



matrix
All Hair Types. All Humans.

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

**no animal derived ingredients or by products

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

Super Sync + Tonal Control

No Ammonia* + 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 Super Sync.



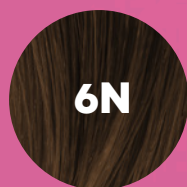
3. Ends - Generally porous or over porous, depending on the hair length. For multi-dimensional gloss colour, apply Tonal Control.



SoColor

Our Pre-Bonded Permanent Colour that protects the inner hair structure and provides 1-5 levels of lift.

- ✓ Pre-Bonded for Instant Fiber Protection
- ✓ Pre-Blended
- ✓ Pre-Paired
- ✓ Up To 100% Grey Coverage
- ✓ Signature 90ml Tube
- ✓ Vegan Formula*



6N
Blended
Natural
Series



8CC
Reflect
Series



510G
Extra
Coverage
Series



UL-N+
Ultra-Blonde
Series



Super Sync

Our **1st Pre-Bonded Alkaline Demi** For Instant Fiber Protection + Up to 75% Grey Coverage**



✓ **Super Protection**

Glycine + Citric Acid to protect & strengthen hair.
Up to 2 x shinier hair*

✓ **Super Coverage**

Up to 75% grey coverage**.
No Ammonia!

✓ **Super Versatile**

Alkaline Tone-on-Tone that does everything from colour correction to grey blending

✓ **Vegan Formulas***



*vs unwashed, uncoloured hair **only on NN shades tno animal derived ingredients or by products

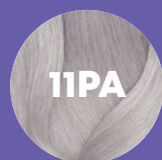
Tonal Control

Our Most Predictable Acidic Gel Toners For Ultimate Post-Lightening Control.

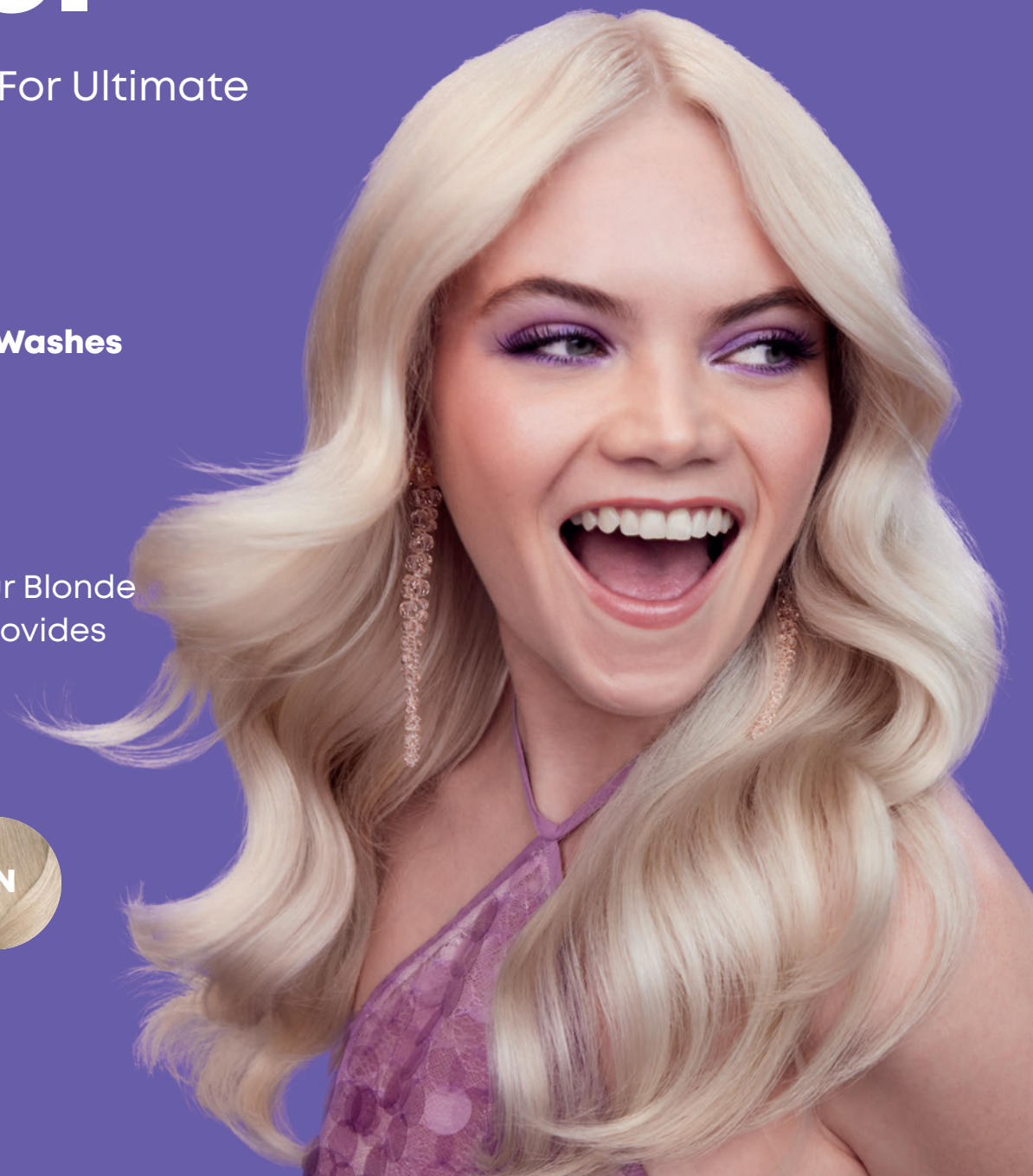


- ✓ **No Lift For Multi-Dimensional Results**
- ✓ **Long Lasting Results For 8 Weeks or 24 Washes**
- ✓ **Real Time Visible Oxidation**
- ✓ **Vegan Formula****

Now with 5 **NEW** high-level toning shades, Take Your Blonde Game To The Max! Our pre-bonded concentrate provides instant fiber protection and up to 2x shinier hair*



*vs lightened, unwashed hair **no animal derived ingredients or by products



Inclusive

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



Haircare for everyone

- ✓ For **damaged** hair
- ✓ For **dry** hair
- ✓ For **coloured** hair
- ✓ For **curly + coily** hair





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Glow Mania

color protecting shampoo
dull & color-treated hair
shampoo protector de color
cabello opaco y teñido
Shampooing protecteur de couleur
cheveux ternes et colorés
Glycolic Acid + Rosehip Oil
Glycolique + Huile de Rose Mu

10.1 FL OZ / 300 ml

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Insta Cure

anti-breakage
shampoo system
sistema de champú
anti-quiebre
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

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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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Insta Cure

Build-A-Bond

mighty bonds shampoo
bonding system, damaged hair
shampoo reconstructor de enlaces
sistema para cabello dañado
shampooing renforteur de liaisons
système pour cheveux abîmés
Citric Acid + Squalane
Acide Citrique + Squalane

10.1 FL OZ / 300 ml

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Brass Off

blue shampoo
for brunettes
shampoo azul
para castañas
shampooing bleu
pour brunettes
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

Take charge of your glow with

Glow Mania

Our 1st Laminating Care To Seal & Enhance
Your Colour Glow From **Inside Out For 4 weeks***

Get Glowing!

Our Glow Mania Line up...



Colour
Protecting
Shampoo



Colour
Protecting
Conditioner



Glazing Queen
Super Gloss
Protecting Mask



Glow Gatekeeper
Glow Sealing
Leave-in Conditioner

[Glycolic Acid] To help laminate delicate surfaces.
[Rosehip Oil] To help protect colour from fading.

*Consumer test, 60 women using Shampoo, Conditioner, Mask and Leave-in



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



InstaCure

For Anti-Breakage

With Liquid Proteins



Glow Mania

For Dull, Coloured Hair

With Glycolic Acid



High Amplify

For Volume

With Protein



Mega Sleek

For Smoothness

With Shea Butter



Instacure

Build-a-bond

With Citric Acid + Squalane



Instacure Build-A-Bond

New! Build a Bond

Billion Bond Care for Mega Damaged Hair



Formulated with [Citric Acid]
To Strengthen Hair From The Inside

Formulated with [Squalane]
To Soften & Smooth Hair On The Outside

1 Billion Bonds Packed In Every Bottle!



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
 deborahbees1



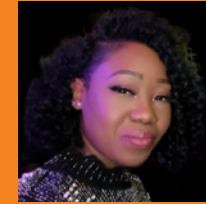
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Andrea Hayes
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Jack Barney
Education Team

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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.



Desmond Murray
UKI Artist

 Desmond Murray
 Desmond Murray



Niamh Hayden
UKI Artist

 Niamh Hayden
 niamhhayden_hair



Helena Brookes
UKI Artist

 Helena Brookes
 Hellsbellshair



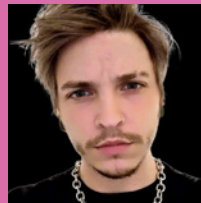
Christian Wiles
Global Crew

 Christian Wiles
 christianwiles1





Simon Townley
UKI Artist

 Simon Townley
 Simon Townley Salon



Jaymz Marsters
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Ria Kulik
Global Crew

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Luke Hawkins
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Ross Taylor
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Michelle Summers-Davies
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 Michelle Summers Davies
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Leigh Atkinson
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Niall McNulty
Global Crew

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Heffy Wheeler
UKI Artist

 Heffy Wheeler
 Heffyx



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All Hair Types. All Humans.



Matrix Professional Haircare & Color



@matrixuki



@matrixuki

www.matrixhaircare.co.uk