



matrix

All Hair Types. All Humans.

2023 Manual
Haircolor



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 matrix

Welcome To Matrix

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.





Always Uncomplicated, Never Basic.

Simple solutions for complex hair styles. We make advanced looks accessible with user-friendly products and techniques so everyone can cut, color and style with confidence.

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.



Meet
Our Artists
And Ambassadors



Access
Free Education



Register
For A Matrix
Education Class



Learn
More 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

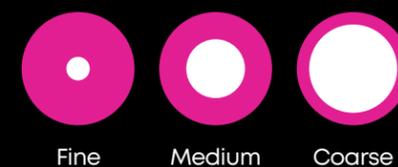
Natural Levels



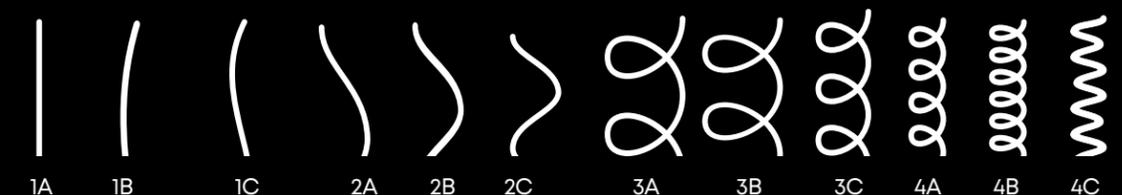
Underlying Pigments



Diameters



Patterns





matrix **Haircolor**

- ✓ **Matrix Haircolor Point Of Difference**
 - Consultation + Formulation
- ✓ **Permanent**
 - SoColor Pre-Bonded
 - SoColor 10 min Pre-Bonded
 - Coil Color
- ✓ **Demi-Permanent**
 - New! Tonal Control Pre-Bonded
 - SoColor Sync Pre-Bonded
- ✓ **Semi-Permanent**
 - SoColor Cult Vivids
- ✓ **Lighteners**
 - Curl Lights 5
 - Lift + Tone 6
 - Open Air Pre-Bonded 7
 - Light Master 8
 - Light Master Pre-Bonded 8
 - High Riser Pre-Bonded 9
- ✓ **Our Signature Techniques**
 - Fundamentals Of Haircolor

discover our

1st Pre-Bonded Color Portfolio

Stronger Hair With Bonder Inside Every Technology

- ✓ **Permanent Color**
SoColor Pre-Bonded
- ✓ **Demi-Permanent Color**
SoColor Sync Pre-Bonded +
Tonal Control Pre-Bonded
- ✓ **Lighteners**
High Riser, Light Master +
Open Air 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*



- ✓ **92% Less Breakage***
Stronger hair, color after color
- ✓ **Save Time**
You don't need to add a separate bonder
- ✓ **Make More Money**
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.

50% More Color In Every Tube

SoColor Pre-Bonded



Bigger Tube
Better Value

Healthier Hair
with bonder inside

Increase Profits
with 50% more color in every tube

37% More Conditioning
with our industry-leading cream formula

**3 oz.
tube**

Competitor Color



**2 oz.
tube**

Matrix Haircolor Consultation + Formulation

consultation + formulation

Consulting With Inclusivity

The Hair Diversity Matrix

This scorecard allows stylists to confidently consult with every client that walks through their door. It goes beyond the primary focus on level and tone to address the unique needs of each hair diameter and pattern.

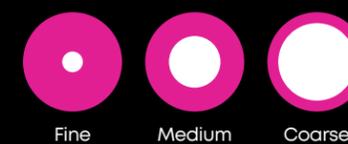
Natural Levels



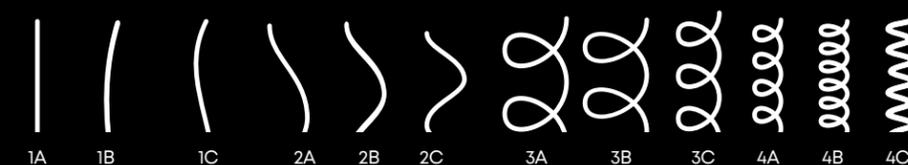
Underlying Pigments



Diameters



Patterns



consultation + formulation

Formulating With Inclusivity

Step 1: Determine The Base Level And % Of Gray

SoColor Pre-Bonded

Level	Blended	Reflect	Extra Coverage
1 Black	x		Use Blended
2 Natural Black	x		Use Blended
3 Darkest Brown	x		Use Blended
4 Dark Brown	x	x	x
5 Medium Brown	x	x	x
6 Light Brown	x	x	x
7 Dark Blonde	x	x	x
8 Medium Blonde	x	x	x
9 Light Blonde	x	x	x
10 Very Light Blonde	x		x
11 Very Light Blonde Plus	x		Use Blended

Demi-Permanent

Level	SoColor Sync (Alkaline)	Tonal Control (Acidic)	SoColor Sync (Fast)
1 Black	All Levels 1's + 2's	All Level 4's	Anti-Red
2 Natural Black	All Levels 2's + 3's		
3 Darkest Brown	All Levels 3's + 4's		
4 Dark Brown	All Levels 4's + 5's	All Level 5's	Anti-Brass
5 Medium Brown	All Levels 5's + 6's		
6 Light Brown	All Level 6's + 7's		
7 Dark Blonde	All Level 7's + 8's	All Level 7's	Anti-Yellow
8 Medium Blonde	All Level 8's + 9's	All Level 8's	
9 Light Blonde	All Level 9's + 10's	All Level 9's	
10 Very Light Blonde	All Level 10's + SP's	All Level 9's	Anti-Yellow
11 Very Light Blonde Plus	All Level 11's + SP's	All Level 11's	

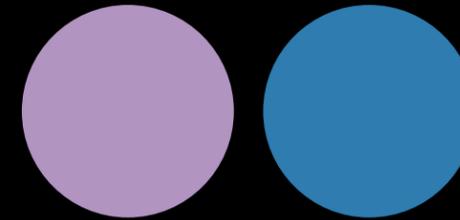
SoColor has a shade for every level, from the darkest black to palest blonde – available in every technology.

Step 2: Determine The Underlying Pigment + Desired Level

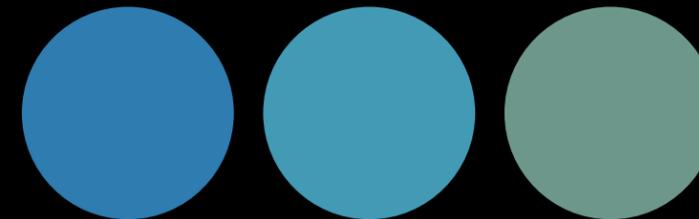
Level	Underlying Pigment	Tone to Neutralize
1	Dark Red Brown	Dark Green
2	Dark Red	Dark Green
3	Red	Dark Green
4	Orange-Red	Teal
5	Orange	Blue
6	Light Orange	Blue
7	Light Orange	Light Blue
8	Yellow-Orange	Light Blue
9	Yellow	Light Purple
10	Light Yellow	Light Purple
11	Palest Yellow	White

SoColor, SoColor Sync, and Tonal Control have tones to neutralize or enhance all underlying pigment from dark red brown to the palest yellow. Be sure to use your color wheel!

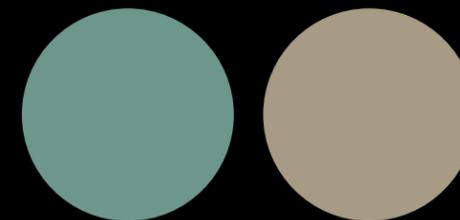
Step 3: Determine Skin Undertone



Cool Undertones
Blue Or Purple Veins



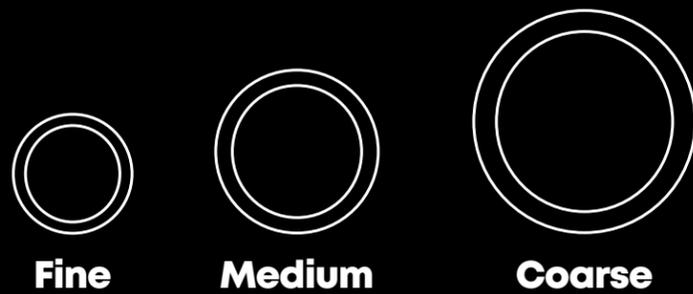
Neutral Undertones
Blue-Green Veins



Warm Undertones
Green Or Olive Veins

SoColor, SoColor Sync, and Tonal Control have tones to complement or enhance all skin undertones—cool, neutral or warm.

Step 4: Determine Diameter + Porosity

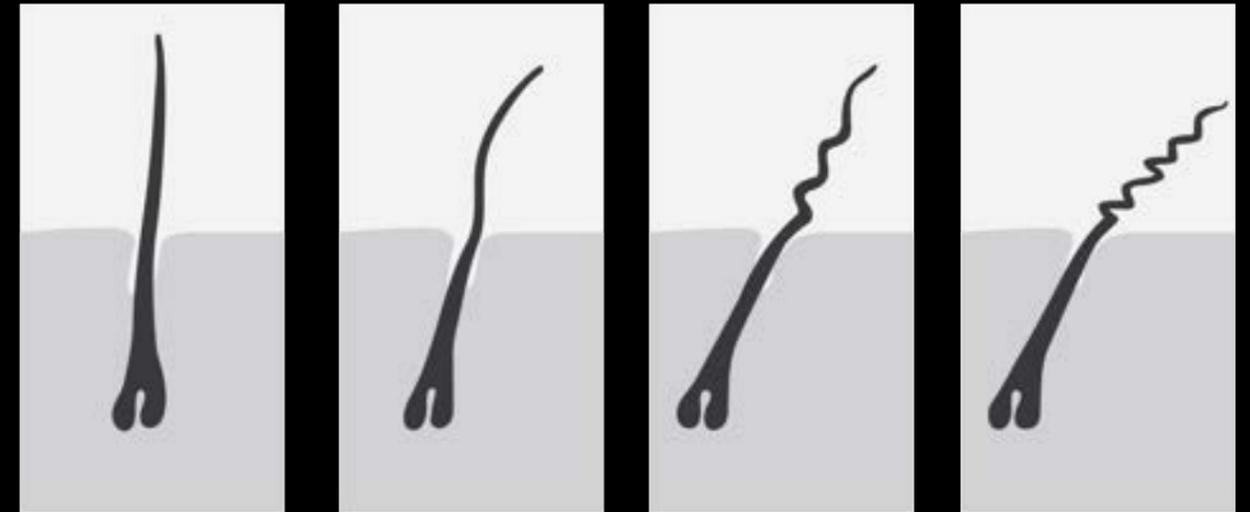


Assessing And Compensating For Texture

	Fine Hair	Medium Hair	Coarse Hair
Assessing	How It Looks And Amount Of Body	Lacks body but is easily molded	Is bouncy and has good body
	How Each Texture Feels	You can barely feel the strand	You can easily feel the strand
Understanding Response To Haircolor	When Lightening	Lightens easily and responds to a gentler product successfully	Has an average response to lightening
	When Depositing	Very fine hair can process darker	Responds to haircolor well when depositing color
Compensating	Adjust Formula	Use a lower volume of Matrix Cream Developer	Use the recommended volume of Matrix Cream Developer

SoColor, SoColor Sync, and Tonal Control are gentle enough to use on all hair textures—fine, medium, coarse. For overly porous hair, lightly mist Instacure on the mids + ends.

Step 5: Determine Hair Pattern Straight, Wavy, Curly Or Coily + Developer Strength



Straight

Wavy

Curly

Coily

In general, when lifting beyond one level, for every 10 Volume of **Matrix Cream Developer** used, you will achieve up to one level of lift.

Matrix Cream Developer	Lightening Action
10 Volume	Up to 1 Level
20 Volume	Up to 2 Levels
30 Volume	Up to 3 Levels
40 Volume	Up to 4 Levels



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Permanent Color

matrix Permanent Color



SoColor Blended

- 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

SoColor Extra Coverage

- Up to 100% gray coverage
- Pre-blended with brown/beige background
- Formulated for natural and fashion tones on >50% gray
- Up to 2 levels of lift

SoColor Ultra Blonde

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

SoColor Reflect

- Vibrant reds and coppers with specific technology for increased vibrancy
- Pre-blended reflect with little to no brown/beige background
- Formulated for fashion tones on <50% gray
- Up to 4 levels of lift

SoColor 10 min

- 100% gray coverage in 10 minutes
- Color + developer in every pouch
- 5-minute buffer window to control over-processing between minutes 10-15
- 10 neutral shades

Coil Color

- Ammonia-free permanent color with 60% oil to preserve curl definition
- Oil-in-cream base evenly saturates curls
- No harsh odor
- 16 curated shades for visible reflect, even on dark bases



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

SoColor Uses

1

Virgin Application:

Lighten + deposit on virgin hair

2

Retouch Application:

Touch up base to match a previous application

3

Overgrown Base Application:

Touch up on an overgrown base to match a previous application

4

Color Refresh:

Toning, refreshing

5

Gray Coverage:

Up to 100% gray coverage

6

Filling:

Depositing underlying pigment back into over-lightened hair

7

Adding Or Neutralizing Tone:

Change and adjust tones on same level

8

Base Adjust:

Bump or adjust the natural base



SoColor technologies

Blended Collection

- Pre-blended with brown/tan background
- Formulated for up to 50% gray coverage
- Lifts up to 4 levels



Mixing Ratio: 1:1

SoColor Blended Collection + Matrix Cream Developer

Application: Clean dry hair.

Processing Time: 30-45 minutes room temperature.

*Process full 45 minutes when lifting more than 1 level, and when depositing on gray.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results Color Obsessed.

Post Color Care: Total Results Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

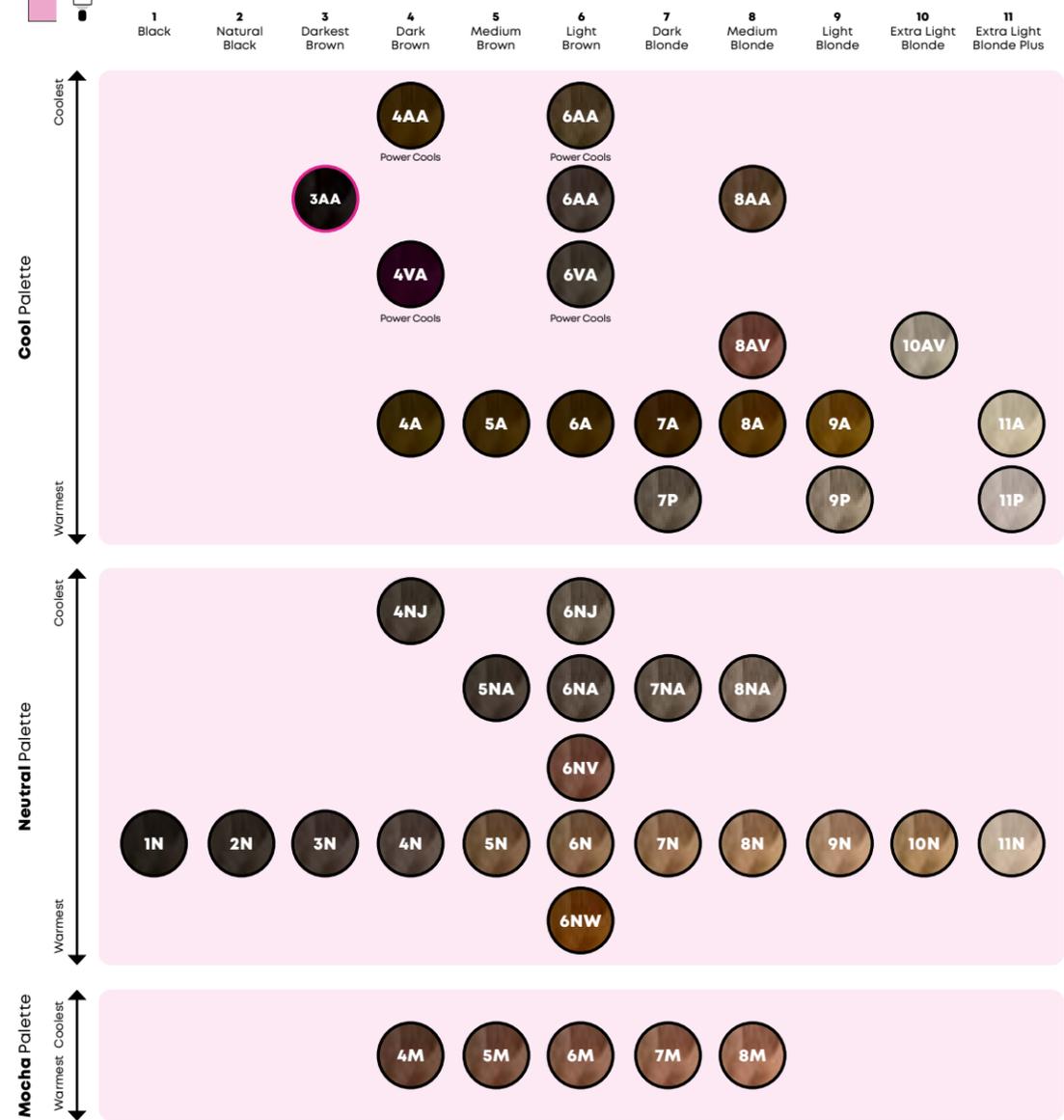
Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before pulling through SoColor.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry.





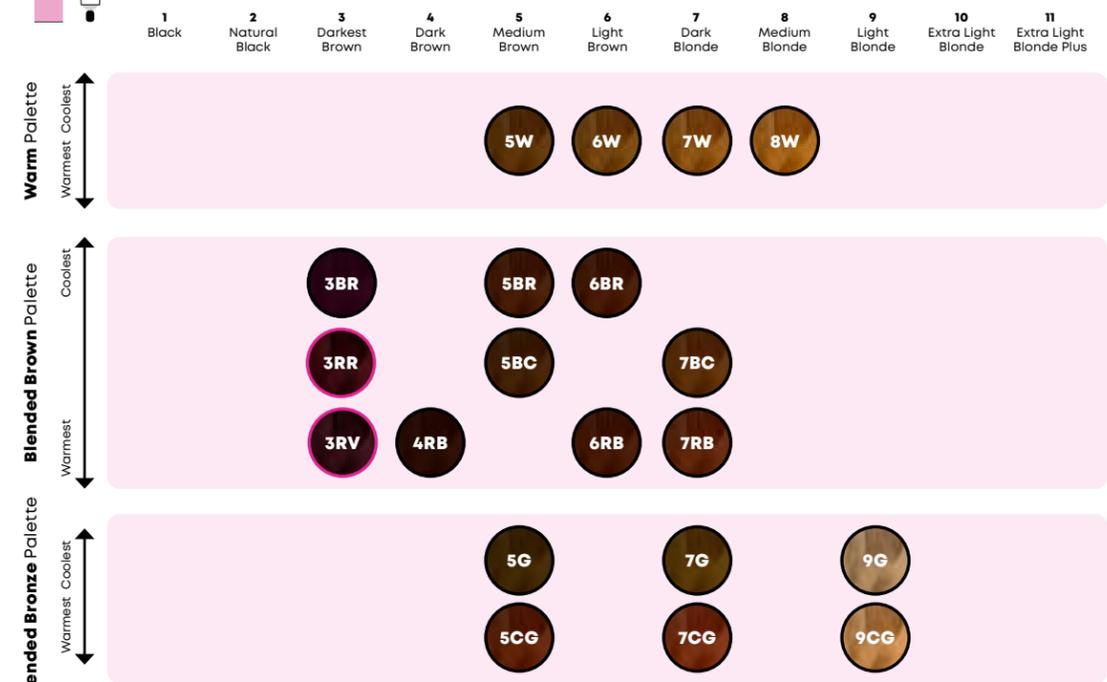
Blended Natural Collection



Launching June 2023



Blended Natural Collection



Launching June 2023



SoColor technologies

Extra Coverage Collection

- Opaque, uniform, full-bodied coverage that looks natural
- Pre-blended with brown/tan background
- Formulated for 100% gray coverage on > 50% gray hair
- Lifts up to 2 levels



Mixing Ratio: 1:1

SoColor Extra Coverage + 20 Volume (6%) Matrix Cream Developer

Application: Clean dry hair.

Processing Time: Processing Time: Up to 45 minutes room temperature.
*Process full 45 minutes for resistant gray hair.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results Color Obsessed.

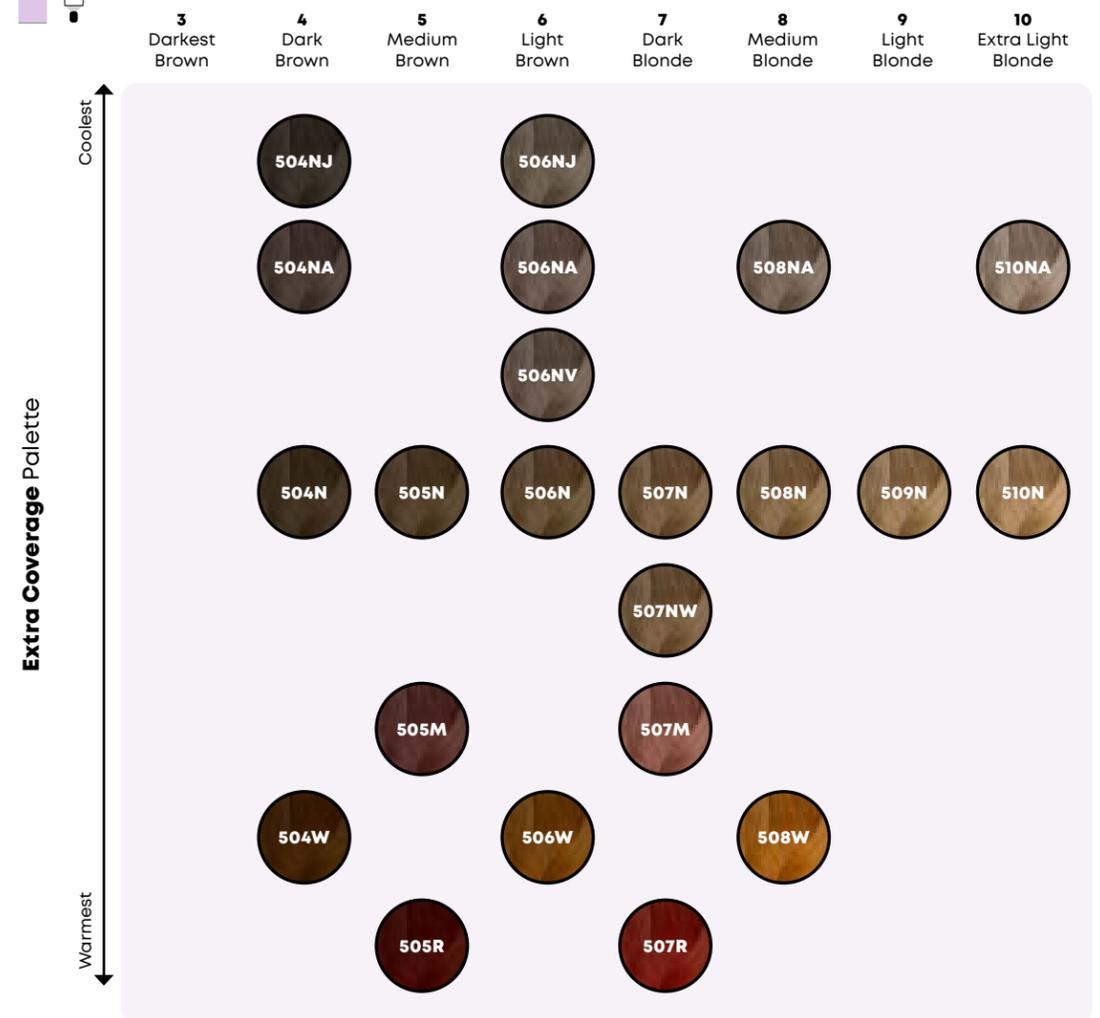
Post Color Care: Total Results Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before pulling through SoColor, only on first application. After first application of extra coverage do not pull through ends. We recommend SoColor Sync for refreshing.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry.



Extra Coverage Collection





SoColor technologies DreamAge Collection

- Radiant coverage with visible highs and lows
- Pre-blended with brown/tan background
- Formulated for 100% gray coverage on > 50% gray
- Lifts up to 2 levels



Mixing Ratio: 1:1

SoColor DreamAge + 20 Volume (6%) Matrix Cream Developer

Application: Clean dry hair.

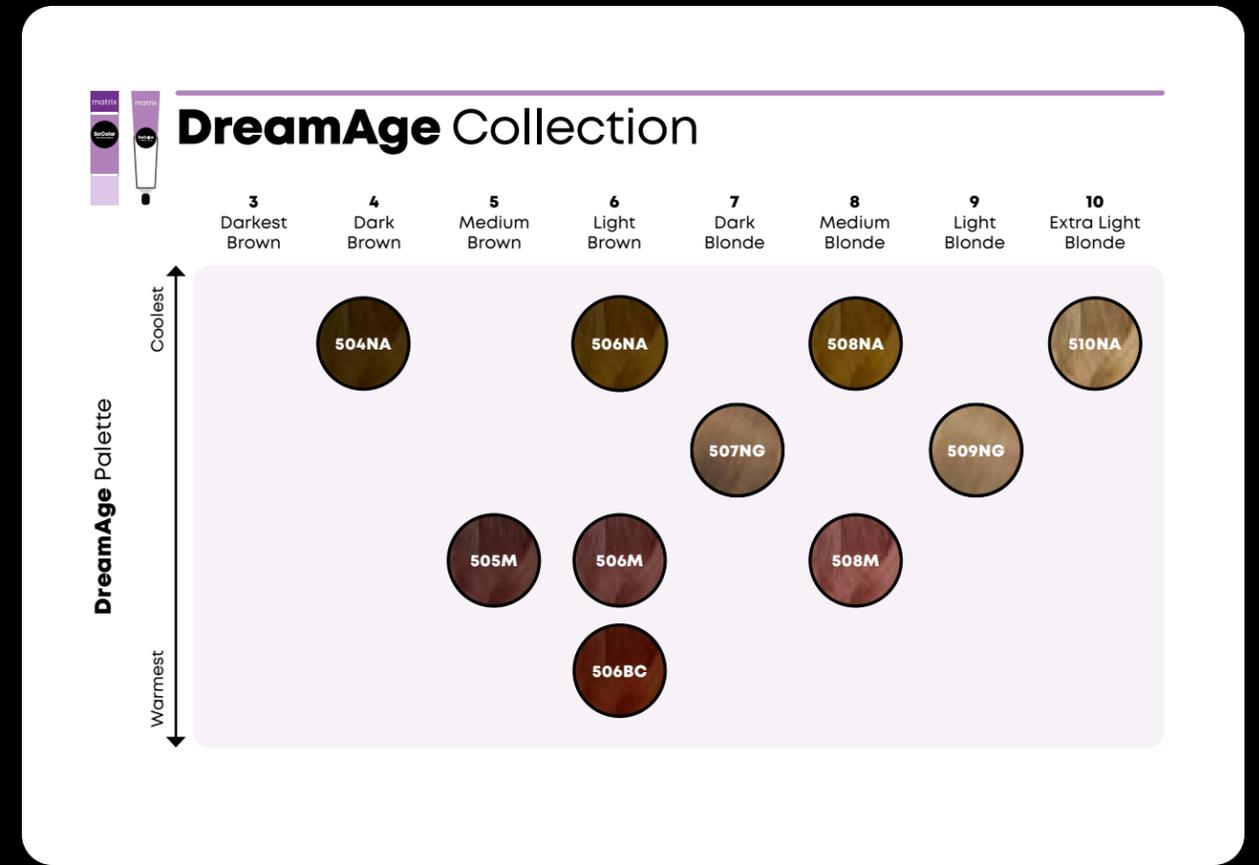
Processing Time: Up to 45 minutes room temperature.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results Color Obsessed.

Post Color Care: Total Results Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Total Results Instacure on the mids + ends of the hair before pulling through. After first application of DreamAge do not pull through ends. We recommend **SoColor Sync** for refreshing.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry.





SoColor technologies

Ultra Blonde Collection

- Formulated for high lift on medium brown to medium blonde natural bases
- Pre-blended high lift color, neutralization + reflect
- Lifts up to 5 levels
- Low-ammonia



Mixing Ratio: 1:2

SoColor UL + 30 (9%) or 40 (12%) Volume Matrix Cream Developer

- Use 30 Volume (9%) for maximum neutralization
- Use 40 Volume (12%) for maximum lift

Application: Clean dry hair.

Processing Time: 50 minutes room temperature.

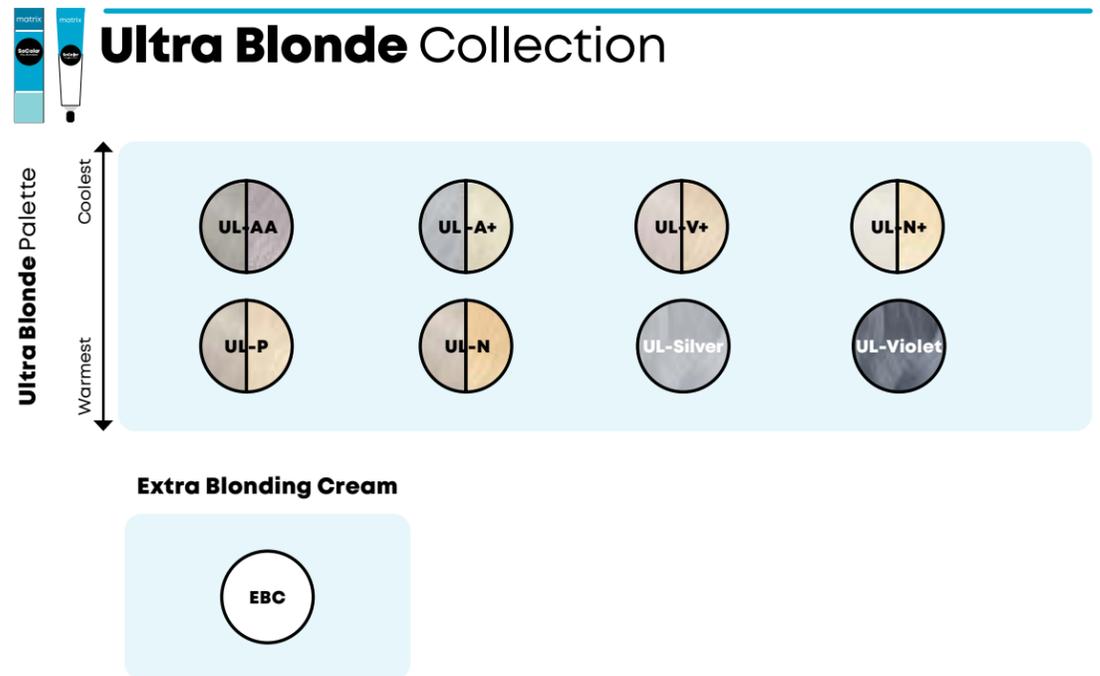
*Process full 50 minutes for maximum lift + neutralization.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results Color Obsessed.

Post Color Care: Total Results Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids+ ends before pulling down SoColor Sync as refresh formula. Do not pull through UL formula.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry. Shades are not intermixable with other SoColor shades.



Tips For Using Ultra Lift Blonde Shades:

- If hair at the hairline is very fine, do not apply formula to this area
- Wait and apply a UL-AA, UL-A+ formula for the last 10-15 minutes only
- The Ultra Blonde Series is ideal for highlighting
- For maximum lift, make sure sections are fine enough to ensure complete saturation

Do Not Use The Ultra Lift Series For:

- Refreshing mid-lengths and ends
- Toning pre-lightened or highlighted hair
- Removing color
- Lightening previously colored hair
- Intermixing with the SoColor Blended, Reflect or the other Specialty Series

special technologies

Extra Blonding Cream

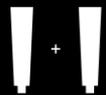


What is it?

- Formula booster that helps to disperse natural underlying pigment for cleaner blondes, brighter reds, and richer browns
- Mix into SoColor Blended + Reflect Series

Best For:

- Virgin applications when additional clarity is needed
- To lighten “banding” from color overlap



Mixing Ratio 3:1

1 ½ oz. **SoColor** + ½ oz. **Extra Blonding Cream** + 2 oz. **Matrix Cream Developer**

Processing Time:

30-45 minutes room temperature

Important:

- Always add extra **Matrix Cream Developer** in proportion to the amount of **Extra Blonding Cream** added to the formula
- Do not add more **SoColor Extra Blonding Cream** than recommended, a larger quantity will not achieve more lift
- **Extra Blonding Cream** alone
- Do not use **SoColor Extra Blonding Cream** with the UL Series, SoRed or HD Series



SoColor technologies

Reflect Collection

- Vibrant reds and coppers with specific technology for increased vibrancy
- Pre-blended with little to no brown/tan background
- Formulated for up to 50% gray coverage
- Lifts up to 4 levels



Mixing Ratio: 1:1
SoColor Reflect Collection + Matrix Cream Developer

Application: Clean dry hair.

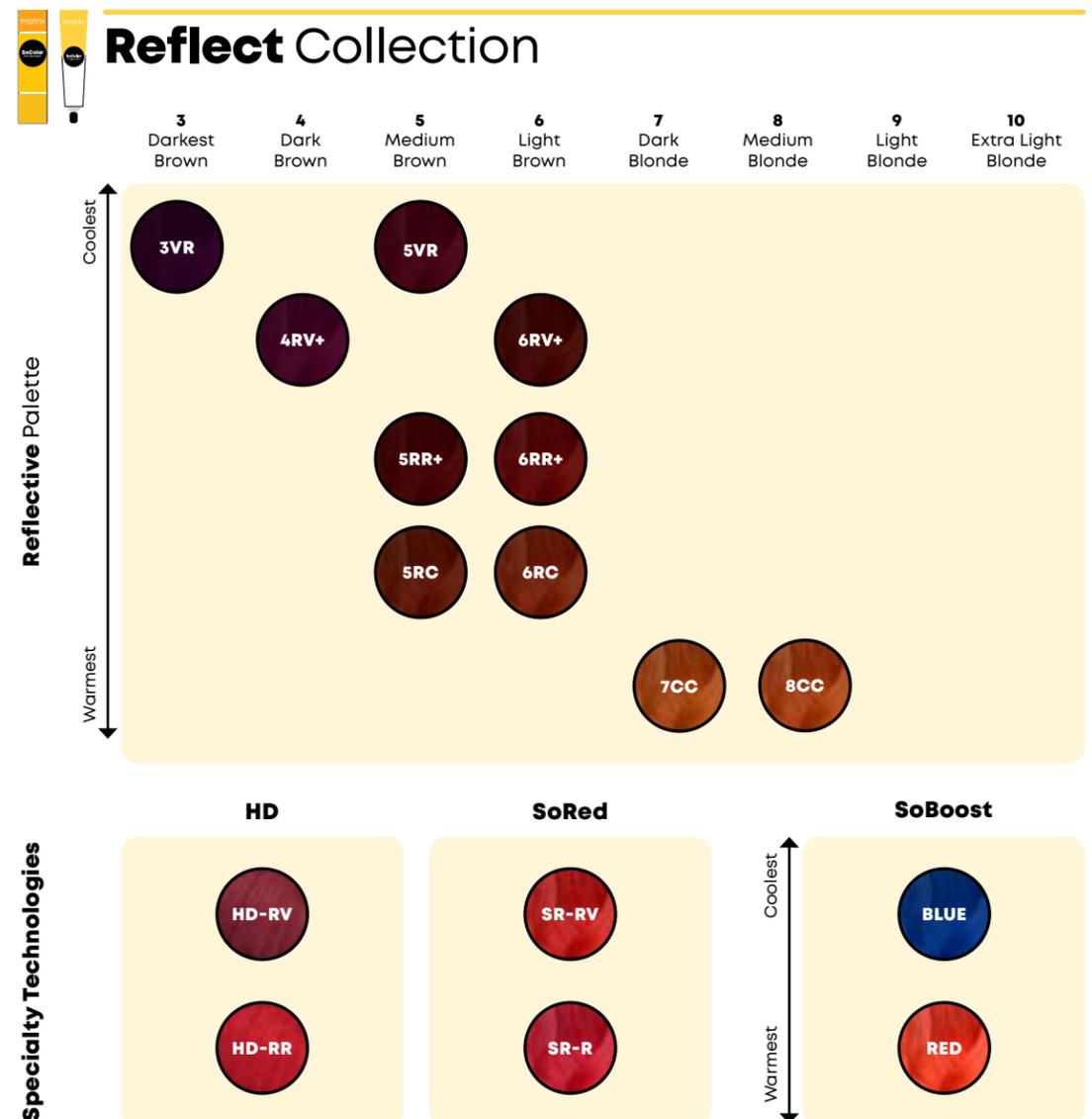
Processing Time: 30-45 minutes room temperature.
*Process full 45 minutes when lifting more than 1 level, and when depositing on gray.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results Color Obsessed.

Post Color Care: Total Results Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before pulling through SoColor.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry.



SoColor special technologies
HD Series

High Definition Series

HD-RV



- High definition
- Pure reflect
- Red violet tones
- Visible on dark bases
- Recommended for levels 2-4 for best results

HD-RR



- High definition
- Pure reflect
- Red tones
- Visible on dark bases
- Recommended for levels 3-5 for best results

HD-CR



- High definition
- Pure reflect
- Copper red tones
- Visible on dark bases
- Recommended for levels 5-7 for best results



What is it?

- High definition pure reflect red tones, zero background
- Not to be mixed with any other shade within the SoColor palette.
- HD Series is intermixable within itself

Best For:

- Vibrant red results
- Toning, enhancing + refreshing



Mixing Ratio 1:1

SoColor HD Shade + Matrix Cream Developer

Processing Time:

30-45 minutes room temperature

Note: HD Series does not cover gray

SoColor special technologies
SoRed Series

SR-Red Violet



SR-Red



What is it?

- Vibrant red highlighter that lifts + tones through previous haircolor
- Can be used as a booster in other SoColor shades to increase intensity
- SR Series is intermixable within itself

Best For:

- Vibrant red results
- Toning, boosting + enhancing



For Use As A Highlighter Mixing Ratio 1:1

SoRed: 30 Volume (9%) + 40 Volume (12%) Matrix Cream Developer

Processing Time:

Up to 15 minutes with heat, let cool for 5 minutes room temperature



For Use As A Booster Mixing Ratio 3:1

1 1/2 oz. SoColor + 1/2 oz. SoRed

Processing Time:

30 minutes room temperature

new!

SoColor 10 min Pre-Bonded

Covers 100% Of Grays In 10 Minutes



It's Better Together:
Color + Developer In Every Pouch!



100% Of Gray Coverage For All Hair Types



SoColor 10 min

- 100% gray coverage in 10 minutes
- Color + developer in every pouch
- 5-minute buffer window to control over-processing between minutes 10-15
- 10 neutral shades



Mixing Ratio: 1:1
SoColor 10 min + 20 Volume (6%) Matrix Cream Developer

Application: Clean dry hair.

Processing Time: 10 minutes.

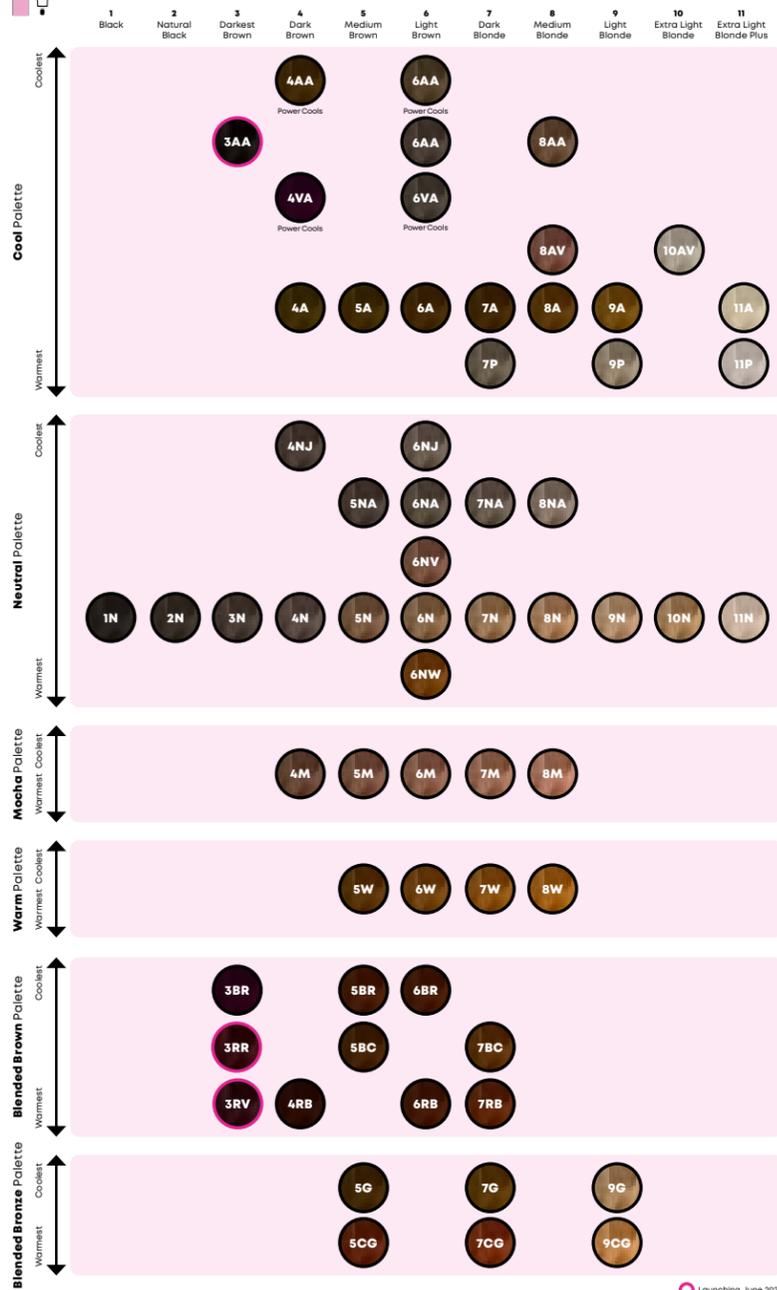
Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results Color Obsessed.

Overly Porous Hair: On overly porous hair, at the shampoo bowl, lightly mist Total Results Instacure on mids + ends of the hair and add water to the scalp area and emulsify SoColor 10 min Pre-Bonded formula from roots down to mids to ends of hair for 2 minutes. After first application of SoColor 10 min do not pull through ends. We recommend SoColor Sync for refreshing.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry.

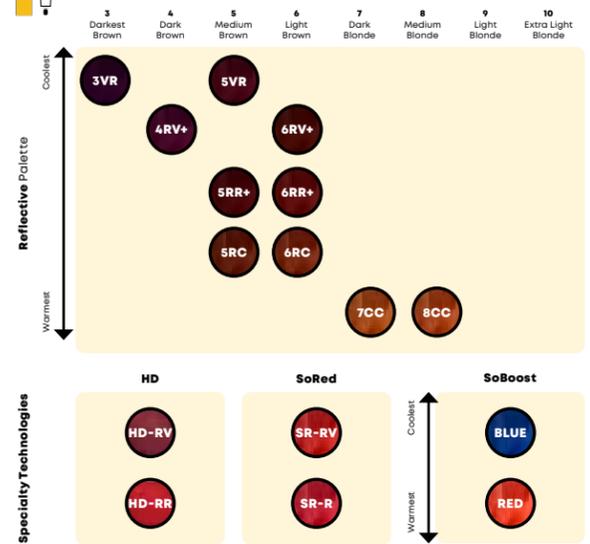


Blended Natural Collection

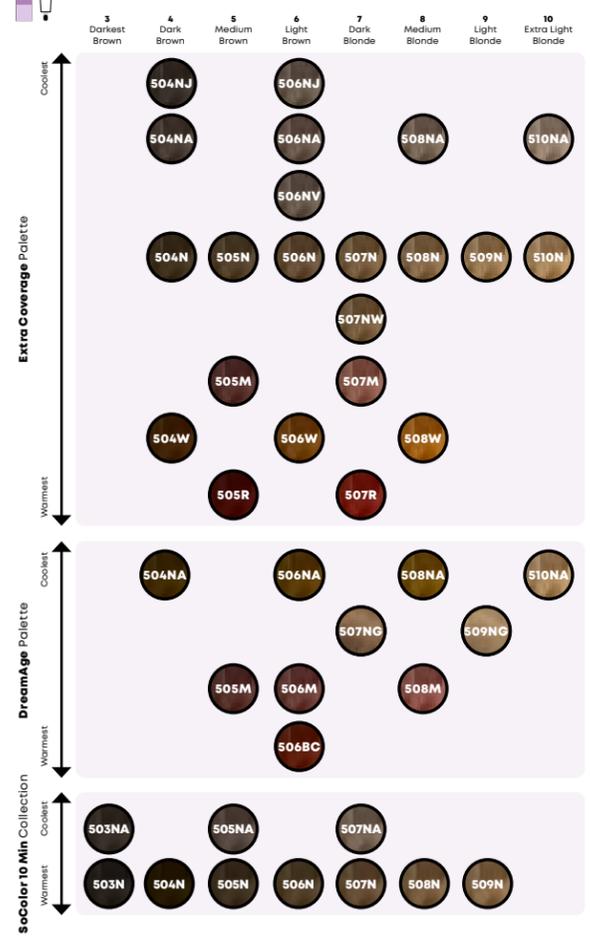


Launching June 2023

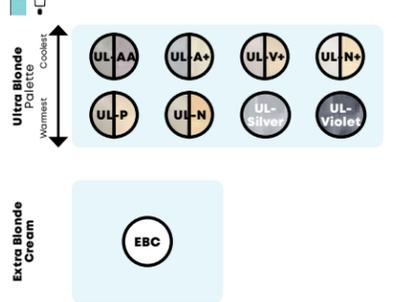
Reflect Collection



Extra Coverage Collection



Ultra Blonde Collection



Decoding SoColor

decoding SoColor

Background Vs. Reflect

What Is Background?

Background provides a blended natural result. The background acts as an “anchor” or “base” of each shade, and are meant contribute to the “depth”.

Background Facts:

- Not all color lines have background
- Not all shades have background
- Not all background is created equal—some color lines have gold background, some have black to gray

What Is Reflect?

Reflect (or tone) is pure tone color, meaning no background or natural base is incorporated.

Reflect Facts:

- Reflect shades with no background are best for vibrant results
- Most shades have reflect
- Reflect is also commonly known as “tone”

What Is The Background In Matrix Color?

Matrix is Pre-Blended with Brown To Tan background.

The deeper levels in the blended series have a deeper brown background. At medium levels, you will find a light brown background. At lighter levels, you will find a tan or beige background.

Background Vs. Reflect



Pre-Blended Natural Background

The brown or tan background in each pre-blended shade is the perfect balance of cool and warm tones to create a natural end result.



Pre-Blended Background + Reflect (Blended Collection)

The brown or tan background in each pre-blended shade is the perfect balance of cool and warm tones to create a natural end result.

The reflect in each pre-blended shade contributes to enhancement or neutralization of the background or underlying pigment.

Example:

SoColor 7CG (blended collection) is formulated with both, providing a natural copper result:

- Brown/tan background
- Copper gold reflect



Pre-Blended Reflect (Reflect Collection)

The reflect in each pre-blended shade contributes to enhancement or neutralization of the background or underlying pigment.

Example:

SoColor 7CC (reflect collection) is formulated with little to no background. It only contains copper reflect, providing a vibrant copper result.

Reflect (Tone)



decoding SoColor

The Label

SoColor
Pre-Bonded

4NJ

Dark Brown Neutral Jade
Brun Foncé Neutre Jade
Castaño Oscuro Neutral Jade

matrix

4: Indicates the level.
N: Primary Tone
J: Secondary Tone

Description

SoColor
Pre-Bonded

504NA

Dark Brown Neutral Ash Extra Coverage
Brun Foncé Neutre Cendré Extra Couverture
Castaño Oscuro Neutral Cenizo Extra Cobertura

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Extra Coverage

Our >50% gray coverage range
50: Indicates that it covers over 50% gray hair.
4: Indicates the level.
NA: The letters indicated the primary and secondary tones

SoColor
Pre-Bonded

504NA
Dream Age

Dark Brown Neutral Ash
Brun Foncé Cendré Neutre
Castaño Oscuro Cenizo Neutro

matrix

DreamAge

Our low-ammonia >50% gray coverage range
50: Indicates that it covers over 50% gray hair.
4: Indicates the level.
NA: The letters indicated the primary and secondary tones

SoColor
Pre-Bonded

UL-A+
Base 6-8

Ultra Blonde Ash Plus
Ultra Blond Cendré+
Ultra Aclarante Ceniza+

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Ultra Blonde

Up to 5 levels of lift
UL: Ultra Lift
A+: Ash Plus

SoColor
Pre-Bonded

Extra Blonding Cream
Crème Extra Blondissante
Crema Extra Aclaradora

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Extra Blonding Cream

Additive for SoColor permanent hair color that helps disperse natural underlying pigment so blondes are cleaner, reds are brighter and browns are richer.

SoColor
Pre-Bonded

SR-R

Red
Rouge
Rojo

matrix

SoRed

Additive for SoColor permanent booster so reds are brighter.
SR: SoRed
R: Reflect tone

SoColor
Pre-Bonded

HD-RR

Hi-Definition Red Red
Haute-Définition Rouge Rouge
Alta-Definición Rojo Rojo

matrix

HD

Ultra saturated permanent reds.
HD: High Definition
RR: Reflect tone

decoding SoColor

The Color Wheel



SoColor Usage

SoColor usage

General Application

Apply Formula To Clean Dry Hair



Virgin Application:

Step 1:

Apply formula to the mids of the hair. Process for 10 minutes.

Step 2:

Apply formula to the base of the hair. Process for 10 minutes.

Step 3:

Apply formula to the ends of the hair. Process the remaining time, totaling 30 minutes for deposit only and 45 minutes for lift + deposit.



Retouch Application:

Step 1:

Apply formula to base area. Process for 20 minutes.

Step 2:

Lightly mist Instacure to the mids + ends of the hair.

Step 3:

Blend Base formula through the mids + ends. Process for the remaining time, totaling 30 minutes for deposit only and 45 minutes for lift + deposit.



*Blending **SoColor** through the mids + ends is only recommended while using the Blended + Reflect Series. Do not blend **SoColor** Extra Coverage, DreamAge or UL through the ends.



Matrix Retouch + Refresh

We Do The Pre-Work,
So You Have The Freedom To Create

What We Do

Pre-Bonded

Bond-Protecting Concentrate
preserves the integrity of even the
weakest hair fibers.

Pre-Blended

We added a calibrated
background in each formula to
make sure the reflect reads true
to tone on every base.

What You Do

1. Choose The SoColor

Desired Reflect + Desired Level

2. Choose The Developer

Desired Level - Natural Level = Developer

3. Color With Confidence

SoColor usage

Refreshing With SoColor

Although the Matrix Retouch + Refresh allows you to pull SoColor Pre-Bonded through the mids + ends, there are cases where you should not blend SoColor through the mids + ends of the hair:

Do Not Refresh With SoColor If:

Instance	Explanation
Base formula is mixed with 20 Volume (6%) or higher	You do not want to overexpose the hair. 10 Volume (3%) is ideal for deposit only refreshing.
Porosity level is high	You will want to use a more gentle formula on high porosity hair.
Base formula is Extra Coverage Series	SoColor Extra Coverage Series is formulated with more pigment to ensure gray coverage on resistant hair. It will over deposit on the mids + ends.
Base formula is DreamAge Series	SoColor DreamAge Series is formulated with more pigment to ensure gray coverage on resistant hair. It may over deposit on mids + ends.
Base formula is UL Series	SoColor UL Series is formulated with more reflect for maximum neutralization. It will over deposit cool tones on the mids + ends.
Maximum neutralization is needed	SoColor can expose more underlying pigment than needed in some cases. For maximum neutralization, use a demi permanent.

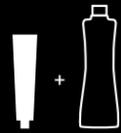


SoColor usage

Base Adjust

An excellent technique for use prior to or in between highlighting services. Base Adjusting lightens and diffuses the contrast between the natural hair and highlighted hair.

Based on the Natural Level, select the appropriate formula from below.



In A Color Bottle Mix: (1:1)

1 ½ oz. **SoColor** shade + 1 ½ oz. 20 Volume **Matrix Cream Developer** and apply to new-growth of clean, towel dried hair.

Natural Levels	SoColor Shade	Volume Of Matrix Cream Developer
1-4	6AA	20 Volume
5 & 6	8AV or 8AA	20 Volume
7 & 8	10AV	20 Volume

Processing Time: 5-10 minutes including application.
Any longer and the Natural Underlying Pigment will be exposed.



SoColor FAQ's

FAQ's SoColor

What Is Pre-Blended, Pre-Bonded And Pre-Paired?

- **Pre-Bonded:** SoColor is formulated with our exclusive Bond-Protecting Concentrate to protect the inner hair structure—so you can maintain the integrity of the hair, color after color.
- **Pre-Blended:** SoColor formulas are Pre-Blended with background + reflect—so you can neutralize every underlying pigment.
- **Pre-Paired:** SoColor and SoColor Sync oxidative dyes are perfectly matched—so you can achieve seamless, scalp-to-ends color, that lasts and fades on tone.

What Bonds Are Being Protected?

Ionic Bonds are being protected.

How Are They Protected/ How Does It Work In The Hair?

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

Does Pre-Bonded Technology Also Apply To SoColor Cult?

No. SoColor Cult is not Pre-Bonded yet.

Does SoColor Still Recommend Step 2 For Bonding Technology?

There is no need for a step 2 since the Pre-Bonded technology is already integrated into SoColor and SoColor Sync.

Is The Technology In The Pre-bonded Shades For SoColor And SoColor Sync The Same As In Light Master Pre-bonded?

No, SoColor and SoColor Sync use an exclusive Bond-Protecting Concentrate. Light Master Pre-Bonded is a combination of citric acid and glycine.

What Does Pre-Blended Mean? Do I Still Need To Add Base Or Background?

You do not need to add base or background since Pre-Blended means all-in-one background + reflect dyes to achieve every color, on every base, & every underlying pigment.

Is The Cera-Oil Complex Still In SoColor + SoColor Sync?

Cera-Oil is still in the SoColor + SoColor Sync formulas. The major change to the formulas has been the addition of the exclusive Pre-Bonded Concentrate.

How Long Does Shine And Condition Last With SoColor?

Up to 30 shampoos.

Can I Use SoColor + SoColor Sync After Doing A Texture Service?

It is recommended to wait at least 14 days before using SoColor & SoColor Sync following heat straightening, sodium hydroxide, guanidine or calcium relaxer to use SoColor + SoColor Sync. After 14 days, you may apply SoColor & SoColor Sync to the hair, but may not exceed 20 volume.

Please Explain What The + Means For Some Shades?

The + sign that is included in some shades means there is a special technology.

- The “+” in the Red series means more vibrancy & tone
- The “+” in the Ultra-Blondes series means more lift

What Are The Levels Of Lift In SoColor—Across The Different Palettes?

- **Extra Coverage:** up to 2 levels of lift
- **Blended:** up to 4 levels of lift
- **Reflect:** up to 4 levels of lift
- **UL-Blondes:** up to 5 levels of lift
- **HD Reds:** up to 4 levels of lift
- **Power Cools:** up to 4 levels of lift
- **Dream Age:** up to 2 levels of lift

What Different Technologies Does SoColor Have?

There are 8 different technologies:

1. **Blended:** up to 50% gray coverage. Pre-blended With Brown/Beige Background. Formulated For Natural And Fashion Tones On <50% Gray
2. **Extra Coverage:** up to 100% gray coverage. Pre-blended With Brown/Beige Background. Formulated For >50% Gray Coverage
3. **Dream Age:** Low Ammonia up to 100% gray Coverage
4. **Reflect:** Pre-blended Reflect With Little To No Brown/Beige Background. Formulated For Fashion Tones On <50% Gray
5. **Ultra-Blonde:** Pre-blended High Lift Color, Neutralization & Reflect. Formulated For High Lift On Light Brown To Dark Blonde Natural Bases
6. **Power Cools:** Ultra Cool, low-ammonia shades up to 50% gray coverage. Pre-blended With Brown/Beige Background.
7. **HD Reds:** Pre-blended high-vibrancy reds with no brown/beige background. Formulated for fashion tones on level.
8. **SoColor 10 min:** 100% gray coverage in just 10 minutes. Available in 10 neutral shades.

Can Extra Coverage Be Intermixed With Other Shades?

SoColor Extra Coverage can be intermixed with the **SoColor Blended & Reflect** series. However, understand that mixing **SoColor Extra Coverage** with **SoColor Blended + SoColor Reflect** series can reduce gray coverage.

What Percentage Gray Coverage Can I Achieve With SoColor + SoColor Sync?

- **SoColor Extra Coverage collection** can give you up to 100% gray coverage.
- **SoColor 10 min collection** can give you 100% gray coverage in just 10 minutes.
- **SoColor Blended collection** can give you up to 50% gray coverage.
- **SoColor Sync** should not be used for gray coverage, but should be used for gray blending and to refresh coverage shades once they have grown out to the mid-lengths and ends.

Can HD Shades Be Intermixed With Other Shades?

No. HD Red technology is a very different type of dye that would overwhelm any Reflect shade and turn purple when mixed with natural shades such as Neutrals, Warms, or 500's.

What Is The Processing Timing For Each Of The SoColor Technologies?

- **Extra Coverage:** 30-45min
- **Blended:** 30min
- **Reflect:** 30min
- **UL-Blondes:** 50min
- **HD Reds:** 30min
- **Power Cools:** 30min
- **Dream Age:** 30-45min
- **SoColor 10 min:** 10min

Curls Will Be Curls.



new!

Coil Color

Permanent Color To Preserve Curl Definition



60% Oil Formula, Infused With Coconut Oil

Promotes elasticity + preserves curl definition



Ammonia-Free Oil-In-Cream Base

Protects + evenly saturates curls for uniform color results



Visible Reflect On Dark Bases

Specially blended dyes provide dimension on dark bases



Exclusive Developer

1:1
mixing ratio



available in 20 + 30 volume



Coil Color

- Ammonia-free permanent color with 60% oil to preserve curl definition
- Oil-in-cream base evenly saturates curls
- No harsh odor
- 16 curated shades for visible reflect, even on dark bases



Mixing Ratio: 1:1
Coil Color + Coil Color Developer

Application: Clean dry hair.

Processing Time: 35 minutes room temperature.

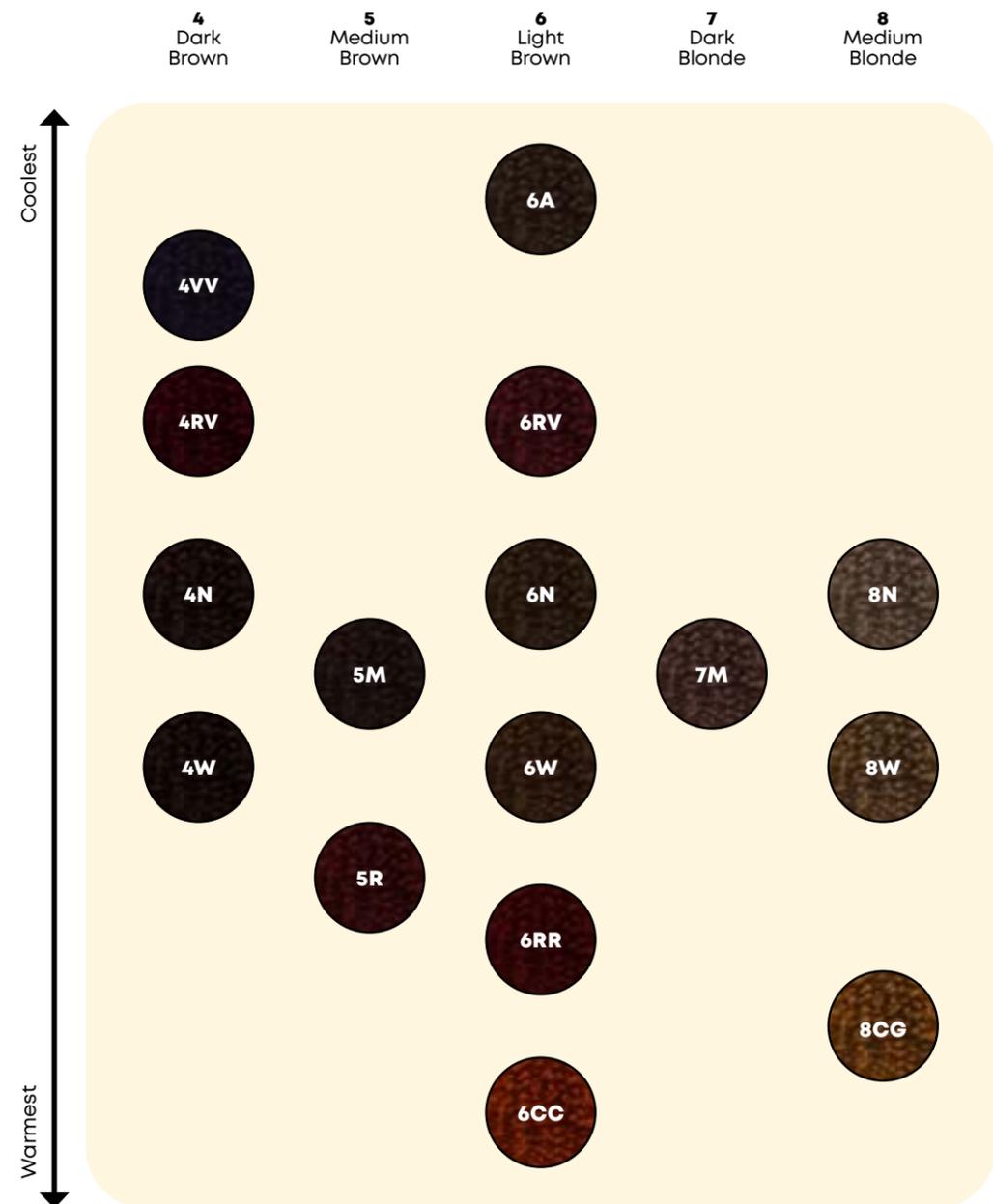
Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results A Curl Can Dream Shampoo and Co-Wash.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before pulling through Coil Color, only on the first application. After first application of Coil Color, do not pull through ends. We recommend SoColor Sync for refreshing.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry.

Coil Color

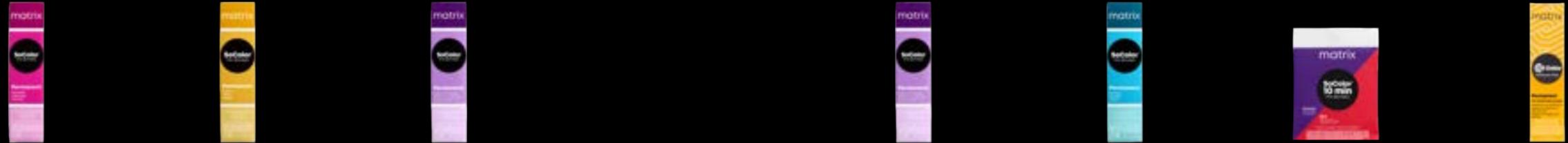
Ammonia-Free Permanent Color



matrix

Permanent Color

At a Glance



	Blended Collection	Reflect Collection	Extra Coverage Collection
Description	Pre-Blended shades that offer a range of tones from cool to warm	Vibrant reds and coppers with specific technology for increased vibrancy and color clarity	Opaque, uniform, full-bodied coverage that looks 100% natural
Exclusive Pre-Bonded Technology	✓	✓	✓
Mixing Ratio (Color : Developer)	1:1 SoColor Blended Collection + Matrix Cream Developer	1:1 SoColor Reflect Collection + Matrix Cream Developer	1:1 SoColor Extra Coverage Collection + 20 Volume (6%) Matrix Cream Developer
Processing Time	30-45 minutes at room temperature. *Process 45 full minutes when lifting more than 1 level, when depositing on gray, and for maximum deposit.		Up to 45 minutes at room temperature. *Process 45 full minutes for resistant gray hair.
Usage/Technology	Precise, predictable results at every level, every time. Pre-Blended shades that offer a range of tones from cool to warm.	Precise, predictable results at every level, every time. Pre-Blended shades that offer a range of tones from cool to warm.	<ul style="list-style-type: none"> • 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 • 500-NJ Neutralizes red undertones found in darker bases • 500-NV Neutralizes yellow undertones found in medium bases • 500-NW Neutrals + Warmth
# Of Shades	58	18	22
Gray Coverage	Up to 50%	<50% Gray	100% Monochromatic Gray Coverage
Shades To Try	CG, NJ, M	RV+ and VR	500-NJ, 500-NV, 500-NA
Pre-Blended With	Brown/Tan Background	Pre-blended reflect with little to no brown/beige background	Brown/Tan Background
Can Be Mixed With	Reflect or Extra Coverage	Blended or Extra Coverage	Blended or Reflect Collections
Vegan	✓	✓	✓

DreamAge Series	Ultra Blonde Collection	SoColor 10 min	Coil Color
Radiant coverage with visible highs and lows. Brightens eye and skin tone	Maximum lightening up to 5 levels. Low ammonia & fiber protection	Cover 100% of grays in 10 minutes	60% oil, ammonia-free permanent color to preserve the curl pattern
✓	✓	✓	
1:1 SoColor DreamAge Collection + 20 Volume (6%) Matrix Cream Developer	1:2 SoColor UL+ 30 (9%) or 40 (12%) Volume Matrix Cream Developer Use 30 Vol (9%) for maximum neutralization Use 40 Vol (12%) for maximum lift	1:1 SoColor 10 min Collection + Matrix Cream Developer *Color + developer in every pouch!	1:1 Coil Color + Coil Color Developer
Up to 45 minutes at room temperature.	Up to 45 minutes at room temperature. 50 minutes at room temperature. *Process full 50 minutes for maximum lift + neutralization.	10 minutes	35 minutes at room temperature
For Multi-reflective color and 100% coverage DreamAge is a unique low ammonia base-mixing with non-DreamAge shades is not recommended	High Lift on Natural Levels 5+ UL-AA UL-Silver, UL-Violet – Maximum Neutralization UL-A+, UL-V+, UL-N+ –Maximum Lift UL-P, UL-N-Maximum Balance	Cover 100% of grays in half the time. Offer as a add-on service, take walk-ins, fit in between other clients processing, or add time back in your day.	60% oil formula + coconut oil promote elasticity + preserve curl definition. Ammonia-free oil-in-cream formula protects and evenly saturates curls for uniform color results. No harsh odor.
10	8	10	16
100% Multi-Dimensional Gray Coverage	Not Recommended	100% Gray Coverage	N or W Families - Up to 100% Gray Coverage Other Shades - Up to 70% Gray Coverage"
NA and NG	UL-N+, UL-V+, UL-A+	N, NAs	CC, RV, VV
Brown/Tan Background	High Lift Color, + Neutralization + Reflect	Brown/Tan Background	Brown/Tan Background
Only other DreamAge shades	Only other Ultra Blonde	Only other SoColor 10 min shades	Only other Coil Color shades
✓	✓	✓	✓



 matrix
**Demi-Permanent
Color**



Pre-Bonded Demi-Permanent Color



Coming
April 2023



SoColor Sync Alkaline Toners

- Long-lasting seamless, blended results
- Alkaline cream formula for rich color results
- Ideal for color refreshing, gray blending, lowlighting, darkening, filling, neutralizing, and toning

Tonal Control Acidic Gel Toners

- Long-lasting, multi-dimensional results, with no lift
- Acidic gel formula for ultimate post-lightening control
- Ideal on post-lightened hair for glossing, neutralizing, toning, enhancing color, and darkening

SoColor Sync Fast Toners

- Quick, neutralizing color results in 2-5 minutes
- Gel-cream formula for speedy applications
- Ideal for pre-toning and neutralizing warmth before toning + vivid color services



SoColor Sync + Tonal Control
Certified Vegan

matrix

Tonal Control Pre-Bonded

Our Most Predictable Gel Toners
For Ultimate Post-Lightening Control.

- ✓ **Real-Time Visible Oxidation**
Formula color gradually darkens as it oxidizes so you know precisely when it's time to rinse
- ✓ **Long-Lasting, Multi-Dimensional Results**
True-to-tone color with no lift that lasts up to 24 washes
- ✓ **No-Drip Gel Formula**
Apply with a bottle or brush for ultimate creative control
- ✓ **Color-Coded Predictability**
Color represents the dominant reflect of each shade so you can formulate better



demi-permanent technologies

Tonal Control Uses

Acidic Gel Toners

1

Pre-Bonded Gloss

Add all-over shine to all levels using Totally Transparent

2

Neutralize + Tone

Minimize or eliminate warmth after lightening

3

Enhance Color

Introduce warmth to pre-lightened hair

4

Darken

Add depth and dimension to pre-lightened hair



demi-permanent technologies

Tonal Control Pre-Bonded

- Formulated for long-lasting, multi-dimensional results
- Visible oxidation for ultimate toning control
- No base shift
- Great for clients who are pre-lightened



Mixing Ratio: 1:1

SoColor Sync + 10 Volume (3%) Matrix Cream Developer

Application: Dry or damp, towel-dried hair.

Processing Time: 20 minutes room temperature.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results Color Obsessed.

Post Color Care: Total Results Keep Me Vivid Shampoo, Conditioner & Lamination Spray

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids+ ends of the hair before blending through Tonal Control.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry.

new!

Tonal Control

Our most predictable gel toners for ultimate post-lightening control.

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



Ash Ash Ash Neutral Ash Pearl Violet Violet Violet Gold

11 10 9 8 7 6 5 4 3 2 1

9AA Silver Standout

6A Ash If

4AA Greige Getter

7NA Neutral + Chill

11PV Platinum Please

9V Iced Out

8VG Taupe On Top

Jade Neutral Jade Neutral Gold Ash Neutral Warm Gold Mocha Pearl Rose Rose Gold

10PR A Bit Blushed

9NGA Bronde Baller

9RG Strawberry Stunna

7GM Miss Mocha

6NGA Bronde Baby

5NJ Jammin Jade

5NGA Bronde Bestie

5NW Gold Standard

4J Emerald Envy



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, gray blending, lowlights, color boosting, and more!



SoColor Sync
Certified Vegan

*versus before coloration

demi-permanent technologies

SoColor Sync Uses

Alkaline Cream Toners

- 1 Color Refresh**
Toning, refreshing, low-commitment
- 2 Gray Blending:**
Between highlights, pastel-lightened hair, subtle dimensional coloring
- 3 Pre-Toning:**
Touch up an overgrown base to match a previous application
- 4 Gloss:**
Add shine all over
- 5 Enhancing Color:**
Illuminate natural level and introduce color to virgin hair
- 6 Lowlights:**
Add depth in select areas
- 7 Darken:**
Add depth all over
- 8 Filling:**
Depositing underlying pigment back into over processed hair
- 9 Adding Or Neutralizing Tone:**
Change and adjust tones on same level



demi-permanent technologies

SoColor Sync Pre-Bonded

- Formulated for seamless, blended results rich in color
- Long-lasting (20 washes/Sheer Pastels 25) + fades on tone
- Can shift up to ½ level on certain hair types
- Great for clients who want to change their color regularly



Mixing Ratio: 1:1

SoColor Sync + 10 Volume (3%) Matrix Cream Developer

Application: Clean dry hair.

Processing Time: 20 minutes room temperature.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results Color Obsessed.

Post Color Care: Total Results Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

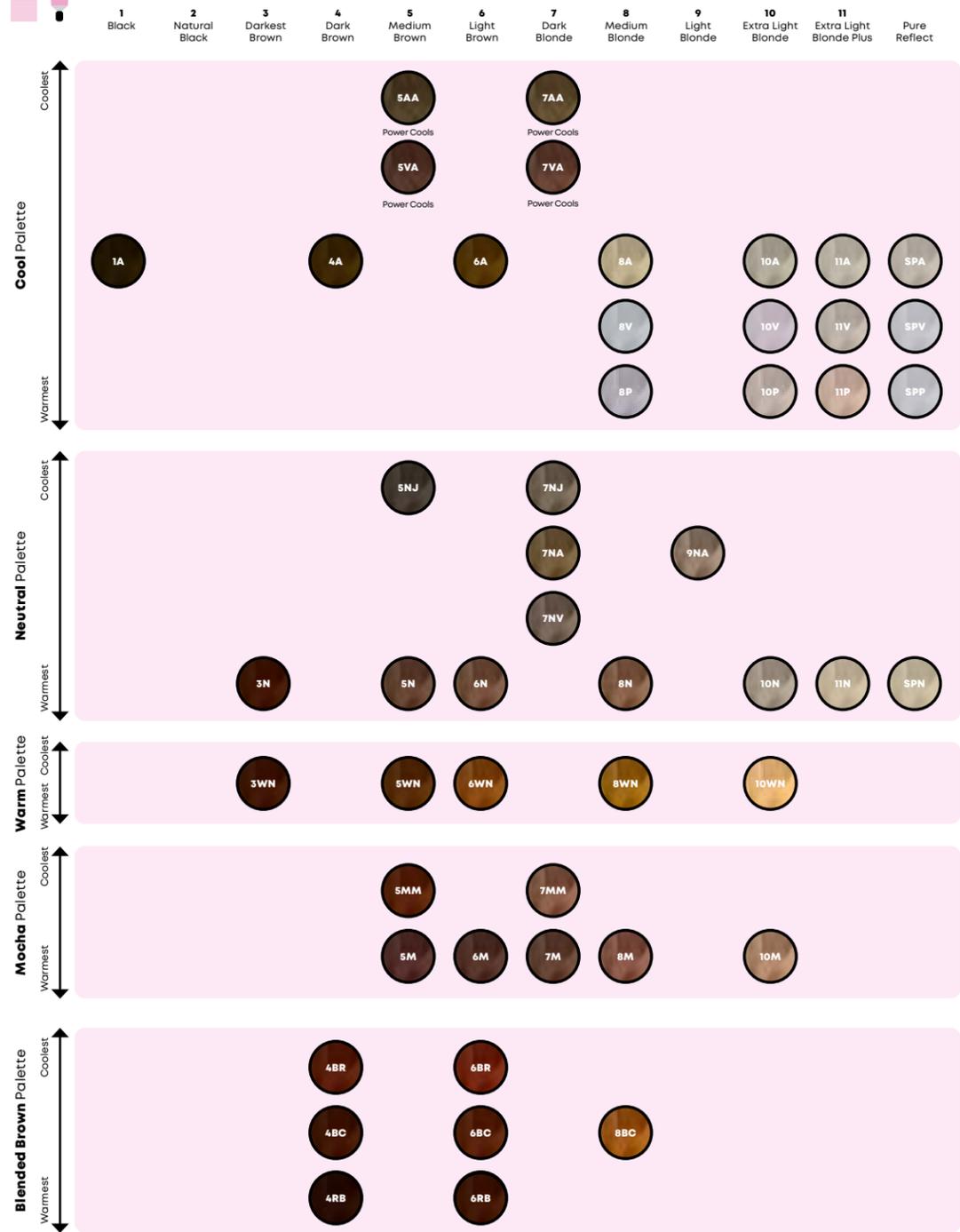
Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before blending through SoColor Sync.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 10-20 minutes, rinse thoroughly then dry.

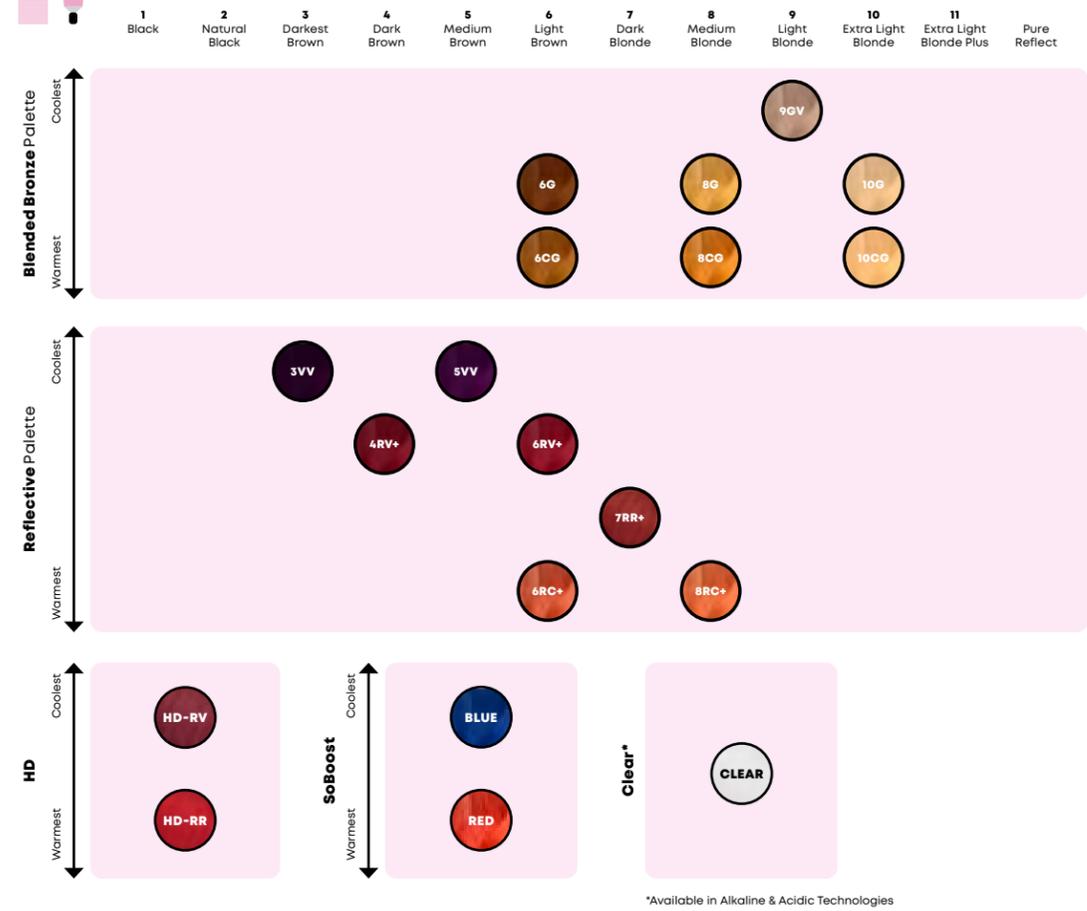




Alkaline Toners



Alkaline Toners



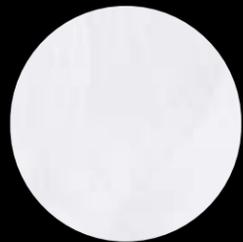
*Available in Alkaline & Acidic Technologies

demi-permanent special technologies

The Power Of Clear



Tonal Control Clear "Totally Transparent"



Best For:

- Diluting **Tonal Control® Gel Toner** shades
- Glossing + adding shine



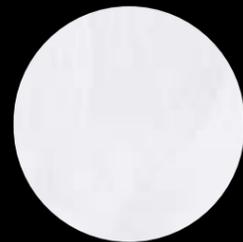
Mixing Ratio 1:1

SoColor Sync Clear + Matrix 10 Volume (3%) Cream Developer

Processing Time: Up to 20 minutes room temperature*

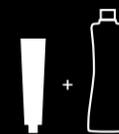


SoColor Sync Clear



Best For:

- Diluting **SoColor Sync** alkaline shades
- Adding shine



Mixing Ratio 1:1

SoColor Sync Clear + Matrix 10 Volume (3%) Cream Developer

Processing Time: Up to 20 minutes room temperature*

Adding an equal amount of Totally Transparent to any Tonal Control shade, or Clear to any SoColor Sync shade, will lessen the color deposit by approximately one level.



———— **6G Alone**

———— **6G + Clear**

———— **Natural Hair Level**

Add Shine + Brilliance

Enhance your current haircolor clients' next service with Totally Transparent. Add extra shine and sparkle to blondes, bring out richness in brunettes, and make reds more light reflecting by using Totally Transparent alone.

- **Example:** 1½ oz. **Tonal Control** Totally Transparent & 1½ oz. 10 Volume (3%) Matrix Cream Developer

Deliver Worry-Free Toning On Pre-lightened Hair

Mix Totally Transparent with Tonal Control for an easily controlled toner. For hair that is very porous, adding "Totally Transparent" can help control and lessen the color deposit.

- **Example:** 1 oz. **Tonal Control** Totally Transparent & 1 oz. **Tonal Control** shade & 2 oz. 10 Volume (3%) Matrix Cream Developer

*Process for 20 minutes for longest lasting results

SoColor Sync special technologies

HD Series

High Definition Series*

HD-RV



- High Definition
- Pure Reflect
- Red Violet Tones
- Visible On Dark Bases

HD-RR



- High Definition
- Pure Reflect
- Red Tones
- Visible On Dark Bases

HD-CR



- High Definition
- Pure Reflect
- Red Copper Tones
- Visible On Dark Bases



What is it?

- High definition pure reflect red tones, zero background
- Not to be mixed with any other shade within the SoColor Sync palette.
- HD Series is intermixable within itself

Best For:

- Vibrant red results
- Toning, enhancing + refreshing



Mixing Ratio 1:1

SoColor Sync HD Shade + Matrix 10 Volume (3%) Cream Developer

Processing Time:

20 minutes room temperature

*will not cover gray

SoColor Sync special technologies

HD Series Tips

Do not mix **SoColor Sync** HD Series with any other shade.

HD Series behavior when mixed with other series:

Because the HD Series shades are so intense, they cannot be mixed with other series

The challenges when intermixing with other series are as follows:

HD Series behavior when mixed with other series:

- When creating a formula with a Reflect shade and an HD Series shade, the HD Series shade will overwhelm the Reflect shade, so it is not recommended.
- When mixed with a **SoColor Sync** shade, such as a Neutral the results will be unpredictable. This mixture will often result in purple toned hair and is not recommended.

HD Series shades are very intense shades as a result, they stain the skin and scalp. Use caution when applying to avoid the facial skin. Scalp staining will fade within a couple of shampoos.

HD Series shades tend to release from the cuticle for up to 2 weeks following an application. Caution your clients to use old or dark towels and linens for 2 weeks following the application. They will see pink tones in the shower water and on their towels and sheets. Even though the color appears to be coming out of the hair, the hair will maintain its brightness.

demi-permanent technologies

SoColor Sync Fast Toners

- Formulated for fast pre-toning & neutralizing
- Great for neutralizing warmth before toning + vivid color services



Mixing Ratio: 1:1

SoColor Sync + 10 Volume (3%) Matrix Cream Developer

Application: Clean towel dried hair.

Processing Time: 2-5 minutes at the back bar.

Rinsing + Removal: Rinse thoroughly, cleanse and condition with Total Results Color Obsessed.

Post Color Care: Total Results Keep Me Vivid Shampoo, Conditioner & Lamination Spray.

Overly Porous Hair: On overly porous hair, lightly mist Instacure on the mids + ends of the hair before blending through SoColor Sync.

Strand Testing: Strand test allows you to preview your results before applying color to your client's entire head. Apply the color mixture from the base through the mids and ends on a strand large enough to view color results. Process for 2-5 minutes, rinse thoroughly then dry.



SoColor Sync special technologies

Pre-Toning

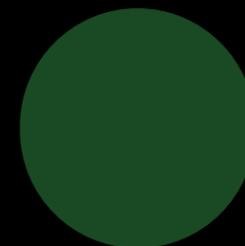
SoColor Sync 2-5 Minute Fast Toners

Highly pigmented oxidative dyes for express pre-toning.



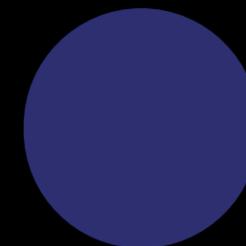
- Neutralizes warm tones in 2-5 minutes
- Apply at the sink/back bar
- Mix with **SoColor Sync** alkaline clear to dilute if needed in a 1:1 ratio

Anti-Red



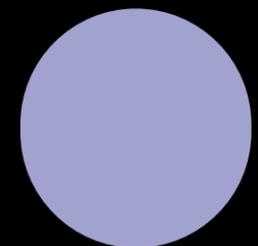
- Levels 5 & Below
- Neutralizes Red Tones

Anti-Brass



- Levels 6-8
- Neutralizes Orange + Brass Tones

Anti-Yellow



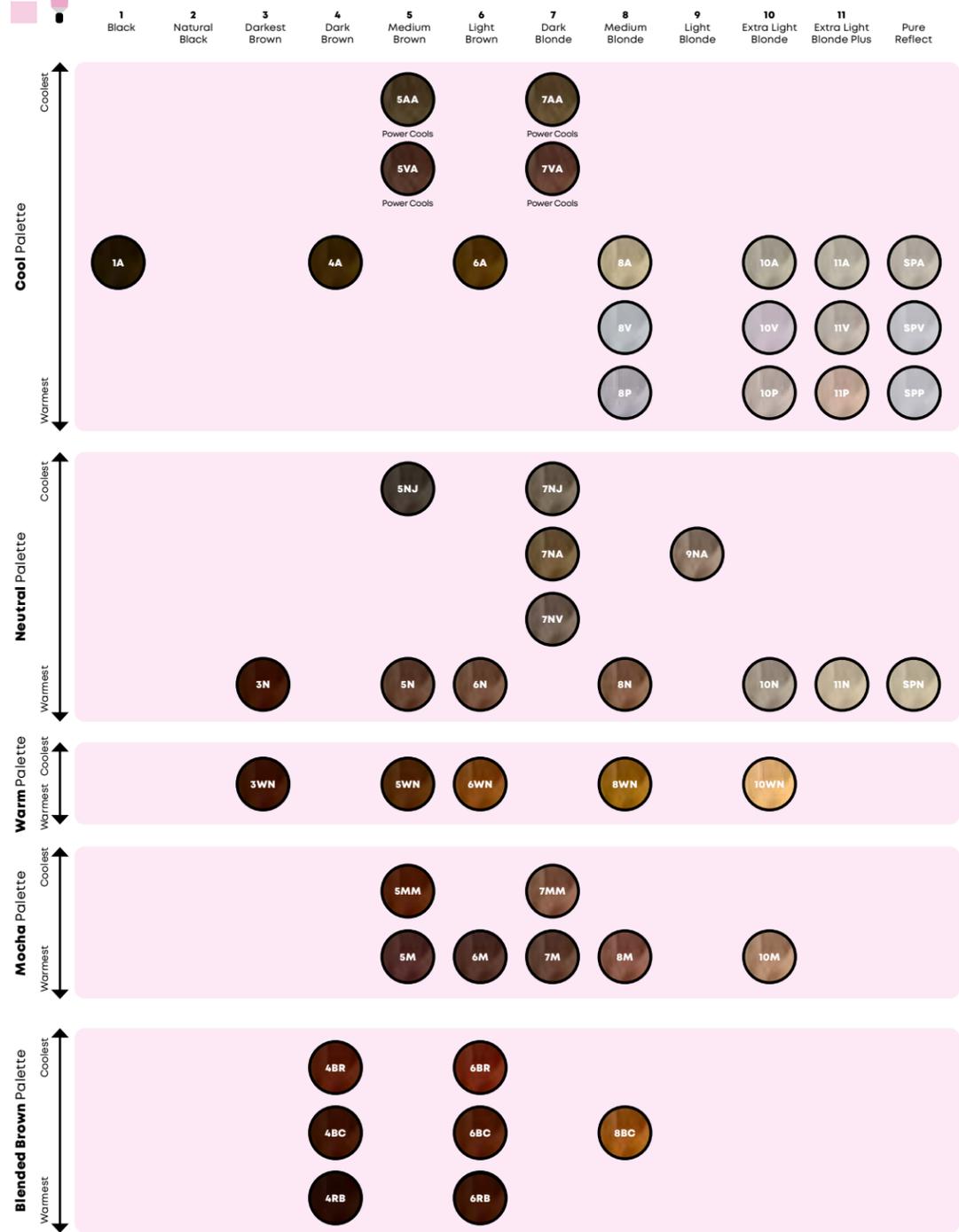
- Levels 9 & Above
- Neutralizes Yellow Tones



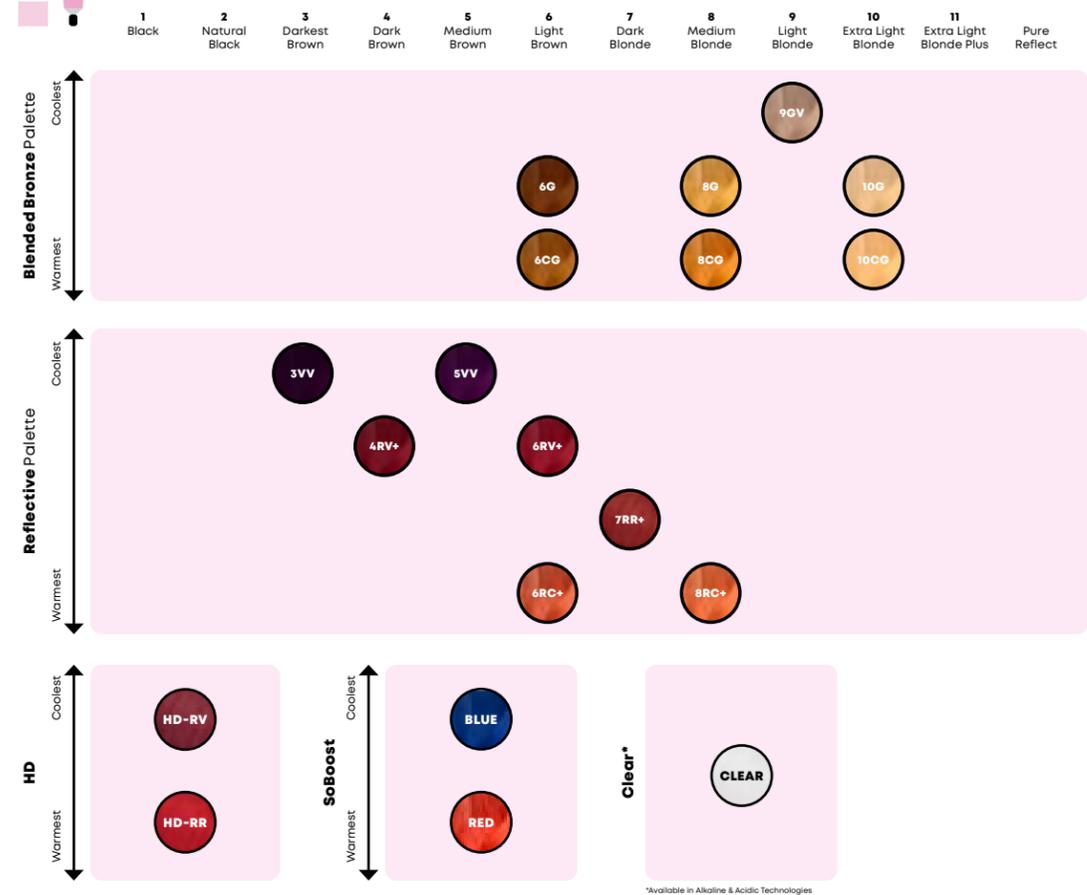
Fast Toners



Alkaline Toners



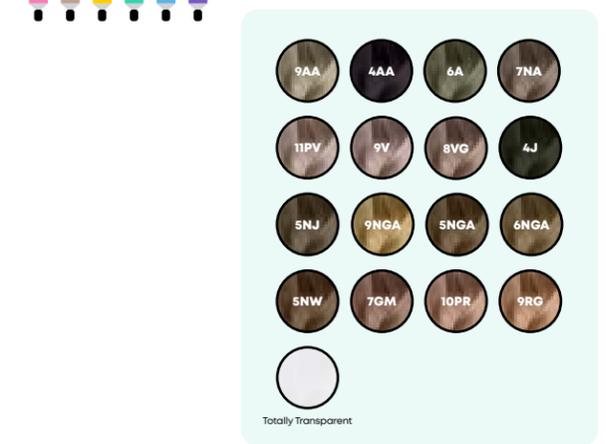
Alkaline Toners



Fast Toners



Tonal Control



Decoding SoColor Sync

decoding SoColor Sync

Background Vs. Reflect

What Is Background?

Background provides a blended natural result. The background acts as an “anchor” or “base” of each shade, and are meant contribute to the “depth”.

Background Facts:

- Not all color lines have background
- Not all shades have background
- Not all background is created equal—some color lines have gold background, some have black to gray

What Is Reflect?

Reflect (or tone) is pure tone color, meaning no background or natural base is incorporated.

Reflect Facts:

- Reflect shades with no background are best for vibrant results
- Most shades have reflect
- Reflect is also commonly known as “tone”

What Is The Background In Matrix Color?

Matrix is Pre-Blended with Brown To Tan background.

The deeper levels in the blended series have a deeper brown background. At medium levels, you will find a light brown background. At lighter levels, you will find a tan or beige background.

decoding SoColor Sync

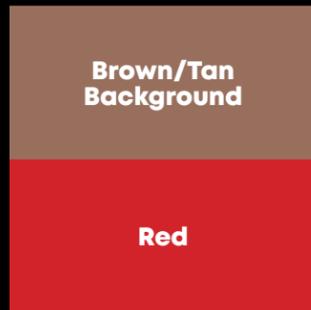
Background Vs. Reflect



Brown/Tan Background

Pre-Blended Natural Background

The brown or tan background in each pre-blended shade is the perfect balance of cool and warm tones to create a natural end result.



Brown/Tan Background

Red

Pre-Blended Background + Reflect (Blended Collection)

The brown or tan background in each pre-blended shade is the perfect balance of cool and warm tones to create a natural end result.

The reflect in each pre-blended shade contributes to enhancement or neutralization of the background or underlying pigment.

Example:

SoColor Sync 6RB (blended collection) is formulated with both, providing a natural copper result:

- Brown/tan background
- Red reflect



Pure Copper Reflect

Pre-Blended Reflect (Reflect Collection)

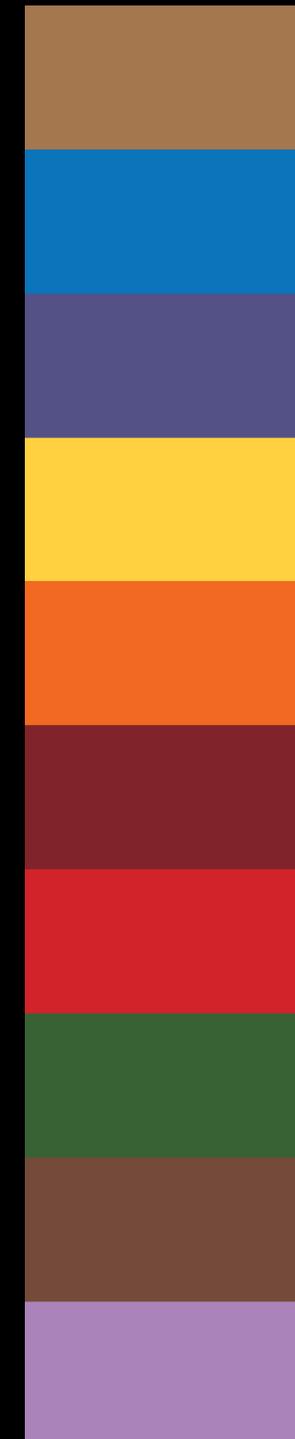
The reflect in each pre-blended shade contributes to enhancement or neutralization of the background or underlying pigment.

Example:

SoColor Sync HD-CR (reflect collection) is formulated with little to no background. It only contains copper reflect, providing a vibrant copper result.

decoding SoColor Sync

Reflect (Tone)



.0 Neutral

.1 Ash

.2 Violet

.3 Gold

.4 Copper

.5 Mahogany

.6 Red

.7 Jade

.8 Mocha

.9 Pearl

decoding SoColor Sync

The Label



4: Indicates the level.
N: Primary Tone
J: Secondary Tone

Description



Use with other shades to reduce tonal deposit by 1 level when mixed equally. Use alone to add shine without changing tone. Available in Alkaline and Acidic.



Sheer Pastel

Palest level of each shade without any pre-blended base tone.



2-5 Minute Toners

Pre-tone to neutralize warmth and soften tones before creating neutral, cool or fashion tones.

decoding SoColor Sync

The Color Wheel



SoColor Sync FAQ's

FAQ's

SoColor Sync

What Is Pre-Blended, Pre-Bonded And Pre-Paired?

- **Pre-Bonded:** SoColor Sync is formulated with our exclusive Bond-Protecting Concentrate to protect the inner hair structure—so you can maintain the integrity of the hair, color after color.
- **Pre-Blended:** SoColor Sync formulas are Pre-Blended with background + reflect—so you can neutralize every underlying pigment.
- **Pre-Paired:** SoColor and SoColor Sync dyes are perfectly matched—so you can achieve seamless, scalp-to-ends color, that lasts and fades on tone.

What Bonds Are Being Protected?

Ionic Bonds are being protected.

How Are They Protected/ How Does It Work In The Hair?

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.

What Are SoColor Sync Results Like?

SoColor Sync provides blended, rich color results with high-sine and extra conditioning.

Can SoColor Sync Shades Be Intermixed?

SoColor Sync shades can be intermixed within their technology families: Alkaline + Alkaline or Fast + Fast. Alkaline shades should not be mixed with Fast shades, however you can use Alkaline Clear to dilute a Fast shade (use a 1:1 mixing ratio).

Does SoColor Sync Cover Gray?

Yes! SoColor Sync is ideal for gray blending and provides up to 75% gray coverage.

Can I Use Heat?

Matrix does not recommend using heat.

Does SoColor Sync Lift?

It is possible to see a 1/2 level of base shift with SoColor Sync depending on condition of the hair.

Is Cera Oil Complex Still In SoColor Sync + SoColor?

Cera-Oil is still in the SoColor Sync + SoColor formulas. The major change to the formulas has been the addition of the exclusive Pre-Bonded Concentrate.

What Does The + Mean?

- The + sign that is included in some shades means that there is a special technology
- The “+” in the Red series means more vibrancy & tone

What Are The Mixing & Timing?

Mix equal parts (1:1) of SoColor Sync + Matrix 10 Volume (3%) Developer. Process for 20 minutes for SoColor Sync Alkaline Toners. Process for 2-5 minutes for SoColor Sync Fast Toners.

Can You Use To Pre-tone?

Yes, Fast Toners were developed specifically to pre-tone the hair.

Does the Previous Claim Of Shine And Conditioning For Up To 20 Shampoos Still Apply?

Yes, SoColor Sync still has this incredible claim.

How Long Should I Wait Between Using Color Sync And A Relaxer?

It is recommended to wait 2 weeks before using Color Sync following an Opti.smooth heat straightening, sodium hydroxide, guanidine or calcium relaxer.

Can SoColor Sync Be Used Following A Perm, Smoothing Service Or Relaxer?

Yes. Color Sync can be applied immediately following a Matrix Opti brand texture service when mixed only with 10 volume developer. Color Sync can be used on clients who have had an Opti. smooth heat straightening, sodium hydroxide, guanidine or calcium relaxer, however it is not recommended for use immediately following the service.

How Do I Apply Color Sync Immediately Following A Texture Service?

Complete the Matrix Opti texture service as directed. Apply Color Sync to towel dried hair at the shampoo bowl. If you have just completed a perm, make sure not to stretch the curls with the color application. Process for up to 10 minutes checking frequently. Rinse thoroughly and follow with a light shampoo and conditioner. Style as desired.

Will A Color Sync Service Affect The Curl Pattern Following A Perm Service?

Applying Color Sync immediately following a perm service could slightly relax the curl, however shine will be added and residual odor will be minimized. As an option, wrap the perm using a smaller rod when you are planning to follow with a Color Sync service.

How Do The SoColor Sync 5-Minute Fast Toners Work So Quickly?

These shades have no background, these are pure toned and fully pigmented so they deposit very quickly on pre-lightened hair.

Can I Use On Natural Hair?

Yes, you can also use the Color Sync 5-Minute Fast Toners on natural hair.

What Will Happen If I Leave The Color Sync 5-Minute Fast Toner Formula On Longer Than 5 Minutes?

Leaving the Color Sync 5-Minute, Fast Toners on longer than 5 minutes can lead to over deposit of tone as well as possibly lead to shift in natural level.

What Haircolor Lines Can I Apply Over SoColor Sync 5-Minute Fast Toners?

You can use all haircolor lines over the 5- Minute Fast Toners. Once 5-minute Fast Toners have processed, rinse thoroughly, rinse completely, lightly cleanse and towel dry.

How Do You Describe The Color Result Of The 5-Minute Toners?

The 5-Minute fast Toners provide a full-bodied –saturated result in tone- the longer you leave the color on (5 minute is full processing time) the more saturated the color will be.

Can I Use A Bottle Or Bowl And Brush For Application?

Either is fine, though the formula consistency works great with a bottle. Note timing is something to consider when applying. Start you application on the areas that need to be neutralized the most first- working down through the ends last if, these are lighter or more porous.

Demi-Permanent Usage

demi-permanent usage

Demi-Permanent Application

SoColor Sync:

Apply formula to clean 80% minimum dry hair.

Tonal Control:

Apply to dry or damp, towel-dried hair using a bowl and brush or applicator bottle.



SoColor Sync Virgin Application:

Step 1:

Apply formula to base area.



Step 2:

Immediately apply formula through the mids + ends.



SoColor Sync Retouch Application:

Step 1:

Apply formula to base area.



Step 2:

Process for half the total time, then apply formula through mids + ends as needed.



Post-Lightening Tonal Control Application:

Step 1:

Apply formula to base area.



Step 2:

Immediately apply formula through the mids + ends.

Test strand for timing. *On overly porous hair, lightly mist Instacure on the mids + ends before applying **SoColor Sync** or **Tonal Control**

demi-permanents usage

Services

	Service	Formula	Result + Guide
1	Color Refresh		Result: Harmonizes mids & ends Formulate: 1-2 levels lighter, slightly warmer than SoColor formula
2	Gray Blending		Result: Up to 75% gray blending Formulate: same or formulate within one level of natural hair
3	Glossing		Result: All-over shine on all levels Formulate: Use Totally Transparent (Clear)
4	Toning		SoColor Sync Result: Full-bodied, blended Tonal Control Result: Multi-dimensional Formulate: Same level or one level darker than lightened hair
5	Color Enhance		Result: Changes & enhances tone Formulate: Same level or one level darker than lightened hair
6	Lowlights		Results: Creates dimension Formulate: 2-3 levels darker than existing level
7	Darkening		Results: Adds depth and dimension Formulate: 1-2 level darker than existing level
8	Filling		Results: Contributes warmth to support end results Formulate: 1-2 levels lighter than target level. Use tone from underlying pigment.
9	Overlays		Results: Layers over the fill for natural results Formulate: Same or 1 level lighter than desired result
10	Pre-Toning		Results: Neutralizes canvas Formulate: 2-5 minutes, depending on the porosity

demi-permanents usage

Refreshing With SoColor Sync

Rules For Refreshing

- 1-2 levels lighter than the permanent haircolor formula.
- Choose the same tonal family or formulate slightly warmer than the permanent haircolor formula.
- Process as needed, up to 20 minutes.

Base SoColor Shade:	Mids + Ends SoColor Shade:
SoColor Blended Shade	Pre-Paired SoColor Sync Shade
SoColor Reflect Shade	Pre-Paired SoColor Sync Shade
SoColor HD Series	Pre-Paired SoColor Sync Shade
SoColor UL Series	SoColor Sync Sheer Pastels
SoColor 500 Series	Select Level + Tonal Series Based On Desired Result
SoRed Series	Select Level + Tonal Series Based On Desired Result

SoColor Sync usage

Gray Blending Options

Guidelines For Best Results On Gray:

- When formulating for gray blending on up to 75% gray hair, we recommend using 20 Volume (6%) **Matrix Cream Developer** and adding Neutral, Gold or Warm Neutral shades to your formula for optimal results.
- Formulate within one level of the natural pigmented hair. For example, on hair that is a natural level 6 with 75% gray, choose a formula that is either a level 5, 6 or 7.
- **Example:** Use recommended shades alone, or for additional tone add any other **SoColor Sync** shade in a 3:1 ratio. For example, 1½ oz. 5WN + ½ oz. 6CG & 2 oz. 20 Volume (6%) **Matrix Cream Developer**.

Blended Collection:

- Blending up to 75% gray with levels 8 & deeper
- Wide variety of color choice with little to no base shift
- Deposit only
- 2-3 levels difference between pigmented and unpigmented hair

Benefits Of Using Tone-On-Tone For Gray Coverage:

- Blends gray without creating a stark line of demarcation
- Creates more natural-looking results
- Fades on tone without revealing warm tones

SoColor Sync usage

Blended Gray Coverage

Ideal For Gray Blending – Warm Blended Series

Color Family	Results On Gray	How To Adjust
Neutral	Cool Brown/Beige	No Adjustment Needed
Warm Neutral	Warm Brown/Caramel	No Adjustment Needed
Mocha	Warm Beige Mahogany	No Adjustment Needed
Gold	Soft Golden	No Adjustment Needed
Brown Red	Soft Red Brown	Add Neutral In Same Proportion As % Of Gray
Brown/Blonde Copper	Soft Copper Brown	No Adjustment Needed
Red Brown	Soft Cool Red	Add Neutral In Same Proportion As % Of Gray
Copper Gold	Soft Copper Gold	Add Neutral Or Warm Neutral In Same Proportion As % Of Gray

SoColor Sync usage

Blended Gray Coverage

Gray Blending – Cool Blended Series

Color Family	Results On Gray	How To Adjust
Ash	Very Cool	Add Neutral In Same Proportion As % Of Gray
Pearl	Icy Cool	Add Neutral In Same Proportion As % Of Gray
Violet	Icy Cool—Does Not Cover	Add Neutral In Same Proportion As % Of Gray
Mocha Mocha	Cool Natural Beige	No Adjustment Needed
Neutral Jade	Matte Neutral	No Adjustment Needed
Neutral Ash	Very Cool Neutral	Add Neutral In Same Proportion As % Of Gray
Neutral Violet	Icy Neutral	No Adjustment Needed
Gold Violet	Soft Violet—Does Not Cover	Add Gold or Neutral In Same Proportion As % Of Gray

Fashion Gray Blending – Reflect Series

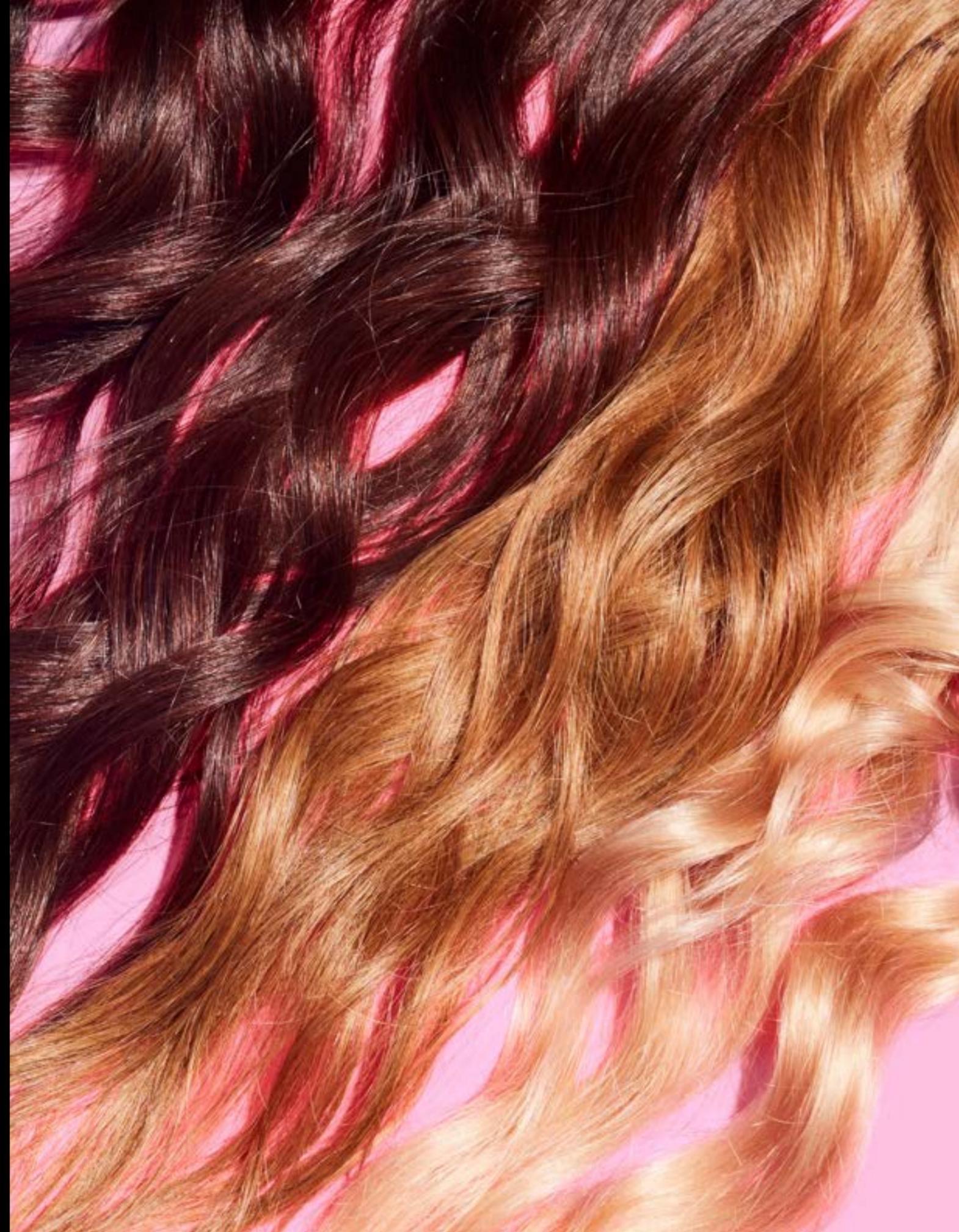
Color Family	Results On Gray	How To Adjust
Power Cools AA	Smokey Cool	Add Neutral In Same Proportion As % Of Gray
Power Cools VA	Icy Cool	Add Neutral In Same Proportion As % Of Gray
Violet Violet	Vibrant Cool Violet	Add Neutral In Same Proportion As % Of Gray
Red Copper +	Vibrant Red Copper	Add Warm Neutral Or Neutral In Same Proportion As % Of Gray
Red Red +	Vibrant Red	Add Warm Neutral Or Neutral In Same Proportion As % Of Gray
Red Violet +	Add Warm Neutral Or Neutral In Same Proportion As % Of Gray	Add Warm Neutral Or Neutral In Same Proportion As % Of Gray

matrix Demi-Permanent Color

SoColor Sync + Tonal Control Pre-Bonded



	SoColor Sync Alkaline Toners	Tonal Control Acidic Toners	SoColor Sync Fast Toners
Description	Formulated for seamless, blending results.	Formulated for long-lasting multi-dimensional results with no lift.	Formulated for Fast Pre-toning & Neutralizing.
Exclusive Pre-Bonded Technology	✓	✓	✓
Mixing Ratio (Color : Developer)	1:1 SoColor Sync + 10 Volume (3%) Matrix Cream Developer		
Processing Time	Up to 20 minutes at Room temperature		2-5 minutes at the back bar
Usage/ Technology	Great for clients who want to change their color regularly Top Uses: Color Refresh, Gray Blending, Pre-Toning, Gloss, Enhancing Color, Lowlights, Darken, Filling, Adding or Neutralizing Tone	Great for clients who are pre-lightened Top Uses: Gloss, Color Refresh, Enhancing Color, Gray Blending, Darken, Adding or Neutralizing Tone	Great for neutralizing warmth before toning + vivid color services Top Uses: Pre-Toning on damp/ wet hair. Maximum neutralization and control, minimum time
# Of Shades	69	17	3
Gray Blending	When formulating for gray blending on up to 75% gray hair, we recommend using 20 Volume (6%) Matrix Cream Developer and adding Neutral, Gold, or Warm, Neutral shades to your formula for optimal results.		
Shades To Try	6N, 8CG, 9NA, 10P, SPA	9V, 9AA, 9NGA, 11PV	Anti-Brass
Can Be Mixed With:	Only other Alkaline Shades	Only other Tonal Control Shades	SoColor Sync Alkaline Clear
Vegan	✓	✓	✓





matrix
Semi-Permanent Color

SoColor Cult

In With The Bold



Vibrant, Long-Lasting Results

Lasts Up To 20 Washes



Acidic Formula

Leaves Hair Feeling 5x More Conditioned



13 Mixable Shades



No Developer Needed

Direct Dye Technology



Vegan Formula



Long-Lasting Semi's



Must-Have's

red hot



flamenco fuchsia



lucky duck yellow



clover green



admiral navy



royal purple



retro blue



Dusty's

dusty teal



Gray's

disco silver



*violet-based gray

clear



black



*blue-based black

Pastel's

bubblegum pink

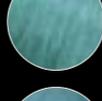
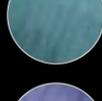
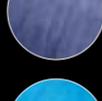


lavender macaron



How To Create Additional Shades

Mix + match the SoColor Cult palette to create even more shades possibilities.

Shade	Mixing Recommendation
 Orange Alert	20g Lucky Duck Yellow, 1 drop Red Hot
 Starfish Coral	5 parts clear, 1 drop Flamenco Fuchsia
 Mermaid Teal	5 parts Dusty Teal, 1 drop Retro Blue
 Blooming Orchid	3 parts Lavender Macaroon, 1 part Flamenco Fuchsia
 Stonewash Denim	3 parts Disco Silver + 1 part Lavender Macaroon + drop to ribbon of Black depending on amount weighed out
 Sweet Mint	3 parts clear, 1 part Dusty Teal
 Dusty Blue	5 parts Disco Silver + 1 part Retro Blue + drop or ribbon of Black depending on the amount weighed
 Dusty Purple	1.5 parts Disco Silver + 1 part Lavender Macaroon + drop to ribbon of black depending on amount weighed out
 Aqua Bay	3 parts Disco Silver + 1 part Retro Blue
 Tropical Violet	3 parts Disco Silver + 1 part Royal Purple + drop or ribbon of Black depending on the amount weighed
 Sparkling Rose	We don't have an exact match, but for a similar beautiful soft pink, warm shade, mix 3 parts Bubblegum Pink + 2 parts clear + 1 drop Red Hot

SoColor Cult

Semi-Permanent Color

Description	A curated palette of 13 mixable vivid shades, ranging from the most vibrant to the softest pastels, to allow stylists to create a full spectrum of looks.
Ingredients	Conditioning color infused with citric acid
Usage	Virgin and pre-lightened hair
Longevity	Color lasts up to 20 washes
Conditioning	5x more conditioned vs. pre-lightened hair
Starting Level	8-10
Timing	Up to 30 minutes
# Of Shades	13 mixable shades
Vegan	<input checked="" type="checkbox"/>





matrix
**Matrix
Lighteners**



Matrix Lighteners For All Services



Curl Lights

Lift + Tone

Open Air Pre-Bonded

Light Master

Light Master Pre-Bonded

High Riser Pre-Bonded

Up to 5 levels of lift

Up to 6 levels of lift

Up to 7 levels of lift

Up to 8 levels of lift

Up to 8 levels of lift

Up to 9 levels of lift

- Ammonia-free cream lightener
- Sun-kissed highlights in 15 minutes with heat
- Maintains curl integrity
- Infused with beeswax + ceramides

- 3 Step lift + tone system
- Express lightening + toning system
- Toned highlights in 10 minutes

- Precise balayage clay lightener
- Whipped clay texture saturates hair
- Ideal for brush + hand painting on all hair patterns
- On + off scalp applications

- Classic technique powder lightener
- Ideal for all foil + lightening techniques
- Ideal for all levels, all textures, all hair patterns
- On + off scalp applications

- Pre-bonded powder lightener
- Ideal for all foil + lightening techniques
- Ideal for all levels, all textures, all hair patterns
- On + off scalp applications

- Our most powerful lightener
- 79% less breakage with Pre-Bonded protection*
- Lifts past warm undertones with clean results
- On + off scalp applications

*vs our leading lightener without bonder + non-conditioning shampoo

Curl Lights

Ammonia-Free, Cream Lightener

Up To
5 Levels
Of Lift

Preserves The Curl Pattern While Lightening

- Up To 5 Levels Of Lift
- Sun-Kissed Highlights In 15 Minutes With Heat

Infused With Beeswax + Ceramides For Extra Conditioning



Mixing & Processing

	Off-Scalp Applications
Matrix Cream Developer	20 Volume (6%) 30 Volume (9%) 40 Volume (12%)
Recommended Mixing Ratio	Mix Equal Parts 1:1:1 1 oz. Curl Lights Step 1 Lightening Cream (½ tube) 1 oz. Curl Lights Step 2 Lightening Accelerator Cream (1 sachet) 1 oz. Matrix Cream Developer 30 Volume (9%)
Processing Time	Process without heat for 35 minutes or with heat for 15 minutes
Foil Usage	When performing applications in foil, exclusively use aluminum foils: • REF ALLOY 1235, 18µ (I.E. PRODUCT CLUB SHF500-SL), • REF SOFT ALLOY 8079, 20 µm • SOFT ALLOY 1200, 18 µm (Norms EN 573-3)
Other Mixing + Application Requirements	<ul style="list-style-type: none"> • Be sure to wear suitable gloves during mixing + application • Do not use any metallic tools (clips, combs) • Do not overlap on previously lightened hair • Only mix with Matrix Cream Developer

Lift + Tone

Express Lift + Tone System

Up To
6 Levels
Of Lift

Achieve Toned Highlights In 10 Minutes With Heat

- Up To 6 Levels Of Lift
- Simultaneously Lifts And Tones In One Single Step
- Customizable Toner Options:**
 - **Extra Cool:** softens orange tones, for extra cool highlights
 - **Cool:** softens yellow tones, for cool highlights
 - **Neutral:** balances natural tones, for lived-in, sun-kissed looks



Mixing & Processing

	Off-Scalp Applications
Lift + Tone Promoter	22 Volume (6.6%)
Mixing Ratio	2:2:1 (2 scoops powder : 2 scoops dedicated promoter : 1 scoop toner)
Development Time	Process without heat for up to 50 minutes or with heat for up to 10 minutes

Open Air Pre-Bonded

Precise Balayage Clay Lightener

**Ideal For Balayage
Painting On All Patterns**

Up To
7 Levels
Of Lift



Whipped Clay Texture

Saturates & forms to hair's natural bends.



Pre-Bonded

Citric acid + glycine to protect hair during lightening services



Up To 7 Levels Of Lift



Mixing & Processing

	Off-Scalp Application	On-Scalp Application
Matrix Cream Developer	10, 20, 30 or 40 volume (maximum)	10, 20 or 30 volume
Mixing Ratio	1:1.5 (30g of powder with 45 ml of developer) to 1:2 (30g of powder with 60 ml of developer)	1:2 (30g of powder with 60 ml of developer) to 1:3 (30g of powder with 90 ml of developer)
Development Time Do not exceed the recommended development time	Process up to 50 minutes , depending on the desired results. Do not use heat.	Process up to 50 minutes , depending on the desired results. Do not use heat. Do not cover the hair, do not gather the hair in a bun.

Light Master

Classic Technique Powder Lightener

Up To
8 Levels
Of Lift



**A Versatile,
Stylist-Favorite
For All Techniques**



Up To 8 Levels Of Lift



**Ideal For All Foil +
Lightening Techniques**



**Can Be Used With
Up To 30 Volume For
On Scalp Application**

Mixing & Processing

	Off-Scalp Application	On-Scalp Application
Matrix Cream Developer	10, 20, 30 or 40 volume (maximum)	10, 20 or 30 volume
Mixing Ratio	1:1.5 (15g of powder with 22.5 ml of developer) to 1:2 (15g of powder with 30 ml of developer)	1:2 (15g of powder with 30 ml of developer)
Development Time Do not exceed the recommended development time	Process up to 50 minutes , depending on the desired results. Do not use heat.	Process up to 50 minutes , depending on the desired results. Do not use heat. Do not cover the hair, do not gather the hair in a bun.

Light Master Pre-Bonded

Powder Lightener With Bonder Inside

Up To 8 Levels Of Lift

Protects Bonds To Keep Fibers Strong While Lifting

-  **Up To 8 Levels Of Lift**
-  **Pre-Mixed With Bonder So No Additives Needed**
-  **92% Less Breakage With The Matrix Pre-Bonded Lightening Portfolio**



Mixing & Processing

	Off-Scalp Application	On-Scalp Application
Matrix Cream Developer	10, 20, 30 or 40 volume (maximum)	10, 20 or 30 volume
Mixing Ratio	1:1.5 (15g of powder with 22.5 ml of developer) to 1:2 (15g of powder with 30 ml of developer)	1:2 (15g of powder with 30 ml of developer)
Development Time Do not exceed the recommended development time	Process up to 50 minutes , depending on the desired results. Do not use heat.	Process up to 50 minutes , depending on the desired results. Do not use heat. Do not cover the hair, do not gather the hair in a bun.

High Riser Pre-Bonded

Our Most Powerful Lightener

Up To 9 Levels Of Lift

9 Levels Of Lift With 79% Less Breakage*

-  **Lift The Darkest Bases To Platinum In One Service**
-  **Our Highest Concentration Of Bonder To Help Protect Bonds**
-  **Fast Initial Lift + Controlled Remaining Lift For Speed With Clean Results**



Mixing & Processing

	Off-Scalp Application	On-Scalp Application
Matrix Cream Developer	10, 20, 30 or 40 volume (maximum)	10, 20 or 30 volume
Mixing Ratio	1:1 (30g of powder with 30 ml of developer) to 1:1.5 (30g of powder with 45 ml of developer)	1:2 (30g of powder with 60 ml of developer)
Development Time Do not exceed the recommended development time	Process up to 50 minutes , depending on the desired results. Do not use heat.	Process up to 50 minutes , depending on the desired results. Do not use heat. Do not cover the hair, do not gather the hair in a bun.

*vs our leading lightener without bonder + non-conditioning shampoo

matrix Lightener Portfolio

At a Glance



	Curl Lights	Lift + Tone	Open Air Pre-Bonded
Description	Curl pattern-preserving lightening system	Express lightening + toning system	Precise balayage clay lightener
Level Of Lift	5	6	7
Hair Types	Ideal for curly and coily hair types	Ideal for light to medium bases	Ideal for painting all hair patterns
Techniques	Sun-kissed highlights in 15 minutes	Toned highlights in 10 minutes	Elevated brush & hand-painted balayage
Mix With	Matrix Cream Developers (20, 30, 40 vol)	Use as a system with Lift + Tone promoters & toners	Matrix Cream Developers (10, 20, 30, 40 vol)
Use Of Heat	Yes		No
Processing Time	15 minutes with heat, 35 minutes without heat	10 minutes with heat, 50 minutes without heat	Up to 50 minutes
On-Scalp Application	No		Yes*

Light Master	Light Master Pre-Bonded	High Riser Pre-Bonded
Classic technique powder lightener	Pre-bonded powder lightener	Power lift powder lightener
8	8	9
Ideal for all hair types		
All foil and lightening techniques		
Matrix Cream Developers (10, 20, 30, 40 vol)		
No		
Up to 50 minutes		
Yes*		

*Please follow in-depth usage information for on-scalp application of Light Master & Light Master Pre-Bonded

matrix
Matrix
Developers



10 Volume



20 Volume



30 Volume



40 Volume



Lift + Tone



Coil Color
20 + 30 Volume

 matrix

Our Signature Techniques



matrix

Muy Melted, Muy Protected

Create seamless dimension on dark bases without the fear of damage.
Matrix Muy Melted Service

Featuring:
**SoColor + SoColor Sync
Pre-Bonded**



introducing matrix

Muy Melted Technique

Muy Melted is a professional technique allowing stylists to add dimension to dark bases. The technique involves blending 3 different shades root-to-tip so flawlessly, you can't tell where one color ends and another begins.

The Matrix secret to a seamless melt? Apply the darkest color at the base, the lightest at the end, then blend the medium shade in the middle.



Pre-Bonded Protection

Melt without the fear of damage when pulling through with SoColor permanent or coloring over lightened hair.



Creamy, Meltable Formula

Melt several colors into the hair to fully saturate and blur the color, without worrying about banding.



4D Foilayage Technique

High-Contrast Blonding In 4 Steps
To Maximize Time + Minimize Damage



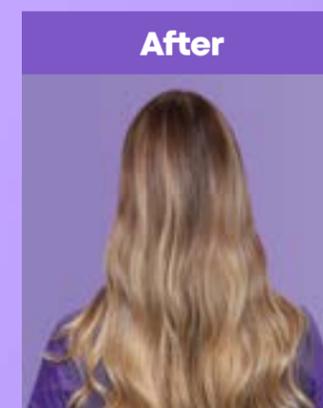
Featuring:
Light Master Pre-Bonded + Tonal Control Pre-Bonded

4D foilayage technique

Created by George Papanikolas



More Dimension, More Protection!



Create Dimensional, High-Contrast Blonding Results in Less Time

By combining balayage + foils, you'll be able to achieve greater lift and beautifully blended dimension, especially on clients with darker hair.

The 4 Dimensions of 4D Results

Level, tone, strategic placement, and pre-bonded protection create healthy color results clients can see and feel.

Increase Your Service Revenue

Upcharge 10-20% for the added protection of Matrix Pre-Bonded formulas.



Fundamentals Of Haircolor



SoColor, SoColor Sync, and Tonal Control are formulated with 100% oxidative dyes for long-lasting results.

fundamentals of haircolor

Available Dyes

Direct Dyes:

- Pigments are already formed and colored
- Since no oxidation is needed, no mixing with developer is required
- These dyes adhere to the outside of the cuticle or penetrate slightly into the hair fiber
- Direct dyes are usually used in temporary colors such as shampoos, conditioners, styling products or semi-permanent colors
- When formulated into a temporary type of color product, this type of dye will last just from shampoo to shampoo
- When formulated in a semi-permanent type of color product, this type of dye is long-lasting

Oxidative Dyes:

- Oxidative dyes are colorless and need to be activated by developer
- They are small molecules that penetrate deeply into the cortex where they oxidize into larger molecules that become “trapped” in the hair
- These type as of dyes are used in permanent haircolor and in deposit-only/demi-permanent haircolor
- The use of oxidative dyes provides long-lasting haircolor
- After the use of these types of dyes, the hair cannot return naturally to its original color



fundamentals of haircolor

Developers

Developers

Hydrogen peroxide is a substance that releases oxygen. When mixed with an alkaline agent, the oxidizing agent reacts with melanin thus lightening the hair. It also transforms chemical precursors into colorants.

How varying volume (percent) of hydrogen peroxide/developer influence strength of action and timing.

Developer levels are expressed as the volume of releasable oxygen or as a percentage of pure hydrogen peroxide

- **10 volume** = 3% hydrogen peroxide/developer
- **20 volume** = 6% hydrogen peroxide/developer
- **30 volume** = 9% hydrogen peroxide/developer
- **40 volume** = 12% hydrogen peroxide/developer

fundamentals of haircolor

Color Principles

Colors interact with each other in a consistent, predictable way. When you understand these interactions, you can formulate any color with complete confidence.

Primary Colors

The primary colors are the fundamental elements of all color. They cannot be created by mixing any other colors together. All colors both natural and artificial, are created by some combination of the primary colors.



Blue



Red



Yellow

Secondary Colors

If you mix equal portions of two primary colors together, you'll get secondary colors.



Green



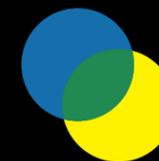
Violet



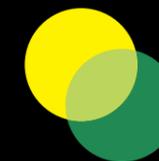
Orange

Tertiary Colors

If you mix equal portions of two primary color with the immediate adjacent secondary color on the color wheel, you'll get a tertiary color.



Blue-Green



Yellow-Green



Yellow-Orange



Red-Orange



Red-Violet



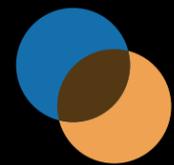
Blue-Violet

Complementary Colors Create Neutral Colors

Tones that neutralize each other are known as complementary colors. A neutral color is created by mixing any color with the color that is directly opposite it on the color wheel.



Yellow + Violet



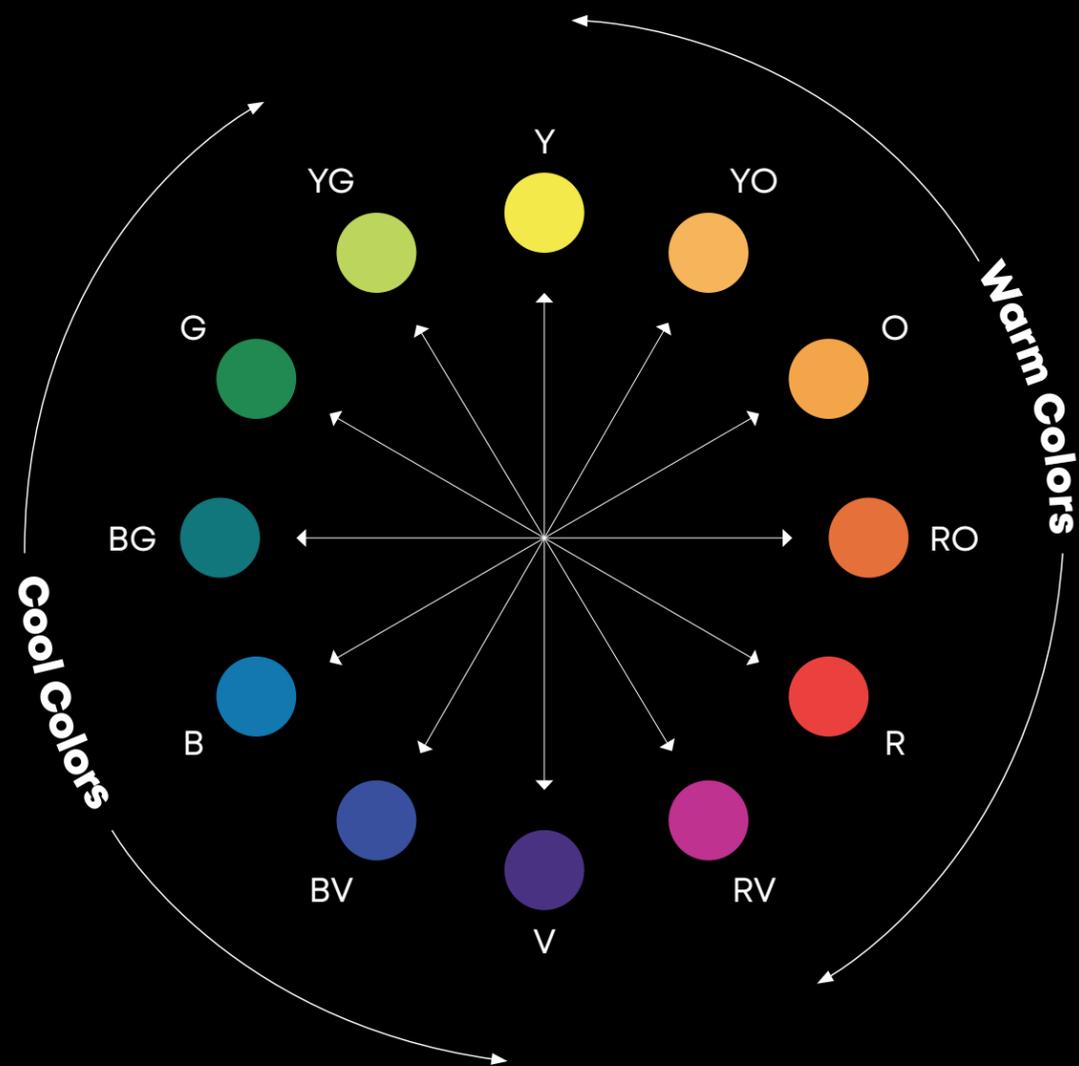
Blue + Orange



Red + Green

Color Wheel

The color wheel shows the complementary relationships of the primary, secondary and tertiary colors. It also shows the warm and cool colors.



Natural Underlying Pigment And Its Effect On Tonal Results

All natural haircolor consists of two basic pigments: black-brown and red-gold. Together, these two pigments create the natural colors of hair. The proportion and type of pigments in a strand of hair determines whether the hair is dark or light and whether the hair is cool or warm. As haircolor is lightened, the warm natural underlying pigment colors of red, orange and yellow are revealed.

When using a permanent haircolor, the final result is a combination of the haircolor tone used and the natural underlying pigmentation of the hair. The haircolor tone you select must either neutralize and cool the underlying pigmentation or enhance and brighten it.

A fundamental rule of haircolor is that cool tones neutralize warm tones and warm tones neutralize cool tones. The cooler the tone, the more effectively it can eliminate warmth. In SoColor, the Ash Ash, Ash Violet, Ash, Pearl and Neutral Ash tones are the colors that most effectively eliminate warmth. The following chart shows how the natural underlying warmth of the hair affects the final tone.

Haircolor and Natural Underlying Pigment's Combined Result

Haircolor Tone Used	Tone of Natural Underlying Pigment	Combined Result
Warm	Warm	Warm-Warm
Neutral	Warm	Warm
Cool	Warm	Neutral
Cool/Cool	Warm	Cool

Natural Color Level





fundamentals of haircolor

Health & Safety

Strand Testing

Strand testing allows you to preview your results before applying color to your client's entire head. When taking a strand test, mix ½ oz. of the exact haircolor shade (or mixture of shades) that will be used with ½ oz. of **Matrix Cream Developer**. Apply the color mixture from the scalp to the mid-lengths and ends on a strand large enough to view color results. Process for 10 minutes. Rinse thoroughly and dry.

Safety Instructions: Read Before Use

Matrix haircolor is not intended for use on persons under the age of 16. An allergy alert test must be done 48 hours before each application of Matrix haircolor, as an allergy can develop suddenly, even if you have previously applied this product or another colorant on your client.

Important:

Hair colorants can cause severe allergic reactions. For you and your client, to help reduce the risk of an allergic reaction, it is essential to follow the precautions below:

- Wear suitable disposable gloves during the preparation, application and rinsing of the product
- Temporary "black henna" tattoos may increase the risk of allergy

Do Not Color The Hair If:

- Your client has a rash on their face or sensitive, irritated and damaged scalp
- Your client has ever experienced any reaction after coloring their hair
- Your client has experienced a reaction to a temporary "black henna" tattoo in the past

How To Perform The Allergy Alert Test:

- Remove earrings. Behind the ear and using a cotton-bud apply a little of the unmixed colorant product sufficient to cover an area of 1 to 2 cm (e.g. the size of a small coin). Re-apply allowing it to dry between applications. Carefully reseal the colorant container.
- Leave for 48 hours without washing, covering or touching. If during this period you or your client notice any abnormal reactions, such as itching, redness or swelling in or around the test area, do not apply the product.

fundamentals of haircolor

Special Precautions

In case of a reaction during the application such as intense stinging, irritation, rash or burning sensation on the scalp, rinse immediately and discontinue use. In case of shortness of breath, seek immediate medical attention. Before coloring the hair again, recommend your client consults a doctor.

Advise your client that if, during the days following the application, itching, redness, spots on the scalp or skin, swelling of the eyes and/or face, blisters or oozing of the scalp and/or skin occurs, it is recommended to consult a doctor.

- Keep out of reach of children.
- SoColor can be used with up to 40 volume.
- Use only the proportions indicated.
- Avoid contact with skin and eyes. Do not use to dye a beard or mustache, or for any purpose other than coloring the hair. Do not use to dye eyelashes or eyebrows.
- Rinse eyes immediately and abundantly if the product comes into contact with them and seek medical assistance. If contact lenses are worn, they should be removed before rinsing the eyes thoroughly with water.
- Rinse hair well after application.
- Prepare and apply the mixture preferably in a well-ventilated place.
- Do not inhale or ingest.
- For all questions concerning the personal sensitivity of your client, recommend consultation with a doctor.
- Wait at least 2 weeks after using a relaxer, a perm, or a straightening process on the hair before applying the hair colorant.
- Do not use if the hair has been colored with henna or with a progressive hair colorant.

Follow the instructions for use. **For professional use only.**

Preparation

- Wear suitable disposable gloves.
- SoColor can be used with up to 40 volume.
- Use only the proportions indicated.

Application And Rinsing

- Wear suitable disposable gloves.
- Do not use metallic tools for example clips, combs or bowls.
- Rinse the hair well after the development time.
- Shampoo and condition with your favorite matrix products.

