

Colour product guide



matrix

Our values

Inclusive

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

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.

Uplifting

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



Colour with confidence



SoColor

Pre-bonded permanent colour

SoColor Sync

Pre-bonded long-lasting toners

SoColor Cult

Direct vivid colour

Light Master

A lightener for every level of lift

SoColor + SoColor Sync Pre-Bonded



Pre-Bonded
Hello profits



Pre-Blended
Hello new clients



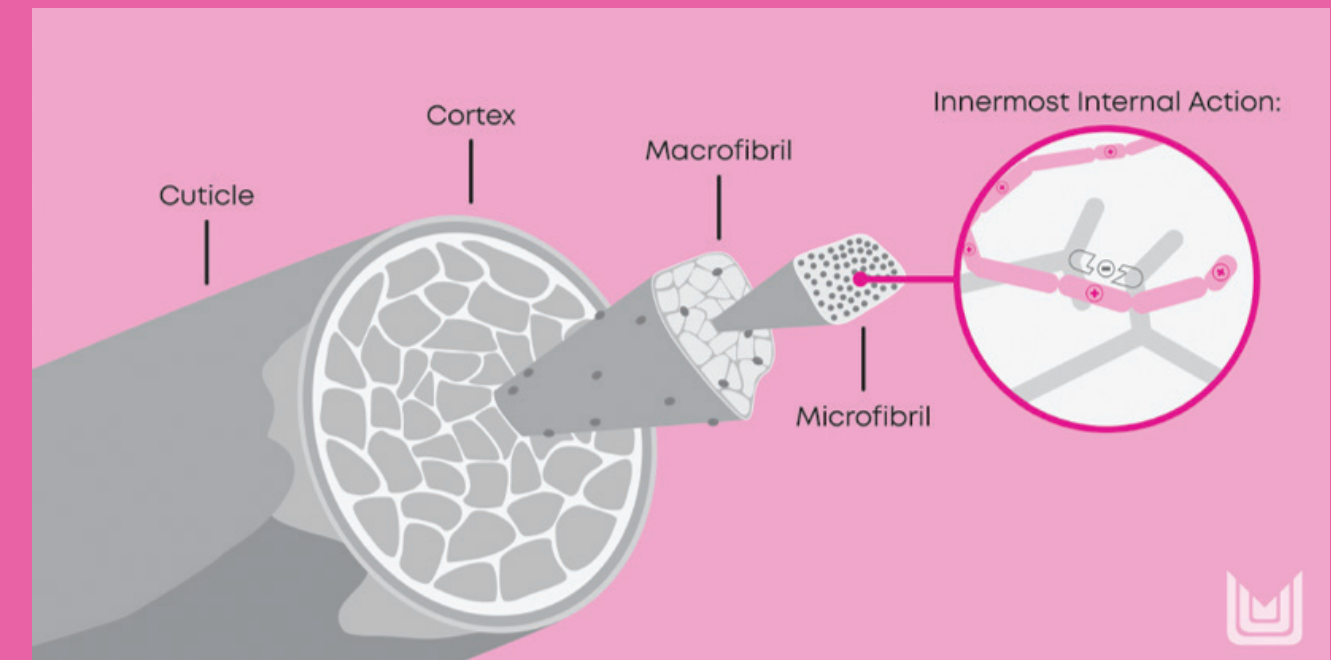
Pre-Paired
Hello even colour

Pre-bonded formula

Our permanent SoColor range, and our tone-on-tone SoColor Sync range now both feature our exclusive **Bond-Protecting Concentrate**, which helps to protect the inner hair structure, colour after colour.*

Our exclusive **Bond-Protecting Concentrate** is composed of a unique blend of **taurine** and **cationic polymers** that act as an internal bond-support system during the colouring process.

The linear network of positive charges bind to negatively charged areas of damage in the hair in order to **reinforce and repair the weakened bonds** within the sensitised cortex.



*assessed after 7 applications on sensitized hair



Pre-blended

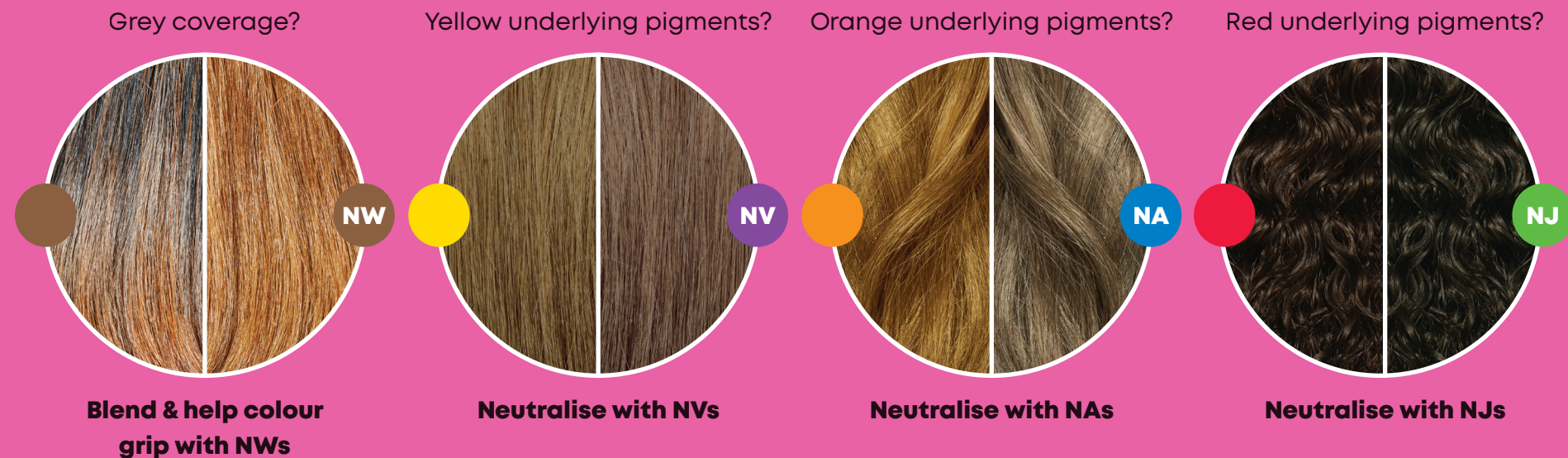
Our formulas are pre-blended with background and reflect, so you can neutralise every underlying pigment.

1. Background

Our pre-blended backgrounds are optimally collaborated with warm & cool dyes for a true-to-tone neutral background, giving you the perfect canvas.

2. Reflect

Saturated reflect in addition to pre-blended neutral background allow our colour to be true-to-tone on every level, every base and every underlying pigments.



Pre-paired

Our permanent SoColor range, and our tone-on-tone SoColor Sync range are perfectly matched - so you can achieve seamless, root-to-tip colour that lasts, and fades on tone.

Both formulas are developed with **100% oxidative dyes**, for colour that lasts longer and fades evenly.

Systematically developed for seamless colour from root-to-tip, apply SoColor at the root and SoColor Sync through the mids and ends.

Which ever SoColor permanent shade you're using, choose one level above in the SoColor Sync shade. For example:



Adele Wears:

Formula A

SoColor 8NA + 30 Volume (9%)

Formula B

SoColor Sync Developer 10 Volume (3%)

Root Level

6 Base, 9 Mids + Ends

SoColor

So much technology

Our formulas are pre-bonded, pre-blended and pre-paired to help you achieve “the best results with every service”.

So much value

Our 90ml tube covers up to 2 applications.

So much simpler

Our vegan formulas* have pre-blended bases and pre-adjusted tones, giving you consistent colour results


*No animal derived ingredients



SoColor developer


10 Volume (3%)

- Up to 1 level of lift.
- Darkening the natural level.
- Deposit on natural or decolourised hair changing the tone after matching level.




20 Volume (6%)

- Up to 2 levels of lift.
- Grey coverage with the Blended Natural Collection and Extra Coverage Collection.




30 Volume (9%)

- Up to 3 levels of lift.
- 1:2 SoColor Ultra Blonde to developer.

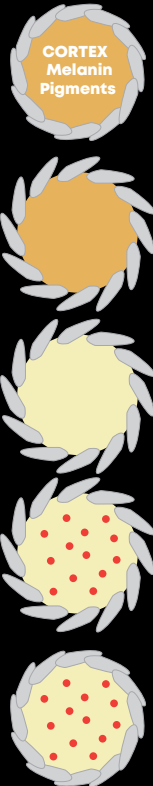


40 Volume (12%)

- Up to 4 levels of lift.
- 1:2 SoColor Ultra Light Blonde to developer.



Permanent hair colour where does it sit within the hair?



In general, for every 10 volume (3%) of Matrix Cream Developer used, you will achieve up to 1 level of lift.

SoColor collections

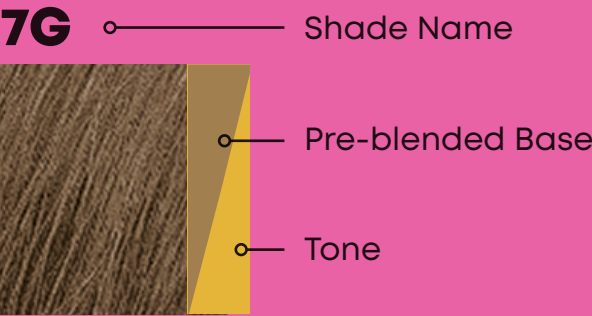
				
	Blended	Extra Coverage	Reflect	Ultra Blonde
Colour Type	Permanent	Permanent	Permanent	Permanent
Levels of Lift	up to 4	up to 2	up to 4	up to 5
Grey Coverage	100% cover on 50% grey hair	up to 100%	tonal coverage	/
Processing Time	35 - 45 mins	45 mins	35 - 45 mins	50 mins
Mixing Ratio	1:1 Cream Developer	1:1 Cream Developer	1:1 Cream Developer	1:2 Cream Developer
Mix me with	Blended Extra Coverage Reflects	Extra Coverage Blended Reflect	Reflect Blended Extra Coverage	Ultra Blonde

SoColor Blended

The SoColor Blended collection gives up to **100% coverage** on 50% grey hair, and a blended coverage on up to 100% grey hair.

Application instructions

- 1:1 mixing ratio
- 10, 20, 30 or 40 vol Matrix Cream Developer
- 35-45 mins processing time



SoColor Blended

11 series

The SoColor Blended shades also contain the 11 series. These are the hi-lift blonde shades which are perfect for lightening natural hair of levels 7 and above. They are brilliant for creating hi-lights or to tone pre-lightened hair.

Application instructions

- 1:1 mixing ratio
- 10, 20, 30 or 40 vol Matrix Cream Developer
- 35-45 mins processing time



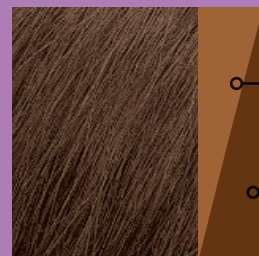
SoColor Extra Coverage

The SoColor Extra Coverage collection provides full coverage on hair that is more than 50% grey. The N, G and NW tones will provide an opaque result, whereas the rest of the collection will provide more reflective tones.

Application instructions:

- 1:1 mixing ratio
- 20 vol Matrix Cream Developer
- 45 mins processing time

506N ——— Shade Name



Pre-blended Base

Tone



SoColor Reflect

The SoColor Reflect Collection contains our HD, HD5 and PR6 technology shades. They are ideal for fashion results and are intermixable with the rest of the palette.

Application instructions:

- 1:1 mixing ratio
- 10, 20, 30 or 40 vol Matrix Cream Developer
- 35-45 mins processing time

5RR+ ——— Shade Name



Pure Tone



SoColor Reflect

SoRed

SoRed allows you to boost all-over colour with intense tones, or create brilliant red highlights with one easy to use product. It can be used on both natural and coloured hair, and is perfect to use as a highlighter to create stunning red highlights. You can also use it as a colour booster to enhance SoColor.

Stand alone application:

- 1:1 mixing ratio
- 10, 20, 30 or 40 vol Matrix Cream Developer
- 35-45 mins processing time

Booster application:

- 1 part SR-R to 3 parts SoColor for 35- 45 mins

SR-R ——— Shade Name



————— Pure Tone



SoColor Reflect

Power Cools

The Power Cool shades within the Reflect collection are our coolest ash shades. They have a low ammonia formula for a cooler lift to better neutralise brassy tones.

Application instructions:

- 1:1 mixing ratio
- 10, 20, 30 or 40 vol Matrix Cream Developer
- 35-45 mins processing time

6AA ——— Shade Name



————— Pure Tone



SoColor Blonde

The SoColor Blonde collection is ideal for levels 5-8. The Ultra Light (UL) shades are low in ammonia and are not to be intermixed with the other collections. The Ultra Light Blonde collection will give you up to 5 levels of lift.

Application instructions

- 1:2 mixing ratio
- 30 or 40 vol Matrix Cream Developer
- 50 mins processing time

UL-AA — Shade Name



Pure Tone



SoColor new packaging

new! Blended Collection

Blended & Level 11s

Original

new! Extra Coverage Collection

Extra Coverage

Original

new! Reflect Collection

Reflect, Power Cools & SoRed

Original

new! Blonde Collection

Ultra Light Blondes

Original

SoColor Sync

So much technology

Our ammonia free, vegan formulas* are pre-bonded, pre-blended and pre-paired to help you achieve the best results every time.

So much value

Our 90ml tube is ideal for up to 2 applications.

So much condition

Our Cera-Oil Complex helps to nourish the surface and balance porosity on the cuticle to give you even, conditioned results every time.

*No animal derived ingredients

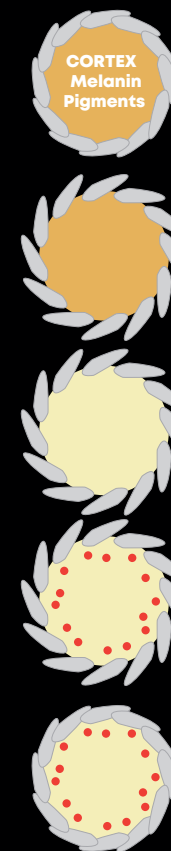


SoColor Sync developer



We recommend you use our Matrix Cream Developer 10vol (3%) when using any of the SoColor Sync Range

Tone-on-tone hair colour
where does it sit within the hair?



SoColor Sync collections

			
	Alkaline	Acidic	Fast
Colour Type	Tone-on-tone	Tone-on-tone	Tone-on-tone
Levels of Lift	Half level of lift	/	/
Grey Coverage	Up to 50%	tonal coverage	/
Visual Processing Time	Up to 20 mins	Up to 20 mins	2- 5 mins
Mixing Ratio	1:1 Cream Developer	1:1 Cream Developer	1:1 Cream Developer
Mix me with	Alkaline	Acidic	Fast Toners Alkaline Clear

SoColor Sync services

Darken Add depth	Refresh Harmonise ends	Blended grey coverage Up to 50% blended coverage	1 step colour back Use this when darkening the hair between 2 and 4 levels
Gloss Add shine & sparkle	Total refine Lightened hair	Lowlight Add dimension	Porosity adjust colour Restore colour
Enhance Total changes	Fashion colour On trend results		

Referencing your Natural Underlying Pigment chart for all your toning requirements and colour correction services;



SoColor Sync Alkaline Toners

The SoColor Sync Alkaline collection includes over 50 shades from cool Ashes, to warming Mochas and even vibrant Reds. These shades will deposit a conditioning formula which is perfect for a seamless colour from root to tip.

Application instructions:

- Apply to dry or 80% towel dried hair
- Use a virgin, retouch or creative placement
- 1:1 mixing ratio
- Mix with SoColor Sync developer 10vol (3%)
- Up to 20 mins visual processing time



SoColor Sync Acidic Toners

The SoColor Sync Acidic collection is perfect for the damage conscious client. The acidic base, cream formula delivers deposit only toning with no lift.

Application instructions:

- Apply to dry or 80% towel dried hair
- Use a virgin, retouch or creative placement
- 1:1 mixing ratio
- Mix with SoColor Sync developer 10vol (3%)
- Up to 20 mins visual processing time



SoColor Sync Fast Toners

The SoColor Sync Fast toners are every hairdresser's best friend. In a gel cream formula, these 3 shades are perfect for colour correction and helping your client along their colour journey.

Application instructions:

- Apply quickly to towel dried hair
- Apply to target areas. Section into quadrants for speed of application if required.
- 1:1 mixing ratio
- Mix with SoColor Sync developer 10vol (3%)
- 2 – 5 mins visual processing time



SoColor Sync new packaging



Light Master

A lightener for every level of lift



Light Master range



Light Master Lift + Tone



Light Master Level 8



Light Master Level 8 with Bonder inside

Levels of Lift	6	8	8 + bonder inside
Main Benefit	Lifts & Tones in one easy step	Key ingredients releases oxygen 20% faster	Dehydrated citric acid & glycine complex
Processing Time	10 mins with heat Up to 50 mins without heat	Up to 50 mins without heat	Up to 50 mins without heat
Scalp application	No	Yes	Yes

Light Master Lift & Tone

**Light Master 6 lifts and tones
at the same time saving you time
in the salon.**

Achieve highlights in up to 10 minutes with
heat, or up to 50 minutes without heat.



Light Master Lift & Tone Application



Powder Lifter
2 Scoops

Up To 50 Minutes At Room Temperature

1. Mix Light Master 6 system in a non metallic bowl.
2. Use in the recommended ratio's.
2 parts powder, 2 parts promoter, 1 part toner.
3. Use for any off scalp application technique.
4. Check frequently for desired level of lift.
5. Recommended development times. Maximum 10 minutes
with heat. Maximum 50 at room temperature.

* Only aluminium foil ref SOFT ALLOY 8079, 20 µm, or SOFT ALLOY 1200, 18 µm (according
to Standard EN 573). One brand of foil that meets these standards is ProCare™.

Light Master 8 Levels of Lift with Bonder

The lightener that you love, now with bonder!

Everything you love about Light Master, now with the power of bonder inside, no bonding additive needed!

- Contains Dehydrated Citric Acid & Glycine complex
- Achieves up to 8 levels of lift
- Intermixable with our existing Light Master Freehand and Oil Additives
- Use for a variety of lightening techniques including balayage, ombre, highlights and monochromatic application to help strengthen the hair through the lightening process.



Light Master 8 Levels of Lift

Our most powerful, high-speed lightener with conditioning panthenol

Powerful!

Light Boosting technology with up to 8 levels of lift.

Fast!

Light Boosting actives release oxygen faster to lighten at a quick, yet controlled pace and 20% faster*.

Conditioning!

The conditioning formula is enriched with Panthenol and helps to respect the hair fibre.

1 Product 5 uses

- On-scalp application
- Retouch application
- Off-scalp application
- Balayage
- Removal of artificial hair colour



* The professional lifting technology in Light Master delivers lighter results, faster than ever because it contains intelligent light boosters. This releases oxygen earlier to give a lift that is quick yet controlled. The conditioning Panthenol means that condition is not compromised. The violet toner balances neutralisation of warm yellow undertones giving clean results.

Color Eraser

Color eraser is a colour remover which removes direct, tone on tone and permanent colour. When this is mixed with water or Matrix Cream Developer it will remove colour pigment with a minimal shift of underlying pigment. This product also contains strontium peroxide which is great for removing stubborn dyes.

This product is recommended to be used with water for all direct colour.

Power Wash Chart

Colour to be removed	Mixture	Approx Timing
Direct Dyes	1 pkt of SOCOLOR Cult Color Eraser with 60ml of warm water	5-30 mins
Oxidative - Light shades of tint from level 7 to 9	1 pkt of SOCOLOR Cult Color Eraser with 60ml of warm water or 10 vol Matrix Cream Developer	10-20 mins
Oxidative - Medium shades of tint from level 4 to 6	1 pkt of SOCOLOR Cult Color Eraser with 75ml of 10 vol or 20 vol Matrix Cream Developer	Up to 35 mins
Oxidative - Dark shades of tint from level 1 to 4	1 pkt of SOCOLOR Cult Color Eraser with 75ml of 20 vol Matrix Cream Developer	Up to 60 mins



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Connect with us...

We welcome EVERYONE. Every business model, every Professional, from newbies to seasoned pros, YOU are welcome to be a part of our learning hub on ACCESS.

Our Facebook page is a space to learn, feel inspired + get involved. There is something new happening every day.

Tag us @Matrix Professional Haircare & Color and you'll see that we never miss a post - so expect a thumbs up from us every time.

Education on
Access



@Matrix Professional
Haircare & Color





easy peasy lemon squeezy

Matrix Education

For every time restraint, every pocket size and every journey. Simply log on to L'Oréal Access and choose your course or book through your distributor partner.



Matrix Community

Our Matrix Artist and Education Network are here to inspire you on your milestone journey



 Deborah Bees Education Team @deborahbeesi Deborah Jayne Bayer	 Chelsea Armstrong Education Team @Chelsea_armstrongxx Chelsea Armstrong	 Catherine Hones Education Team @catherine.hones catherinehonesPro	 Jayne Scrafton Education Team @Jayneuki Jayne Scrafton	 Claire John Education Team @clairejohneducation Claire John
 Peter Stephenson Education Team @peterstephensonuki	 Deirdre Donnelly Education Team @deirdre_industry Deirdre Donnelly	 Rachel Hannon Education Team @rachelhannon.hair Rachel Hannon	 Louise Houston Education Team @louise.houston.357 Louise Houston	 Rosie Briscoe Education Team @rosiebriscoehair Rosie Briscoe
 Nikita Tandy Education Team @nikita_tandy_pro Nikita Tandy pro	 Charis Smith Education Team @charissmithmatrix	 Desmond Murray Artistic Team @Desmond Murray Desmond Murray	 Christian Wiles Artistic Team @christianwiles1 Christian Wiles	 Terry Longden Artistic Team @terrylongdencreatives Terry Longden Creatives
 Ross Taylor Artistic Team @rosstaylor1984 Ross Taylor Hair	 Ria Kulik Artistic Team @riak_hair	 Simon Townley Artistic Team @simontownley Simon Townley Salon	 Michelle Summers-Davies Artistic Team @michelledavies_education Michelle Summers Davies	 John Anthony Artistic Team @john.matrix.educator John Anthony
 Niamh Hayden Artistic Team @niamhhayden_hair Niamh Hayden	 Carol Ritchie Education Team @ritchie5562 Carol Ritchie (CJ)	 Niall McNulty Artistic Team @niall_mcnulty Niall McNulty	 Andrea Hayes Artistic Team @andielouisehayes Andrea Hayes	 Lisa Farrall Artistic Team @lisafarrall Lisa Farrall Hair Session Stylist

Health & Safety

Allergy alert test must be done

- An Allergy Alert Test must be done 48 hours before each application of the colourant, as an allergy can develop suddenly, even though you have previously applied the colourant or another colourant on your client.
- Matrix and the L'Oréal Professional Product Division has designed a protocol which will enable you to manage your clients' colour experience and determine the need to carry out an Allergy Alert Test.

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; refer to your professional safety booklet for more information.

Record the allergy alert test information on your client record card.

How to carry out an allergy alert test

1. First, remove earrings.
2. Then, behind the ear and using a cotton-bud, apply a little of the unmixed product sufficient to cover an area of 1 to 2cm (eg. the size of a small coin)
3. Re-apply 2 or 3 times allowing it to dry between each application.
4. 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 intense reddening, itching or swelling in or around the test area, do not apply the colourant and recommend that your client seek medical advice before any further colour applications are made.

Attention

Black Henna Tattoos:
Check with your client. If your client has ever had, even once, a black henna tattoo, your client may have become allergic without knowing it. **Do not** use the product, unless you have done the Allergy Alert Test 48hrs before use.

- Do not use if:**
- Your client is under 16 years of age.
 - Your client has a rash on their face or sensitive, irritated and damaged scalp.
 - Your client has ever experienced any reaction after colouring their hair.

Read the product's leaflet & follow the instructions



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



Respect the development time.



Use exclusively with the recommended oxidants.



Rinse hair well after application.



Use the proportions indicated.



In case of a reaction

In case of a reaction during the application such as an intense stinging, irritation, rash or burning sensation on the scalp, rinse immediately and discontinue use. In case of shortness of breath, seek immediate medical attention. Before colouring the hair again, recommend that your client consults a doctor.

