



A Curl Can Dream

Competitive Conversion
Guide



matrix

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1

Portfolio + Point of Difference



#1 Prestige Curl Brand

Sold Thru Salons



32% Accts

New to Matrix

Kline Pro, Reviews sourced from Amazon, Ulta, Salon Centric & Matrix.com

4.5 ★

With Over **5000** Reviews!
Award Winning Formulas

6 Awards



A Curl Can Dream Objective:

Create the most inclusive and professional curl and coil collection.



Our Mission:
Decode Her Routine

- ✗ Complicated
- ✗ Time-Intensive
- ✗ Demanding

Our Journey:
2-year Collab

- ✓ 3 Pattern Experts
- ✓ 50 Formulas Tested
- ✓ 300 Curly/Coily Heads



A Curl Can Dream Lineup

Shampoo



CoWash



Rich Mask



Moisturizing Cream



Light Hold Gel



Light Weight Oil



6 moisturizing & shaping products for curls & coils, with **pattern preservation** at every step!





Shampoo for curls and coils, infused with Manuka honey extract, is a deep cleansing shampoo perfect for wash day to remove build up while still preserving your pattern.



CoWash for curls and coils, infused with Manuka honey extract, is a gentle cleansing conditioner, perfect for in-between wash day to revive curls.



Rich Mask for curls and coils, infused with Manuka honey extract, is a deep hydrating mask that preserves the pattern of curls and coils.



Moisturizing Cream for curls & coils, infused with Manuka honey extract, is a leave-in cream that provides moisture and definition without flaking or crunch!



Light-hold Gel for curls and coils infused with Manuka honey extract, is a defining gel that layers perfectly over cream without flaking or crunch.



Light-weight Oil for curls and coils, infused with sunflower seed oil is the perfect finisher to separate out curls and add shine!

Usage

Use once weekly to deep cleanse curly & coily hair. Apply desired amount of product at the scalp and work throughout lengths and ends. Rinse.

Use 2x weekly to gently cleanse curly & coily hair as a replacement for deep cleansing Shampoo. Apply desired amount of product at the scalp and work throughout length and ends.

Use daily or as often as you wash your hair to bring intense moisture to curls and coils. After applying Shampoo or Cowash, apply desired amount of product and massage into length and ends. Rinse.

After using Shampoo or Cowash and Mask, apply desired amount of product depending on curl density, less for fine hair and more for thick hair, to soaking wet hair from root to tip, sectioning off as you go. Scrunch curls. Air Dry or diffuse.

After using Shampoo or Cowash, Mask, Cream, apply desired amount of Light Hold Gel depending on hair density. Less for fine hair and more for thick hair. More product will yield a higher hold.

After using Shampoo or Cowash, Mask, Cream, and Gel, work several pumps of Light-Weight Oil into hands and apply liberally to hair, from root to tip. Allow to air dry or diffuse.

Formula Claims

	Sulfate Free	Silicones Free	Parabens Free	Mineral Oils Free	Petrolatum Free	Paraffin Free
Shampoo	 *					
Co Wash						
Mask						
Cream						
Gel						
Oil**						

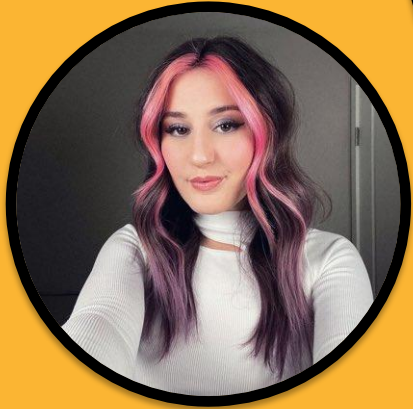
*Sulfate is a type of surfactant commonly used in shampoo as a foaming agent. It helps to lather and clean the hair, ACCD shampoo provides a deep cleanse to remove build up, oils and styling products.

**Oil is a vegan formula as it does not contain Manuka Honey Extract



Artists Love A Curl Can Dream

"I cannot recommend A Curl Can Dream Collection enough! This range has all the products you need for the dreamiest of curls. Anywhere from medium to tighter patters can benefit from its main moisture preserving ingredient, Manuka Honey."



Sharon Spellman

Matrix Brand Ambassador

"During the fall, humidity goes down and I see a lot of girls embracing their natural curls and waves! A Curl Can Dream will be HUGE! Fall is also the season of repair after beaches, yachts, and pool parties!"



Eric Vaughn

Matrix Master Artistic Educator

"My absolute must-have is A Curl Can Dream collection! Your hair is going to need moisture this fall from how dry our summer has been, and this regimen will have your hair feeling healthier and more moisturized than before."



Michelle O'Connor

Matrix Brand Ambassador



2

Regimens



The Coily Routine

Pattern 4 

Core Needs:

- ✓ Cleansing (CoWash) or Deep Cleansing (Shampoo)
- ✓ Moisture Enhancing + Preservation
- ✓ Definition, Elongation + Control

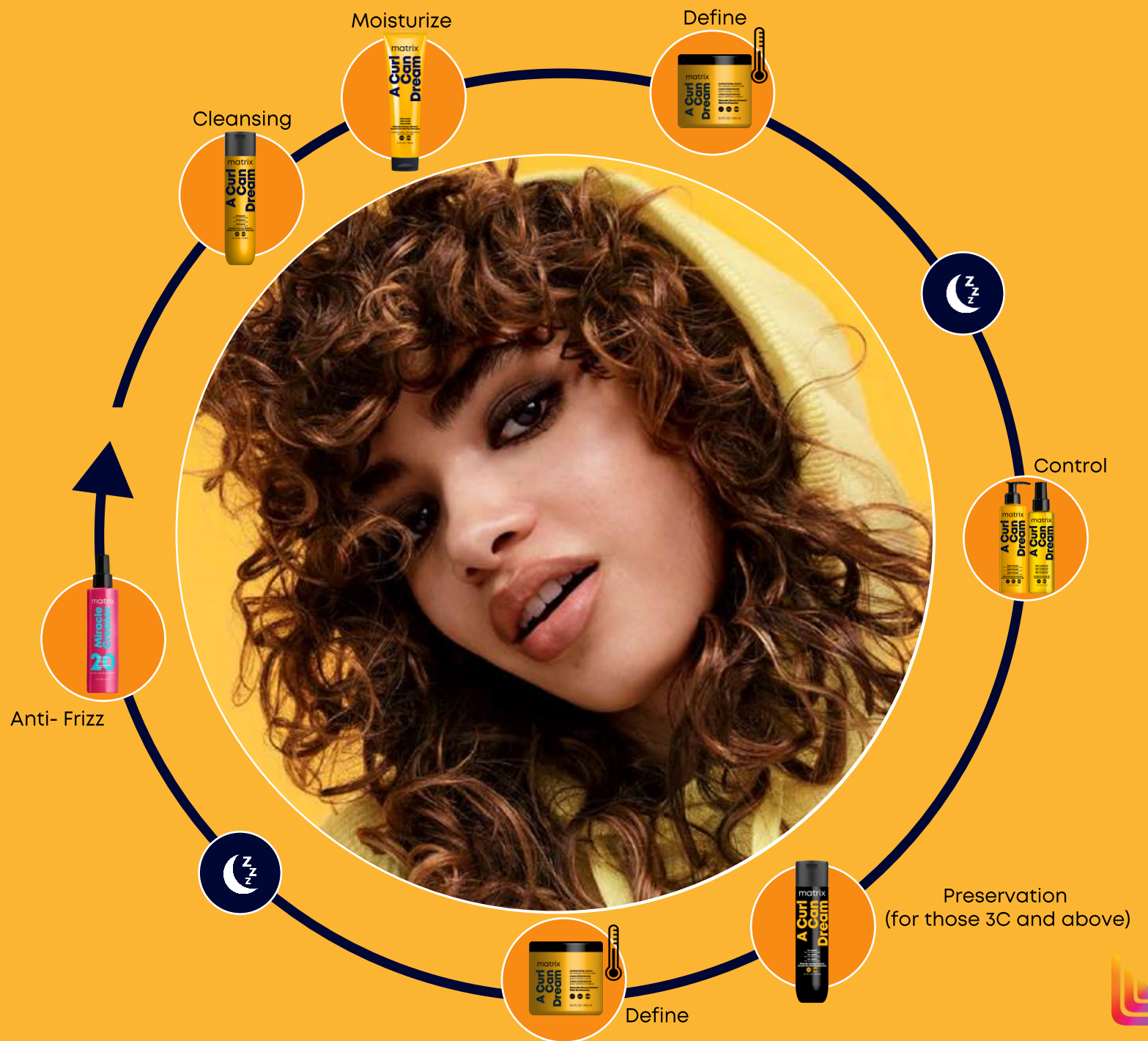


The Curly Routine

Pattern 3 

Core Needs:

- ✓ Moisture Replenishment
- ✓ Touchable Definition
- ✓ Anti-Frizz



3

Like-As Products



A Curl Can Dream Shampoo

DevaCurl



DevaCurl Curl Build Up Buster

Wella



Wella NutriCurls Micellar
Shampoo For Curls

Pattern



Pattern Cleansing Shampoo



Shampoo

Perfect for wash day
to remove build up

A Curl Can Dream CoWash



CoWash

Perfect for in
between wash days
to revive curls

DevaCurl



DevaCurl Curl No Poo Original

Wella



Wella NutriCurls Cleansing
Conditioner

Pattern



Pattern Lightweight Conditioner

A Curl Can Dream Mask



Rich Mask

Preserves curl pattern

DevaCurl



DevaCurl Curl Melt Into Moisture

Wella



Wella NutriCurlsDeep
Conditioning Treatment

Pattern



Pattern Intensive Conditioner

A Curl Can Dream Cream

DevaCurl



DevaCurl Styling Cream

Wella



Wella NutriCurlCurl Balm

Pattern



Pattern Styling Cream



Moisturizing Cream

Provide moisture &
definition

A Curl Can Dream Gel



Light Hold Gel

Provides definition
with light hold

DevaCurl



DevaCurl Ultra Defining Gel

Wella



Wella EIMI 48-Hour Memory Hair Gel

Pattern



Pattern Curl Gel

A Curl Can Dream Oil



Light Weight Oil

Finishing product to
separate curls & coils

DevaCurl



DevaCurl High Shine

Wella



Wella Luminous Smoothing Oil

Pattern



Pattern Argan Oil

4

Conversion Support



Retail Sampling Program



Retail Sampling Process

1

Introduction

SBP meets client and reviews Matrix Sales Presenter.

If **new client**, SBP speaks to Matrix brand history, product range, and points of distinction.

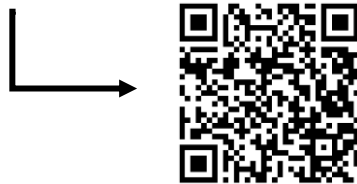
If **existing client**, SBP moves into updated brand message and identity.

2

Customization

SBP determines product selection tailored to client, and orders via Mosaic.

SBP introduces client to Access and weekly **product knowledge classes**.



SBP flags account as “**opportunity**” in Salesforce.

3

Education

Client receives custom product selection via Mosaic order.*

Client receives first trigger email with education resources link and registers for product knowledge class.

*SBP Account number required. SBP to add Color Sampling to salon’s flow order. If not added, handling fee will apply to the no charge order.

4

Implementation

SBP connects with salon to nurture relationship and analyze follow-up education, connecting to Education Team.

Ensure accounts’ successful conversion and sustained loyalty through **New User Kit offers**.



2023 Matrix Hair Care Sampling Program

Full Size Samples to Expand Distribution

Choose Up To 6 Free Retail Products From Assortment Below



A Curl Can Dream



Brass Off



Color Obsessed



Dark Envy



High Amplify



Food For Soft



Instacure



Keep Me Vivid



Length Goals



Mega Sleek



Miracles



So Silver



Unbreak My Blonde



2023 Matrix Styling Sampling Program

Full Size Samples to Expand Distribution

Choose Up To 6 Free Retail Products From Assortment Below



Vavoom



Matrix Styling



Retail Sampling Program Details

Coupons Redeemable

1/1/2023 – 12/31/2023

Coupon Allotment per Recipient*:

DSMs: 3 per month for 6 months

*DSMs can re-allocate coupon quantities among SBPs based on individual performance & need as long as they do not exceed total allocated quantity for their SBP population.

Coupon Codes

1/1/2023 – 12/31/2023

Offer:

Choose up to 6 free retail SKUs from the list on the following page (mix & match)



COUPON CODE: 002096S



Retail New User Kits



Care & Styling New User Kits

3 Tiers For Every Professional

Stylist

Tier 1: \$95+



Suite / Salon

Tier 2: \$295+



Large / Salon

Tier 3: \$495+



Care & Styling New User Kits

Stylist

Tier 1: \$95 - \$294
(open stock/mix + match)

- Digital Collateral
- Free Backbar
 - Mega Sleek Shampoo, 1L
 - Mega Sleek Conditioner, 1L
 - Vavoom Freezing Spray Extra Hold, 15 oz.
 - (2) Liter Pumps

Salon Price: \$95.00+
Salon Value: \$148.00+
Salon Savings: 36% + Free Samples

Suite / Salon

Tier 2: \$295 - \$494
(open stock/mix + match)

- (100) Keep Me Vivid - 10ml pkt
- (20) So Silver - 10ml pkt
- (20) Dark Envy- 10ml pkt
- Digital Collateral
- Free Backbar
 - Mega Sleek Shampoo, 1L
 - Mega Sleek Conditioner, 1L
 - Vavoom Freezing Spray Extra Hold, 15 oz.
 - Miracle Creator Mask XL, 500ml
 - Instacure Backbar, 500ml
 - Brass Off Shampoo, 1L
 - Brass Off Conditioner, 1L
 - Miracle Creator Spray, 400ml
 - Instacure Porosity Spray, 200ml
 - Unbreak My Blonde Leave-In Treatment, 5.1 oz
 - (4) Liter Pumps

Salon Price: \$295.00+
Salon Value: \$460.00+
Salon Savings: 36% + Free Samples

Large Salon

Tier 3: \$495+
(open stock/mix + match)

- (100) Keep Me Vivid - 10ml pkt
- (20) So Silver - 10ml pkt
- (20) Dark Envy - 10ml pkt
- Digital Collateral
- Free Backbar
 - Mega Sleek Shampoo, 1L
 - Mega Sleek Conditioner, 1L
 - Miracle Creator Mask XL, 500ml
 - Instacure Backbar, 500ml
 - Brass Off Shampoo, 1L
 - Brass Off Conditioner, 1L
 - Miracle Creator Spray, 400ml
 - Instacure Porosity Spray, 200ml
 - Unbreak My Blonde Leave-In Treatment, 5.1 oz
 - A Curl Can Dream Shampoo, 1L
 - A Curl Can Dream Rich Mask, 1L
 - Brass Off XL Mask, 16.9 oz
 - Brass Off Toning Spray, 6.8 oz.
 - Instacure Shampoo, 1L
 - Instacure Conditioner, 1L
 - (2) Vavoom Freezing Spray Extra Hold, 15 oz.
 - (8) Liter Pumps

Salon Price: \$495.00+
Salon Value: \$798.00+
Salon Savings: 38% + Free Samples



Open Stock, Mix + Match – Choose from:

SHAMPOOS:

High Amplify Shampoo, 10.1 oz.
High Amplify Root Up Wash, 10.1 oz.
Mega Sleek Shampoo, 10.1 oz.
Color Obsessed Shampoo, 10.1 oz.
A Curl Can Dream Shampoo, 10.1 oz.
A Curl Can Dream Co-Wash, 10.1 oz.
Unbreak My Blonde Shampoo, 10.1 oz.
So Silver Shampoo, 10.1 oz.
Brass Off Shampoo, 10.1 oz.
Dark Envy Shampoo, 10.1 oz.
Keep Me Vivid Shampoo, 10.1 oz.
Length Goals Shampoo, 10.1 oz.
Instacure Shampoo 10.1 oz.
Food For Soft Shampoo 10.1 oz.

CONDITIONERS:

High Amplify Conditioner, 10.1 oz.
High Amplify Shine Rinse, 6.8 oz.
Mega Sleek Conditioner, 10.1 oz.
Color Obsessed Conditioner, 10.1 oz.
Unbreak My Blonde Conditioner, 10.1 oz.
So Silver Conditioner, 10.1 oz.
Brass Off Conditioner, 10.1 oz.
Dark Envy Conditioner, 10.1 oz.
Keep Me Vivid Conditioner, 10.1 oz.
Length Goals Conditioner, 10.1 oz.
Instacure Conditioner 10.1 oz.
Food For Soft Conditioner 10.1 oz.

WASH OUT MASKS:

So Silver Triple Power Mask, 6.8 oz.
Brass Off Custom Neutralization Mask, 6.8 oz.
Dark Envy Custom Neutralization Mask, 6.8 oz.

TREATMENT LEAVE-INS:

A Curl Can Dream Rich Mask, 9.5 oz.
A Curl Can Dream Moisturizing Cream, 16.9 oz.
Unbreak My Blonde Reviving Leave-in, 5.1fl. oz.
Keep Me Vivid Color Lamination Spray, 6.8 oz.
Length Goals Perfecter Detangler, 6.8 oz.
Miracle Creator Treatment, 6.8 oz.
Instacure Porosity Spray, 16.9 oz.
Brass Off Toning Spray 6.7 oz.
So Silver Toning Spray 6.7 oz.
Instacure Porosity Spray 6.8 oz.
Instacure Tension Reliever 6.8 oz.
Food For Soft Mask 16.9 oz.
Food For Soft Oil 1.7 oz.

STYLERS:

High Amplify Proforma Hairspray, 10.2 oz.
High Amplify Hairspray, 10.2 oz.
High Amplify Foam Volumizer, 8.3 oz.
High Amplify Wonder Boost, 8.5 oz.
Mega Sleek Blow Down Cream, 5.1 oz.
Mega Sleek Iron Smoother, 8.5 oz.
A Curl Can Dream Light Hold Gel, 8.5 oz.
A Curl Can Dream Light Weight Oil, 3.0 oz.
Miss Mess Dry Finishing Spray, 4.8 oz.
Vavoom Freezing Spray Extra Hold 15 oz.
Vavoom Freezing Spray Extra Full 15 oz.
Vavoom Triple Freeze Spray – Scented 11 oz.
Vavoom Triple Freeze Spray – Unscented 11oz.
Mx Styling Controller Gel, 6.7 oz.
Mx Styling Over Achiever 3-in-1, 1.7 oz.
Mx Styling Fixer Hairspray, 11.1 oz.
Mx Styling Setter Mousse, 9.0 oz.
Mx Styling Builder Wax Spray, 4.4 oz,

DRY SHAMPOOS:

High Amplify Dry Shampoo, 4.0 oz.
Miracle Extender Dry Shampoo, 3.4 oz.
Mx Styling Refresher Dry Shampoo, 3.1 oz

BACKBAR:

High Amplify Shampoo, 1 Liter
High Amplify Conditioner, 1 Liter
Mega Sleek Shampoo, 1 Liter
Mega Sleek Conditioner, 1 Liter
Color Obsessed Shampoo, 1 Liter
Color Obsessed Conditioner, 1 Liter
A Curl Can Dream Shampoo, 1 Liter
A Curl Can Dream Rich Mask, 1 Liter
Unbreak My Blonde Shampoo, 1 Liter
Unbreak My Blonde Conditioner, 1 Liter
So Silver Shampoo, 1 Liter
So Silver Conditioner, 1 Liter
So Silver XL Mask 16.9 fl. oz
Brass Off Shampoo, 1 Liter
Brass Off Conditioner, 1 Liter
Brass Off XL Mask 16.9 fl. oz
Dark Envy Shampoo, 1 Liter
Dark Envy Conditioner, 1 Liter
Dark Envy XL Mask 16.9 fl. Oz
Miracle Creator XL Mask, 16.9 fl oz.
Miracle Creator Treatment, 13.5 oz.
Keep Me Vivid Shampoo, 1 Liter
Keep Me Vivid Conditioner, 1 Liter
Instacure Shampoo, 1 Liter
Instacure Conditioner, 1 Liter
Food For Soft Shampoo, 1 Liter
Food For Soft Conditioner, 1 Liter
Matrix Backbar Alt Action Clarifying Shampoo, 1 Liter
Matrix Backbar Instacure Porosity Spray, 1 Liter
Matrix Backbar No Stain, 8.0 oz.
Black Liter Pumps



5

FAQs



FAQs

Q - What ingredient and/or technology story is found in the retail A Curl Can Dream System?

A – Manuka Honey Extract, which is known as a natural humectant, to hydrate curly + coily hair.

Q - Who is the ideal client for A Curl Can Dream Pattern Preserving System?

A – A Curl Can Dream is ideal for all curly + coily hair patterns.

Q – Can you use A Curl Can Dream Pattern Preserving System on all Curls + Coils?

A – Yes, A Curl Can Dream can be used on all types of curls + coils.

Q - Who should not use A Curl Can Dream Pattern Preserving System?

A- A Curl Can Dream is designed for use on all curly + coily patterns, however those with a finer diameter should adjust formula amount used.

Q - Does A Curl Can Dream Pattern Preserving System work for on hair transitioning from chemically straightened or relaxed hair?

A – A Curl Can Dream Pattern Preserving System is designed for use on all curly + coily hair patterns. Though originally designed for curly + coily hair patterns, through testing we have found that A Curl Can Dream is gentle enough for use when transitioning from chemically straightened or relaxed hair.

Q - Can hair that has been permed use A Curl Can Dream Pattern Preserving System?

A – Yes, hair that has been permed can also benefit from A Curl Can Dream Pattern Preserving System.

Q - Is the A Curl Can Dream Shampoo for Curls & Coils sulfate-free?

A – The A Curl Can Dream shampoo is not sulfate free.

Q - Are the sulfates in A Curl Can Dream Shampoo for Curls & Coils a concern for chemically treated hair?

A – The A Curl Can Dream Shampoo for Curls & Coils is safe for use on all hair patterns whether chemically treated or virgin hair.

Q – Why does the A Curl Can Dream Pattern Preserving System have both a Shampoo that contains sulfates and a Cowash without sulfates?

A – The A Curl Can Dream Shampoo contains sulfates to help effectively cleanse the hair from build-up, oils, + styling products that would not be easily removed by a sulfate-free cleanser. The A Curl Can Dream Cowash is a sulfate free formula designed to gently refresh all curls + coils between deep cleanse days. Because it is sulfate free it does not provide the same level of build-up removal.

Q - What is the recommended cleansing regimen with A Curl Can Dream Pattern Preserving System?

A – We recommend A Curl Can Dream Shampoo once a week to remove build-up, oils, + styling products, followed by A Curl Can Dream Rich Mask for a minimum of 5 minutes while detangling. A Curl Can Dream Cowash can be used in the between wash days to gently cleanse without stripping the natural oils. Follow with A Curl Can Dream styling products.



FAQs

Q - Do I need to use the Rich Mask with the Cowash for Curls + Coils?

A – If additional moisture is needed you can use the A Curl Can Dream Rich Mask after the A Curl Can Dream Cowash. The usage of the Mask will provide more moisture + hydration to the hair.

Q - How do I determine when to use A Curl Can Dream Shampoo or A Curl Can Dream Cowash for Curls & Coils?

A – A Curl Can Dream Shampoo should be used as a deep cleanse once a week to remove build-up, oils, + styling products. When you just need to refresh your style, use A Curl Can Dream Cowash to gently cleanse and add moisture to the hair.

Q - What is A Curl Can Dream Rich Mask for Curls & Coils?

A – A Curl Can Dream Rich Mask is designed to work to provide moisture to revive all curly + coily patterns and preserve the pattern.

Q - When do I use A Curl Can Dream Rich Mask for Curls & Coils?

A – A Curl Can Dream Rich Mask can be used at any time, though it is suggested to be used after A Curl Can Dream Shampoo or Cowash to attain the added hydration benefits.

Q - How often can A Curl Can Dream Rich Mask for Curls & Coils be used?

A – A Curl Can Dream Mask can be used every 2 to 3 days, or as often as you wet your hair in the sink/shower.

Q- What is the ideal styling regimen with A Curl Can Dream?

A-The ideal styling regimen with A Curl Can Dream would be first apply A Curl Can Dream Moisturizing Cream, followed by A Curl Can Dream Light Hold Gel. Once the hair is dry A Curl Can Dream Light-Weight Oil can be used to soften + moisturize the hair. This regimen order, as well as quantity of product used, may be adjusted based on the hair type, and condition/porosity of the hair.

Q - What is A Curl Can Dream Moisturizing Cream for Curls & Coils?

A – A Curl Can Dream Moisturizing Cream is a leave in cream designed to define all curly + coily patterns, as well as add hydration + moisture benefits to the hair.

Q - When do you use A Curl Can Dream Moisturizing Cream for Curls & Coils?

A – A Curl Can Dream Moisturizing Cream can be used to achieve defined, hydrated + moisturized curls + coils.

Q - How often can you use A Curl Can Dream Moisturizing Cream for Curls & Coils?

A – A Curl Can Dream Moisturizing Cream for curls + coils can be used daily, or whenever you need to re-style the hair.

Q - Does A Curl Can Dream Light Hold Gel for Curls & Coils have alcohol properties?

A – There is no alcohol in A Curl Can Dream Light Hold Gel.



FAQs

Q - What type of hold does A Curl Can Dream Light Hold Gel for Curls & Coils have?

A – A Curl Can Dream Light Hold Gel has a light to medium hold.

Q – Does A Curl Can Dream Light Hold Gel for Curls & Coils get crunchy when it dries?

A – A Curl Can Dream Light Hold Gel dries with the expected light to medium cast on the hair that is easily softened with A Curl Can Dream Light-Weight Oil.

Q - What is A Curl Can Dream Light-Weight Oil for Curls & Coils?

A – A Curl Can Dream Light-Weight Oil is a lightweight hair oil designed for all curly and coily hair patterns.

Q – Can A Curl Can Dream Light-Weight Oil for Curls & Coils be used on the skin and scalp?

A- YES! A Curl Can Dream Light-Weight Oil can use used on the skin and scalp for additional hydration.

Q - What 5 oils are found in A Curl Can Dream Light-Weight Oil for Curls + Coils?

- Sunflower seed oil
- Olive fruit Oil
- Jojoba seed oil
- Coconut Oil
- Soybean Oil

Q - Will A Curl Can Dream Light-Weight Oil for Curls & Coils weigh down the hair?

A – A Curl Can Dream Light-Weight Oil will not weigh down curly + coily hair.

Q - How often can A Curl Can Dream Light-Weight Oil for Curls + Coils be used?

A – A Curl Can Dream Light-Weight Oil can be used every day as needed to keep curl + coils moisturized.

Q – Can A Curl Can Dream Light-Weight Oil for Curls + Coils be used on wet or dry hair?

A – A Curl Can Dream Light-Weight Oil can be used on wet hair, however for best results we recommend on dry hair to maintain softness.

Q - How is A Curl Can Dream used in salon?

A – A Curl Can Dream can be used in a salon to achieve hair styles on all Curly + Coily hair patterns.

Q - Can the A Curl Can Dream Shampoo for Curls + Coils be used after Curl Lights?

A – Yes! A Curl Can Dream Shampoo for Curls + Coils can used after Curl Lights.



FAQs

Q - Can the A Curl Can Dream Shampoo for Curls + Coils be used after Curl Lights?

A – Yes! A Curl Can Dream Shampoo for Curls + Coils can be used after Curl Lights.

Q – Can I use Unbreak My Blonde Bleach Finder Rinse after Curl Lights?

A – Yes! You absolutely can use the My Blonde Bleach Finder Rinse after Curl Lights.

Q – Does A Curl Can Dream replace Curl Please? How are they different?

A - A Curl Can Dream will eventually replace Curl Please. A Curl Can Dream was developed specifically for all curls + coils to preserve the pattern, as well as keep hair moisturized + defined. Stylists should feel confident recommending A Curl Can Dream to all their curly + coily clients.

