



Welcome to matrix

All Hair Types All Humans

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



Our Purpose

As the **most inclusive** brand in the industry, we **empower** hairdressers of all ages, backgrounds and levels of expertise with the tools and self-assurance to deliver next level looks and realise their **creative and professional potential**.



Our Founder

Meet Arnie Miller

In 1980, a hairdresser named Arnie Miller founded Matrix, a company whose name was inspired by the idea of **synergy** and **togetherness**. He wanted to weave together a **matrix of support** for every stylist, every hair type and every business model. He created Matrix, a brand where everyone belonged – and everyone felt welcome.

“matrix of support to instill
confidence in every hairdresser”



Hair Diversity Matrix

Diversity Is Not An Ideal.
It Is A Fact.

That is why we created the **Hair Diversity Matrix** – a scorecard made up of 4 key dimensions to ensure our products address the unique needs of every hair type – so you can colour, cut, and style every client with confidence.

Natural Levels



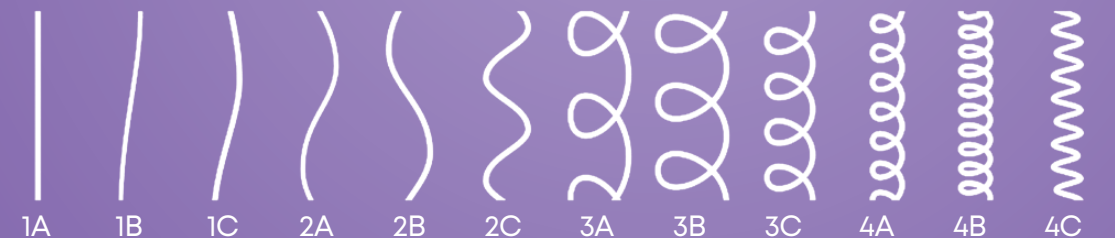
Underlying Pigments



Diameters



Patterns



Uncomplicated

Simple solutions for complex hair styles.
We make advanced looks **accessible**
with **user-friendly** products and
techniques so everyone can cut, colour
and style with **confidence**.



Hair Colour

Colour with confidence

✓ **Pre-Bonded*** formulas to protect the inner hair structure colour after colour.

✓ **Pre-Blended** with both background and reflect to control warmth on every colour, base and underlying pigment.

✓ **Pre-Paired** Our permanent and tone-on-tone oxidative dyes are perfectly matched so you can achieve seamless, root-to-tip colour.

✓ **Vegan Formulas***



*Assessed after 7 applications on sensitized hair

Permanent Colour

SoColor

Boost your colour game with intense **nourishment + pre-bonded protection.**

90ml tubes for 0-5 levels of lift for epic multi-tonal colour.



Tone-on-Tone Colour

SoColor Sync + Tonal Control

Ammonia-free* + pre-bonded in 90ml tubes, bold, full bodied **seamless colour** root to tip.

Available in Alkaline and Acidic technologies.



Lighteners

Blonding

For every level, every diameter and every technique. **Reinforce hair bonds** whilst lifting up to **9 levels**.



*For a pleasant smell

The Why, What + Where

Of All Matrix Colour!

Why?

Each area of the hair shaft accepts colour in a different way due to the condition of the hair, especially if it has been previously coloured or pre-lightened.

What?

Where?



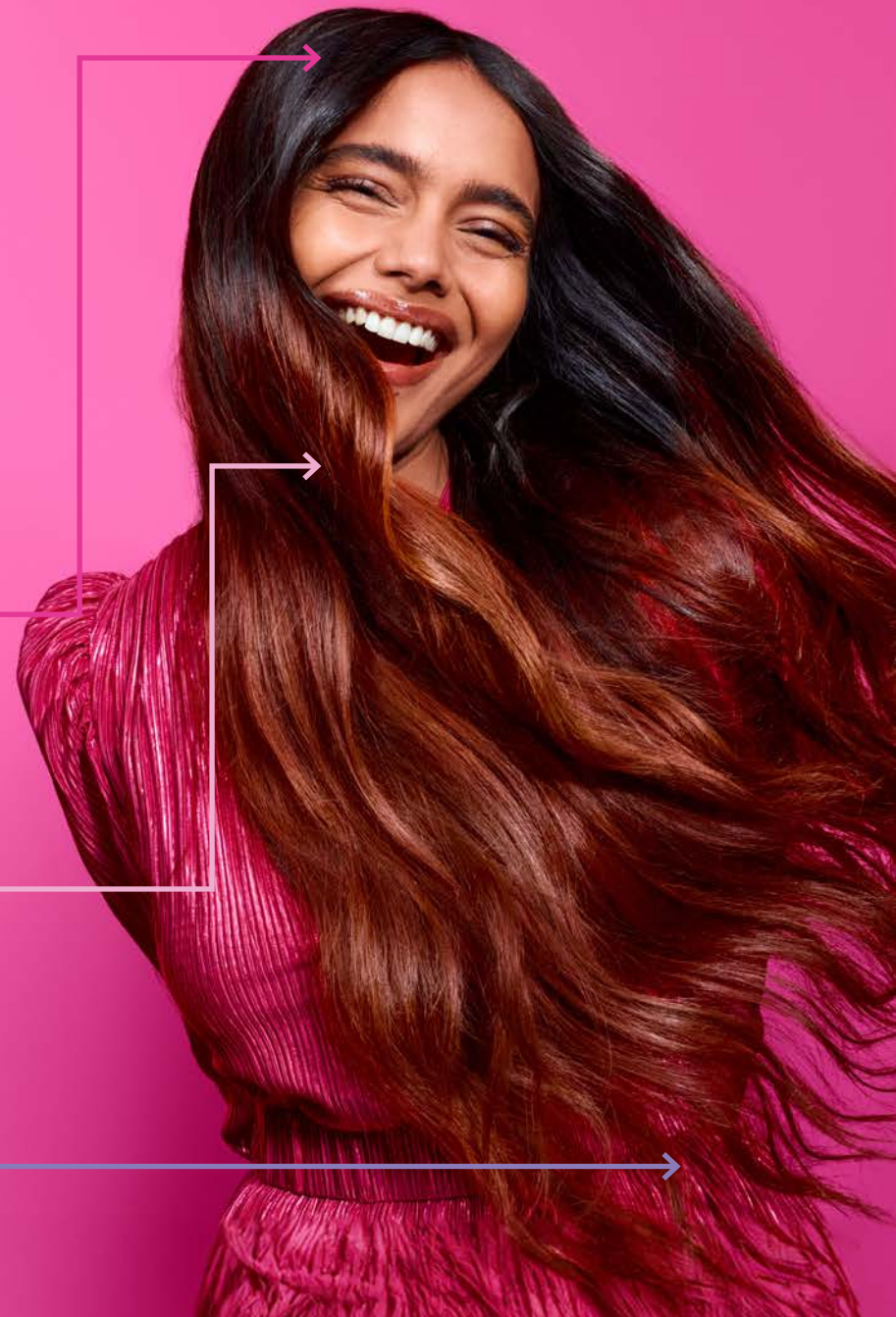
1. Regrowth - Regrowth is the first 1-2 cm at the scalp. Virgin or regrowth apply SoColor.



2. Mid-length - Mid-length start immediately after regrowth. For depth and tone refresh, apply SoColor Sync.



3. Ends - Generally porous or over porous, depending on the hair length. For multi-dimensional gloss colour, apply Tonal Control.



Inclusive

Our **community** welcomes everyone through **education** for every stylist, **innovation** for every hair type and support for every business model.



Haircare

Haircare for everyone

✓ For **damaged** hair

✓ For **dry** hair

✓ For **coloured** hair

✓ For **curly + coily** hair





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Keep Me Vivid

shampoo
for high-maintenance color
champú
cuidado de colores delicada
shampooing
protecteur de couleurs délicate
Pearl Infusion
Infusion de Perle

10.1 FL OZ / 300 ml

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Insta Cure

anti-breakage
shampoo system
sistema de champú
anti-quebre
système de shampooing
anti-cassure
Liquid Proteins
Protéines Liquides

10.1 FL OZ / 300 ml

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Mega Sleek

shampoo
for smoothness
champú
alisador
shampooing
lissant
Shea Butter
Beurre de Karité

10.1 FL OZ / 300 ml

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A Curl Can Dream

shampoo
for curls & coils
champú
para ondas y rizos
shampooing
pour cheveux crépus
Manuka Honey Extract
Miel De Manuka

10.1 FL OZ / 300 ml

matrix

Food For Soft

hydrating shampoo
for all dry hair
champú hidratante
para todo tipo de cabello seco
shampooing doux hydratant
pour tous les cheveux secs
Avocado Oil + Hyaluronic Acid
Huile d'Avocat + Acide Hyaluronique

10.1 FL OZ / 300 ml

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High Amplify

shampoo
for volume
champú
de volumen
shampooing
volumisateur
Protein
Protéine

10.1 FL OZ / 300 ml

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Dark Envy

green shampoo
for dark brunettes
shampoo verde
para castaños oscuros
shampooing vert
pour brunnettes foncées
Neutralizing Dyes
Pigments Neutralisants

10.1 FL OZ / 300 ml

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Brass Off

blue shampoo
for brunettes
shampoo azul
para castaños
shampooing bleu
pour brunnettes
Neutralizing Dyes
Pigments Neutralisants

10.1 FL OZ / 300 ml

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So Silver

purple shampoo
for blondes
shampoo morado
para rubias
shampooing violet
pour blondes
Neutralizing Dyes
Pigments Neutralisants

10.1 FL OZ / 300 ml

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Unbreak My Blonde

bond strengthening
shampoo
champú
fortalecedor de enlaces
shampooing
fortifiant les liens
Citric Acid
Acide Citrique

10.1 FL OZ / 300 ml

Food For Soft

For Dry Hair

With Avocado Oil +
Hyaluronic Acid



SoSilver

For Blonde, Silver and Grey

With Purple
Neutralising Pigments



Brass Off

For Brunette's

With Blue
Neutralising Pigments



A Curl Can Dream

For Curls + Coils

With Manuka Honey Extract



Miracle Creator 20

For All Hair Types

With Coconut Oil



Unbreak My Blonde

For Revitalisation

With Citric Acid



Color Obsessed

For Color Care

With Antioxidants



High Amplify

For Volume

With Protein



Keep Me Vivid

For High-Maintenance Colours

With Pearl Infusion



Mega Sleek

For Smoothness

With Shea Butter



Styling Powerhouses



Uplifting

Bringing colour to your life with an
uplifting culture of **support** and **optimism**.



Easy peasy lemon squeezy

Digital Dashboard

Your Path To Infinite Learning Possibilities!

Whether you're a trailblazer or just starting the journey, there's a course here for every human, dream and pocket size. Explore, Learn, thrive!



1 Speedy Downloads

2 Business Builders

3 Creative

4 Easy Read

5 Interactive

Think product knowledge, **Believe** in the artistry of techniques **Dream** under the guidance of top artists and **Dare** to reach Mastery.



Our Team

The Matrix Education Network is here to inspire, excite, and increase your hairdressing skills and knowledge.



Deborah Bees
Education Team

Deborah Jayne Bayer
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Education Team

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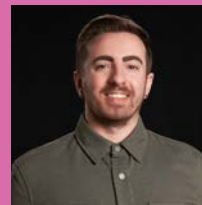
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Andrea Hayes
Education Team

Andrea Hayes
 andielouisehayes



Jack Barney
Education Team

Jack Barney
 Jackbarney_education



Laura Rocks
Education Team

Laura Rocks
 Lauzzrox

Our Artists

The Matrix Artistic Team are ready to elevate your techniques and inspire you to aim higher.



Zoe Irwin
Artistic Team



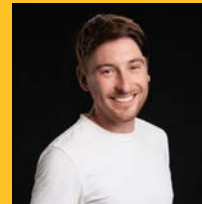
Desmond Murray
Artistic Team



Christian Wiles
Artistic Team



Ria Kulik
Artistic Team



Niall McNulty
Artistic Team



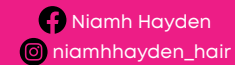
Simon Townley
Artistic Team



Michelle Summers-Davies
Artistic Team



Niamh Hayden
Artistic Team



Carol Ritchie
Artistic Team



Luke Hawkins
Artistic Team



Heffy Wheeler
Artistic Team



Heather Mackenzie
Artistic Team



Helena Brookes
Artistic Team





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All Hair Types. All Humans.

 Matrix Professional Haircare & Color

 @matrixuki  @matrixuki

www.matrixhaircare.co.uk