

new!

Food For Soft

Hydrating Haircare System

Sales Presenter



Moisture Retention Is A Core Issue



58% of shoppers seek products with moisture/hydration benefits



Moisture is the **#1 benefit** sought out by consumers



Moisture retention is a core issue across **all hair types**

**Everyone Needs
On Average 18% Water**

< 12% →

Dehydration
(thin, brittle, dry)

12-18% →

Healthy
(soft, shiny, elastic)

> 18% →

Hygral Fatigue
(frizzy, dry, dull)



Everyone's Hair Is A Little Thirsty

Over-Processed



Thick/Coarse



Gray/Aging



Heat Damaged

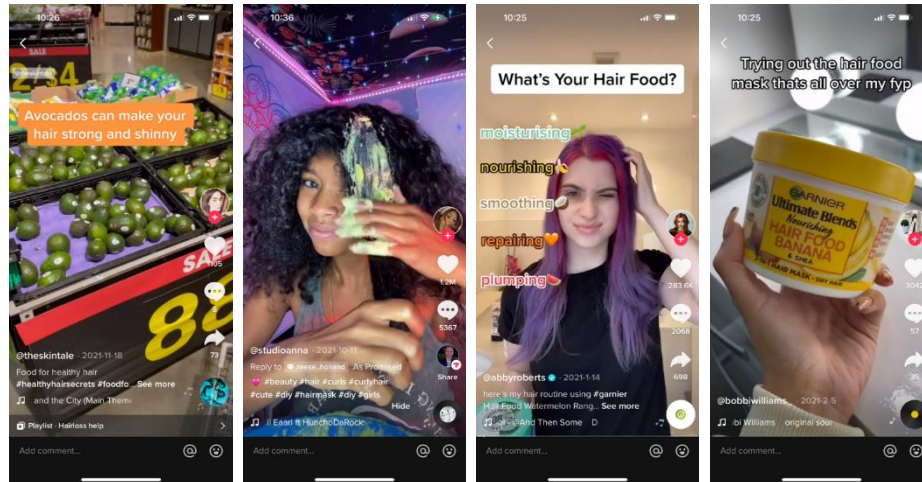


Ingredients Trending in Haircare

Food Beauty Trend

+160%

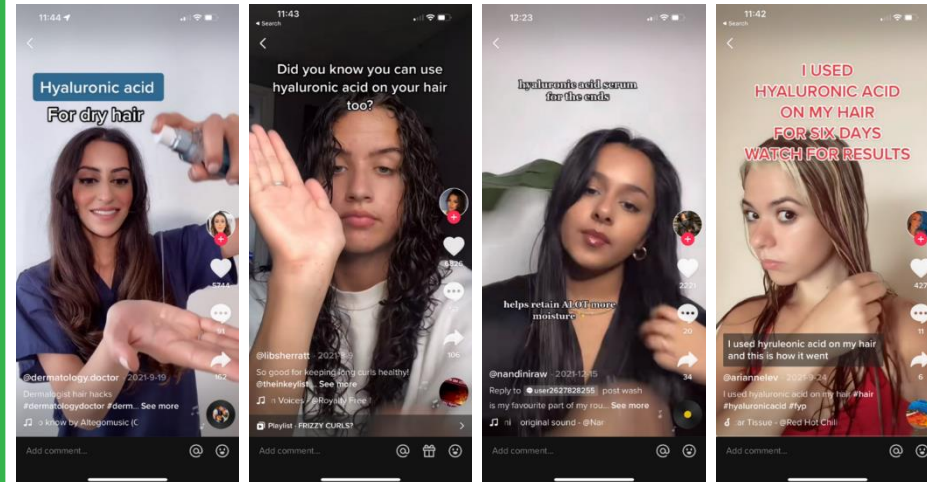
Search for “**Avocado Oil** Benefits For Hair”



Hair Skinification Trend

+120%

Search for “**Hyaluronic Acid** Hair Products”



Before



Feed dry hair goodbye!

new!

 matrix

Food For Soft

Avocado Oil & Hyaluronic Acid

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

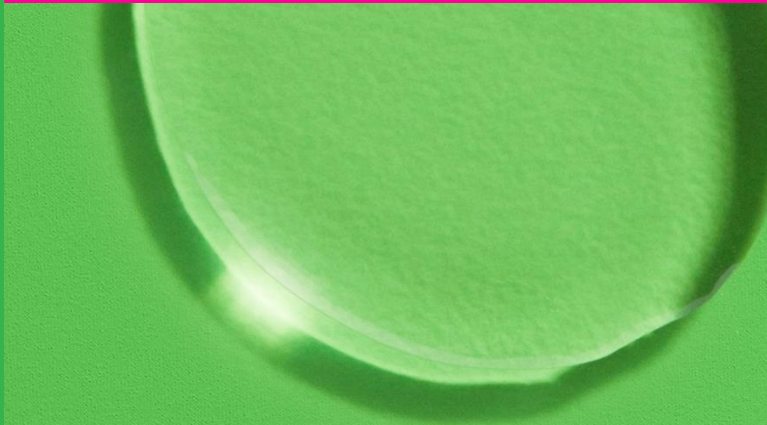
*When used as a system of Food For Soft Shampoo, conditioner or mask, & oil versus non-conditioning shampoo
L - Internal Use

7x More Moisture*

With Powerful Hydrating Technology

Two Steps for Optimal Level Of Hydration:

Hyaluronic Acid:
Load With Moisture



Attracts Moisture

- Absorbs 1000x its weight in water
- Deeply hydrates strands
- Great for all hair types

Avocado Oil:
Lock In Moisture



Seals Moisture

- Seals hair shaft with hydrophobic layer, preventing moisture loss
- Versatile & light-weight for buildable application

*When used as a system of Food For Soft Shampoo, conditioner or mask, & oil versus non-conditioning shampoo

**These claims are specific to the ingredients and cannot be directly attributed to our formulas.

C1 - Internal use



Hydrating Shampoo



For all dry hair

Detangling Hydrating Conditioner



For all dry hair

Rich Hydrating Treatment Mask



For very dry & porous hair

Multi-Use Hair Oil Serum



For all dry hair

Matrix Haircare Is Getting A Makeover

Bolder Color Impact
with secondary color

Easier Navigation
with targeted copy



Stronger Tone Of Voice
with large pillar names

Better Usage
with flipped conditioner



Before



Hydrating Shampoo

For All Dry Hair

- ✓ **7x More Moisture**
- ✓ **72 hrs Of Seriously Soft Hair**
- ✓ **Hyaluronic Acid + Avocado Oil**

To Use:

Apply a quarter size amount of product, lather and rinse. Follow with Conditioner or Treatment Mask & Oil.



Before



Detangling Hydrating Conditioner

For All Dry Hair

- ✓ **7x More Moisture**
- ✓ **72 hrs Of Seriously Soft Hair**
- ✓ **Hyaluronic Acid + Avocado Oil**

To Use:

Following shampoo, apply from mid lengths to ends and leave on one minute. Rinse. Follow with oil.



Rich Hydrating Treatment Mask

For Very Dry & Porous Hair

- ✓ **7x More Moisture**
- ✓ **72 Hours of Seriously Soft Hair**
- ✓ **Hyaluronic Acid + Avocado Oil**



To Use:

Following Shampoo, apply treatment mask from mid lengths to ends and leave on for 3-5 minutes. Rinse. Follow with oil. Tap the side or open the jar to get every last drop!



Multi-Use Hair Oil Serum

For All Dry Hair



- ✓ **7x More Moisture**
- ✓ **72 hrs Of Seriously Soft Hair**
- ✓ **450° F/ 230° C Heat Protection**
- ✓ **Avocado Oil**

To Use:

Following shampoo & conditioner or treatment mask, apply several drops of oil serum to wet or dry hair- do not rinse. Use more product for higher porosity hair.





Help Your Salons Earn More Revenue With Food For Soft!

Add a New Food For Soft Hydrating Mask Service to Their Salon Menu

- **How-To:** Use Food For Soft Rich Hydrating Treatment Mask as an upgrade post-shampoo to deeply hydrate all hair types in only 5 minutes.
- **Strategy + Client Profile:** Offer as a quick, add-on service to existing color and/or cut clients looking to extend their style with a nourishing and hydrating treatment.

7 services × **\$10**
(per week) (per service)

= \$3,430* (per year)

*assuming stylist purchases 10 jars (\$210) per year
1 jar = 40 services (at 2 pumps per service)



Food For Thought...

What Are Your Clients Hydration Needs?

Our most transversal and complementary range can mix and match across the entire Matrix portfolio

Coily Hair

Hydration + Curl Definition



Mechanical Breakage

**Balance of Liquid Proteins
+ Hydration**



Blonde Repair

Bond Repair + Softness



Fight Frizz & Humidity

**Smooth, Shine
+ Hydration with Softness**





5 Reasons Why

Stylists Will Love Food For Soft

- 1. Moisture is #1 Benefit Sought Out by Consumers**
- 2. Hydrating Treatment Mask Is A Great Service Opportunity**
\$10 Service * 7 Services per Week = \$3.6K Per Year
- 3. Universal Product Range for At-Home Care**
- 4. Powerful Hydrating Ingredients at an Accessible Price Point**
- 5. Proven Results** 7X more moisture for up to 72 hours!*

*When used as a system of Food For Soft Shampoo, conditioner or mask, & oil versus non-conditioning shampoo



Salon 360

Sampling/Trial

Ask your Salon Business Partner for a free sample!



Social Imagery & Salon Signage

Download



LEVEL

May: 2x Points on Food For Soft

LEVEL
LOYALTY REWARDS

Get Inspired

Follow along for inspiration:



Free Education

- Virtual Classes on Monthly Calendar

Enroll Here
Free Digital Edu



Intro Offers

See following pages for details





May – June 2023 (2 months)

Food For Soft Launch Offer

Purchase: Any 12 Food For Soft @ 20% OFF
Receive Free (PPK):

- 1 FFS Shampoo Liter
- 1 FFS Conditioner Liter

Salon Price: \$86.40-\$201.60

Salon Value: \$144.00- \$288.00

Salon Savings: 40%





May – June 2023 (2 months)

Food For Soft Try For 20% Off

Salon Price: \$7.20 - \$16.80

Salon Value: \$9.00 - \$21.00

Salon Savings: 20%



new!

Food For Soft

Hydrating Haircare System

#Matrix

#FoodForSoft

