



turn up the heat with

Reds, Coppers, & Warm Blondes!

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



Gel-Cream Consistency
More Controlled Application



Gradual Oxidation
For Ultra-Predictable Results



100% Oxidative Dyes For
Color that Lasts up to 24 Washes



Shiny, Dimensional Results
With Zero Lift



10 New Tonal Control Shades!



Gold Palette



9G
Ready for
Gold

Great For:
Warm, delicate
buttery blondes



8GB
Beige in
the Sun

Great For:
Creamy, sandy
blondes



9GV
Bubbles
on Ice

Great For:
Balanced,
nude blondes



9W
Warm Vibes

Great For:
Golden, honey
blondes



9NW
Pure N' Hot

Great For:
Neutral, soft with a
kiss of warmth



Red Palette



9NCV
Caramel Dream

Great For:
Butterscotch,
Caramel-copper hues



8C
Copperlicious

Great For:
Warm, bold,
copper blondes



8CR
Keep it
Copper

Great For:
Copper-reds with
a hint of peach



7R
Raving Red

Great For:
Vibrant, red with
full reflect



Violet Palette



8VR
Wine'd Up

Great For:
Cool blondes with
subtle hues of blush



31 Pre-Bonded Shades



Totally Transparent
(Clear)

Mixing Ratio	1:1
Developer	10 Volume (3%) Matrix Cream Developer
Processing Time	20 Minutes

11

10

9

8

7

6

5

4

3

Jade

Neutral Jade

Titanium

Ash Ash

Ash

Neutral Ash

Pearl

Pearl Violet

Violet

Violet Gold

Violet Red

Neutral Gold Ash

Neutral Warm

Warm

Gold Mocha

Gold Beige

Gold

Gold Violet

Pearl Rose

Neutral Copper Violet

Copper

Copper Red

Rose Gold

Red

4J

Emerald Envy

5NJ

Jammin' Jade

10T

Chrome + Collected

9AA

Silver Standout

8T

Slay in Silver

6A

Ash If

7NA

Neutral + Chill

10P

Pearl Power

11PV

Platinum Please

9V

Iced Out

8VG

Taupe on Top

8VR

Wine'd Up

9NGA

Bronde Baller

9NW

Pure N' Hot

9W

Warm Vibes

7GM

Miss Mocha

8GB

Beige In The Sun

9G

Ready For Gold

9GV

Bubbles On Ice

10PR

A Bit Blushed

9NCV

Caramel Dreams

8C

Copperlicious

8CR

Keep It Copper

9RG

Strawberry Stunna

7R

Raving Red

4AA

Greige Getter

New!

Warm Shades



Discover Stylist-Favorite Formulas!

See more looks in the Tonal Control Lookbook!



Glossed With:
11PV Platinum Please



Toned With:
5NGA Bronde Bestie (root),
melted into **9NGA** Bronde
Baller (mid-lengths/ends)



Glossed With:
7R Raving Red (root) +
8C Copperlicious
(mid-lengths/ends)



Toned With:
9NGA Bronde Baller



Scan For More!



1:1
mixing ratio

10 vol.
Matrix Universal Cream Developer

Bottle or Brush
application method

Damp or Dry
application on hair

20 min
processing time





Matrix Demi Client Consultation Guide

#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.

1 Normal	2 Slightly Porous	3 Porous	4 Extremely Porous	5 Damaged
SoColor Sync			Tonal Control	

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

SoColor Sync and Tonal Control both feature a 100% oxidative dyes 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.

SoColor Sync
Full-Bodied, Rich
Color Results

Tonal Control
Multi-Dimensional
Color Results



when it comes to demi...

Bigger Is Better!

- ✓ **More Color**
- ✓ **More Cost-Effective**
- ✓ **Less Waste**
- ✓ **Better Inventory**



**3 oz
Tube!**



The Pre-Bonded Demi Portfolio

Tonal Control

vs

SoColor Sync



What is it?

Acidic demi-permanent color with a **gel-cream** consistency.

Alkaline demi-permanent color with a **cream** consistency.

Benefits

Acidic Formula

Alkaline Formula

Zero Lift

Shifts up to ½ a Level

Multi-Dimensional Results

Rich, Full-Bodied Results

Ideal for **Toning, Glossing, & Refreshing**

Ideal for **Toning, Refreshing & Gray Blending**

No Gray Coverage

Up To **70% Gray Coverage**

100% Oxidative Dyes

100% Oxidative Dyes

Bonder Built-In

Bonder Built-In

Ammonia-free & Vegan Formula

Ammonia-free & Vegan Formula



Tonal Control Education

Everything You Need to Know

Watch: Tonal Control 101



Everything you need to know to get started with Tonal Control!

[Scan or Click Here](#)

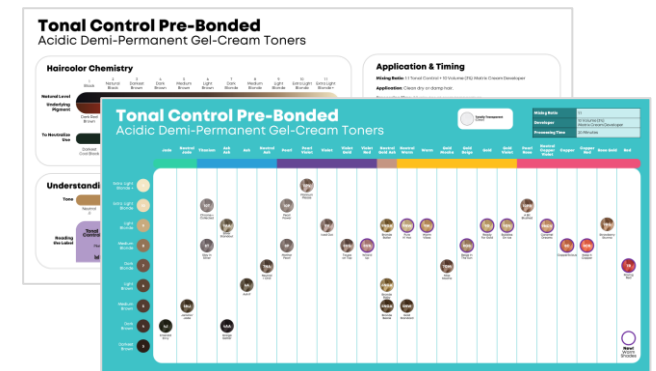
Watch: Sharon Spellman's Tap + Tone Technique



See it in action! Learn how to use Tonal Control with a toning technique!

[Scan or Click Here](#)

Download: Tonal Control Lookbook & Shade Chart



Get inspired with stylist-favorite Tonal Control formulas.

[Scan or Click Here](#)



Tonal Control FAQs

How should I apply Tonal Control?

Apply to dry or damp, towel-dried hair using a bowl and brush or applicator bottle. Allow to process for 20 minutes at room temperature.

How should I mix Tonal Control?

Mix in a 1:1 ratio with 10 volume Matrix Cream Developer.

How will Real-Time Visible Oxidation benefit me?

Unlike some toners on the market that can look dark very quickly, Tonal Control Pre-Bonded shades will gradually deepen over time as they process. This can help prevent rinsing too soon for fear that the toner has 'grabbed' too dark, too quickly.

Does Tonal Control Pre-Bonded continue to oxidize after 20 minutes?

While there may be some residual dyes that could continue to process beyond the 20-minute mark, most will have developed by that point. Exceeding the 20-minute recommended timing could lead to darker than desired results. Conversely, removing before the 20-minute recommended timing could lead to pre-mature fading.

Can I use Tonal Control to blend gray?

While certain shades might have an effect on gray hair depending on level and tone, a better option for gray blending is SoColor Sync Alkaline Pre-Bonded.

When would I use SoColor Sync Alkaline vs. Tonal Control?

SoColor Sync Alkaline is recommended for refreshing, low-lighting, root blending, color correcting and gray blending. Tonal Control is recommended for post-lightening toning and glossing.

Why are the shades already a color when they come out of the tube?

Are they direct dyes?

No, Tonal Control Pre-Bonded shades do not contain direct dyes. The color that the shade is as it comes out of the tube is purely aesthetic and does not have any effect on the shade's performance or result.

How will color-coded formulas benefit me?

The colors are a fun visual aid; a visual reassurance that the right shade has been chosen and placed in the correct area on the head or hair strand. Color-coded formulas can also help indicate where saturation may be lacking in a section or can help with placement when using more than one formula within a section. They could also be a visual cue in the bowl to prevent stylists from accidentally using the wrong formula in the wrong area (shadow root formula on the mid-lengths to ends, for example).

Can Tonal Control shades be used with heat?

No. Heat is not recommended. Processing with heat may create unpredictable results.

Can Tonal Control shades be intermixed?

All Tonal Control shades can be intermixed with one another. However, 8VR, 8CR, 7R and 8C feature special HD-Red dyes for added vibrancy and longevity. Please note when mixing these shades with other shades that you may experience less vibrant results. For the most vibrant and long-lasting results, we recommend using these shades alone.

What's special about Tonal Control's gel-cream texture?

Tonal Control Pre-Bonded has a no-drip gel-cream consistency meaning it is fast to apply, easy to distribute, saturates all hair types, and can be applied using a bottle or a bowl-and-brush.

What ingredients or technologies are used to provide Pre-Bonded benefits in Tonal Control?

Tonal Control Pre-Bonded features a Bond Protecting Concentrate with taurine and cationic polymers to reinforce and repair weakened bonds.

