



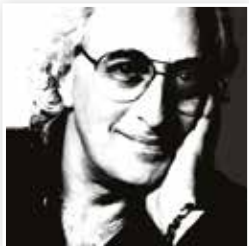
MATRIX

*our*STORY

MEET OUR FOUNDER – ARNIE MILLER, THE HAIRDRESSER'S HAIRDRESSER.

He believed all hairdressers should have access to quality professional products, quality education and the highest quality hair colour, care and styling products that are unlocked by hands-on education. To ensure every hairdresser can reach their full creative potential.

HE COULD, SO HE DID.



The result was revolutionary: Today our vision remains strong: to build and unite the largest and best educated global community of hairdressers, inspired by self expression, using uncomplicated products and services for all.

OUR PHILOSOPHY | the brand that unites, not divides

OUR MISSION | to bring the best out of each other

*stronger*TOGETHER

MATRIX



OUR VALUES

**WE BELIEVE WE ARE STRONGER TOGETHER;
IN THE WAY WE CREATE, THE WAY WE WORK,
THE WAY WE DO BUSINESS.**

WE ARE...

- INCLUSIVE** | we are for every hairdresser
- COLLABORATIVE** | we trust and respect each other
- AUTHENTIC** | we always keep it genuine and real
- UNCOMPLICATED** | we offer smart, easy products and services
- EXPRESSIVE** | we are emotional, experimental and colourful
- SUSTAINABLE** | we care about our footprint

MATRIX

OUR DIFFERENCE

CHAMPIONS OF THE HAIRDRESSING COMMUNITY

When it comes to community, we're all over it!

We are extremely proud to be the perfect partner for any hairdresser, at any stage of their journey.

The key to this is our unique recipe of smart, easy to use products, an unparalleled education network and ultimate accessibility to both.

We are widely available through our distribution partners, in over 150 stores and online across the UK and Ireland.

This is why you will find us **in over 12,000 salons nationwide** and in tens of thousands of hairdressers' hands. Now, that's something to be proud of.



RAZZ & Company, Oldham



MATRIX

exclusive BENEFITS

Purchasing with our partner distributors gives you access to our exclusive business support, whether you're a mobile hairdresser in the process of growing your client base or a salon owner looking to expand and develop:



CLUB MATRIX | The ultimate hairdressing business club helping you to grow your business with up to 10% of your spend back and hundreds of rewards.



EDUCATION FOR EVERYONE | Whatever level you are, our army of educators deliver first class in-salon training and digital education courses to help you realise your hairdressing dreams.



SALON DEVELOPMENT SUPPORT | Business development consultation and exclusive deals and promotions brought to you by our powerful partnership with our distributors.



CLUB MATRIX

FREE TO JOIN

UPTO

10%

OF YOUR SPEND BACK

MATRIX

USED BY THE BEST

WE ARE USED BY SOME OF THE
TOP HAIRDRESSERS IN UK & IRELAND



CHRISTIAN WILES Owner of Christian Wiles Hairdressing

**"I love Color Sync this is my go-to product,
it covers everything from tint backs to
toning and guarantees instant results."**

2018 British Hairdressing Business Awards.
Male Grooming Salon of the Year.

2018 Hair Awards Winner.
Best Men's Hairdresser.

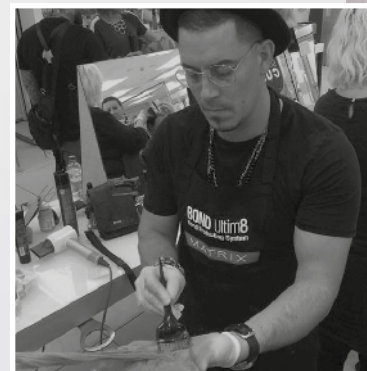
2018 Salon Business Awards.
Stylist of the Year.

RICK ROBERTS Owner of Rick Roberts Hair

**"Matrix for me is a brand that always
delivers amazing results every time!"**

2018 Behind The Chair.
One Shot Finalist.

2018 L'Oréal Colour Trophy.
Afro Look Winner.



SHARON PEAKE Owner of Ethos Hairdressing

**"I have never worked with an easier
colour system than So Color Beauty,
Color Sync, Color Insider and the
new Cult".**

Sharon Peake has earned a permanent
position in The British Hairdressing
Hall Of Fame.

The salon has won 7 British
Hairdressing Awards.

MATRIX



Your Education Journey

master
ME
MY HAIR EDUCATION

Stage 4

MASTERY LEVEL

Master product and skill courses

show
ME
MY HAIR EDUCATION

Stage 3

EXPERIENCED LEVEL

Artistic led advanced technique courses and seminars

teach
ME
MY HAIR EDUCATION

Stage 2

FOUNDATION LEVEL

CRAFT skills building courses

tell
ME
MY HAIR EDUCATION

Stage 1

DISCOVERY LEVEL

Unlimited **FREE** product knowledge

EDUCATION

THE FREEDOM TO START YOUR OWN
EDUCATION JOURNEY WITH **ME**



We have the widest reaching education
network in the UK and Ireland.

SEE IT. DO IT. | skill evaluating techniques that empower
the hairdressers to improve their craft.

SALON READY | experiences that create critical thinking
skills in realistic salon environments.

Courses are led by our army of educators and award
winning artists.





MATRIX



ARTISTS



MADE UP OF PASSION, CREATIVITY AND TALENT,
OUR MATRIX AMBASSADORS ARE HERE
TO INSPIRE YOU

 @ashleigh2025
 Ashleigh Hodges

Sought after all over the world, multi-award winner, Ashleigh likes to mentor the future generation of hairdressers with her experience and knowledge working on photoshoots in NY and creating chic fashion looks for Fashion Week.



Ashleigh Hodges
GLOBAL DESIGN TEAM MEMBER
LONDON

 @paulfalltrick
 Paul Falltrick Creative

Recognised as one of the biggest names in cutting hair, Paul works across the world as a global ambassador for Matrix & Biolage, passing on his passion and cutting techniques to a global audience. A real master of his CRAFT.



Paul Falltrick
GLOBAL DESIGN TEAM MEMBER
ESSEX

#iamME

FOLLOW US ON @MATRIXHAIRCARE

MATRIX



Christian Wiles
ARTISTIC DIRECTOR
CHRISTIAN WILES, NORTHAMPTON

Instagram: @christianwilesmen
@christianwilesladies
Facebook: christian wiles



Desmond Murray
ARTISTIC DIRECTOR
ATHERTON COX, LONDON

Instagram: @desmondmurray
Facebook: desmond murray



Jonathan Andrew
ARTISTIC DIRECTOR
LONDON

Instagram: @jonathanjandrew
Facebook: jonathan andrew



Rick Roberts
ARTISTIC DIRECTOR
RICK ROBERTS SALON, BEVERLEY

Instagram: @rickrobertshair
@rickrobertssalon
Facebook: Rick Roberts Salons
Rick Roberts Salon



Ross Taylor
ARTISTIC DIRECTOR
OPTIONS HAIRDRESSING, ESSEX

Instagram: @rosstaylor1984
Facebook: ross taylor hair



Sharon Peake
ARTISTIC DIRECTOR
ETHOS HAIR, MANCHESTER

Instagram: @ethoshairstyling
@peake.sharon
Facebook: Ethos Hairdressing



Terry Longden
ARTISTIC DIRECTOR FOR COLOUR
TERRY LONGDEN, REDDITCH

Instagram: @texpixon
Facebook: Terry Longden



Aidan Fitzgerald
GUEST ARTIST
AIDAN FITZGERALD, DUBLIN

Instagram: @aidan_fitzgerald_hair
@aidanfitzgerald.salon
Facebook: aidan fitzgerald



Karen Thomson
GUEST ARTIST
KAM HAIR & BODY SPA, LOSSIEMOUTH

Instagram: @kamhairandbody
@karenthomsonkam
Facebook: karen thomson
kam hair and
body spa



Nicole O'Gorman
GUEST ARTIST
REVAS SPA, LIMERICK

Instagram: @nicoleogormanhair
Facebook: nicole o'gorman



Rosie Binns
GUEST ARTIST
ETHOS HAIR, MANCHESTER

Instagram: @rosiebinnsair
Facebook: Rosie Binns



Scott Green
GUEST ARTIST
WILTSHIRE



Michael Convey
ARTISTIC EDUCATOR
CONVEY SALONS, MIDDLESBROUGH

Instagram: @michael.convey.salons
@convey.salons
Facebook: Michael Convey



Nigel Kenny
ARTISTIC EDUCATOR
HAIR BY NIGEL & CO, KILKENNY

Instagram: @Nigekenny1
Facebook: Nigel Kenny



Ria Kulik
ARTISTIC EDUCATOR
THE HAIR BANK, MANCHESTER

Instagram: riak_hair
Facebook: Ria Kulik



Simon Townley
ARTISTIC EDUCATOR
SIMON TOWNLEY, BURNLEY

Instagram: simontownley
Facebook: Simon Townley

#iamME

FOLLOW US ON @MATRIXHAIRCARE

BOOK ON TO A COURSE AND FOLLOW
OUR ARTISTS TO BE INSPIRED NOW

MATRIX

OUR COLOUR FAMILY

UNCOMPLICATED. SMART. POWERFUL. PREDICTABLE.

Arm yourself with all the tools to deliver any service with predictable results, for ultimate client satisfaction every visit.

CARING INGREDIENTS

Our colour has up to 35% caring active ingredients in every tube to keep colour conditioned for longer.

PRE-BLENDED SHADES

That are true-to-tone and built for an anti-brassy effect that lasts.

LOW AMMONIA COMMITMENT

From 2019 onwards all of our new shades will be low ammonia: a huge and growing client demand.



SOCOLOR

Lead a more #socolourful life with our highly conditioning colour formulas. Professional, inspirational, on trend and uncomplicated.



CULT

Our vivid colour range available in Direct and Tone-on-Tone, for customisable longevity and vibrancy.



COLOR Sync

70 bold ammonia-free tone-on-tone shades with ceramides for incredible conditioning from root to tip.



COLORINSIDER

No ammonia, no odour, our permanent colour collection offers a colour injection with high-res results.

BOND Ultim8

Bond Protecting System

Our revolutionary bond protecting system is a must-have for any colourist.



LIGHT MASTER

Our most powerful, high-speed lightener with conditioning panthenol, providing up to 8 levels of lift.



color graphics

Achieve any kind of lightening technique with our completely unique conditioning one step lightening and toning process, with up to 5 levels of lift.



**MAKING THE HOTTEST TRENDS EASY TO ACHIEVE
TREND IN A TUBE**
Rather than intermixing 3 or more shades, you can now create on-trend tones in 1 simple step with our hottest new shades.

MATRIX



OUR HAIRCARE AND STYLING FAMILY

Professional Results, High Street Value.

We're on a mission to switch clients to pro. We offer a complete system of products that cleanse, care and create.

- 1 | Uncomplicated and easy to use
- 2 | For all types of hair, because we don't believe in labels, just results
- 3 | Show visible results, that are salon tested and life-proof
- 4 | Smart express treatments system for transformative, profitable in-salon services

HAIRCARE & TREATMENTS



TOTAL RESULTS

Want professional results at high street prices? You've got it with our versatile haircare collection for every hair type.

STYLING

STYLE LINK

The professional made-to-mix styling range. Prep, play and perfect your style.

VAVOOM

The salon style expert for celeb-fabulous looks everyday. Feel sexy any time, anywhere you go.



Color Obsessed
protects against fading and extends your colour vibrancy



Miracle Creator 20
multi-purpose treatment spray



High Amplify
helps boost structure of fine, limp hair

HAIRDRESSER FAVOURITES



So Silver Shampoo
corrects yellow tones on blonde hair



Brass Off
neutralises brassy tones

MATRIX

CONNECT WITH US

LET'S GET SOCIAL

EXPLORE MORE



@matrixhaircare



matrix



@Matrixhaircare

#StrongerTogether #SoColourful

FIND & KEEP

WE LIKE TO MAKE LIFE EASY.

That's why you can find us in over **150 stores** nationwide and online via our partnered distributor e-commerce sites. Or order directly from our sales consultants who come to your salon.



0844 391 6777 | synergysalonsupplies.com



in partnership with **SALON SUCCESS**
0330 123 1906 | sallybeauty.co.uk



020 8450 1114 | tradehairsupplies.co.uk



0161 477 2234 | alanhoward.co.uk



0115 970 8292 | rendezvousltd.co.uk



01603 429 640 | barkershairdressing.com



01223 211 667 | akhairbarkers.co.uk



0330 123 1906 | sallybeauty.co.uk



07941 25846 | www.jules.ie



0844 3356 121 | www.salonsupplies.co.uk
01273 331122 | capitalhairandbeauty.co.uk



0844 3356 121 | www.salonsupplies.co.uk

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