

2024 CLASS MENU

PRODUCT KNOWLEDGE & BUSINESS	COLOR	BLONDING	CURLS / TEXTURE	CUTTING & DESIGN	STYLING & FINISHING
- SoColor 101 - SoColor Sync + Tonal Control - Salon Emotion - Suite Emotion - Retail: Use It, Believe It, Share It - Monetizing Social Media Access Digital Only: - SoColor 10 min - Coil Color	- Cover, Conquer & Slay the Gray - Haircolor for All - Unlock Haircolor Formulation - Matrix Color Melting techniques - Modern Color Chemistry - Tone & Transform - SoColor Cult Mixology - Color Correction S.O.S. - Silver Lining: Art of Gray Transformation - Class Designed by "selected artist"	- Blonding for All - Balayage Like a Pro 4D Foilayage - Matrix Blonding Express Techniques - Blonde Ambitions: Mastering the Art of Blonding - Contoured Shadow Lights - Rise & Shine Highlights - Class Designed by "selected artist"	- All About Curls'N'Color - Class Designed by "selected artist"	- C.R.A.F.T. Haircutting - C.R.A.F.T. Creative Haircutting - C.R.A.F.T. Curly Haircutting - The Wolf Cut - Class Designed by "selected artist"	- Matrix Styling - Waves, Braids & Bridal - Class Designed by "selected artist"

2024 IN-SALON GUIDELINES

- Purchase class**
 - Please contact your SalonCentric Education Assistant Manager for class price based on artist selected
- Attendee Minimum**
 - 6+ stylists for In Salon class
- Unlock Matrix Education Perks**
 - Brand Regional Educator or local Matrix Artist (demo artist) based on availability within local market.
 - If no availability of RE or local Matrix Artist, you can redeem for below:
 - Private In-Salon Digital Demo
- In Salon Programs**
 - Salons responsible for all working products and stylists / facilitator mannequins indicated by educator
- Support Artist**
 - Look & Learn (1) Support Artist needed every 20 attendees for demonstration class
 - Workshop Class (1) Support Artist needed for every 14 attendees for hands in or hands on workshop class
 - Redeem through education perks guidelines or booked on PPD Level Loyalty site to use level loyalty points

2024 CLASS DETAILS

Store Studio class length

- Up to 3 hours for Look & Learn
- Up to 6 hours for Hands-in or Hands-on Workshop

In-salon class length

- Up to 3 hours for Look & Learn
- Up to 6 hours for Hands-in or Hands-on Workshop

Digital class length

- Varies from 1 hours – 3 hours

EARNED EDUCATION GUIDELINES

2024 Unlock Matrix Education Perk

Redemption through Level Loyalty Site with Promo Code

Matrix New User Kit

(1) \$25 Store Education Voucher

*redeem within same calendar year

Color Conversion 6+ stylists

In Salon Customized Color Class

For All

L'Oreal ACCESS



[Click Here](#)

Virtual Class via Zoom



[Click Here](#)

\$3k+ Matrix Purchases

Entry to Live Streaming Masterclass
*1 of 4 programs

\$5k+ Matrix Purchases

Entry to Live Streaming Masterclass
*Total of 2 of 4 programs

(1) In Salon Class with Brand Assigned Educator
*Look & Learn class select from selected class list

\$15k+ Matrix Purchases

Entry to Live Streaming Masterclass
*Total of 3 of 4 programs

(2) In Salon Class with Brand Assigned Educator
*Look & Learn class select from selected class list

\$20k+ Matrix Purchases

Entry to Live Streaming Masterclass
*Total of 4 of 4 programs

Customized Salon Education Plans
Plan by Matrix Education Experience Manager (EEM)

- Matrix purchases within 12-month period or cluster salons/suites together to meet the purchasing guidelines
- In salon class: minimum of 6+ stylists or you can cluster salons/suites to meet the minimum
- Matrix selected classes for redemption on Matrix Education Perk on selected class list
- Classes facilitated by brand Regional Educator or local Matrix Look & Learn Artist assigned by brand (if no local artist available, virtual class option)
- Live Streaming Masterclass will be registered through level with promo code



2024 Matrix Education Perk Class Options

Essential « Think »

- SoColor 101
- SoColor Sync + Tonal Control
- Haircolor for All
- Blonding for All
- Matrix Styling
- Salon Emotion
- Suite Emotion
- Retail: Use It, Believe It, Share It
- Monetizing Social Media

Experience « Believe »

- Cover, Conquer & Slay the Gray
- All About Curls'N'Color
- Unlock Haircolor Formulation
- Balayage Like A Pro
- 4D Foilayage
- Matrix Color Melt
- Tone & Transform
- SoColor Cult Mixology

Advanced « Dream »

- Matrix Blonding Express Techniques
- Modern Color Chemistry
- Contoured Shadow Lights
- Rise & Shine Highlights



Class Name:

SOCOLOR 101

Class Description:

Discover what makes SOCOLOR pre-bonded permanent cream color unique while understanding the ins and outs of this amazingly caring color line so that you can color all hair types and textures with confidence.

Top 3 Class Takeaways

- Understanding Grey Hair
- How To Formulate For Different Stages Of Gray Hair
- Hot Tips & Tricks

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

SOCOLOR SYNC + TONAL CONTROL

Class Description:

Take control of your tone! In this class you will learn how to use SoColor Sync and Tonal Control Pre-Bonded, Matrix's newest acidic demi-permanent haircolor to deliver long-lasting, predictable toning results on all hair types + patterns.

Top 3 Class Takeaways

- How SoColor Sync + Tonal Control works
- How to formulate with success with Alkaline or Acidic Toners
- Mixing + Processing Guidelines

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☐ Digital

Class Name:

SOCOLOR 10 MIN PRE-BONDED (ACCESS Digital Only)

Class Description:

Discover SoColor 10 Min Pre-Bonded, Matrix's first pre-bonded permanent haircolor that provides 100% gray coverage in only 10 minutes! Learn how SoColor 10 Min works, how to use it, and how it can give you the ability to see 2x more clients per day.

Top 3 Class Takeaways

- How SoColor 10 Min works
- Mixing + Processing Guidelines
- How to apply SoColor 10 Min

Class Format	Class Type
☒ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☒ Digital

Class Name:

COIL COLOR (ACCESS Digital Only)

Class Description:

Curls will be curls! Learn about what makes Coil Color unique and why it's the ideal product choice to effectively color curly + coily hair in the salon.

Top 3 Class Takeaways

- How Coil Color works
- Mixing + Processing Guidelines
- How to identify the ideal Coil Color client

Class Format	Class Type
☒ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☒ Digital

Class Name:

MATRIX STYLING

Class Description:

Blow-dry styling is like putting together a puzzle- Every section is equally important to creating the shape of the style. You will learn pro-techniques + tips to create the perfect finish on straight, wavy, curly + coily hair patterns.

Top 3 Class Takeaways

- Learn Key Techniques In Blow-drying
- Techniques for maximum volume, sleek and controlled finishes and directional blow drying
- Decoding Blow dryers + selecting the right brush for the job

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

ALL ABOUT CURLS'N'COLOR

Class Description:

Curls will be curls! In this class, learn what makes coloring curly + coily hair unique and how to use products such as Curl Lights and Coil Color to create a variety of looks on all curly + coily hair types.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Top 3 Class Takeaways

- How to preserve the curl pattern while coloring
- How to select the right technique for each pattern
- Hot tips for color application and placement

Class Name:

SUITE EMOTION

Class Description:

Reinvent the client experience in your studio with Suite Emotion! Discover the 7 Steps of the client journey and develop your action plan to enhance every step along the way for success with our Suite Emotion program. Making the client central to the experience will set you above the rest!

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☒ Digital

Top 3 Class Takeaways

- 7-Steps of the client journey
- Building a business of success
- Mindset training

Class Name:

SALON EMOTION

Class Description:

Get introduced to the 7 steps of the client journey in this SALON EMOTION introductory 3 hour class. SALON EMOTION is a unique transformative program designed to elevate the client experience and drive loyalty to your salon. Over the course of 3 hours, you'll start to explore SALON EMOTION'S exclusive 7-Step program which provides the tools, mindset and training to create the ultimate client experience in your salon.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☒ Digital

Top 3 Class Takeaways

- How-to create the ultimate salon experience for your clients
- 7-Steps of the client Journey
- Mindset training

Class Name:

COVER, CONQUER & SLAY THE GRAY

Class Description:

Want to understand the nuances of covering gray, no matter how stubborn? Learn how to provide a uniform & opaque coverage application on all hair types, textures no matter how stubborn.

Top 3 Class Takeaways

- Understanding Grey Hair
- How To Formulate For Different Stages Of Gray Hair
- Hot Tips & Tricks

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

HAIRCOLOR FOR ALL

Class Description:

Gain insight on industry favorite formula secrets using SoColor, SoColor 10 min, Coil Color, Color Sync and Tonal Control for all hair types. Deep dive into the what, why and how to use these to make the one-two punch of perfect hair color.

Top 3 Class Takeaways

- Using Matrix haircolor With Confidence
- Creative Solutions For Color Challenges
- Hot tips + Tricks

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

BLONDING FOR ALL

Class Description:

One size doesn't fit all! We celebrate all humans and all hair types and all our lightener options with Matrix! Learn from our educators the tips and tricks of our lighteners to maximize your efficiency and results behind the chair.

Top 3 Class Takeaways

- Explore Matrix Lightening Technologies In Depth
- When To Choose Each Technology
- Slip, grip and comfort- Mixing and application strategies for all of your lightning needs

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

UNLOCK HAIRCOLOR FORMULATION

Class Description:

Understand the rules and theory to give you consistent results.

From bright reds to refreshing color and grey coverage, this class will give you what you need to eliminate fear no matter what the service is.

Top 3 Class Takeaways

- Hair color chemistry
- Learn consultation techniques to ensure your clients see your vision
- Understand how to use Matrix hair color to build business behind the chair

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

BALAYAGE LIKE A PRO

Class Description:

Go beyond basic + learn the art of all custom hair painting methodology to upskill your balayage techniques + take your blonding services to the next level with the ability to perfect your painting skills on all levels, underlying pigments, textures, and patterns.

Top 3 Class Takeaways

- Mastering The Art of V-shapes
- Backcombing And Balayage With Confidence
- Balayage Tools Made Easy

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

4D FOILAYAGE

Class Description:

In this class you will learn how to create stunning seamless

4-dimensional high contrast blondes using a combination of foiling and balayage. This custom technique allows for precise placement of color for maximum impact highlights. The perfect technique for all hair types and patterns.

Top 3 Class Takeaways

- Understanding the benefits and advantages of foilage over traditional highlighting techniques
- Theory, techniques and practical application for creating seamless blends and transitions
- SoColor Sync Alkaline + Tonal Control Acid toning + blonde at home maintenance

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

RETAIL: USE IT, BELIEVE IT, SHARE IT

Class Description:

Whether you're managing a front-desk staff or work by yourself in a suite, consulting with clients and giving them the Matrix products that will ensure their success at home is a must-have for stylists looking to stay competitive. Learn from our top Matrix Artists on how to communicate the love you have your products and be the your most authentic when selling retail!

Top 3 Class Takeaways

- Understand how your voice and body language can aid or stop a sale
- Learn tips on making your approach more natural and conversational
- Practice creating rapport and asking the correct questions to lead to a sale

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

MONETIZING SOCIAL MEDIA

Class Description:

Are you ready to discover the secrets to creating a captivating social media presence that showcases your unique brand and expertise? Learn social media advertising tips & tricks collected from top Matrix Artistic Directors + Influencers worldwide on how to create visually appealing and shareable content that drives engagement to supercharge your salon growth and unlock the full potential.

Top 3 Class Takeaways

- How to Leverage top-performing social trends that resonate with your target audience and drive engagement and conversions.
- Effective techniques for building a strong social media presence.
- How to customize content creation and curation to create your unique point of difference.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☐ Hands-In	☐ Store Studio
☐ Hands-On	☐ Digital



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Class Name:

COLOR CORRECTION S.O.S.

Class Description:

Master the fundamentals of the “Law of Color” + gain confidence in your corrective color skills to conquer corrective color challenges on all diameters and hair patterns. Explore corrective color situations like fashion tonal changes, balayage mishaps, underlying pigment, toning + more.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Top 3 Class Takeaways

- 5 Common Corrective Color Challenges
- 5 Common Corrective Color Solutions
- Master The Fundamentals Of The “Law Of Color”

Class Name:

BLONDE AMBITION: MASTERING THE ART OF BLONDING

Class Description:

Join our Matrix community in bringing back the era of the craft hairdresser with Matrix Foundational Haircutting. This class will give you the must-know information on how we approach haircutting and set you up to break down any shape behind the chair. Learn core technique’s that you’ll use for the rest of your life!

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Top 3 Class Takeaways

- Core theory of Matrix Haircutting
- Explore consultation tips for communicating your vision
- Elevation, Over-Direction, Finger Angle, tension, Layering hair: Horizontal vs. vertical

Class Name:

SILVER LINING: ART OF GRAY TRANSFORMATION

Class Description:

What happens when your permanent color client decides to embrace their natural gray? In this class, you’ll learn how to use the Matrix Pre-Bonded color + lightener portfolio to perform the Silver Lining Service, Matrix’s 3-step professional service designed to help transition your gray coverage clients to silver.

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Top 3 Class Takeaways

- How to perform the Silver Lining Service
- Formulation + placement for all levels + percentages of gray
- How to maintain your client’s gray hair to keep them coming back to the salon

Class Name:

MATRIX BLONDING EXPRESS TECHNIQUES

Class Description:

You will learn how to speed up your foiling time with high impact, highlighting techniques + strategic placement using less foils.

Top 3 Class Takeaways

- Lightening made easy with Matrix Lighteners
- Quick Contour Balayage
- High impact Halo & Tip-Out's

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Class Name:

MATRIX COLOR MELTING TECHNIQUES

Class Description:

Dial up your color melting techniques with the next generation of color melting. Learn how to create predictable, seamless melted results from base to ends while adding contrast and definition on all hair types. The possibilities are endless!

Top 3 Class Takeaways

- How to perform the color melting techniques on all hair types + patterns
- High-contrast, yet seamless color placement
- How to select the perfect color melting formulas

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Class Name:

MODERN COLOR CHEMISTRY

Class Description:

Take your skills to the next level and learn how to color with confidence! In this class you'll take a deep dive into the fundamentals of haircolor and learn about hair structure, how each Matrix haircolor product affects the hair, and how to use the law of color to select the perfect color formula for your clients.

Top 3 Class Takeaways

- Hair Structure + the law of color
- How different haircolor products work within the hair
- How to choose the right Matrix haircolor product for all color scenarios

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

WAVES, BRAIDS & BRIDAL

Class Description:

The key to building your bridal business is being able to quickly + consistently create flawless bridal looks. Learn solid go-to techniques that are quick & easy, along with needed skills to utilize padding + wefts for volume length. You will learn how to work with all hair types and patterns to achieve the perfect style!

Top 3 Class Takeaways

- Trends + Era's
- Face Shapes + Profiles
- Quick + Reliable Techniques

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

C.R.A.F.T. CURLY HAIRCUTTING

Class Description:

Calling all Type 2, 3 and 4 hair patterns! This class will teach you how to combine, free form, curl by curl and hi tension cutting techniques to effortlessly create the most in demand curly cuts trending in salons.

Top 3 Class Takeaways

- Consultation, analysis, technique and customized product recommendation based on curl pattern.
- Understanding curl shrinkage, and how to adapt your technique for curly & coily hair patterns.
- No tension cutting versus tension cutting

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☐ Digital

Class Name:

C.R.A.F.T CREATIVE HAIRCUTTING

Class Description:

You've got the foundation, now it's time to create! Join us to learn advanced texturizing and shaping techniques and master the art of the shear in this hands-on class.

Top 3 Class Takeaways

- Consultation, analysis, technique and customized product recommendation based on hair pattern.
- Creative texturizing techniques
- Creating your point of difference

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☐ Digital

Class Name:

CONTOURED SHADOW LIGHTS (New for 2024)

Class Description:

In this comprehensive class, you will learn advanced blonding techniques in combination with three strategic teasing methods. This new and innovative method creates stunning strobes of lightness, resulting in the most beautiful and seamless multi-dimensional blonds.

Top 3 Class Takeaways

- Learn creative foil placement to add depth and dimension
- Master three strategic teasing techniques
- Learn how to analyze and adapt techniques to compliment all textures, lengths, and color goals

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

RISE & SHINE HIGHLIGHTS (New for 2024)

Class Description:

Lightening hair is always en-vogue and a key service behind the chair! Whether a balayaged brunette or a full foil blonde, lightening and toning will make that money, hunny! Learn a combination of foils and free-hand for any hair texture + play with beautiful toning for all requests!

Top 3 Class Takeaways

- Complimentary foil placement & free-hand painting
- Speed techniques for quick add-on color services
- Tonal Control creative toning

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Class Name:

THE WOLF CUT (New for 2024)

Class Description:

Old becomes new again with this flirty and fun throw-back to the 80's! In this cutting program, you'll learn how to compliment face structure with a disconnecting, heavy fringe suitable for most face shapes. No round brush needed here from the addition shaggy layers that are deep point-cut, sliced, and carved for cool-kid finish.

Top 3 Class Takeaways

- Customizable fringe to suit all face shapes
- How to create textured and voluminous layers
- Detailed texturizing + blending techniques

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☐ Digital

Class Name:

TONE & TRANSFORM

Class Description:

Toning is not one size fits all! In this class you'll learn how to use Tonal Control and SoColor Sync to confidently select the perfect toner formula for every client and every color scenario.

Whether you're neutralizing or enhancing warmth, filling prior to a tint back, or performing a color correction, Matrix has your back!

Top 3 Class Takeaways

- When to choose Tonal Control vs. SoColor Sync
- How to select the perfect toning formula for every level + underlying pigment
- Tips + formulas for every color correction situation

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☒ Store Studio
☒ Hands-On	☒ Digital

Class Name:

SOCOLOR CULT MIXOLOGY

Class Description:

In this class, go beyond what you know about creative

coloring with **SoColor Cult** Semi-Permanent haircolor. Learn how to create endless top-trending formulas that will help take your vivid color services to the next level.

Top 3 Class Takeaways

- Explore the Palette
- Mix + Create Unlimited Formulations
- Learn Social Media tips and Tricks

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

C.R.A.F.T. HAIRCUTTING

Class Description:

Join our Matrix community in bringing back the era of the craft hairdresser with Matrix Foundational Haircutting. This class will give you the must-know information on how we approach haircutting and set you up to break down any shape behind the chair. Learn core technique's that you'll use for the rest of your life!

Top 3 Class Takeaways

- Core theory of Matrix Haircutting
- Explore consultation tips for communicating your vision
- Elevation, Over-Direction, Finger Angle, tension, Layering hair: Horizontal vs. vertical

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☒ Digital

Class Name:

Class Designed by...

Class Description:

Customized classes designed to meet a variety of learning requirements in haircutting, color, blonding or other specialty. Each custom class is designed in partnership with you and facilitated by a coveted Matrix Artistic or Technical Director.

Top 3 Class Takeaways

- Advanced class with a blend of creative + technical training
- Personalized education experience based on stylists needs
- Unique + immersive hands-on experience

Class Format	Class Type
☒ Look & Learn	☒ In-Salon
☒ Hands-In	☐ Store Studio
☒ Hands-On	☐ Digital

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
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Class Format	Class Type
☐ Look & Learn	☐ In-Salon
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