## discover whats SO.GOOD about SOCOLOR beauty

QUICK REFERENCE GUIDE PERMANENT COLOUR





# SO. SIMPLE

SAVE MONEY AND TIME WITH OUR SIMPLE 1 TUBE SOLUTION

### PERMANENT COLOUR

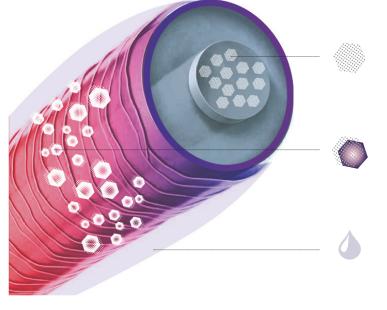
**WITH PRE-ADJUSTED TONES** compensates for natural underlying pigment for precise, predictable results every time.

**PRE-BLENDED BASES** within your blended natural collection, offer perfect colour results on every level - on grey and naturally pigmented hair

OVER 100 SHADES COVERS UP TO 100% GREY

CONDITIONS WHILST YOU COLOUR!

## DISCOVER OUR UNIQUE CERA OIL COMPLEX AND MAKE COLOURING CONCERNS A THING OF THE PAST!



**HEXAFORCE POLYMER** strengthens the inner cortex

+

**CERAMIDE COMPLEX & CATIONIC POLYMER** equalise porosity for an even surface

+

NATURAL JOJOBA OIL to help nourish and polish the surface

COLORED HAIR WITHOUT CERA-OIL COMPLEX

· The cuticle may be compromised

 $\cdot$  The cortex may be weakened

 $\cdot\,\mathrm{Hair}\,\mathrm{may}\,\mathrm{appear}\,\mathrm{dull}$ 



#### COLORED HAIR WITH CERA-OIL COMPLEX

· Improved surface integrity

Fortified hair structure

Deep conditioning that lasts color to color for up to 20 shampoos



Sync is the perfect partner to... SOC

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



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## HEALTH & 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 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 Colouration.

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.

IN EVERY CASE, AN ALLERGY ALERT TEST MUST BE DONE 48 HOURS BEFORE EACH APPLICATION OF HAIR COLOURANT, AS AN ALLERGY CAN DEVELOP SUDDENLY.

#### How to carry out AN ALLERGY ALERT TEST:

- When skin testing, ensure test is carried out with relevant technology that will be used during colour service.
- Remove any earrings. Using a cotton bud, apply a little of the unmixed colourant product you intend to use behind the ear. Apply sufficient product to cover 1cm<sup>2</sup> 2cm<sup>2</sup> (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) 800 387 608 (UK) (+44) (0) 1800509472 (ROI) 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. (NORMS: EN573) Procare.

#### MATRIX

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MATRIX Technical Helpline UK: 0800 387 608 ROI: 1800 509 472





@MATRIXHAIRCARE







#### FOUR BASIC RULES

#### VIRGIN APPLICATION

#### **RETOUCH APPLICATION**

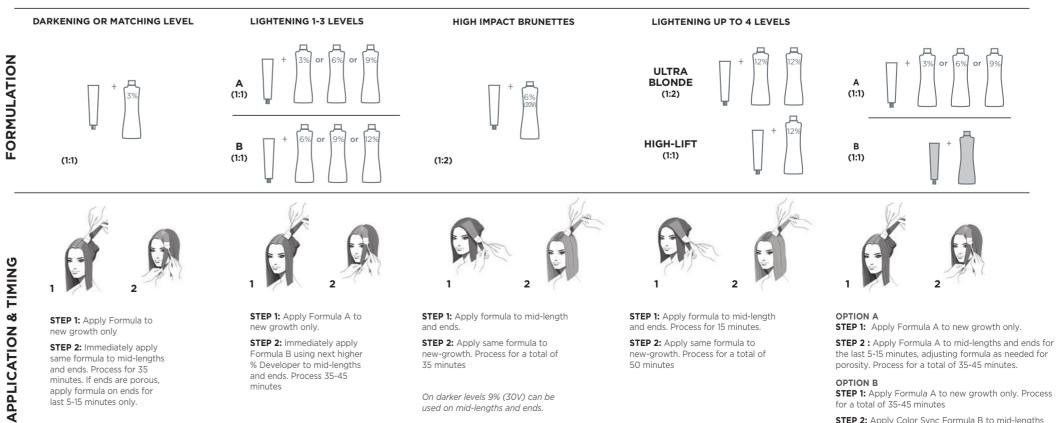
- 1. Determine the natural base level plus percent of grey using the Consultation Center swatches. Consider the effects of texture, tenacity and porosity.
- 2. Determine the level you wish to achieve.
- Lighter or darker? • Same level? • Cover or blend grey?
- Determine the tone desired. Cool, Neutral or Warm. The final hair coloring result will be a combination of the artificial color molecules and the natural underlying pigmentation of the hair.
- 4. Determine the percentage (volume) of developer needed. Matrix Cream Developer is formulated to give up to 1 level of lift for every 10 Volume of developer used.

Developer Volume	Lightening Action
3% (10V)	Ŭp to I level
6% (20V)	Up to 2 levels
9% (30V)	Up to 3 levels
12% (40V)	Up to 4 levels

For ultimate grey coverage, 6% (20V) is recommended for use with Extra Coverage Collection and Dream.Age



New Growth = Area from scalp to about 1 cm out Mid-lengths and ends = Area about 1 cm away from scalp through mid-lengths and ends



STEP 2: Apply Color Sync Formula B to mid-lengths and ends for the last 10-20 minutes.

When retouching High Impact Brunettes please refer to Educational Materials.