

Pre-Bonded Language Book





discover the

1st Pre-Bonded Color Portfolio

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*
With the Matrix Pre-Bonded Lightening Portfolio
- ✓ Save Time + Money
No need to buy or add a separate bonder
- ✓ Make More Profit
Charge 20% more for a bonded color service

pre-

92% Less Breakage*

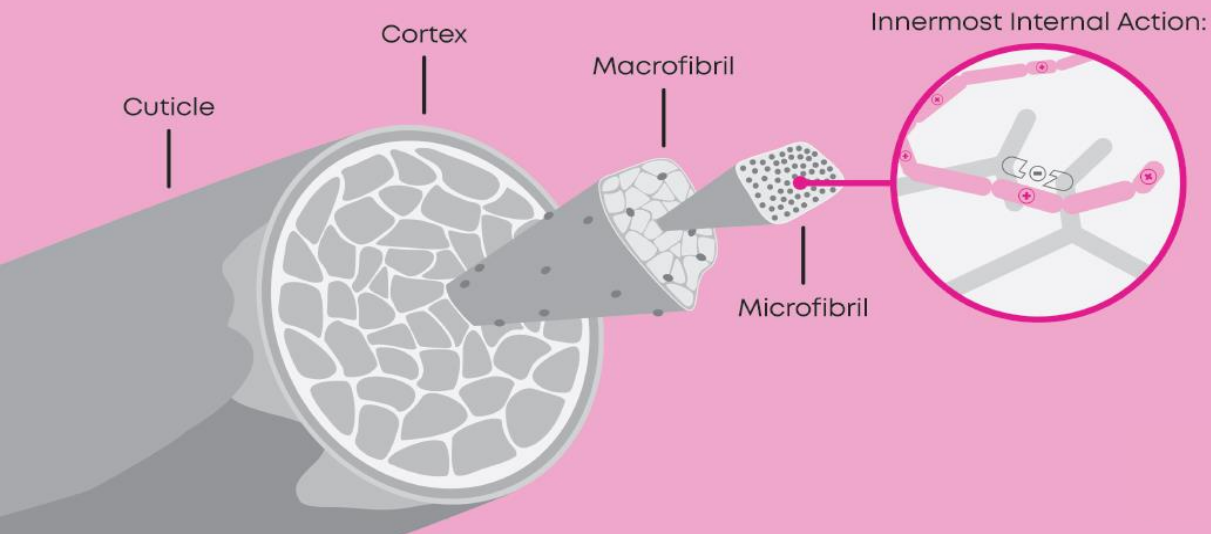


Matrix's Lightener Without Bonder

Matrix's Pre-Bonded Lightening Portfolio

*Using the Matrix Pre-Bonded Lightening Portfolio vs. Matrix's leading Lightener without bonder. Matrix Lightening Portfolio: Light Master Pre-Bonded, SoColor Sync Addic, Unbreak My Blonde Shampoo, Conditioner, Leave-In.





Why You Need Pre-Bonded Permanent Color!



Strengthen Frequently Colored Hair

Permanent Haircolor Clients are in the chair every 3-6 weeks – our Pre-Bonded formula keeps their hair healthy color after color.



Protect Brittle Gray Hair

Hair without melanin is weaker and brittle – our Pre-Bonded formula support the hair structure & prevents breakage



Deliver Long Lasting, True-To-Tone Results

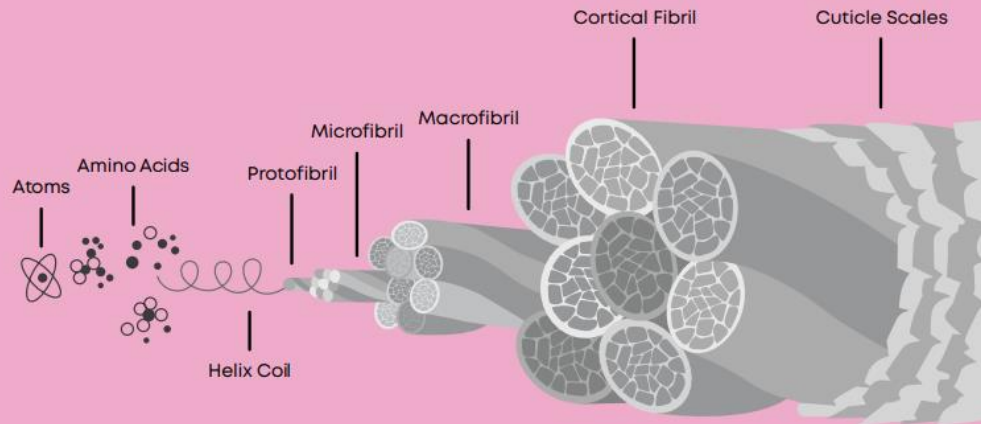
Our Pre-Bonded formula saves you from diluting your formula with added bonder to deliver the best, true-to-tone results.

#1 Pre-Bonded Permanent Salon Hair Color*

Pre-Bonded Formula

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

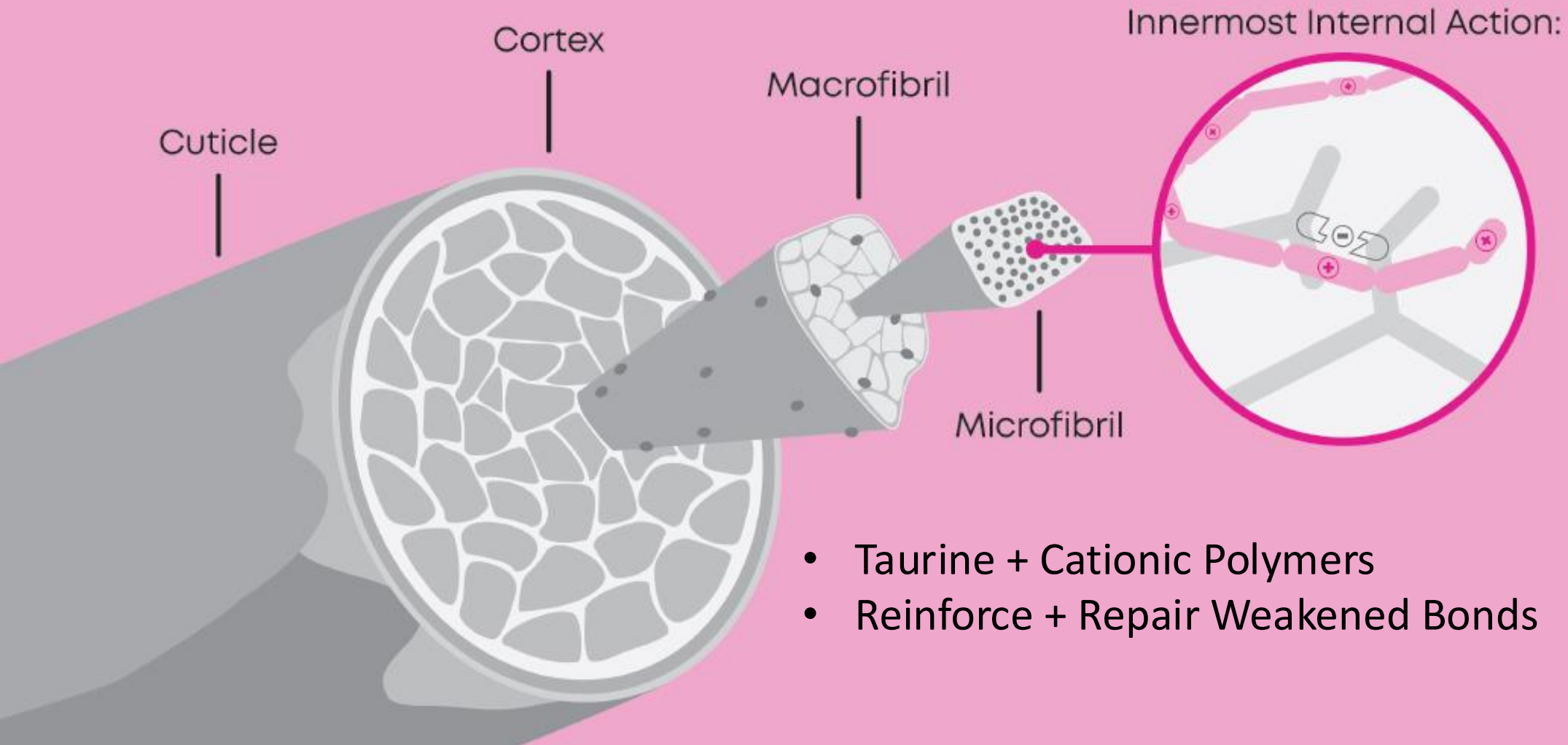


*Based on Kline's Professional Hair Color Global Market Snapshot published May 2023, in US dollar value sales during full calendar year 2023. Pre-Bonded = hair color That Helps Protect Disulfide Bonds



Pre-Bonded Formula

Bond-Protecting Concentrate



- Taurine + Cationic Polymers
- Reinforce + Repair Weakened Bonds

