



Hyper-Targeted Solutions For Universal Hair Needs.

At Matrix, we welcome all hair types and all humans.

That's why we work with our labs and network of over 15,000 stylists around the world to develop hyper-targeted solutions for each and every hair type — every level, underlying pigment, diameter, and pattern.

Always uncomplicated, but never basic, our high performing professional products empower stylists to color, cut, and style all hair types with confidence.



2024 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



Food For Soft



High Amplify



Instacure



Keep Me Vivid



Length Goals



Mega Sleek



Miracles



So Silver



Unbreak My Blonde



2024 Matrix Hair Care Codes

Franchise	Format	Material Description	Material Code	UPC Code
A Curl Can Dream	Leave-In	MX TR CRL CN DRM GEL 200ML VE89	P2105900	884486462633
A Curl Can Dream	Leave-In	MX TR CRL CN DRM CREAM 500ML VE89	P2106102	884486462657
A Curl Can Dream	Leave-In	MX TR CRL CN DRM OIL 131ML VE89	P2105701	884486462619
A Curl Can Dream	Mask	MX TR CRL CN DRM MSK 280ML VE89	P2104403	884486462480
A Curl Can Dream	Shampoo	MX TR CRL CN DRM SHMP 300ML VE89	P2103600	884486462404
A Curl Can Dream	Shampoo	MX TR CRL CN DRM COWSH 300ML VE89	P2104100	884486462459
A Curl Can Dream-	Conditioner	MX TR ACCD WAVE COND 300ML V382	P2651800	884486525185
A Curl Can Dream-	Leave-in	MX TR ACCD WAVE LV IN 200ML V382	P2652100	884486525215
A Curl Can Dream-	Shampoo	MX TR ACCD WAVE SHMP 300ML V382	P2651400	884486525147
Brass Off	Leave-In	MX TR BRASS OFF TNG SPRY 200ML V382	P2376900	884486496492
Brass Off	Mask	MX TR BRASS OFF MASK 200ML A96	P1384002	884486320216
Brass Off	Shampoo	MX TR BRASS OFF SHMP 300ML V315	P1383000	884486320117
Brass Off-Pigmented	Conditioner	MX TR BRSOFF PIGM COND 300ML V382	P2642700	884486524287
Color Obsessed	Conditioner	MX TR CLR OBS CLRCOND 300ML LG315	P1106600	884486227935
Color Obsessed	Shampoo	MX TR CLR OBS SHMP 300ML LG315	P1107401	884486228000
Food For Soft	Conditioner	MX TR FFS COND 300ML	P2451500	884486507013
Food For Soft	Mask	MX TR FFS MASK 500ML V382	P2451700	884486507037
Food For Soft	Oil	MOISTURE RETENTION MULTI-USE OIL 50ML	E4014400	884486507051
Food For Soft	Shampoo	MX TR FFS SHMP 300ML	P2451200	884486506986
High Amplify	Conditioner	MX TR HI AMP COND 300ML LG315	P1089801	884486225603
High Amplify	Hairspray	MX TR HI AMP PROFORMA HS 300ML V315	P1132602	884486235640
High Amplify	Leave-In	MX TR HI AMP WONDER BST 250ML LG315	P1095301	884486226709
High Amplify	Leave-In	MX TR HI AMP FOAM VOLUME 9OZ LG315	P1090701	884486225641
High Amplify	Shampoo	MX TR HI AMP SHMP 300ML LG315	P1091102	884486225672



2024 Matrix Hair Care Codes

Franchise	Format	Material Description	Material Code	UPC Code
Instacure Retail	Conditioner	MX TR INSTACURE RP COND 300ML V382	P2353800	884486493651
Instacure Retail	Leave-In	MX TR INSTACURE RP LV IN 200ML VE89	P2354200	884486493699
Instacure Retail	Leave-In	MX TR INSTACURE RP PRTCT 200ML VE89	P2354600	884486493712
Instacure Retail	Shampoo	MX TR INSTACURE RP SHMP 300ML V382	P2353300	884486493606
Keep Me Vivid	Conditioner	MX TR KEEP ME VIVID COND 300ML V315	P1651500	884486399151
Keep Me Vivid	Leave-In	MX TR KEEP ME VIVID LAM 200ML V315	P1650900	884486399090
Keep Me Vivid	Shampoo	MX TR KEEP ME VIVID SHMP 300ML V315	P1651100	884486399113
Length Goals	Conditioner	MX TR LNGTH GLS COND 300ML V315	P2337300	884486492166
Length Goals	Leave-In	MX TR LNGTH GLS LVIN SPR 200ML V315	P2337600	884486492197
Length Goals	Shampoo	MX TR LNGTH GLS SHMP 300ML V315	P2337200	884486492159
Mega Sleek	Conditioner	MX TR MEGA SLEEK COND 300ML LG315	P1109000	884486228451
Mega Sleek	Leave-In	MX TR MEGA SLEEK SMOTHER 250ML V315	P1132300	884486235633
Mega Sleek	Leave-In	MX TR MEGA SLEEK BL DOWN 150ML V315	P1097400	884486227065
Mega Sleek	Shampoo	MX TR MEGA SLEEK SHMP 300ML LG315	P1096200	884486226754
Miracle Creator	Leave-In	MX TR MIRACLE CREATOR 200ML V315	P1116710	884486232120
So Silver	Leave-In	MX TR SO SILVER TNG SPRY 200ML V382	P2376700	884486496485
So Silver	Mask	MX TR SO SILVER MSK 200ML V315	P1708302	884486411969
So Silver	Shampoo	MX TR CLR OBS SSLV SHMP 300ML LG315	P1108200	884486228055
So Silver- Pigmented	Conditioner	MX TR SSLV PIGM COND 300ML V382	P2642300	884486524249
UMB	Conditioner	MX TR UNBK MY BLD COND 300ML V315	P2137700	884486465894
UMB	Leave-In	MX TR UNBK MY BLD LVNCRM 150ML V315	P2137901	884486465917
UMB	Shampoo	MX TR UNBK MY BLD SHMP 300ML V315	P2137200	884486465849



2024 Matrix Styling Sampling Program

Full Size Samples to Expand Distribution

Choose Up To 6 Free Retail Products From Assortment Below



Vavoom



Matrix Styling



2024 Matrix Styling Codes

Franchise	Material Description	Material Code	UPC Code
Matrix Styling	MX STY 3N1 CRM PASTE WAX 50ML VE89	P2359200	884486494269
Matrix Styling	MX STY STRONG HOLD GEL 200ML VE89	P2359400	884486494283
Matrix Styling	MX STY WAX SPRAY 150ML V315	P2359500	884486494290
Matrix Styling	MX STY FLEX HAIR SPRY 400ML V315	P2359600	884486494306
Matrix Styling	MX STY VOLUME MOUSSE 250ML VE89	P2359700	884486494313
Matrix Styling	MX STY DRY SHMP 150ML VE89	P2359800	884486494320
Vavoom	MX VV FRZ SPRAY FULL 423G V315	P2345900	884486493255
Vavoom	MX VV FRZ SPRAY HH 426G V315	P2345800	884486493248
Vavoom	MX VV TRI FRZ SPRY 255G V315	P2345600	884486493224
Vavoom	MX VV TRI FRZ SPRY UNSCN 255G V315	P2345700	884486493231



Retail Sampling Program Details

Coupons Redeemable

1/1/2024 – 12/31/2024

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

1/1/2024 – 12/31/2024

Offer:

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



COUPON CODE: 002096S



Small 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**.



Matrix Resources

MatrixProfessional.com

- ✓ Techniques
- ✓ Product Knowledge
- ✓ SoColor Certification
- ✓ Facebook Live Library



[Click Here](#)

Matrix Digital Education

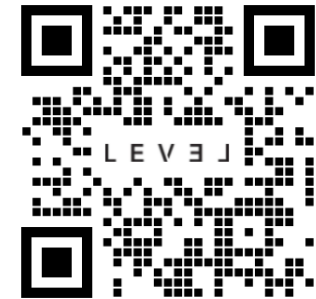
- ✓ Customizable Promotional Assets
- ✓ Resources for Salon Social Pages



[Click Here](#)

Matrix Education on L'Oréal Access

- ✓ Earn Level Points For Every Dollar You Spend
- ✓ Use Points Towards Free Education, Backbar, And Much More!



[Click Here](#)



Education Resources

Digital Live Education Opportunities

- ✓ Regional Educator Power Hours
- ✓ Weekly Product Knowledge Classes
- ✓ Technique Skill Focused Classes
- ✓ What's New with Matrix supporting current launches



[Click Here](#)

Matrix Education Access

- ✓ Artist-Driven E-Learning Modules
- ✓ Expanded Education Path for All Skill Levels
- ✓ Inclusive Education - Techniques Always Shown on 2 Textures & 2 Levels



[Register Here](#)

Matrix Education Menu & Complimentary Guideline

- ✓ List of our class menu for In-Salon
- ✓ Purchase guideline for how salon earn complimentary education
- ✓ Classes redeem through complimentary, PPD Level Points or pay out of pocket



[Click Here](#)



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**



Neutralizes unwanted reflects
evenly, with no patchiness.



**Strengthening
Ceramides**

Strengthens while
retaining moisture & shine.

= Toning That Cares

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



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**

Style

waves + curls

waves, curls, coils

curls + coils

curls + coils

new!



 **Scrunch N' Go
Defining Spray**



 **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



Instacure Portfolio Split

Instacure

For brittle hair



Anti-Breakage Shampoo

Anti-Breakage Conditioner

Strengthening Leave-In

Porosity Filling Spray

new! Instacure Build-A-Bond

For mega damaged hair



Mighty Bonds Shampoo

Mighty Bonds Conditioner

Instant Revival Liquid Mask

Super Sealing Balm



matrix