processed hair

Benefits:

 Revives all hair types from chemical damage

Usage: Use before conditioning and follow with Reviving Leave-in Treatment.



Bond Strengthening Conditioner

Hair Type: Damaged, lightened and over processed hair

Benefits:

 Highly conditioning sulfate-free technology

Usage: Use after shampooing and follow with Reviving Leave-in Treatment.



Reviving Leave-in Treatment

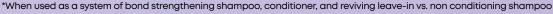
Hair Type: Damaged, lightened and over processed hair

Benefits:

- Citric acid infused to provide softness and shine
- Heat Protection up to 430 degrees

Usage: Distribute evenly through damp hair. Do not rinse.







A Curl Can Dream

Curl-Preserving System Defines And Moisturizes Curls And Coils

Benefits



Co-Created With Pattern Experts



Defines Your Curls & Coils



Keeps Hair Moisturized



Technology + Key Ingredients

A Curl Can Dream System is free of silicones*, parabens, mineral oils, sulfates, petroleum, paraffins. Infused with manuka honey extract, a natural humectant and known to moisturize hair.



*Shampoo contains silicones, all other a Curl Can Dream products are silicone-free

A Curl Can Dream

Pattern-Preserving System Defines And Moisturizes Curls And Coils

Shampoo

Benefits:

Hair Type: Curls 3 & 4

- · Deep cleansing shampoo
- Perfect for wash day to remove build up
- Preserves curl pattern

Usage: Use Shampoo once weekly (or as needed) to deep cleanse curly and coily hair. Apply desired amount of product at the scalp and work throughout lengths and ends. Rinse.



Co-Wash

Hair Type: Curls 3 & 4
Benefits:

- · For curls and coils
- · Gentle cleansing conditioner
- Perfect for in between wash days to revive curls

Usage: Use 2x weekly (or as needed) to gently cleanse curly and coily hair as a replacement for a deep cleansing shampoo. Apply desired amount of product at the scalp and work throughout lengths and ends. Rinse.



Rich Mask

Hair Type: Curls 3 & 4
Benefits:

- For curls and coils
- Deeply hydrating
- Preserves curl pattern

Usage: Use daily (or as often as you wash your hair) to bring intense moisture to curls and coils. After applying Shampoo or Co-Wash, apply desired amount of product and massage into lengths and ends. Rinse out.



Lightweight Oil

Hair Type: Curls 3 & 4
Benefits:



- For curls and coils
- Finishing product to separate curls & coils
- Adds shine
- Lightweight

Usage: After using the Shampoo or Co-Wash and Mask, apply the Moisturizing Cream and Light Hold Gel, then work several pumps of Lightweight Oil into hands and apply liberally to hair, from root to tip. Allow to air dry or diffuse.



Light Hold Gel

Hair Type: Curls 3 & 4

For curls and coils

Benefits:

- Defining hair gel
- Layers with A Curl Can Dream Moisturizing Cream
- Light Hold

Usage: After using the Shampoo or Co-Wash and Mask, apply Moisturizing Cream and apply desired amount of Light Hold Gel depending on hair density (less for fine hair and more for thick hair). More product will yield a higher hold. Follow with Lightweight Oil for added shine. Allow to air dry or diffuse.



Moisturizing Cream

Hair Type: Curls 3 & 4

Benefits:

- · For curls and coils
- Leave-in cream provides moisture & definition
- No flaking or crunch

Usage: After using Shampoo or Co-Wash and Mask, apply desired amount of product depending on curl density (less for fine hair and more for thick hair). Apply to soaking wet hair from root to tip, sectioning off as you go. Scrunch curls and follow with Light Hold Gel for definition, and Lightweight Oil for added shine. Allow to air dry or diffuse.





37 38



Mega Sleek

Reduces Frizz And Provides Humidity Protection For Coarse, Unruly Hair Types

Benefits

- Made With Shea Butter
- Protects Hair Against Humidity
- Reduce Frizz In Coarse, Unruly Hair



Technology + Key Ingredients

To create sleek, straight hair. Control rebellious, unruly hair with ever-lasting sleekness with Shea Butter technology.



Mega Sleek

Reduces Frizz And Provides Humidity Protection For Coarse, Unruly Hair Types

Shampoo

Hair Type: All Frizzy Hair Types **Benefits:**

- Smoothing shampoo
- · Cleanses hair and controls frizz
- Protects hair against humidity
- Made with shea butter

Usage: Apply to damp hair. Lather. Rinse. Follow with Mega Sleek Conditioner. In case of contact with eyes, rinse them immediately.



Conditioner

Hair Type: All Frizzy Hair Types **Benefits:**

- · Smoothing conditioner
- Controls frizz
- Protects hair against humidity
- Made with shea butter

Usage: After Mega Sleek Shampoo, apply to wet hair. Rinse. In case of contact with eyes, rinse them immediately.



Iron Smoother

Hair Type: All Frizzy Hair Types **Benefits:**

- Heat protectant leave-in spray
- Smoothes hair & provides all day frizz control
- Protects hair from heat damage up to 450 degrees

Usage: Section by section, spray evenly over dry hair and flat iron from roots to ends to finish.



Blow Down Cream

Hair Type: All Frizzy Hair Types **Benefits:**

- Smoothing leave-in cream
- Hydrates and nourishes hair for ultra-sleek blow-outs
- Provides heat protection & long-lasting smoothness
- Made with shea butter

Usage: Apply to towel-dried hair. Blow-dry smooth.











High Amplify

Achieve amped-up volume with silicone free shampoo and conditioner to boost structure of fine, limp hair. Volumizing hair products.

Benefits



Silicone-Free Formula
With Added Proteins

Technology + Key Ingredients

Lightweight silicone-free formula boost structure of fine, limp hair.

Before After After

Shampoo

Hair Type: All Hair Types **Benefits:**

- Volumizing shampoo
- · Cleanses hair
- Lightweight silicone-free formula

Usage: Apply to damp hair. Lather. Rinse. Follow with High Amplify Conditioner. In case of contact with eyes, rinse them immediately.





Conditioner

Hair Type: All Hair Types **Benefits:**

- Volumizes & strengthens with protein
- Provides lightweight conditioner
- Wont weigh hair down
- Creates lasting volume

Usage: After High Amplify Shampoo, apply to wet hair. Massage. Rinse. In case of contact with eyes, rinse them immediately.





High Amplify

Achieve amped-up volume with silicone free shampoo and conditioner to boost structure of fine, limp hair. Volumizing hair products.

Dry Shampoo

Hair Type: All Hair Types

Benefits:

- Absorbs oil, refreshes hair & prolongs volume
- · Clean, lightweight formula

Usage: Hold 8-10 inches from head. Spray in short bursts to absorb oil and revive volume. Clean nozzle frequently to avoid clogging. If clogging occurs, run nozzle under hot water. Pro-tip: To help absorb excess oils, apply dry shampoo as a mask the night-before-wear



Lameller Treatment

Hair Type: All Hair Types

Benefits:

- · Adds shine in just 8 seconds
- Great for fine hair
- Can be used as a conditioner alternative for daily use
- Silicone-free

Usage: Cleanse hair and gently squeeze out excess water but do not towel dry. Apply lamellar treatment in zig-zag motion 1-2 tick mark amounts on side of bottle, depending on length of hair. Lather and wait 8 seconds. Rinse well.



Flexible Hold Hairspray

Hair Type: All Hair Types

Benefits:

- Flexible hold hairspray
- Ultra fine mist
- · 24-hour humidity resistance
- Ultra fast drying

Usage: For added body, volume and texture: On dry hair, lightly mist and finger rake for a full-bodied finished style. For finished looks: On dry hair lightly mist all over. Air dry. Clean nozzle frequently to avoid clogging. If clogging occurs, run nozzle under hot water.



Proforma Firm Hold Hairspray

Hair Type: All Hair Types

Benefits:

- · Firm hold, finishing hairspray
- · Leaves hair shiny and locks in style
- Ideal for high-volume styles
- · 24-hour humidity resistance
- Provides extra root lift
- · Silicone-free formula

Usage: Hold 8-10 inches form head. To texturize and molding hair into place, spray in short bursts. For final hold: spray evenly over style. Clean nozzle frequently to avoid clogging. If clogging occurs, run nozzle under hot water.



Wonder Boost

Hair Type: All Hair Types

Benefits:

- Lifts at the root
- Targeted nozzle
- Long lasting volume
- Flexible hold

Usage: Use daily or as often as you wash your hair, to bring intense moisture to curls and coils. After applying Shampoo or Co-wash, apply desired amount of product and massage into lengths and ends. Rinse out.



Foam Volumizer

Hair Type: All Hair Types **Benefits:**

- Full bodifying mousse
- Touchable thickness
- Long lasting volume
- · Conditioning shine

Usage: Apply a golf-ball size amount to towel-dried hair, working evenly from roots to ends. Style as usual.



Root Up Wash Shampoo

Hair Type: All Hair Types

Benefits:

- Deep cleansing
- Removes all buildup at the root that causes hair to be weighed down
- Use 1x weekly
- Silicone-free

Usage: Once a week, apply to wet hair at the root area. Lather. Rinse well. Repeat if necessary. In case of contact with eyes, rinse them immediately.



45 46



Food For Soft

Hydrating System With Avocado Oil + Hyaluronic Acid

Benefits

δ 7x M

7x More Moisture



5x Smoother



72 Hours Of Seriously Soft Hair



Technology + Key Ingredients

Hydrating haircare system, infused with Avocado Oil + Hyaluronic Acid, attracts water like a sponge to replenish dry hair & prevent moisture loss providing 7X more moisture for up to 72 hours!*



Vhen used as a system of Food For Soft Shampoo, Conditioner or mask, and oil vs. non-conditioning shampoo

Food For Soft

Hydrating System With Avocado Oil + Hyaluronic Acid

Hydrating Shampoo

Hair Type: For all dry hair

- Gently cleanses without removing necessary moisture
- Non-stripping
- · Suitable for color treated hair
- Moisturizing and hydrating
- Easily distributes & softens hair

Usage: Use Shampoo once weekly (or as needed) to gently cleanse hair. Apply desired amount of product at the scalp and work throughout lengths and ends. Rinse.



Detangling Hydrating Conditioner

Hair Type: For all dry hair **Benefits:**

- Detangles
- Non-coating, non-stripping
- Suitable for color treated hair
- Moisturizing and hydrating
- Easily distributes & softens hair

Usage: After cleansing with Food For Soft Shampoo, apply to mid-lengths to ends. Rinse.



Rich Hydrating Treatment Mask

Hair Type: For very dry & porous hair

Benefits:

- · Rich creamy formula
- Non-coating, non-stripping
- · Suitable for color treated hair
- Moisturizing and hydrating
- · Easily distributes and softens hair

Usage: After shampooing apply 3 pumps on wet hair. Wait 3 minutes. Rinse.



Multi-Use Hair Oil Serum

Hair Type: For all dry hair **Benefits:**

- Non-sticky formula
- Non-stripping
- · Suitable for color treated hair
- Adds shine
- Tames flyaways
- Protects against heat damage

Usage: Apply a few drops of Multi-Use Hair Oil Serum into hands and apply liberally to hair, from root to tip.









Length Goals

Leaves Hair Extensions Smoother, More Conditioned And 5x Easier To Detangle*

Benefits



5x Smoother, 5x Easier To Detangle, 5x More Conditioned*

Technology + Key Ingredients

Length Goals, infused with phyto-peptides, prolongs the beauty of your extensions. Prepares, maintains & revives all brands of human hair extensions & wigs

Shampoo

Hair Type: Extensions & wigs **Benefits:**

Sulfate free

Usage: Apply. Lather. Rinse. Follow with Length Goals Conditioner and Length Goals Perfector. Avoid extensions

installation point.



Conditioner

Hair Type: Extensions & wigs **Benefits:**

- · Soften & nourishes hair
- · Gently detangles hair

Usage: After cleansing with Length Goals Shampoo, apply to mid-lengths to ends avoiding extensions installation point. Rinse. Follow with Length Goals Perfector.





Extension Perfector Spray

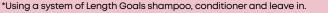
Hair Type: Extensions & wigs **Benefits:**

- 450 degree heat protection
- Enables ease of blow drying

Usage: On damp hair, spray from roots to ends. Blow dry or air dry. Avoid extensions installation point.









Miracles Collection

Multi-Tasking Beautifying Care For All Hair Types

Benefits



20 Beautifying Benefits

- 1. Nourishes
- 2. Boosts shine
- 3. Smoothes
- 4. Prevents breakage
- 5. Lightweight
- 6. Helps control fly-aways
- 7. Helps prevent split ends
- 8. Hair feels soft
- 9. Improves manageability
- 10. Primes for styling
- 11. Restores suppleness
- 12. Helps control static
- 13. Improves hair texture feel
- 14. Hair looks healthy
- 15. Strands are revitalized
- 16. Fills in porosity
- 17. Detangles
- 18. Boosts silkiness
- 19. Helps control frizz
- 20. Suitable for color treated hair



Instantly Nourishes, Revitalizes Hair

Technology + Key Ingredients

Inspired by Korean skincare, revitalize & strengthen hair with the ultimate multi-tasking hair care products for all hair types.



Miracles Collection

Multi-Tasking Beautifying Care For All Hair Types

Miracle Extender Dry Shampoo

Hair Type: All Hair Types **Benefits:**

- Revives hairstyles
- · Absorbs excess oil
- · No flaking or powdery residue

Usage: Apply to damp hair. Lather. Rinse. Follow with Mega Sleek Conditioner. In case of contact with eyes, rinse them immediately.



Multi Tasking Hair Mask

Hair Type: All Hair Types **Benefits:**

- Intensely nourishes, revitalizes, and strengthens hair in just 60 seconds
- Fills porosity, controls frizz, boosts silkiness and more, for a total of 20 beautifying benefits

Usage: After shampooing, apply on wet hair. Wait 60 seconds. Rinse.



Multi Tasking Treatment Spray

Hair Type: All Hair Types

Benefits:

- · Nourishes hair
- Smooths the cuticle and helps prevent breakage
- Heat protectant
- Anti-frizz reduction for a sleek finish
- Evens out porosity
- Corrects roughness
- Shields hair against external aggressors
- Improves manageability and primes hair for styling

Usage: Spray product on towel-dried hair, comb through and style as usual.







Matrix Pro Backbar

Not All Heroes Wear Capes... But Their Clients Do!

Benefits



Addresses The Most Common Needs During Color And Chemical Services



Uncomplicated And Efficient Solutions



Versatile Line Up Performs
On All Hair Types And Textures

Technology + Key Ingredients

Trusted by hairdressers, Matrix Pro Backbar offers high powered solutions for every need behind the chair – clarifying, pH balance, stain removal, and more!

Instacure

Hair Type: All Hair Types **Benefits:**

- Cutting lotion
- Smooths & controls frizz
- Balances pH
- Preps for toning

Usage: Spray on clean, damp hair and comb through. Do not rinse out. To fill porosity, apply to porous hair prior to coloring



No Stain

Hair Type: All Hair Types **Benefits:**

- · Removes stained color
- · Gentle on skin
- Post vivid coloration & gray coverage

Usage: Immediately following completion of color application, gently rub stained areas with cotton moistened with No Stain. If scalp is stained after color has been processed and rinsed, apply No Stain with cotton and blot gently. Rinse areas after applying.





Alt Action

Hair Type: All Hair Types **Benefits:**

- Removes buildup
- Non-irritating formula

Usage: Apply to wet hair, lather and leave on for one minute. Rinse well. Repeat if necessary.





Imatrix Professional Styling Done the Matrix Way Powerhouse Stylers For All Hair Types + Styles





Matrix Styling

Powerhouse Stylers For All Hair Types + Styles

Benefits



5 Styling Powerhouses Designed To Be Used On All Hair Patterns And Diameters



Professional Formulas Shape Shift And Secure Tresses Creating Sleek Ponytails, Voluminous Curls, And Everything In Between



Versatile + Vegan

Technology + Key Ingredients

Flexible polymers and conditioning agents enable you to easily shape shift tresses, regardless of diameter and curl pattern.



Matrix Styling

Powerhouse Stylers For All Hair Types + Styles

Controller Gel

Hair Type: All Hair Types **Benefits:**

- Strong hold gel without stiffness or crunch
- Adds structure and shine
- No flaking

Usage: Apply to damp hair for wet looks, on dry hair for extreme hold.





Setter Mouse

Hair Type: All Hair Types **Benefits:**

- Weightless foam for volumizing lift and shine
- Provides movable, texturizing hold with lasting style memory

Usage: Shake well. Dispense into palm. Rub hands together to disperse. Apply to clean, damp hair. Blow-dry to add volume. Apply to dry hair for a light, textured look.





Builder Wax Spray

Hair Type: All Hair Types

Benefits:

- · Combines the ease of use and hold of a hairspray with the control and texture of a hair wax
- Adds body and dimension to hairstyles with medium control
- Stain matte finish

Usage: Shake well. Hold 6-12 inches away and spray on dry, styled hair. Reapply for additional control.



Refresher Dry Shampoo

Hair Type: All Hair Types

Benefits:

- Maximum oil absorption
- Cleaner feeling hair
- Instantly refreshes, allowing you to restyle up to the 4th day hair
- · Saves time and increases

For use on dry hair. Hold can 10 inches away from head. Spray on roots to ends. Massage into scalp with fingers and brush hair thoroughly until powder is fully removed.



Over Achiever

Hair Type: All Hair Types **Benefits:**

- · Spreads like a cream. texturizes like a paste. and holds like a wax
- Non-sticky
- Easily reworkable
- Provides texture, grip, and lasting hold

Usage: Work through damp or dry hair for desired look. Rework throughout the day.





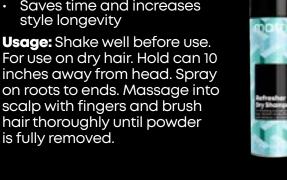
Fixer Hairspray

Hair Type: All Hair Types **Benefits:**

- · Provides continuous lift. fullness, and volume to any style
- Adds shine
- All-day humidity resistant to keep frizz under control

Usage: To hold body, volume, and texture lightly mist all over. Air dry. Clean nozzle frequently to avoid clogging. If clogging occurs, run nozzle under hot water.





63



Vavoom

Extra Firm Hold Finishing Sprays Freeze Hair In Place For Up To 24 Hours!

Benefits

- **High Hold Formulas**
- Freeze Styles In Place For Up To 24 Hours
- X Fast Drying



Technology + Key Ingredients

Freezing Sprays now come in a bigger size with 37% more product. The triple freeze sprays contain a tri diffuser actuator offering wide, more even product distribution.



Vavoom

Extra Firm Hold Finishing Sprays Freeze Hair In Place For Up To 24 Hours!

Freezing Spray Extra Hold

Hair Type: All Hair Types **Benefits:**

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

Usage: Shake well. Hold 8-12 inches from hair. Spray lightly for so hold, more for firmer hold. For maximum volume, lift hair and spray close to roots.



Freezing Spray Extra Full

Hair Type: All Hair Types

Benefits:

- Provides volumizing hold
- Lifts and freezes style in place
- Anti-frizz and humidity resistance

Usage: Shake well. Hold 8-12 inches from hair. Spray lightly or longer for hold intensity. For maximum volume, lift hair and spray close to roots.



Triple Freeze Extra Dry

Hair Type: All Hair Types

Benefits:

- Fast drying
- Adds control and hold
- Tri-diffusion actuator offers wider, more even product distribution

Usage: Spray hairspray 8-12 inches from dry, styled hair.



Triple Freeze Extra Dry-Neutral

Hair Type: All Hair Types

Benefits:

- Fast drying
- · Adds control and hold
- Tri-diffusion actuator offers wider, more even product distribution
- Neutral Scent

Usage: Spray hairspray 8-12 inches from dry, styled hair.





