



COLORINSIDER

**OIL POWERED
AMMONIA-FREE
ODOURLESS
PERMANENT HAIR
COLOUR**

**QUICK
REFERENCE
GUIDE**

MATRIX

COLORINSIDER

HIGH-RESOLUTION COLOUR THAT'S TRUE, SHARP, SATURATED.



**OIL POWERED.
NO ODOUR.
NO AMMONIA.**

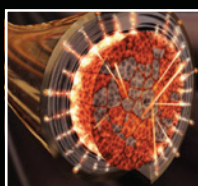
WHAT IS COLORINSIDER?

COLORINSIDER is a true breakthrough in Matrix's hair colour category. It is the brand's first 100% ammonia-free and odourless permanent colourant with Oil Delivery System² technology, making COLORINSIDER **a sensorial in-salon experience.**

TECHNOLOGY

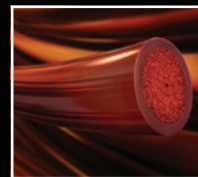
Until now, ammonia was the ingredient of choice for permanent colour results. Now, Matrix uses an oil based technology to achieve the same high performance results as ammonia based products. The technology, known as ODS² (Oil Delivery System), is a breakthrough oil base that drives the colourant into the heart of the hair fibre without the need for ammonia and provides outstanding hair protection*. It is designed to help provide both **scalp comfort** and protect hair quality from root to tip.

BREAKTHROUGH COLOUR INJECTION TECHNOLOGY:



Our Colour Injection Oil Delivery System propels colour actives directly to the hair's core.

Maximises colour impact with minimum levels of alkaline agent.



Minimum stress on the cuticle surface. Outstanding hair protection.*

COLOUR PORTFOLIO

Featuring a portfolio of shades with the ability to darken or lighten up to three levels and **cover 100% white hair**, COLORINSIDER allows you to create a bespoke look for each of your clients – whether it is vibrant fashion shades, a rich brown or a luminous blonde.



@MATRIXHAIRCARE



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@MATRIX



This year, Matrix Education is all about 'ME'.

We want to offer you accessible education, so the ME courses have been carefully designed to support you and your team's needs, from product knowledge Tell ME classes to Master ME seminars with our Matrix Artists.

SPEAK TO YOUR LOCAL MATRIX EDUCATOR FOR DETAILS ON THE FOLLOWING COURSES





COLOUR FORMULATIONS:

NATURAL LEVEL 6

FORMULA A

1 PART **COLORINSIDER SRV+**
1 PART **10VOL COLORINSIDER OIL-CREAM DEVELOPER**

FORMULA B

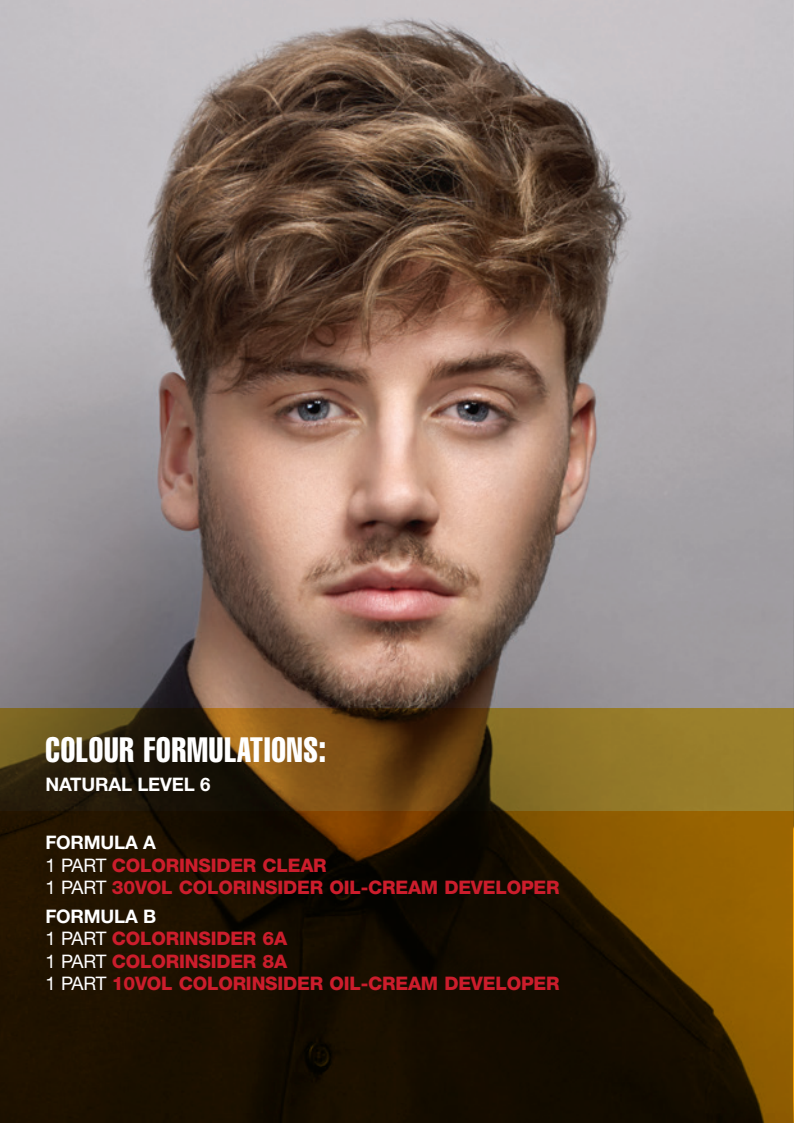
1 PART **COLORINSIDER SRV+**
1 PART **10VOL COLORINSIDER OIL-CREAM DEVELOPER**

**TRUSTED BY SOME OF THE
MOST ELITE ARTISTS AND
SALONS IN THE INDUSTRY**



**“CLIENTS ARE ASKING FOR PRODUCTS THAT
ARE FREE FROM AMMONIA. COLORINSIDER
FROM MATRIX IS THE BEST AMMONIA-FREE
PRODUCT WE’VE EVER USED.”**

Sharon Peake,
Matrix Artistic Director
Director of Ethos Hairdressing



COLOUR FORMULATIONS:

NATURAL LEVEL 6

FORMULA A

1 PART **COLORINSIDER CLEAR**
1 PART **30VOL COLORINSIDER OIL-CREAM DEVELOPER**

FORMULA B

1 PART **COLORINSIDER 6A**
1 PART **COLORINSIDER 8A**
1 PART **10VOL COLORINSIDER OIL-CREAM DEVELOPER**



COLOUR FORMULATIONS:

NATURAL LEVEL 7 WITH 75% WHITE HAIR

FORMULA A

2 PARTS **COLORGRAPHICS**
LIFTING POWDER
2 PARTS **COLORGRAPHICS** PROMOTER 8
1 PART **COLORGRAPHICS**
NEUTRAL TONER

FORMULA B

1 PART **COLORINSIDER 10V**
1 PART **20VOL COLORINSIDER**
OIL-CREAM DEVELOPER

FORMULA C

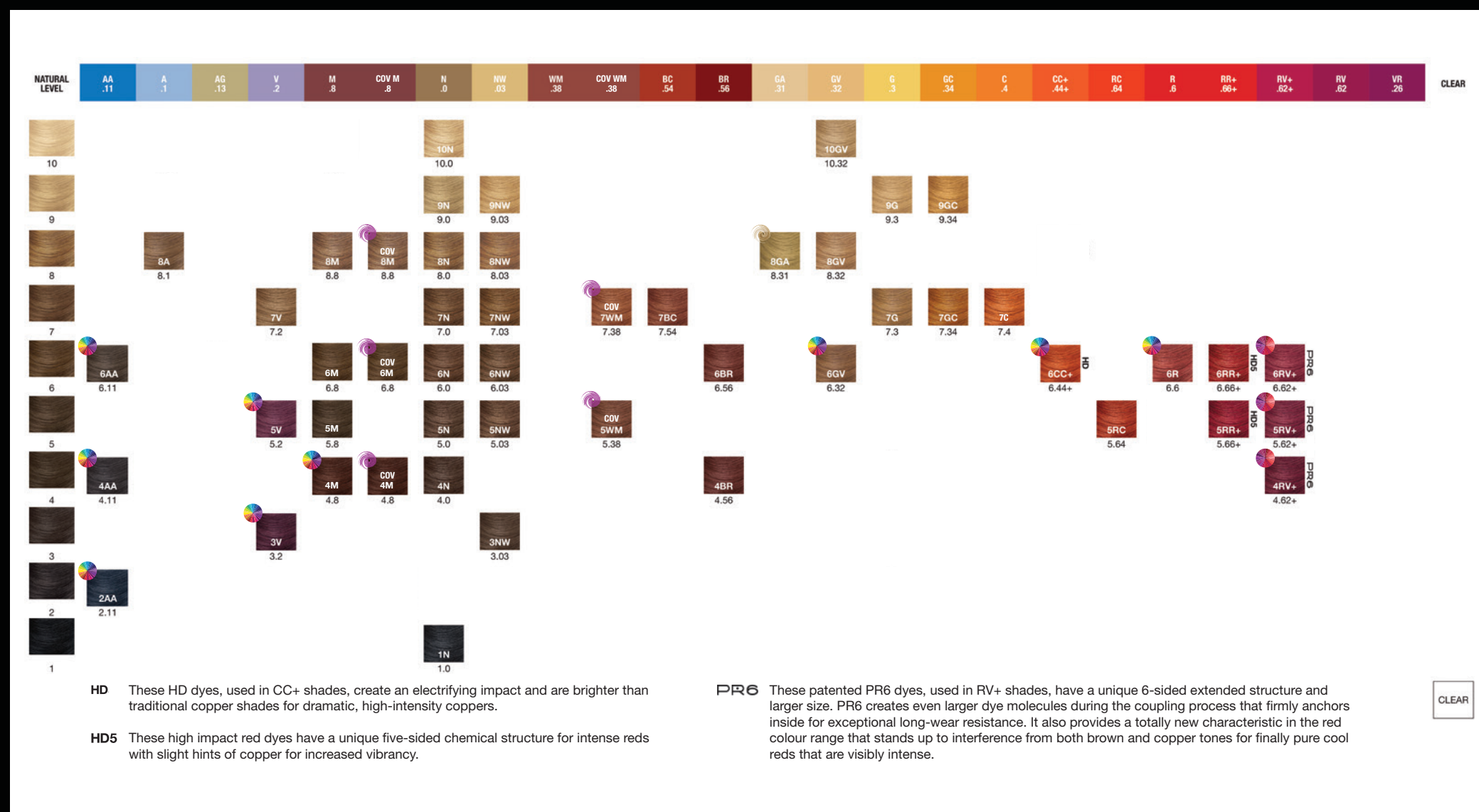
1 PART **SOCOLOR.BEAUTY EXTRA.**
COVERAGE 510N
1 PART **20VOL MATRIX**
CREAM DEVELOPER

COLORINSIDER

HIGH-RESOLUTION COLOUR THAT'S TRUE, SHARP, SATURATED.

TOP TIPS FOR SUCCESS:

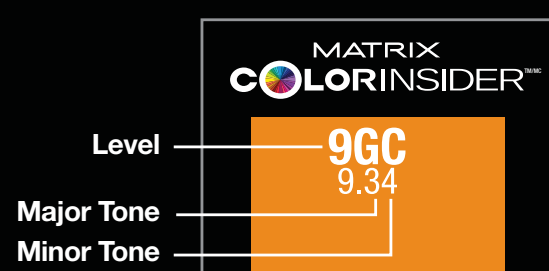
- Always measure accurately using a 1:1 mixing ratio.
- Only use the dedicated Oil-Cream Developer with **COLORINSIDER**.
- Use bowl and brush application for optimal results.
- Apply only to dry hair.
- Take fine sub-sections.
- Apply to the top and bottom of each section for full saturation.
- Cross check sections to ensure that all of the hair has been saturated in colour (the root area must be avoided so the hair must be cross checked from the mid lengths downwards).
- Work colour through mid-lengths and ends with hands, as opposed to a comb.
- Do not use heat.
- Process for a total of 35 minutes.
- Shampoo thoroughly with **Total Results Color Obsessed** or **Biologie Colorlast**.



ALPHA-NUMERIC SYSTEM

COLORINSIDER uses an alpha-numeric system to describe each shade. This ensures that whatever hair colour system you are familiar with you can easily predict the result of each shade.

READING THE LABEL



LEVEL

1 Blue Black	2 Black	3 Dark Brown	4 Medium Brown	5 Light Brown	6 Dark Blonde	7 Medium Blonde	8 Light Blonde	9 Very Light Blonde	10 Extra Light Blonde
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ZONE

NEUTRAL .0	ASH/ BLUE .1	VIOLET .2	GOLD/ WARM .3	COPPER .4	BROWN/ MAHOGANY .5	RED .6	GREEN/ MATTE .7	MOCHA .8
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+	Indicates shade-specific technology for increased vibrancy and exceptional colour clarity.	CLEAR	<ul style="list-style-type: none">Use alone to provide lift on natural hair without depositing tone.Use with other shades to reduce tonal deposit.
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PRECISION FORMULATION

4 BASIC RULES			
RULE 01 Determine the natural base level Lift & Bump. Use level finder and grey swatches.	RULE 02 Determine the level you wish to achieve. 	RULE 03 Determine the target tone desired. 	RULE 04 Determine the volume of COLORINSIDER Oil-Cream Developer needed to achieve the amount of lift or deposit required. 10Vol (3%) Up to 1 level 20Vol (6%) Up to 2 levels 30Vol (9%) Up to 3 levels

For optimum grey coverage:

- Use 20 Vol (6%) developer.
- For most coverage match the same level or formulate darker.
- For a dimensional result formulate lighter.
- For Warm-Warm end results mix any G series with a warm reflect tone.
- For Warm end results mix the NW series with a warm reflect tone.
- For Neutral end results use the N or NW series alone.
- For Cool end results mix the N series with a cool reflect tone.
- The COV shades can be used alone or mixed within the palette.

MIXING RATIOS FOR GREY HAIR		
% of Grey	Neutral or Neutral Warm	Target Shades
25-50%	25% (15 grams, 10.05ml)	75% (45 grams, 30.15ml)
50-75 %	50% (30 grams, 33.5ml)	50% (30 grams, 33.5ml)
75-100 %	75% (45 grams, 30.15ml)	25% (15 grams, 10.05ml)
The Ash, Violet and Mocha series should not be used alone to cover more than 25% grey hair.		

- COLORINSIDER High Coverage Reflect Shades
- COLORINSIDER Luminous Beige Shades
- COLORINSIDER High Intensity Red Shades
- COLORINSIDER Bold Measures Shades

MIXING, PROCESSING

COLORINSIDER MUST be mixed with the dedicated Oil-Cream Developer. As the developer and colour have been specifically formulated to work together, COLORINSIDER will not perform as expected with another developer.



Tube to Grams	
1 Tube	60 grams (67ml)
¾ Tube	45 grams (30.15ml)
½ Tube	30 grams (33.5ml)
¼ Tube	15 grams (10.05ml)

Don't forget to be colour safe
www.becoloursafe.com



PRECISION APPLICATION

Precision colour begins with precision application.

INSIDER TIP:

- Apply liberally to fine subsections. Cross-check for even application.
- It is vital to use COLORINSIDER with the dedicated developer ONLY- traditional water-based developers will not activate the color correctly. MASSAGE color through mid-lengths and ends thoroughly. DO NOT USE A COMB.
- DO NOT APPLY ON DAMP HAIR. Water on the hair reduces the effectiveness of the oil in the Colour Injection Oil Delivery System at propelling actives into the hair.

APPLICATION & TIMING	VIRGIN		REFRESH	
	Darkening or Matching Level	Lightening or Brightening	With COLORINSIDER Only	With COLORINSIDER + Color Sync
	 1. New Growth (Area from scalp to about 1 cm out) STEP 1: Apply FORMULA A to new growth only. STEP 2: Immediately apply same formula to mid-lengths and ends. Process 35 minutes. INSIDER TIP: If ends are porous, apply formula on ends for a maximum of 20 minutes.	 STEP 1: Apply FORMULA A to new growth only. STEP 2: Immediately apply FORMULA B using next higher % Developer to mid-lengths and ends. Process 35 minutes.	 STEP 1: Apply FORMULA A to new growth only. STEP 2: Immediately apply same FORMULA A to mid-lengths and ends for up to 20 minutes, as needed. Adjust formula as needed for porosity. Process for a total of 35 minutes. INSIDER TIP: When pulling COLORINSIDER through, apply liberally to dry hair, taking fine sections. DO NOT APPLY ON DAMP HAIR.	 STEP 1: Apply COLORINSIDER FORMULA A to new growth only. Process for 35 minutes. STEP 2: Apply Color Sync FORMULA B to mid-lengths and ends for up to 20 minutes.
	Long Regrowth			
	 1. Older Regrowth (more than 2cm away from scalp down to previously coloured hair) 2. New Regrowth (up to 2cm away from scalp) 3. Previously Coloured Mid-Lengths and Ends STEP 1: Apply FORMULA B to the older regrowth (1). STEP 2: Then apply FORMULA A onto the new regrowth (2). Process for 35 minutes. STEP 3: Refresh previously coloured hair (3) with FORMULA B for up to 20 minutes, adjusting for porosity.			

HEALTH AND SAFETY:
At Matrix, our aim is to work in partnership with you to create beautiful hair, all with the safety of you, your staff and all of your clients in mind. We invest in research and development to create the latest in new product innovation.

Our products should always be used according to the safety instruction leaflet inside the packs and in our technical guides. Following these instructions, along with the recommended best practices at all times in your salon, will help ensure not only the best results but a safer environment for everyone everyday.

Matrix has designed a protocol for Professional Hairdressers only, which will enable you to manage your clients' colour experience and determine the need to carry out **AN ALLERGY ALERT TEST**. Refer to your Professional Safety booklet for more information.

The protocol follows a 3-step consultation with your colour client, to accompany the application of a Matrix Colourant.

Step 1: Professional Consultation
Step 2: How to carry out AN ALLERGY ALERT TEST
Step 3: How to carry out a colour application
Please note: If you do not follow the 3-step professional safety protocol **AN ALLERGY ALERT TEST** must be done 48 hours before each application every time.

Hair colourants can cause an allergic reaction, which in certain rare cases may be severe for you and your client.

To help reduce the risk of an allergic reaction, it is essential to follow these precautions:

- Wear suitable disposable gloves during the preparation, application and rinsing of the product.
- Do not apply to clients under the age of 16.
- DO NOT USE a hair colourant product if:
 - Your client has previously experienced a reaction to hair colourants.
 - Your client has a rash on their face or a sensitive, itchy or damaged scalp.
- Check for tattoos and permanent make-up.
- Black Henna Tattoos: Check with your client, if he/she has ever had, even once, had a black henna tattoo even a long time ago as he/she may have become allergic without knowing it. Never use this product unless you have done **AN ALLERGY ALERT TEST** 48 hours before use.
- If your client has had an allergic reaction to any type of skin tattoo including henna or permanent make-up, the risk of allergy may be greater.

How to carry out AN ALLERGY ALERT TEST:
Remove any earrings. Using a cotton bud, apply a little of the unmixing colourant product you intend to use behind the ear. Apply sufficient product to cover 1cm² - 2cm² (the size of a small coin). Re-apply 2 or 3 times allowing it to dry between each application. Leave for 48 hours without washing, covering or touching.

If during the course of this period you or your client notice any abnormal reactions such as itching, redness or swelling in or around the test area DO NOT APPLY THE COLOURANT. Recommend that your client seeks medical advice before any further colour applications are made. Furthermore, when using technical products and in cases of prolonged exposure to water:

- Wear suitable disposable gloves during the preparation, application and rinsing of the product.

After application: For technical products, discard any left over mixtures immediately. They cannot be kept or used again. For safe storage and disposal of waste see the COSHH booklet and Matrix product guide. For a copy call customer services on (+44) (0) 800387608 (UK) (+44) (0) 1800509472 (RQ) or contact the Hairdressing & Beauty Suppliers Association on (+44) (0) 1707 649 499.

When performing highlights using foil, use exclusively ref Soft Alloy 8079, 20µm or Soft alloy 1200 18µm.

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