



matrix

All Hair Types. All Humans.



matrix

All Hair Types. All Humans.

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 over 15,000 stylists around the world to develop hyper-targeted solutions for each and every hair type – every level, underlying pigment, diameter, and pattern.

Always uncomplicated, but never basic, our high-performing professional products empower stylists to color, cut, and style all hair types with confidence.





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**Where We
Started**



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

our founder

Meet Arnie Miller

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

our mantra

Think. Believe. Dream. Dare.

Arnie's determination to create a sense of belonging for all hairdressers inspired the Matrix Mantra.

Think about the values and principles that you are going to live by.

Believe in yourself, your ability and your potential.

Dream about the kind of stylist you want to be.

Dare to make your dream a reality.



Original Matrix Event Napkin, 1988



The Original Professional

Love Brand For Hairdressers





**Who We
Are Today**



our purpose

**Be The Most
Inclusive Brand**

In The Professional Industry

Hair Diversity Matrix

Diversity Is Not An Ideal. It Is A Fact.

That is why we created the **Hair Diversity Matrix** – a scorecard made up of 4 key dimensions to ensure our products address the unique needs of every hair type – so you can color, cut, and style every client with confidence.

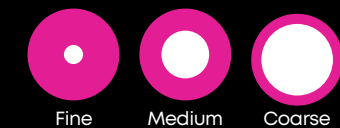
Natural Levels



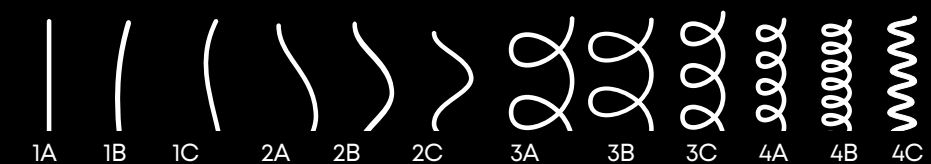
Underlying Pigments



Diameters



Patterns



our values

Inclusive

Our community welcomes everyone through education for every stylist, innovation for every hair type, and support for every business model.



our values

Uncomplicated

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.



our values

Uplifting

Bringing color to your life with an uplifting culture of support and optimism.

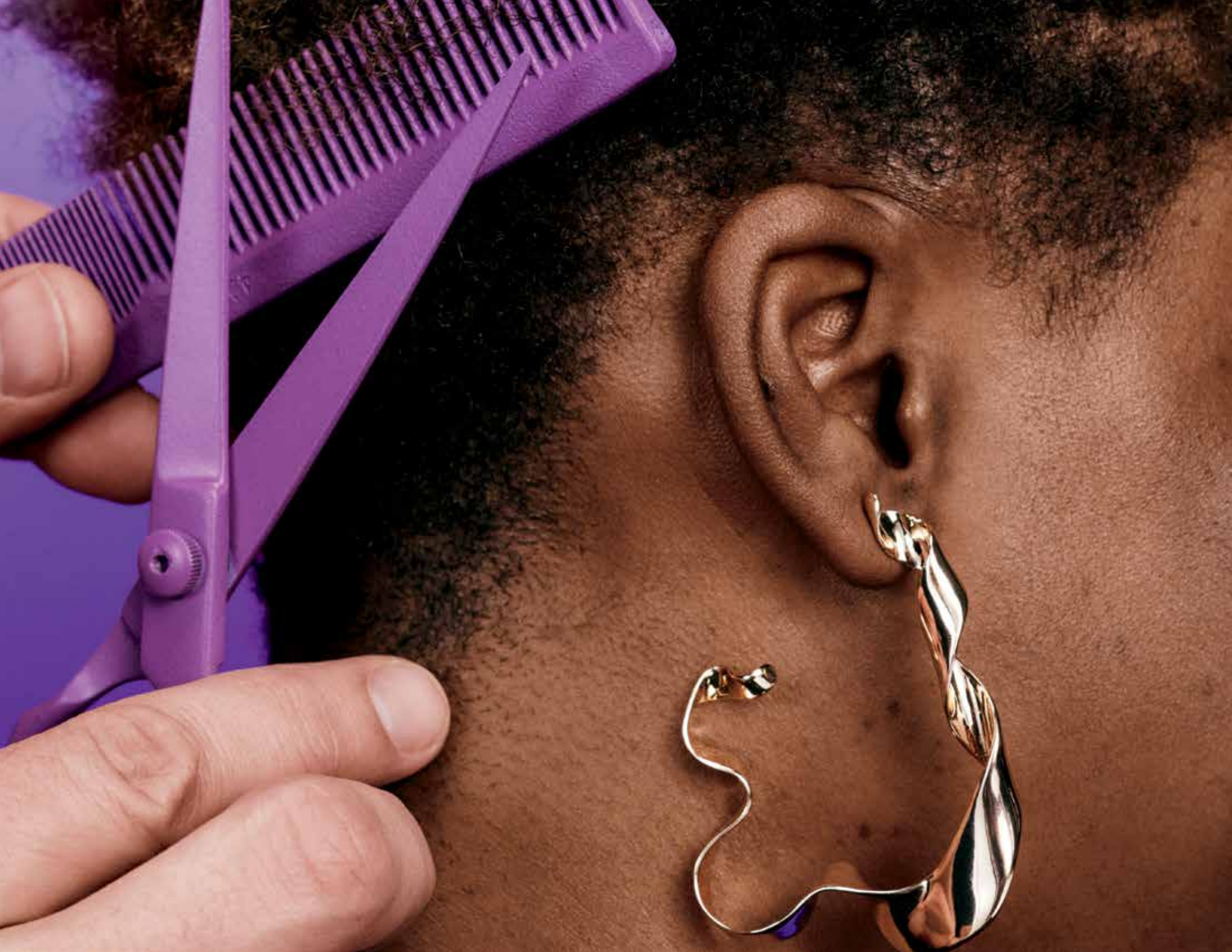




Our Education Ecosystem



Education For Every Stylist



The Matrix Difference

We Are Shaping The Most Inclusive Education Community In The Industry

At Matrix, we're committed to creating education for all hairstylists so they can color, cut, and style all hair types with confidence. We offer curriculum for all techniques and mentorship for all career journeys to inspire stylists to **Think, Believe, Dream, and Dare.**



Think outside the box.
Believe in your **Dreams**.
Dare to take risks.

At Matrix, the sky's the limit!

Matrix M Team

The **M Team** is any human that is **an educator, ambassador, artist, or hairstylist that is a part of The Matrix Community**. At Matrix, we believe in inclusivity, and this is the term that defines us as one united fellowship around the world. We are the heartbeat of the brand and work together to uplift hairstylists to believe in their dreams and reach their goals.





Mentorship + Milestones

A career path for matrix stylists geared towards hair diversity, color, editorial, social media, and targeted mentorship to help stylists think, believe, dream, and dare. At matrix, the sky's the limit. Our mission is to empower professionals to cut, color, and style with confidence, so they can take their careers to the next level.



Online + Hands-On Education

Whether you're fresh out of beauty school or looking to take your career to the next level, we offer online + hands-on education in multiple formats so you have education at your finger tips 24/7.

Access: In-depth online learning, product knowledge, technique, services, digital elevation, business building. To learn more, visit www.lorealaccess.com.

Instagram: Where we break it down to build you up with snackable content and daily education in 5 steps or less.

Academy + In Salon Classes: Product knowledge, technique, inspiration, + digital elevation.

Shows & Events: To uplift, inspire, and excite through Matrix Synergy.



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The artists, educators, and hairstylists of Matrix are the heartbeat of the brand. At Matrix, we teach hairstylists to **Think, Believe, Dream, and Dare**. We thank the artists and educators that shared their personal journey with us in The M Life and hope it inspires hairstylists around the world to **dare to take risks and that at Matrix the sky truly is the limit.**

— Alfredo Lewis



Our Pillars

The 1st Pre-Bonded Color Collection

With Permanent, Demi-Permanent + Lighteners





Where It All Began

Over 40 years ago, Arnie Miller brought the **1st permanent cream color** to the US. Today, we continue his legacy of disruptive innovation.





SoColor + SoColor Sync Pre-Bonded

Our 1st Pre-Bonded Color System

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



Pre-Bonded

For Every Diameter

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



Pre-Blended

For Every Level + Underlying Pigment

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



Pre-Paired

For Every Service

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



Lighteners

For All Hair Types + Techniques

Curl Lights

Curls + coils: Ammonia-free lightening system lifts up to 5 levels in 15 minutes (with heat), while preserving the curl pattern.

Lift + Tone

Light to medium bases: 3-step system creates toned highlights in 10 minutes.

Light Master

Foil + balayage techniques: Classic powder lightener lifts up to 8 levels.

Light Master Pre-Bonded

All hair types: Pre-Bonded powder lightener lifts up to 8 levels, while protecting bonds to keep fibers strong.

Open Air

Balayage on all patterns: Precise clay lightener for hand or brush painting.

High Riser

Dark bases: Lifts up to 9 levels, with 79% less breakage*

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





Take Control Of Your Tone.

New! Tonal Control Pre-Bonded Gel Toners

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



9V



Post-Lightening



Just Applied



10 min After Application



20 min Ready To Rinse



End Result



Real-Time Visible Oxidation

Formula **color gradually darkens as it oxidizes** so you know precisely when it's time to rinse.



Color-Coded Control

Each formula's **color** represents the dominant reflect of the shade family for ultimate predictability.

Before



Before



Before



Post-Lightening



Post-Lightening



Post-Lightening



After Toning



After Toning



After Toning



Multi-Dimensional, Long-Lasting Results.

Multi-dimensional color with **no shift to the base + high-tenacity dyes** for long-lasting color.

Color With Confidence



matrix

total results

Keep Me Vivid

Pearl Infusion/Infusion de Perle
shampoo for high-maintenance color
shampoo cuidado de colores delicados
shampooing protecteur de couleurs délicates

10.1 FL OZ / 300ml

matrix

total results

Insta Cure

Liquid Proteins/Protéines Liquides
anti-breakage shampoo
shampoo anti-quebre
shampooing anti-casse

10.1 FL OZ / 300ml

matrix

total results

Mega Sleek

Shea Butter/Beurre de Karité
shampoo for smoothness
shampoo alisador
shampooing lissant

10.1 FL OZ / 300ml

matrix

total results

A Curl Can Dream

Manuka Honey Extract
curl-defining shampoo

10.1 FL OZ / 300ml

matrix

total results

Dark Envy

Color Obsessed
shampoo to neutralize red tones
shampoo para neutralizar tonos rojos
shampooing neutralisant de tons rouges

10.1 FL OZ / 300ml

matrix

total results

High Amplify

Protein/Protéine
shampoo for volume
shampoo de volumen
shampooing volumisateur

10.1 FL OZ / 300ml

matrix

total results

Moisture Me Rich

Glycerin/Glycérine
shampoo for hydration
shampoo hidratante
shampooing hydratant

10.1 FL OZ / 300ml

matrix

total results

Brass Off

Color Obsessed
shampoo to neutralize brassy tones
shampoo para neutralizar tonos cálidos
shampooing neutralisant de tons chauds

10.1 FL OZ / 300ml

matrix

total results

Color Obsessed

Antioxidant
shampoo for color care
shampoo cuidado del color
shampooing soin couleur

10.1 FL OZ / 300ml

matrix

total results

So Silver

Color Obsessed
shampoo to neutralize yellow
shampoo para neutralizar amarillo
shampooing neutralisation des reflets

10.1 FL OZ / 300ml

matrix

total results

Unbreak My Blonde

Citric Acid
strengthening shampoo

10.1 FL OZ / 300ml



Neutralization

Toning For All Levels

Our professionally calibrated formulas with the **highest concentration of depositing dyes** neutralize warmth on all levels and undertones so you can achieve the brightest blonde to the deepest brunette **in just one application.**



Your All-In-One Just Got Cooler!

New! So Silver + Brass Off Leave-In Spray

Spray your brass away with our formulas that have **neutralizing power and 10 beautifying benefits** so you can say bye-bye to brass!





A Curl Can Dream

Care For All Patterns

Our first pattern perseveration system, co-created with experts, to preserve the curl pattern from lighten to braid to twist to style. Infused with **manuka honey extract**, this formula keeps curls and coils **moisturized and defined with no flake and no crunch!**



Damaged Hair? Never Heard Of Her.

New! Instacure Anti-Breakage Porosity Spray

Stylist's favorite backbar product is now available for consumers too! Our formulas are infused with **liquid protein** to help fill porous strands right where you need it for **60% less breakage**.



Before

After

coming 2023!
**Two-Toned
Packaging**



Feed Dry Hair Goodbye!

New! Food For Soft

Our concentrated formulas are loaded with **avacado oil** and **hyaluronic acid** attracting water like a sponge to fill in porous, dry cracks making it **7X more moisturized** and **5x smoother for up to 72 hours**.



Our Commitments



Beauty Builders

A mentorship program that creates opportunity for underserved youth to join the beauty industry through:

- Personalized mentorship
- Education
- Financial Support

The Matrix Beauty Builders program aims to inspire, empower & educate the next generation of stylists.





The Changers

One Shared Goal. Many Voices.

Uniting individual changemakers to create a collective of changemakers that will positively impact the professional industry.

Working towards a common goal – increase inclusivity in the professional industry – together with Matrix, five diverse industry professionals will lead conversations in a Facebook group with a pro stylist community aiming to:

- **Identify changes needed in the professional industry**
- **Work together to find solutions**
- **Create a plan of action to influence & create change**



Sustainability At Matrix

98% of Matrix products are manufactured at factories that:

- Are powered by at least 98% renewable energy*
- Have achieved zero waste to landfill*

*in 2021

