



matrix

Retail Sampling Program 2024
Sub

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 CREAM 500ML VE89	P2106102	884486462657
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	Mask	MX TR CRL CN DRM MSK 280ML VE89	P2104401	884486462480
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 OIL 131ML VE89	P2105701	884486462619
Brass Off	Conditioner	MX TR BRASS OFF COND 300ML V315	P1383400	884486320162
Brass Off	Shampoo	MX TR BRASS OFF SHMP 300ML V315	P1383000	884486320117
Brass Off	Mask	MX TR BRASS OFF MASK 200ML A96	P1384002	884486320216
Brass Off	Leave-In	MX TR BRASS OFF TNG SPRY 200ML V382	P2376900	884486496492
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	Mask	MX TR FFS MASK 500ML V382	P2451700	884486507037
Food For Soft	Conditioner	MX TR FFS COND 300ML	P2451500	884486507013
Food For Soft	Shampoo	MX TR FFS SHMP 300ML	P2451200	884486506986
Food For Soft	Oil	MOISTURE RETENTION MULTI-USE OIL 50ML	P2451900	884486507051
High Amplify	Hairspray	MX TR HI AMP PROFORMA HS 300ML V315	P1132602	884486235640
High Amplify	Conditioner	MX TR HI AMP COND 300ML LG315	P1089801	884486225603
High Amplify	Shampoo	MX TR HI AMP SHMP 300ML LG315	P1091102	884486225672
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



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	Shampoo	MX TR INSTACURE RP SHMP 300ML V382	P2353300	884486493606
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
Keep Me Vivid	Conditioner	MX TR KEEP ME VIVID COND 300ML V315	P1651500	884486399151
Keep Me Vivid	Shampoo	MX TR KEEP ME VIVID SHMP 300ML V315	P1651100	884486399113
Keep Me Vivid	Leave-In	MX TR KEEP ME VIVID LAM 200ML V315	P1650900	884486399090
Length Goals	Conditioner	MX TR LNGTH GLS COND 300ML V315	P2337300	884486492166
Length Goals	Shampoo	MX TR LNGTH GLS SHMP 300ML V315	P2337200	884486492159
Length Goals	Leave-In	MX TR LNGTH GLS LVIN SPR 200ML V315	P2337600	884486492197
Mega Sleek	Conditioner	MX TR MEGA SLEEK COND 300ML LG315	P1109000	884486228451
Mega Sleek	Shampoo	MX TR MEGA SLEEK SHMP 300ML LG315	P1096200	884486226754
Mega Sleek	Leave-In	MX TR MEGA SLEEK SMTHR 250ML V315	P1132300	884486235633
Mega Sleek	Leave-In	MX TR MEGA SLEEK BL DOWN 150ML V315	P1097400	884486227065
Miracle Creator	Leave-In	MX TR MIRACLE CREATOR 200ML V315	P1116710	884486232120
So Silver	Conditioner	MX TR SO SILVER COND 300ML V315	P1707900	884486411921
So Silver	Shampoo	MX TR CLR OBS SSLV SHMP 300ML LG315	P1108200	884486228055
So Silver	Mask	MX TR SO SILVER MSK 200ML V315	P1708302	884486411969
So Silver	Leave-In	MX TR SO SILVER TNG SPRY 200ML V382	P2376700	884486496485
UMB	Conditioner	MX TR UNBK MY BLD COND 300ML V315	P2137700	884486465894
UMB	Shampoo	MX TR UNBK MY BLD SHMP 300ML V315	P2137200	884486465849
UMB	Leave-In	MX TR UNBK MY BLD LVNCRM 150ML V315	P2137901	884486465917



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	M a t e r i a l D e s c r i p t i o n	M a t e r i a l C o d e	U P C C o d e
M a t r i x S t y l i n g	M X S T Y 3 N 1 C R M P A S T E W A X 5 0 M L V E 8 9	P 2 3 5 9 2 0 0	8 8 4 4 8 6 4 9 4 2 6 9
M a t r i x S t y l i n g	M X S T Y S T R O N G H O L D G E L 2 0 0 M L V E 8 9	P 2 3 5 9 4 0 0	8 8 4 4 8 6 4 9 4 2 8 3
M a t r i x S t y l i n g	M X S T Y W A X S P R A Y 1 5 0 M L V 3 1 5	P 2 3 5 9 5 0 0	8 8 4 4 8 6 4 9 4 2 9 0
M a t r i x S t y l i n g	M X S T Y F L E X H A I R S P R Y 4 0 0 M L V 3 1 5	P 2 3 5 9 6 0 0	8 8 4 4 8 6 4 9 4 3 0 6
M a t r i x S t y l i n g	M X S T Y V O L U M E M O U S S E 2 5 0 M L V E 8 9	P 2 3 5 9 7 0 0	8 8 4 4 8 6 4 9 4 3 1 3
M a t r i x S t y l i n g	M X S T Y D R Y S H M P 1 5 0 M L V E 8 9	P 2 3 5 9 8 0 0	8 8 4 4 8 6 4 9 4 3 2 0
V a v o o m	M X V V F R Z S P R A Y F U L L 4 2 3 G V 3 1 5	P 2 3 4 5 9 0 0	8 8 4 4 8 6 4 9 3 2 5 5
V a v o o m	M X V V F R Z S P R A Y H H 4 2 6 G V 3 1 5	P 2 3 4 5 8 0 0	8 8 4 4 8 6 4 9 3 2 4 8
V a v o o m	M X V V T R I F R Z S P R Y 2 5 5 G V 3 1 5	P 2 3 4 5 6 0 0	8 8 4 4 8 6 4 9 3 2 2 4
V a v o o m	M X V V T R I F R Z S P R Y U N S C N 2 5 5 G V 3 1 5	P 2 3 4 5 7 0 0	8 8 4 4 8 6 4 9 3 2 3 1



Retail Sampling Program Details

Offer Retail Sampling

Receive up to 6 Retail Items FREE

Credit Redeemable Timeline:

1/1/2024 - 12/31/2024

Credit Allotment per Recipient:

DSCs: 3 per month for 6 months

For Credit on all the sampling opportunities, please have the store create an invoice with the free retail items listed at no charge and send to Jennifer Million.

They will be sent the same items back at no charge to replenish their inventory.



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

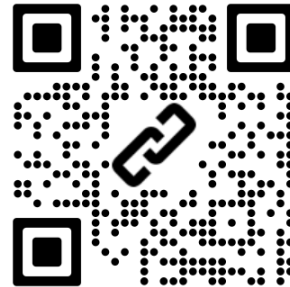
- ✓ Techniques
- ✓ Product Knowledge
- ✓ SoColor Certification
- ✓ Facebook Live Library



[Click Here](#)

Matrix Digital Education

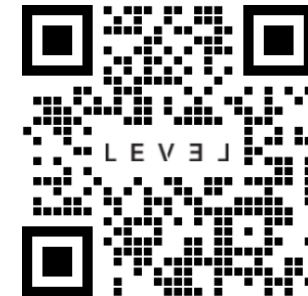
- ✓ Customizable Promotional Assets
- ✓ Resources for Salon Social Pages



[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.

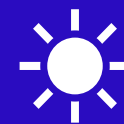
The most caring brass fighters no matter your level
[Calibrated Dyes + Strengthening Ceramides]



3X
moisture



2X
strength



24 hour
shine



matrix

The Tone You Need With The Care You Want

Calibrated Dyes



Strengthening
Ceramides

Neutralizes unwanted reflects
evenly, with no patchiness.

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

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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

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





Sept
2024

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

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



Instacure Build-A-Bond

For mega damaged hair



Mighty Bonds Shampoo



Mighty Bonds Conditioner



Instant Revival Liquid Mask



Super Sealing Balm



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