



matrix

All Hair Types. All Humans.

2024 Innovation



Tapping Into 2 Key Toning Trends

New Tonal Control Shades In 2024

Trend #1 Blondes Are Warming Up!

BYRDIE

25 **Warm Blonde** Hair Colors You'll Ditch
Platinum For



behindthechair.com
WARM, DIMENSIONAL BLONDE



This Spring's Hair-Color Trends
Are All About Embracing Warmth

Trend #2 Copper Hair Is On Fire!

GLAMOUR

Cowgirl Copper Is Gearing Up to Be the Most In-Demand Hair Color Trend of 2023



#copperhairbaddie
4.1M views

#copperblondehair
1.7M views

#copperhairdye
6M views

Copper hair color is
the new trend inspired
by global celebrities



April
2024

Turn Up the Heat With New

Reds, Coppers & Warm Blondes!

10 New Tonal Control Pre-Bonded Shades featuring hot & trending warm reflects.



Shiny, Dimensional Results



No-Drip, Gel-Cream Consistency



Lasts up to 24 Washes



Zero Lift, Deposit Only



Acidic, Ammonia-Free Formula



Reds, Coppers & Warm Blondes!

10 New Tonal Control Pre-Bonded Shades

April
2023

9G

Ready for
Gold



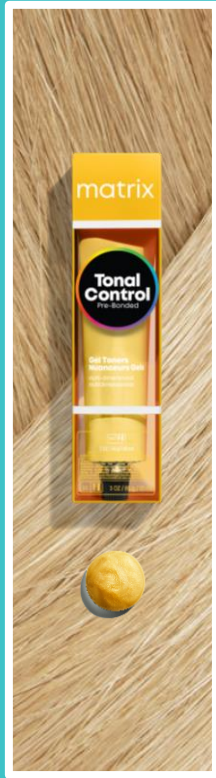
8GB

Beige in the
Sun



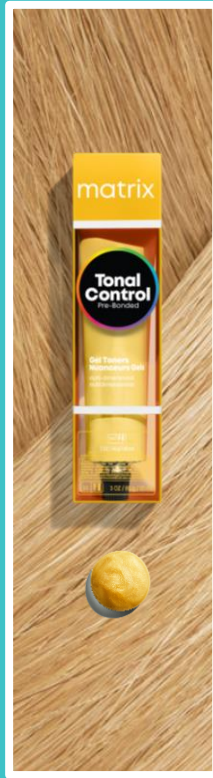
9GV

Bubbles on Ice



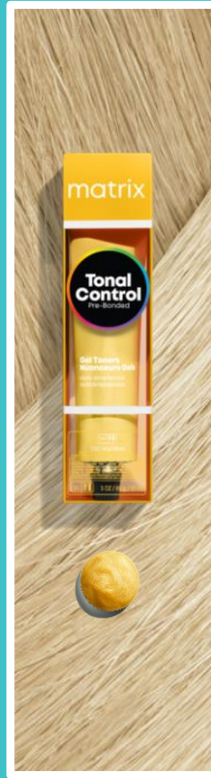
9W

Warm Vibes



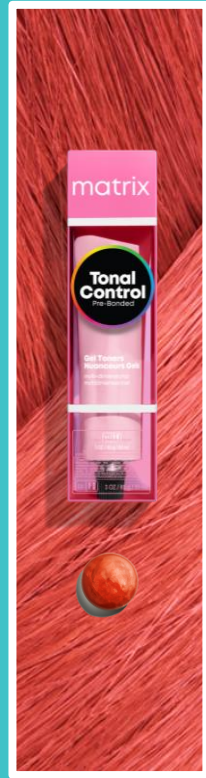
9NW

Pure N' Hot



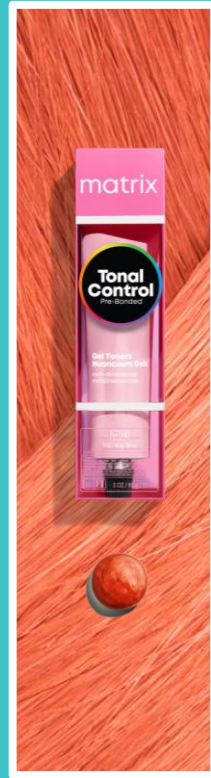
7R

Raving Red



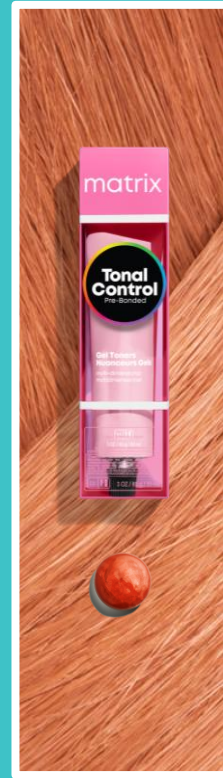
8CR

Keep it
Copper



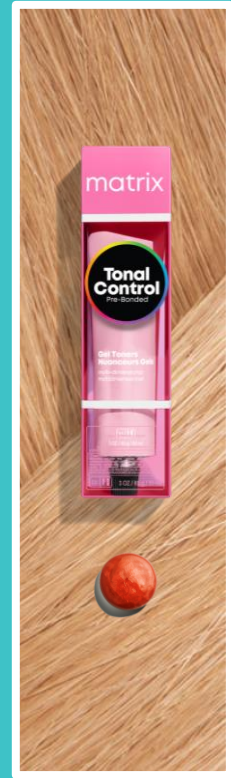
8C

Copperlicious



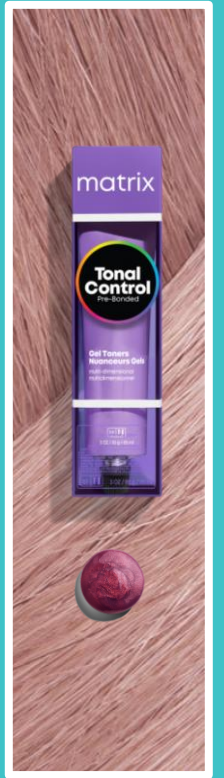
9NCV

Caramel Dream



8VR

Wine'd Up



31 Pre-Bonded Shades

Jade Neutral Jade Titanium Ash Ash Neutral Ash Pearl Peral Violet Violet Violet Neutral Neutral Warm Gold Gold Gold Pearl Rose Rose Neutral Copper Copper Copper Red

11

10

9

8

7

6

5

4



11PV
Platinum Please



10T
Chrome + Collected



10P
Pearl Power



10PR
A Bit Blushed



9AA
Silver Standout



9V
Iced Out



9NGA
Bronde Baller



9NW
Pure N' Hot



9W
Warm Vibes



9GV
Bubbles On Ice



9G
Ready For Gold



9RG
Strawberry Stunna



9NCV
Caramel Dreams



8T
Slay in Silver



8P
Mother Pearl



8VG
Taupe on Top



8VR
Wine'd Up



8GB
Beige In The Sun



8C
Copperlicious



8CR
Keep It Copper



7NA
Neutral + Chill



7GM
Miss Mocha



7R
Raving Red



6A
Ash If



6NGA
Bronde Baby



5NJ
Jammin' Jade



5NGA
Bronde Bestie



5NW
Gold Standard



4J
Emerald Envy



4AA
Greige Getter



Totally Transparent (Clear)



New Shades!

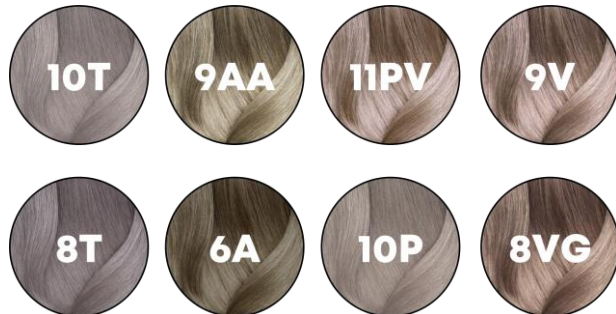


Create Any Blonde Reflect

With Tonal Control

Why Cool?

- Cool shades absorb light, giving the appearance of more depth.
- Shades with a blue, jade or violet reflect can be used to mute any formula.
- Cool reflects will help to eliminate unwanted warmth and deposit cool tones.



Why Neutral?

- Neutral shades compliment all skin tones and haircolor tones.
- Neutral shades are a combination of a neutral and a secondary warm or cool tone.
- Use a neutral shade when a more balanced natural looking tone is desired.



Why Warm?

- Warm shades reflect light and give the appearance of increased brightness.
- Use warm tones to enhance natural warmth and add vibrancy.
- Shades with a copper, gold or red reflect can be used to promote light reflectivity on all hair patterns.



Discover the Warm Reflects



Gold

Best for: Warm, delicate
buttery blonde



Gold Beige

Best for: Warm, creamy,
sandy blonde undertones



Gold Violet

Best for: Golden, balanced,
nude blonde



Gold Mocha

Best for: Warm, golden
hazelnut



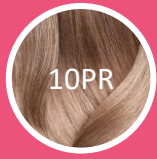
Neutral Warm

Best for: Neutral, soft with a
kiss of warmth



Warm

Best for: Warm, golden honey
blonde



Pearl Rose

Best for: Pearly blonde +
shimmer of rose



Neutral
Copper Violet

Best for: Balanced,
butterscotch with caramel-
copper hues



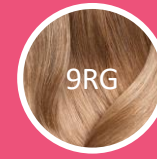
Copper

Best for: Warm, bold, copper
blonde



Copper Red

Best for: Warm, copper-
red with a hint of peach



Rose Gold

Best for: Warm, delicate
blush blonde



Red

Best for: Vibrant, red with full
reflect



Violet Red

Best for: Cool with subtle
hues of blush



New Shades!

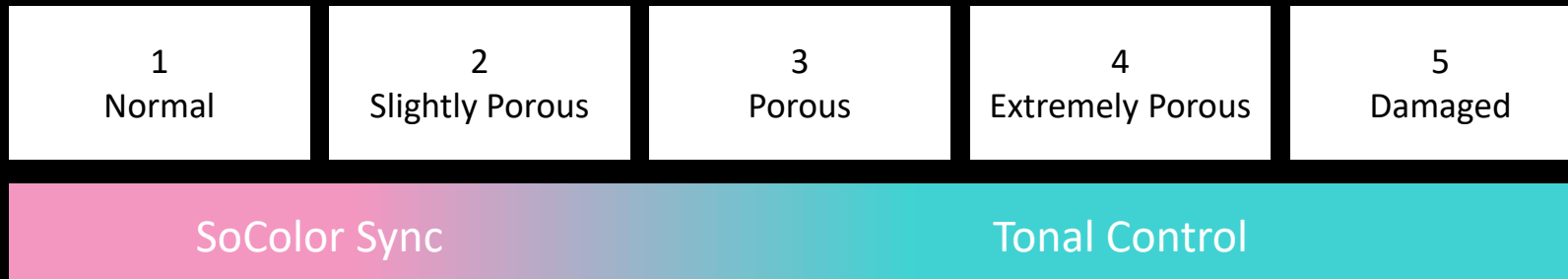


Client Consultation Guide

Demi-Permanent Technologies for Every Client Need

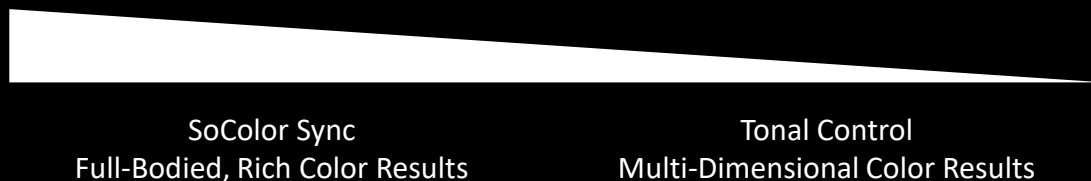
#1: What is the Condition of Your Client's Hair?

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.



April
2024

Brass Off & So Silver

Don't compromise between color or care
& get all the toning you need with all the care you want.

The most caring brass fighters no matter your level
[Calibrated Dyes + Strengthening Ceramides]



3X
moisture



2X
strength



24 hour
shine



matrix

The Tone You Need With The Care You Want

Calibrated Dyes



Strengthening
Ceramides

Neutralizes unwanted reflects
evenly, with no patchiness.

Strengthens while
retaining moisture & shine.

= Toning That Cares



Tone Your

Own Way!

Get all the toning you need & all the care you want, no matter if you're warm or cool.



June
2024

Wave Hello To Zero Weigh-Down

A Curl Can Dream

Weightless Definition for Wavy Hair

Our **1st system for wavy hair** moisturizes & defines without weigh-down, infused with manuka honey extract & rose water.



90% More Moisture



10X More Defined



Absolutely No Weigh-Down

 matrix





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air dry or diffuse with hot tools

new!

A Curl Can Dream Scrunch N' Go Anti-frizz Defining Spray

For Waves and Curls



Manuka honey extract & rose water
effortlessly defines and controls frizzy waves and curls.
Simply scrunch and go or diffuse with 450° heat protection
for all day definition



450° heat protection



24 Hr Anti-Frizz



All Day Definition



A Curl Can Dream Wave Line Up



for waves



Weightless Moisture
Shampoo



for waves



Weightless Moisture Conditioner



for waves + curls



Scrunch N' GO



A Curl Can Dream Full Line Up

Clean

waves

curls + coils

curls+ coils

new!



Weightless
Moisture
Shampoo



Gentle
Cleansing
Shampoo



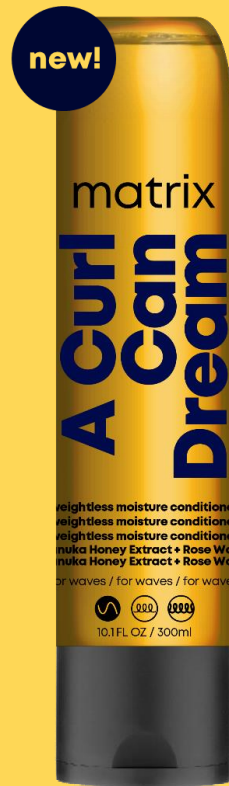
Moisture
Preserving
Co-Wash

Treat

waves

curls + coils

new!



Weightless
Moisture
Conditioner



Rich Moisture
Mask

waves + curls

new!



Scrunch N' Go
Defining Spray

Style

waves, curls, coils

curls + coils

curls + coils



Moisturizing
Definition Cream



Light-hold
Elongating
Gel



Light Weight
Nourishing Oil





Hair In Disrepair?
Don't reach for the scissors!

Sept
2024

Instacure

Build-A-Bond

Reinstate Hair Slay With The No Compromise Bonding To
Strengthen 7 Layers Deep & Reverse Visible Damage in 1 use

[Citric Acid] Builds Bonds Within The Core
[Squalene] Resurfaces Hair On The Outer Layers



HAIR IS 3X STRONGER
Say bye to fried strands // Alt = chewy hair



HAIR IS SMOOTHER, 2X SHINER
No more crispy or crunchy feel



DON'T BREAK THE BANK
25% More Affordable Than Leading Bonding

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Don't reach for the scissors:
The Ultimate Cure For Hair In Disrepair!

new!

Instacure Build-A-Bond

Instant Revival Liquid Mask

The Only Liquid Mask As Concentrated As A Serum
Goes 7 Layers Deep Strong & Reverse Visible Damage In 1 Use

[Citric Acid] Builds Bonds Within The Core

[Squalene] Resurfaces Hair On The Outer Layers



INSTANT ABSORPTION, DEEP PENETRATION



HAIR IS 3X STRONGER FROM WITHIN



HAIR IS SMOOTHER, 2X SHINER
No Crispy Feel, No Fried Strands

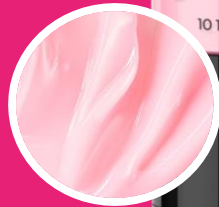


Revival In 4 Easy Steps!

Sep
'24



Mighty Bonds Shampoo
for Mega Damaged Hair



Mighty Care Conditioner
for Mega Damaged Hair



Instant Revival Liquid Mask
for Mega Damaged Hair



Super Sealing Balm
For Mega Damaged Hair

Instacure Portfolio Split

Instacure

For brittle hair



Anti-Breakage Shampoo



Anti-Breakage Conditioner



Strengthening Leave-In



Porosity Filling Spray



Instacure Build-A-Bond

For mega damaged hair



Mighty Bonds Shampoo



Mighty Bonds Conditioner



Instant Revival Liquid Mask



Super Sealing Balm

Hair Color New User Kits



Color New User Kits Overview

Small New User Kit:

Salon Price: \$96.00+

Purchase: 15 - 49 tubes of SoColor, SoColor Sync, SoColor Cult, SoColor 10, Coil Color, Tonal Control *

(Mix & Match, Open Stock)

Receive Free:

- Haircolor Shade Chart Bundle
- (1) Universal Developer
- Food For Soft Mask
- \$25 Stores Education Voucher
- (1) Mini Swatchbook



-OR-



Up to 33% Savings!

Medium New User Kit:

Salon Price: \$320.00+

Purchase: 50-74 tubes of SoColor, SoColor Sync, SoColor Cult, SoColor 10, Coil Color, Tonal Control* (Mix & Match, Open Stock)

Receive Free:

- Haircolor Shade Chart Bundle
- (2) Universal Developers
- Haircare + Lightener Kit (\$117 Value)
- Medium Matrix Tools Kit
- \$25 Stores Education Voucher
- (1) Swatchbook
- (1) NEW! High Riser 1lb



-OR-



Up to 41% Savings!

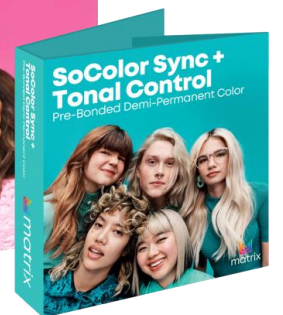
Large New User Kit:

Salon Price: \$480.00+

Purchase: 75+ tubes of SoColor, SoColor Sync, SoColor Cult, SoColor 10, Coil Color, Tonal Control* (Mix & Match, Open Stock)

Receive Free:

- Haircolor Shade Chart Bundle
- (3) Universal Developers
- Haircare + Lightener Kit (\$250 Value)
- Large Matrix Tools Kit
- Private In-Salon Digital Class (\$250 Value)
- \$25 Stores Education Vouchers
- (2) Swatchbooks
- (1) NEW! High Riser 2lb



Up to 49% Savings!

*Choose from: SoColor (3oz), SoColor Sync (2 oz), SoColor Cult (4oz), SoBoost (2oz), SoColor 10 (pack of 6), Coil Color (2.6oz), Tonal Control (3oz)





Matrix Color 2024 Small New User Kit

Purchase: 15+ tubes of SoColor, SoColor Sync, SoColor Cult, SoColor 10 (pack of 6), Coil Color, Tonal Control *
(Mix & Match, Open Stock)

Receive Free (Open Stock):

- (1) Matrix Haircolor Shade Chart Bundle**
 - (1) SoColor Shade Chart
 - (1) Demi (SoColor Sync, Tonal Control) Shade Chart
 - (1) SoColor Cult Shade Chart
 - (1) Coil Color Shade Chart

(1) Food For Soft Mask

(1) Choice of 1 Matrix Universal Developers;
(10V, 20V, 30V, 40V, 32 oz)

(1) Mini Swatchbook: SoColor, SoColor Sync, or Coil Color

\$25 Stores Education Voucher (Added Value!) Sent Via Email
+ Unlimited Videos on L'Oréal Access
+ Unlimited Brand Virtual Online Classes on Monthly Calendar



Salon Price:
Salon Value:

Up To % Savings + \$25 Stores Education Voucher

*Choose from: SoColor (3oz), SoColor Sync (2 oz), SoColor Cult (4oz), SoBoost (2oz), SoColor 10 (pack of 6), Coil Color (2.6oz), Tonal Control (3oz)

**Will also be sent via email





Matrix Color 2024 Medium New User Kit

Purchase: 50+ tubes of SoColor, SoColor Sync, SoColor Cult, SoColor 10, Coil Color, Tonal Control *
(Mix & Match, Open Stock)

Receive Free (Open Stock):

(1) Matrix Haircolor Shade Chart Bundle **

- (1) SoColor Shade Chart
- (1) Demi (SoColor Sync, Tonal Control) Shade Chart
- (1) SoColor Cult Shade Chart
- (1) Coil Color Shade Chart

(1) Medium Matrix Tools Kit:

- (2) # 1 Brush
- (2) Applicator Bottle
- (2) Single Mixing Bowl
- (1) Apron
- (1) Tube Key

(2) Choice of 2 Matrix Universal Developers; (10V, 20V, 30V, 40V, 32 oz)

(1) Swatchbook: SoColor or SoColor Sync

\$25 Stores Education Voucher (Added Value!) Sent Via Email
+ Unlimited Videos on L'Oréal Access
+ Unlimited Brand Virtual Online Classes on Monthly Calendar

Salon Price: \$320.00+

Salon Value: \$525+

Up To 39% Savings + \$25 Stores Education Voucher

*Choose from: SoColor (3oz), SoColor Sync (2 oz), SoColor Cult (4oz), SoBoost (2oz), SoColor 10 (pack of 6), Coil Color (2.6oz), Tonal Control (3oz)

**Will also be sent via email

(1) Medium Haircare + Lightener Must Haves:

- (1) Brass Off Shampoo 1L
- (1) Brass Off Conditioner 1L
- (1) Food For Soft Shampoo
- (1) Food For Soft Conditioner
- (1) Food For Soft Mask
- (1) High Riser (1 lb)

1 Free
Swatchbook
Included





Matrix Color 2024 Large New User Kit

Purchase: 75+ tubes of SoColor, SoColor Sync, SoColor Cult, SoColor 10, Coil Color, Tonal Control *
(Mix & Match, Open Stock)

Receive Free (Open Stock):

Matrix Haircolor Shade Chart Bundle **

- (1) SoColor Shade Chart
- (1) Demi (SoColor Sync, Tonal Control) Shade Chart
- (1) SoColor Cult Shade Chart
- (1) Coil Color Shade Chart

(1) Large Matrix Tools Kit:

- (2) # 1 Brush
- (2) Applicator Bottle
- (2) Single Mixing Bowl
- (2) Capes
- (1) Apron
- (1) Tube Key

(3) Choice of 3 Matrix Universal Developers; (10V, 20V, 30V, 40V, 32 oz)

(2) Swatchbooks: SoColor and/or SoColor Sync

\$25 Stores Education Voucher (Added Value!) Sent Via Email
+ Unlimited Videos on L'Oréal Access
+ Unlimited Brand Virtual Online Classes on Monthly Calendar

Salon Price: \$480.00+

Salon Value: \$937.96+

**Up To 49% Savings + \$25 Stores Education Voucher + Free
Private In-Salon Digital Class**

*Choose from: SoColor (3oz), SoColor Sync (2 oz), SoColor Cult (4oz), SoBoost (2oz), SoColor 10 (pack of 6), Coil Color (2.6oz), Tonal Control (3oz)

**Will also be sent via email

(1) Large Haircare + Lightener Must Haves:

- (1) Brass Off Shampoo 1L
- (1) Brass Off Conditioner 1L
- (1) Food For Soft Shampoo
- (1) Food For Soft Conditioner
- (1) Food For Soft Mask
- (1) Instacure Shampoo
- (1) Instacure Conditioner
- (1) Pro-Solutionist Instacure Spray
- (1) Alt Action Clarifying Shampoo
- (1) High Riser (2 lb)
- (1) Open Air (2 lb)



Retail New User Kits



Matrix Retail New User Kits

3 Tiers For Every Professional

Stylist

Tier 1: \$95+



Suite / Salon

Tier 2: \$295+



Large / Salon

Tier 3: \$495+



Open Stock, Mix + Match – Choose from:

SHAMPOOS:

High Amplify Shampoo, 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.
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.
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.
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.

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, 5.1 fl. 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 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.
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, 10.2 oz.
Mx Styling Setter Mousse, 9.0 oz.
Mx Styling Builder Wax Spray, 4.4 oz,

DRY SHAMPOOS:

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
Unbreak My Blonde Bleach Finder, 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.
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



Care & Styling New User Kits

Stylist

Tier 1: \$95 - \$294

(open stock/mix + match)

- Digital Collateral
- Free Backbar
 - Food for Soft Shampoo, 1L
 - Food for Soft Conditioner, 1L
 - (2) Black Liter Pumps

Salon Price: \$95.00+
Salon Value: \$138.00+
Salon Savings: 31%

Suite / Salon

Tier 2: \$295 - \$494

(open stock/mix + match)

- Digital Collateral
- Free Backbar
 - Food for Soft Shampoo, 1L
 - Food for Soft Conditioner, 1L
 - Instacure Shampoo, 1L
 - Instacure conditioner, 1L
 - A Curl Can Dream Mask, 1L
 - A Curl Can Dream Shampoo, 1L
 - Mega Sleek Shampoo, 1L
 - Mega Sleek Conditioner, 1L
 - (8) Black Liter Pumps

Salon Price: \$295.00+
Salon Value: \$527.00+
Salon Savings: 44%

Large Salon

Tier 3: \$495+

(open stock/mix + match)

- Digital Collateral
- Free Backbar
 - Food for Soft Shampoo, 1L
 - Food for Soft Conditioner, 1L
 - Instacure Shampoo, 1L
 - Instacure conditioner, 1L
 - A Curl Can Dream Mask, 1L
 - A Curl Can Dream Shampoo, 1L
 - Mega Sleek Shampoo, 1L
 - Mega Sleek Conditioner, 1L
 - Pro Solutions Instacure Spray, 500 ml
 - Pro Solutions No Stain
 - Pro Solutions Alt Action, 1L
 - Pro Solutions Instacure, 1L
 - High Amplify Shampoo, 1L
 - High Amplify Conditioner, 1L
 - Keep Me Vivid Shampoo, 1L
 - Keep Me Vivid Conditioner, 1L
 - Color Obsessed Shampoo, 1L
 - Color Obsessed Conditioner, 1L
 - Miracle Creator Spray, 400 ml
 - (16) Black Liter Pumps

Salon Price: \$495.00+
Salon Value: \$889.00+
Salon Savings: 44%

