



Turn Up The Heat!

10 New Tonal Control Shades!

Acidic Gel-Cream Toners In Copper,
Red & Warm Blonde Shades



new!



matrix
New! Tonal Control Shades

Turn Up The Heat!

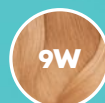
With Cowgirl Copper, Fiery Reds & Warm Blondes!

 Yellow Palette



8GB

Beige In
The Sun



9W

Warm
Vibes



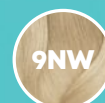
9GV

Bubbles
On Ice



9G

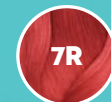
Ready
For Gold



9NW

Pure
N' Hot

 Pink Palette



7R

Raving
Red



8CR

Keep It
Copper



8C

Copperlicious



9NCV

Caramel
Dreams



8VR

Wine'd
Up

 Violet Palette



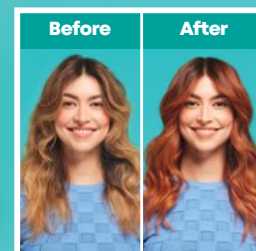
Real-Time Visible Oxidation

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



Color-Coded Control

Color represents the dominant tone of the shade family for ultimate predictability.



Long-Lasting, Multi-Dimensional Results

Zero-lift color, lasts up to 24 washes.



Stylists Are Loving Tonal Control!



@georgepapanikolas

“

“These new Tonal Control shades perfectly complement warm balayage looks and give that sunkissed glow all year round! They complete the palette and give us a **full range of colors** that we need to be successful!”

—**George Papanikolas,**
Matrix Artist



@constancerobbins

“

“I’m so excited about these new Tonal Control red and copper shades! They really **allow me to be creative** and work my best behind the chair! You’re going to love the way they are **translucent but still rich!**”

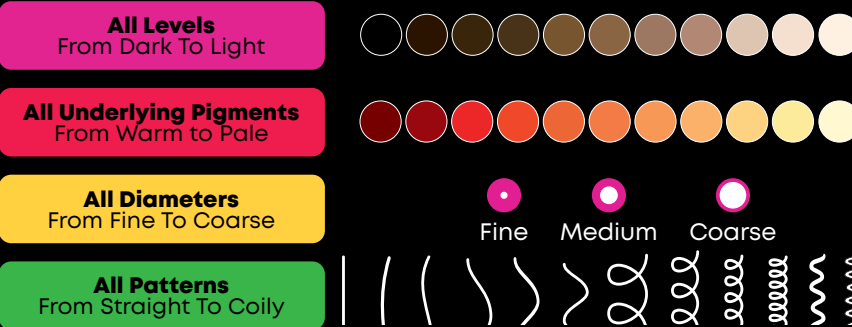
—**Constance Robbins,**
Matrix Artist

Tonal Control

Acidic Gel-Cream Toners

Formula / Pack Color	Jade	Neutral Jade	Titanium	Ash Ash	Ash	Neutral Ash	Pearl
11							
10			10T Chrome + Collected				10P Pearl Power
9				9AA Silver Standout			
8			8T Slay In Silver				8P Mother Pearl
7						7NA Neutral + Chill	
6					6A Ash If		
5		5NJ Jammin Jade					
4	4J Emerald Envy			4AA Greige Getter			
3							

Technical Information



Acidic Gel-Cream Toners



Mixing Ratio	Color:Developer 1:1
Developer	10 Volume (3%) Matrix Cream Developer
Processing Time	20 Minutes

[illegible]



decode the look

Chloe

Formula A: Freehand Balayage & Hairline Foils

15g (1 Scoop) **Light Master Pre-Bonded**
+ 1 oz (30ml) 20 Volume (6%) Matrix Cream Developer

Formula B: 4D Foilayage

15g (1 Scoop) **High Riser Pre-Bonded**
+ 1 oz (30ml) + 40Volume (12%) Matrix Cream Developer

Formula C: Root Tap Toner

1 oz (30g) **Tonal Control 8GB Beige In Sun**
+ 1 oz (30ml) 10 Volume (3%) Matrix Cream Developer

Formula D: Mids-Ends Toner

3 oz (90g) **Tonal Control 9NCV Caramel Dreams**
+ 1 oz (30ml) 10 Volume (3%) Matrix Cream Developer



7

starting level
Level 7

o

underlying pigment
Orange

•

diameter
Fine



hair pattern
Wavy 2B

8 9

end level
Level 8/9



end reflect
8GB/9NCV

•

diameter
Fine

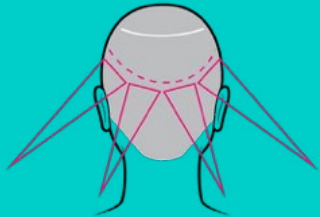


hair pattern
Wavy 2B

decode the look

Chloe's Freehand

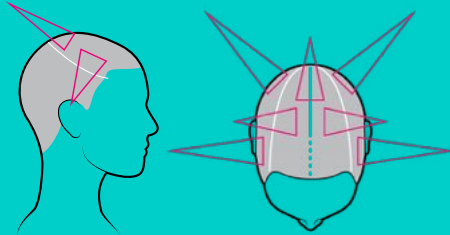
Step 1: Recession To Recession



Free-Hand Painting

1. Take a horseshoe section from the recession, across the back of the head and to the other side.
2. Clip away the top section.
3. Starting 1" behind the hairline and at the horseshoe section, take a deep V section and free-hand a 'V' using **Light Master** with 20 vol.
4. Create four sections in total.

Step 2: Top & Crown Section



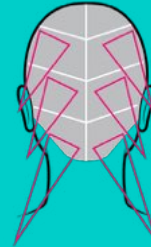
Free-Hand Painting

1. Continue with the deep V section and free-hand a 'V' using **Light Master** with 20 vol.
2. The consistency of the lightener should be thick.
3. There will be three sections on top.
4. Do not rinse.

decode the look

Chloe's 4D Foilayage

Step 3: Back Of Head



Sections & Lightening

1. Take a vertical section from the crown to the nape creating two sections, left and right.
2. Starting on the right side and working with diagonal back sections, backcomb the section to diffuse the line.
3. Using **High Riser** w/ 40 vol., and 4D Foilayage technique, paint a deep 'V' using foils.
4. Layer foil on-top to avoid crease marks.

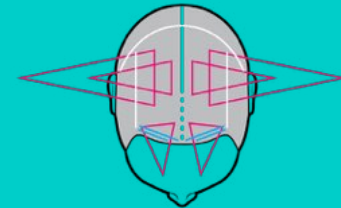
Step 4: Front & Side Sections



Hairline & Side

1. At the side hairline, take a fine, diagonal back slice paralleling the hair and apply lightener. Repeat on the same technique with another slice behind it.
2. With the remaining hair, use the 4D Foilayage technique — backcomb the whole section and paint a deep 'V'.
3. Repeat on the other side.

Step 5: Money Piece & Top



Fringe & Top

1. In the fringe, take a fine slice along the hairline and apply lightener. Following with another slice behind it.
2. For the third section, take a diagonal back parting and gently back comb and apply lightener in a 'V'.
3. Once on top, continue with the 4D Foilayage technique taking vertical sections. Repeat on the other side.
4. Process to the desired level of lift then rinse and shampoo.

decode the look

Chloe's Toner

Step 6: Tone Roots To Ends



9NCV Caramel Dreams

1. Apply **Tonal Control 9NCV Caramel Dreams** with 10 vol. to roots through ends on everything except front hairline.

Step 7: Tone Front Hairline



8GB Roots & 9NCV Roots To Ends

1. 1'-2' back from the front hairline, apply **Tonal Control 8GB Beige In Sun** with 10v/m at the the root then **9NCV Caramel Dreams** on the rest of the hair.
2. Process for 20 minutes. Rinse, shampoo, and style as desired.



decode the look

Yessy



Formula A: Lightener

15g (1 Scoop) **Light Master Pre-Bonded**
+ 1oz (30ml) 30 Volume (9%) Matrix Cream Developer

Formula B: Root Toner

1.5 oz (42g) **Tonal Control 7R Raving Red**
+ 1.5 oz (42g) 10 Volume (3%) Matrix Cream Developer

Formula C: Ends Toner

1.5 oz (42g) **Tonal Control 8C Copperlicious**
+ 1.5 oz (42g) 10 Volume (3%) Matrix Cream Developer

Before



5

starting level
Level 5

R

underlying pigment
Red

○

diameter
Medium

〰

hair pattern
Wavy 2C

After



7 8

end level
Level 7/8

〰

end reflect
7R/8C

○

diameter
Medium

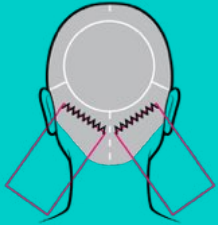
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hair pattern
Wavy 2C

decode the look

Yessy's Perimeter

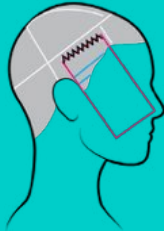
Step 1: Left & Right Nape



Sections & Lightening

1. Create a center profile parting from the front hairline to the crown.
2. Take a radial parting from the crown to 1 inch above the ears.
3. Take a diagonal back section from the front center part, back through the sides and into the nape.
4. This will disconnect the entire hairline from the top sections.
5. Beginning in the nape, take a weave, backcomb the section and lighten with **Light Master** with 30 vol.

Step 2: Hairline & Sides



Hairline & Side

1. At the side, take a fine weave at the hairline and apply lightener.
2. Repeat the same technique with another fine weave behind it.
3. With the third foil, backcomb the base of the section to diffuse the line.
4. Layer the foils on top when backcombing a weaved section.

Step 3: Fringe



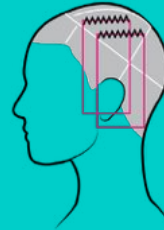
Fringe & Top

1. In the fringe, take a fine weave and apply the lightener. Repeat the same technique for the second foil.
2. For the third section, use a fine weave gently back comb the base and lighten.
3. Be sure not to lighten over the backcombed hair to avoid breakage or irregular lifting.

decode the look

Yessy's Top Section

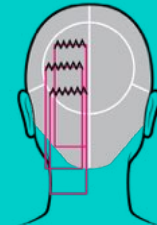
Step 4: Front Top Sections



Top Left & Right Sections

1. Take a zigzag horizontal weave, backcomb the base and apply **Light Master** with 30 vol. Avoid applying lightener to backcombed hair.
2. Layer the foils.
3. Work your way to the top.
4. Repeat on the other side.

Step 5: Back & Crown



Back Left & Right Sections

1. Continue with the zigzag horizontal weave, backcomb the base and apply **Light Master** with 30 vol. Avoid applying lightener to backcombed hair.
2. Layer the foils.
3. Work your way to the top.
4. Repeat on the other side.
5. Process to desired level. Rinse and shampoo.

decode the look

Yessy's Toner

Step 6: Tone Roots & Feather Through Mids



Root Toner

1. Apply **Tonal Control 7R Raving Red** on roots and create a shadow effect. Feather the color from roots to high midlengths.

Step 7: Tone Mids & Ends



Mids & Ends Toner

1. Apply **Tonal Control 8C Copperlicious** from the midlengths through the ends. Melt the two colors together and ensure all the hair is saturated.
2. Process for 20 minutes. Rinse, shampoo and style as desired.



Before



FAQs

Tonal Control

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 is it different than SoColor Sync and Redken Shades EQ?

	Tonal Control Pre-Bonded	SoColor Sync Pre-Bonded			Redken Shades EQ
		Alkaline Toner	Acidic Toner	Fast Toner	
pH	Acidic pH	Alkaline pH	Acidic pH	Alkaline pH	Acidic pH
Base Shift	No Base Shift	½ level Base Shift	No Base Shift	No Base Shift	No Base Shift
Finish	Multi-Dimensional	Full-Bodied	Multi-Dimensional	Neutralizing	Multi-Dimensional
Consistency	Gel-Cream	Cream	Cream	Cream	Liquid
Mix With	10 volume	10 or 20 volume	10 volume	10 volume	Processing Solution
Timing	20 minutes	20 minutes	20 minutes	2-5 minutes	20 minutes
Applied to	Damp or dry hair	Damp or dry hair	Damp or dry hair	Damp hair	Dry hair

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

SoColor Sync Alkaline is recommended for refreshing, low-lighting, root blending, color correcting and gray blending. Tonal Control is recommending 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 is SoColor Sync Alkaline Pre-Bonded.

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

All Tonal Control shades can be mixed with one another. However, 8VR, 8CR, 7R and 8C, 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.

Can SoColor Sync Acidic + Tonal Control be mixed together?

No, it is not recommended that they be mixed as results could be unpredictable due to the bulk color.

FAQs

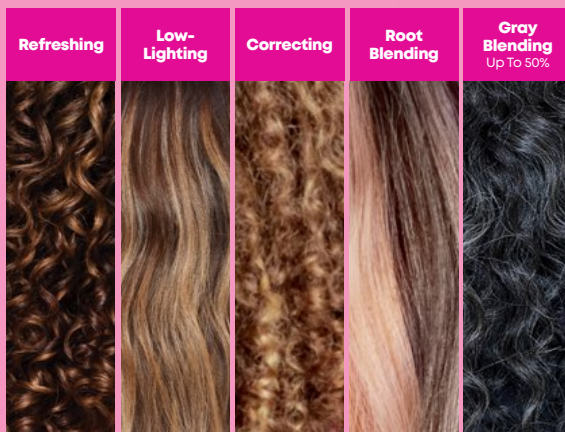
Tonal Control



SoColor Sync

Full-Bodied Results, ½-Level Base Shift (Alkaline)

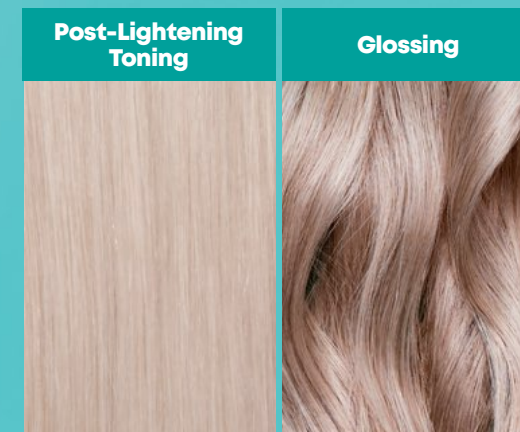
Pre-Blended + Pre-Paired



Tonal Control

For Post-Lightened Hair To Correct, Balance And Create, No Base Shift (Acidic)

Pure Tonal Deposit





matrix

#TonalControl
#ToneWithConfidence



@matrix



@matrix

**Escanear Para
Leer En Español**

