

new!

Tonal Control BlondeMax

Take Your Blonde Game To The Max!



matrix

matrix

**10 New!
High-Level Toners**

**Tonal
Control**
BlondeMax
Pre-Bonded

Acidic Gel Toners
Nuanceur Acide
En Gel

For Toning Blondes Levels 10+
Para tonificar rubios niveles 10+
Pour nuancer blondes niveau 10+

multi-dimensional, no lift
multidimensionnel, no lift
multidimensionnel, no lift

post-lightening acidic toner
nuanceur acide post-éclaircissant
tanalizante acido post decoloración

Vegan Formula

Formule Végétalienne / Fórmula Vegana

acidic gel tones in sponges
product designed for professional use only
produit conçu pour un usage strictement professionnel

AL IMPROPER USE, COLOR CAN CAUSE AN ALLERGIC REACTION.
FOLLOW THE USAGE ADVISORY. SAFETY WARNING: EVITER LA
COUVERTURE. PUIS, CRÉER UNE RÉACTION AU MAXIMUM. SUIVRE
TOUTES LES MISES EN GARDE ET CONSIGES D'UTILISATION.
IMPORTANTE: LA MALADISE, PUIS, PROVOQUER UNE RÉACTION
ALLERGICA. RESPECTER LES INSTRUCCIONES DE USO Y MANEJO.

1:1



3 OZ / 85 g / 85 ml

**Up To
105% Shinier Hair***

*vs. lightened, unwashed hair

Take Your Blonde Game To The Max!

10 High-Level Tonal Control Shades!

Our **1st pre-bonded acidic gel-cream toners** for high-level blonding to smooth away visible damage**



Violet Palette



Pearly
CEO



Violet
Drip



Violet
Heights



Snatched
n' Pearly



Tan Palette



Ghosting



Bougee
Glow



Blondest
Blonde



Rosy
XO



Pink Palette



Yellow Palette



Billionaire
Chic



Blue Palette



Naturally
Sm-Ashing

**smooth surface damage

Technical Information



All Levels
From Dark To Light



All Underlying Pigments
From Warm to Pale



All Diameters
From Fine To Coarse



All Patterns
From Straight To Coily



Acidic Gel-Cream Toners

[illegible]

Violet
Ash

Violet

Violet
Gold

Neutral
Violet

Violet
Red

Ash
Gold

Neutral

Neutral
Gold Ash

Neutral
Warm

Warm

Gold
Mocha

10VA
Violet Drip

9V
Iced Out

8VG
Taupe
On Top

11NV
Violet
Heights

8VR
Wine'd
Up

10AG
Ghosting

11N
Blonde
Blonde
10N
Bougee
Glow

9NGA
Bronde
Baller

9NW
Pure N'
Hot

9W
Warm
Vibes

6NGA
Bronde
Baby

5NGA
Bronde
Bestie

5NW
Gold
Standard

7GM
Miss
Mocha



Totally Transparent

Mixing Ratio

Color:Developer 1:1

Developer

10 Volume (3%)
Matrix Cream Developer

Processing Time

20 Minutes

Gold
Beige

Gold

Gold
Violet

Pearl
Rose

Neutral
Red

Neutral
Copper
Violet

Copper

Copper
Red

Rose
Gold

Red

new
10GB

Billionaire
Chic

9G

Ready
For Gold

9GV

Bubbles
On Ice

10PR

A Bit
Blushed

new
10NR

Rosy XO

9NCV

Caramel
Dreams

8C

Copperlicious

8CR

Keep It
Copper

9RG

Strawberry
Stunna

7R

Raving
Red

8GB

Beige In
The Sun

New Packaging





New Pack Color

Shade Laser Marking

High-Level Call Out

No Lift Claim

Levels 10+

new!

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Bonded

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Nuanceur Acide

multi-dimensional, no lift
à base naturelle
tonal, sin aclaración

post-lightening acidic toner
nuanceur acide post-éclaircissant

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CAUTION: CAN CAUSE AN ALLERGIC REACTION. READ INSTRUCTIONS CAREFULLY. LA COLOREZACIÓN PUEDE CAUSAR UNA REACCIÓN ALÉRGICA. LEA LAS INSTRUCCIONES CUIDADOSAMENTE. LA COLOREZACIÓN PUEDE PROVOCAR UNA REACCIÓN ALÉRGICA. RESPECTAR LAS INSTRUCCIONES DE USO-ADVERTENCIAS.

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Breakthrough Acidic Technology

To Champion Toning On Sensitized Hair



Optimized pH

To Minimize Swelling Of Cuticle

Pre-Bonded

Fiber Protection

Visible Reflect

On All Pre-Lightened Hair

No Drip Formula

Saturates All Hair Types





Up To
105%
Shinier Hair!*

*vs. lightened, unwashed hair







New Service!

Blonde Ambition

The Ultimate Transformation
From Brunette To Blonde!

1

Multi-Technique

Ownable & adaptable — lightening, root shadow, dimensional toning

2

Elevated Service

Recruit & retain new clients

3

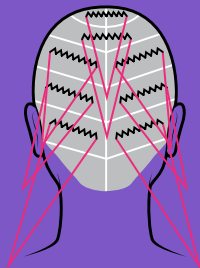
360 Education Reach

Always-on education with L'Oréal ACCESS & regional, in-person opportunities

decode the look

Blonde Ambition

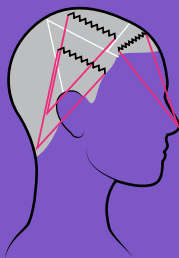
Step 1: Full Head – Lightening Mids – Ends



Lightening: Back

- Divide the hair into four quadrants
- Starting in the back left quadrant, take large diagonal back sections and backcomb
- Apply **High Riser** with 30 volume in a V-Shaped pattern just beyond the backcombing and through the ends
- Repeat on the right
- Alternating sides to create even lift
- All hair should be lightened

Step 2: Sides & Top



Lightening: Sides & Top

- **Sides:** Repeat the lightening technique on the front right side of head
- Work up to the parietal ridge
- **Front:** Take a triangular section and repeat technique
- Continue working above the parietal ridge until complete

Step 3: Process & Shampoo + Mask



Process & Shampoo

- After desired lift has been achieved, shampoo and condition with **Instacure Build-A-Bond Shampoo & Liquid Revival Mask**
- Gently dry the hair with little friction

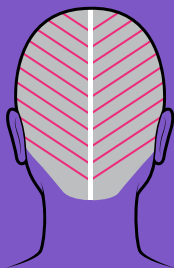
Matrix Pro Tip ✨

Make sure to use enough lightener to create even saturation

decode the look

Blonde Ambition

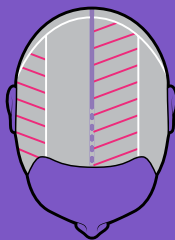
Step 4: Full Head – Lightening Roots - Mids - Ends



Back Section

- Divide the hair into four quadrants
- Starting in the nape, do a full foil using slices
- **Lightener – ½" off the scalp**
 - **High Riser** with 30 volume at the roots
 - **High Riser** with 10 volume midlengths – ends
- The ends have already been lightened so be thoughtful and cautious to only lighten hair that might need it

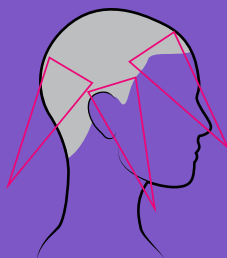
Step 5: Full Head – Cont.



Sides & Fringe

- Continue onto the sides using a full foil with slices
 - **High Riser** with 30 volume on roots
 - **High Riser** with 10 volume on midlengths – ends targeting remaining warmth
- Once in the fringe, continue the full foil with slices until you reach the crown
- Repeat on the other side

Step 6: Tipping Out The Ends



Lightening Remaining Hair

- Tip-out the remaining hair left out in between foils
- **High Riser** with 10 volume
- Only apply to hair that needs more lift
- Process until level 9/10

Matrix Pro Tip ✨

Only reapply lightener where warmth exists

decode the look

Blonde Ambition

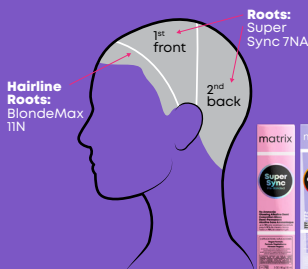
Step 7: Process & Shampoo



Shampoo

- Shampoo with **Instacure Build-A-Bond Shampoo**
- Gently dry the hair and section for toning

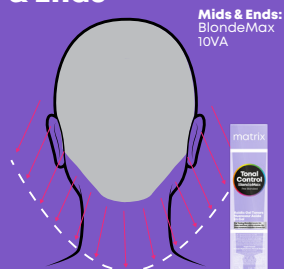
Step 8: Base Break & Toning



Front Hairline & Roots

- Divide the hair into four quadrants
- Leave the hairline out
- Apply **Super Sync 7NA** with 10 volume starting at the top and working your way down the section
- Carefully apply **BlondeMax 11N** with 10 volume around the hairline
- This will soften the line of demarcation from the lightener

Step 9: Toning Midlengths & Ends



Remaining Midlengths & Ends

- Apply **BlondeMax 10VA** with 10 volume on midlengths – ends
- Melt **Super Sync** and **BlondeMax** toners together
- Ensure even saturation
- Process for 20 minutes without heat
- Shampoo & condition with **Build-A-Bond** then style

Matrix Pro Tip ✨

Control the amount of product on your brush allows you to apply with precision





High-Level Blonding

Bright! High-Level Blonding
With High-Level Shine!

1

Classic With A Twist

Safest bleach & tone application
boosting the most shine and dimension

2

High Riser + BlondeMax

Perfect pairing in the Matrix color portfolio

3

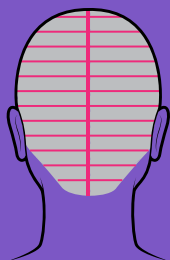
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High-Level Blonding

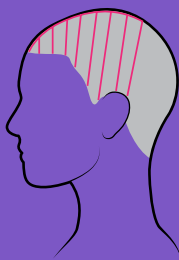
Step 1: Full Head Root Touch-Up, Back



Back Section

- Divide the hair into four quadrants
- Apply **High Riser** with 20 volume at the new growth down the center
- Take 1/4" horizontal subsection and continue applying lightener to the new growth until you reach the crown

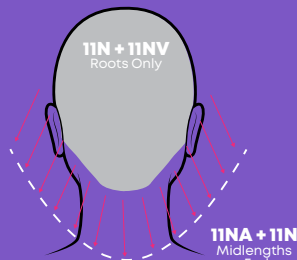
Step 2: Full Head Root Touch-Up, Sides



Sides & Top

- Continue forward taking 1/4" vertical subsections
- Apply **High Riser** with 20 volume at the new growth
- Repeat on both sides until the front is reached
- Check the first sections in the back and rinse if the level of lift has been reached
- Shampoo & condition with **Instacure Build-A-Bond**

Step 3: Dimensional Toning



Dimensional Toning

- Roots:
 - Combination of **BlondeMax 11N + 11NV** with 10 volume
- Midlengths – ends:
 - Combination of **BlondeMax 11NA + 11N** with 10 volume
- Process for 20 minutes without heat
- Rinse well & condition with **Instacure Build-A-Bond Liquid Revival Mask**
- Style as desired!

Matrix Pro Tip ✨

Charge the brush on only one side with lightener, this will provide a more targeted application



FAQs

Tonal Control

What's new with Tonal Control Pre-Bonded?

Introducing 10 new high-level toning shades. Our shades deliver the taste of color pros like in the levels they want. New Tonal Control Pre-Bonded BlondeMax delivers max shine for up to +105% shinier hair* and our max protection for smoothed away visible damage** so you can max play!

What are some of the benefits of using Tonal Control Blonde Max?

Our pre-bonded, no-ammonia acidic toners provide a no fuss solution to toning high level blondes (levels 10 + 11) with no Clear needed for max blonde. Don't fear over deposit.

Tonal Control shades are formulated with oxidative dyes for long-lasting results up to 24-washes.

What are the new shades and their bulk color?

The new shades are:

- 1N Blondest Blonde — Tan
- 11NA Naturally Sm-Ashing! — Blue
- 11NV Violet Heights — Violet
- 11PA Snatched n'Pearly — Violet
- 10GB Billionaire Chic — Gold
- 10AG Ghosting — Tan
- 10N Boujee Glow — Tan
- 10PA Pearly CEO — Violet
- 10VA Violet Drip — Violet
- 10NR Rosy XO — Pink

Can the new shades be mixed with other Tonal Control shades?

Tonal Control shades can be mixed with one another. However, 8VR, 8CR, 7R, 8C, and NEW 10NR which use HD-Red dyes for added vibrancy and longevity, are not recommended for mixing with each other or with any other shade, except Clear.

Why is real-time oxidation beneficial?

Unlike some toners on the market that can look dark very quickly, Tonal Control Pre-Bonded shades will gradually deepen over time as they process. This can help prevent rinsing too soon for fear that the toner has 'grabbed' too dark, too quickly.

How are Tonal Control, Super Sync, and Shades EQ different?

	Tonal Control Pre-Bonded	Super Sync Pre-Bonded Alkaline Toner	Redken Shades EQ
pH	Acidic pH	Alkaline pH	Acidic pH
Base Shift	No Base Shift	1 level Base Shift	No Base Shift
Finish	Multi-Dimensional	Full-Bodied	Multi-Dimensional
Consistency	Gel-Cream	Cream	Liquid
Mix With	10 volume	10 volume	Processing Solution
Timing	20 minutes	20 minutes	20 minutes
Applied to	Damp or dry hair	Damp or dry hair	Dry hair

When would I use Super Sync Alkaline vs. Tonal Control?

Super Sync Alkaline is recommended for refreshing, low-lighting, root blending, color correcting and gray blending. Tonal Control is recommended for post-lightening toning and glossing.

Does Tonal Control Pre-Bonded continue to oxidize after 20 minutes?

While there may be some residual dyes that could continue to process beyond the 20-minute mark, most will have developed by that point. Exceeding the 20-minute recommended timing could lead to darker than desired results. Conversely, removing before the 20-minute recommended timing could lead to pre-mature fading.

Is the real-time oxidation meant to be used as a timing mechanism?

No, all shades have been validated for use after processing for 20 minutes at room temperature.

Why are the shades already a color when they come out of the tube?**Are they direct dyes?**

No, Tonal Control Pre-Bonded shades do not contain direct dyes. The color that the shade is as it comes out of the tube is its bulk color. Bulk color is purely aesthetic and does not have any effect on the shade's performance or result.

How does this benefit the stylist?

Bulk colors are a fun visual aid for the stylist; a visual reassurance that the right shade has been chosen and placed in the correct area on the head or hair strand.

How do color coded formulas aid in predictability?

Color coded formulas can help to indicate where saturation may be lacking in a section or can help with placement when using more than one formula within a section. They could also be a visual cue in the bowl to prevent stylists from accidentally using the wrong formula in the wrong area (shadow root formula on the mid-lengths to ends, for example).

What are the benefits of the consistency of Tonal Control Pre-Bonded?

Tonal Control Pre-Bonded has a gel-cream consistency meaning its fast to apply, easy to distribute, saturates all hair types, and can be used with bottle or bowl and brush.

How is Tonal Control applied?

Apply to dry or damp, towel-dried hair using a bowl and brush or applicator bottle. Allow to process for 20 minutes at room temperature.

How is Tonal Control mixed?

Mix in a 1:1 ratio with 10 volume Matrix Cream Developer.

Does Tonal Control blend gray?

While certain shades might have an effect on gray hair depending on level and tone, a better option for gray blending or coverage is Super Sync Pre-Bonded.

Did Tonal Control Pre-Bonded be replacing SoColor Sync Pre-Bonded Acidic?

Yes, SoColor Sync Acidic Shades will be discontinued and replaced by Tonal Control Pre-bonded.

#TonalControl #MatrixColor
#ColorWithConfidence #BlondeMax



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