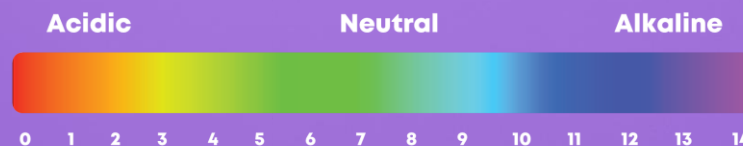




2 Ways to Demi

Endless Creativity with Acidic & Alkaline Color from Matrix!



Tonal Control Acidic Toners

Ideal for glossing + toning with dimensional results.

SoColor Sync Alkaline Toners

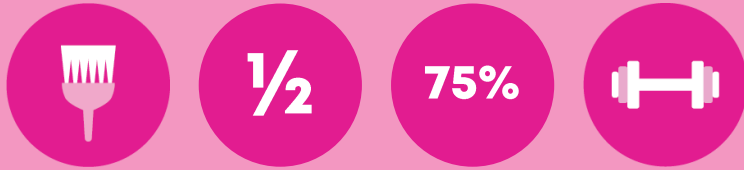
Ideal for gray blending, lowlighting, & toning with a richer, full-bodied result.

2 Ways to Demi

Demi-Permanent Technologies for Every Client Need

SoColor Sync

Rich Alkaline Toners



Technology

- Extra-conditioning cream
- Shifts up to ½ a level for richer deposit
- Covers up to 75% gray
- Bonder built-in

The Ideal Client

- Looking for a rich, deep color result
- Healthy or uncolored hair

Tonal Control

Acidic Gel-Cream Toners



Technology

- No-drip, gel-cream consistency
- Zero lift, deposit only
- Real-Time Visible Oxidation
- Bonder built-in

The Ideal Client

- Looking for sheer, dimensional results
- Pre-lightened or sensitized hair



Must-Try Shades

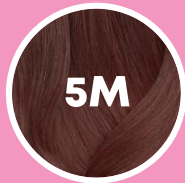
Demi-Permanent Technologies for Every Client Need

SoColor Sync

Rich Alkaline Toners



Cool neutral ideal for gray blending.



Soft warm shades with a bit of gold.



Icy cool tone, best for neutralizing.



Intense cool red violet tone.

Tonal Control

Acidic Gel-Cream Toners



Ideal for keeping blondes light.



Icy cool tone, best for neutralizing.



Ash violet tone for silver looks.



Use as a booster or as a clear gloss.



Get Inspired!

Endless Creativity with Acidic & Alkaline Color from Matrix!



@tanarosehair
Tonal Control 11PV



@chapter21hairsalon
SoColor Sync 7CC



@amieslayton
Tonal Control 9NGA



@tanarosehair
SoColor Sync 7NV
(lowlight) and **10NV** (tone)



@cassidymarie
Tonal Control 9V



@thejillrae
SoColor Sync 7NV and
8WN + 6N (lowlights),
Tonal Control 6NGA
(base) and **10P** (gloss)

#SoColorSync #TonalControl



Client Consultation Guide

Demi-Permanent Technologies for Every Client Need

#1: What is the Condition of Your Client's Hair?

Hair that is damaged needs color that is gentle to minimize further damage to the hair. Both SoColor Sync and Tonal Control are ammonia-free and have bonder built-in to help protect hair bonds, however Tonal Control's acidic properties make it ideal for hair that has been chemically lightened or processed.



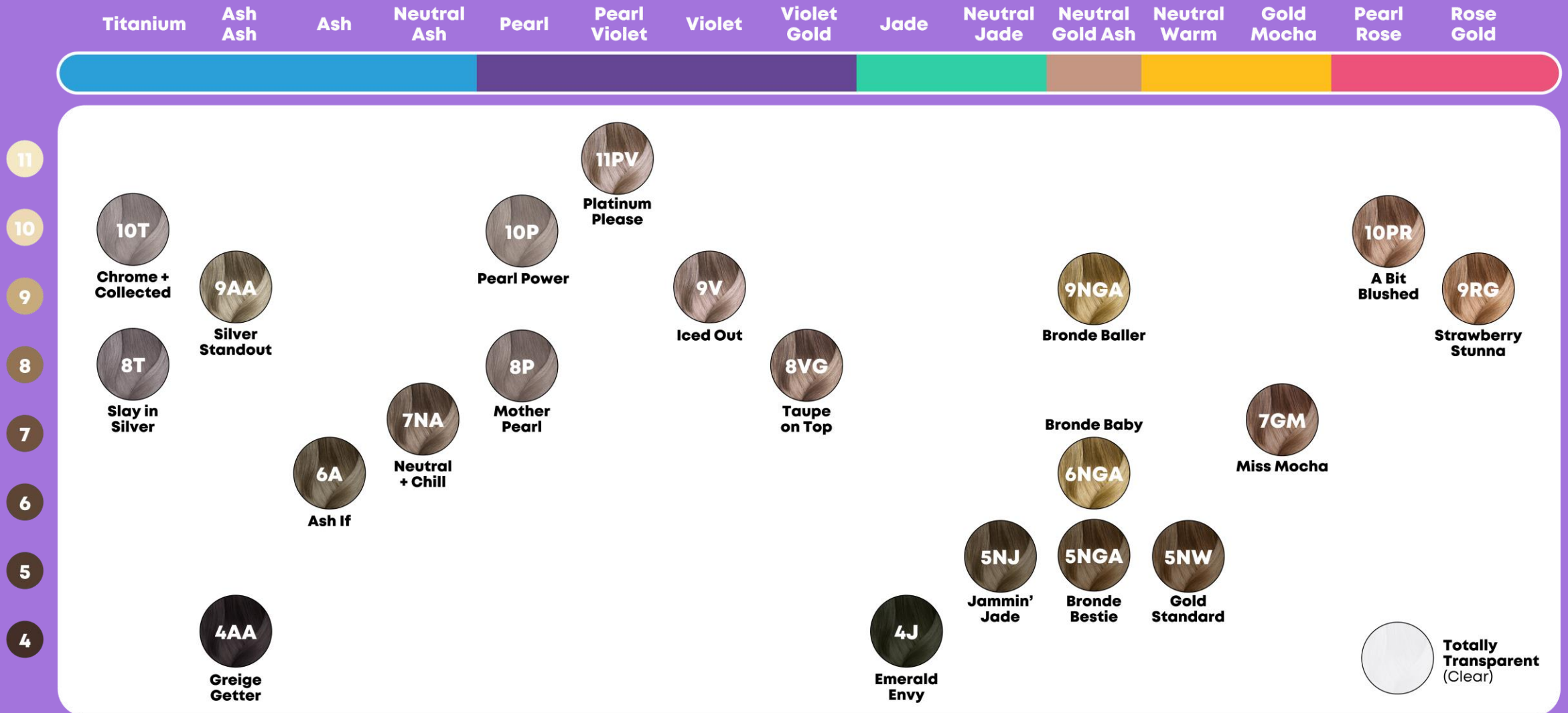
#2: Does Your Client Prefer a Full-Bodied or Dimensional Result?

Both SoColor Sync and Tonal Control feature a 100% oxidative dye technology, with zero direct dyes, that penetrates the cortex for longer-lasting results. SoColor Sync can shift the base up to ½ a level to deliver a fuller, richer, deeper taste of color. Tonal Control provides more sheer, multi-dimensional results with zero lift.



Tonal Control Acidic Toners

21 Pre-Bonded Shades, Including New Pearl & Titanium Reflects!





January Offer

Free Swatchbooks!

Small Offer

Free Tonal Control Pre-Bonded Clear

with the purchase of 4-9 Tonal Control and/or SoColor Sync shades

Save up to 24%

Medium Offer

Free Tonal Control Pre-Bonded Clear + Mini Demi-Permanent Swatchbook

with the purchase of 9-17 Tonal Control and/or SoColor Sync shades

Save up to 43%

Large Offer

Free Tonal Control Pre-Bonded Clear + Large Demi-Permanent Swatchbook + Matrix Cream Developer 10 Vol (32 oz)

with the purchase of 18+ Tonal Control and/or SoColor Sync shades

Save up to 36%

