



umatrix



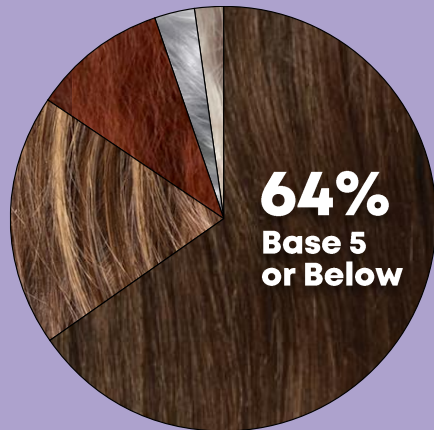
**It's official.
Blonding is
addictive.**



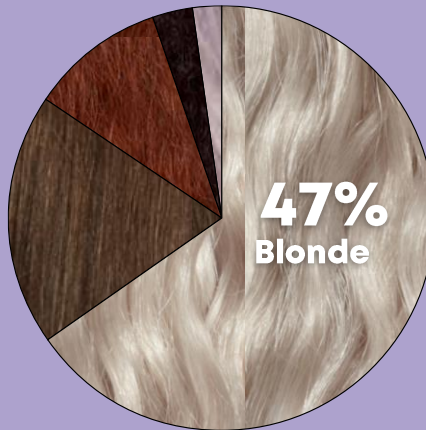
Love blonding, hate the damage?

How can you give clients their best
blonde and keep it healthy too?

**2/3 of UK&I Clients are
Dark Bases**



**The #1 Colour Service
is Blonding**



Darker based clients, are having to lift many levels to
achieve their desired look. Leading to potential damage.

*Salon Wave 2 tracker 2020



Damage is the **#1**
concern for consumers



It's time to blonde with confidence

Clients can go blonde, be blonder
or continue to blonde without fear
of damage

For Your Blonding Addicts

Protect from Damage at every step

For Your First Time Blonders:

Prevent damage caused by Lightening



Meet your new start to finish blonding service

1. Lighten

Learn
More



Pre-Bonded

2. Tone



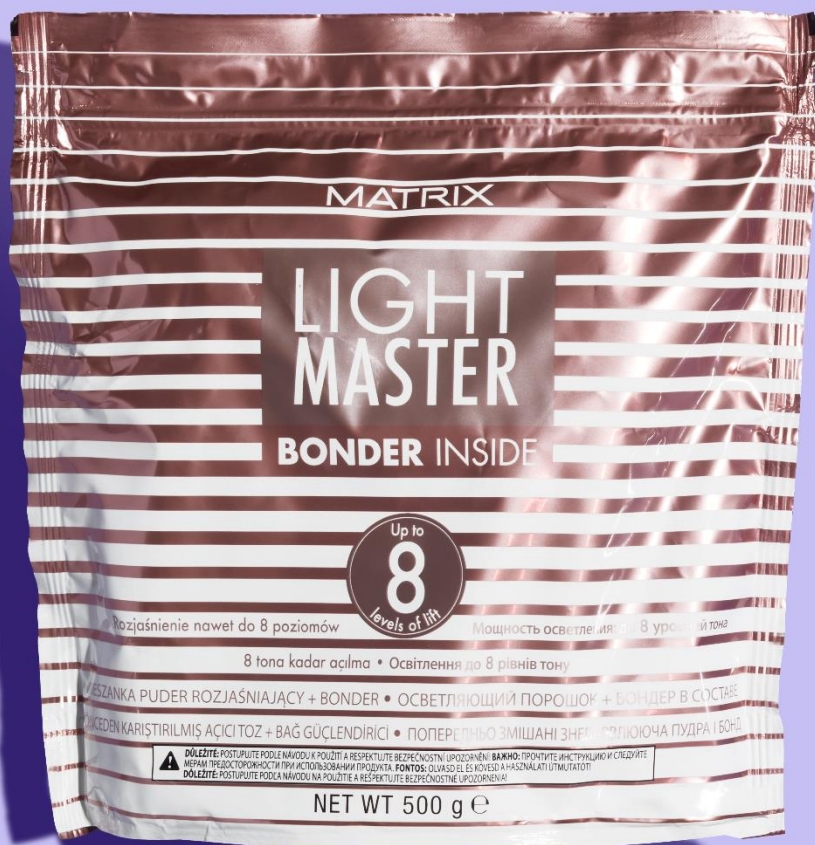
Pre-Bonded

3. Strengthen



Bond-Strengthening





Step 1

Lighten with confidence

Light Master 8 with Bonder Inside

- ✓ Lifts up to 8 levels
- ✓ Pre-mixed with Bonder, saving you time & money
- ✓ Protect bonds, to keep fibres strong when lightening





Step 1

Prime with confidence

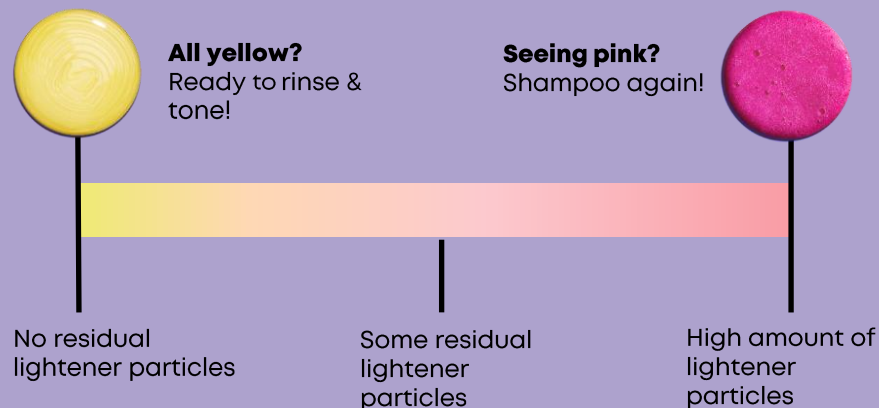
Our first Bleach Finder Shampoo

Removes all lightener from the hair

Prevents further oxidation, leading to damage

Strengthens with Citric Acid + balance the pH of the hair

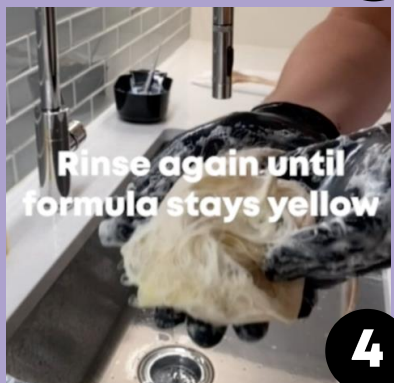
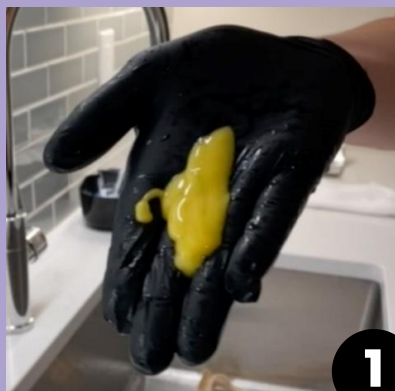
Perfect for an even canvas with no patchy or bonded toning results.



Step 1

Smart technology

with colour changing shampoo



Shampoo starts off yellow and stays yellow if no bleach is detected. Time to tone!



But if bleach is detected...



Shampoo turns pink! Rinse again so no residual bleach sabotages your blonde!





Step 2

Tone with confidence

New SoColor Sync Opal Acidic Toners for iridescent shine

- ✓ Pre-Bonded with exclusive bond protecting concentrate.
- ✓ Long-lasting with 100% oxidative dyes.
- ✓ A soft pastel tone with no base shift.
- ✓ Best suited to apply on level 10 hair.

Note:

Porous hair will accept the cool tone quicker so the tone will look deeper.



SoColor Sync

Acidic vs Alkaline



Alkaline Technology

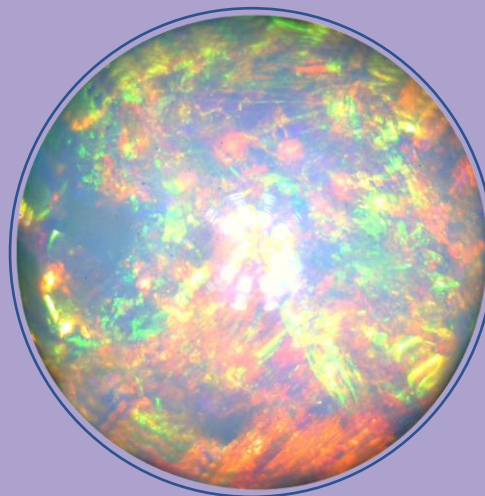
Blended

Acidic Technology

Multi-dimensional
Deposit only
No chance of base shift

Opalescent

'P' for pearl



Opals are semi precious stones which reflect the different tones they are made from.

The Opal shades in Matrix are made up from 3 tones, Ash, Gold & Violet. We use 'P' for Pearl as the lead tone and there are 4 secondary tones:



10PA

Ash



10PV

Violet



10PR

Rose



10PG

Gold





Step 3

Strengthen with confidence

New Total Results Unbreak My Blonde

- ✓ Infused with citric acid helping to reinforce weak bonds
- ✓ For hair that is 3X stronger*
- ✓ High conditioning, strengthening formulas

Discover the Range



*Combing test on bleached hair. Shampoo, conditioner + leave-in vs. classic shampoo

Lightened hair just got 3X stronger*



Strengthening Shampoo

Gently cleanses for ultimate respect to sensitive fibres



Strengthening Conditioner

Nourishes & softens without weighing hair down



Reviving Leave-in Treatment

Provides added moisture whilst preventing damage

*Combing test on bleached hair. Shampoo, conditioner + leave-in vs. classic shampoo



Business with confidence

Instant Wins



Make Your Salon More Profitable:

- ✓ Colour + Treatment = Opportunity to increase Service Price
- ✓ Top Tip: Add £5 per service for a bonding treatment*



Save Precious Time:

- ✓ Save up to 20 minutes per colour client!
- ✓ No wasted time mixing & measuring and no Step 2 Sealer at Backbar

Long Term Success



Increase Re-bookings:

- ✓ Clients can continue to Blonde without fear of damage
- ✓ With The Blonde With Confidence Service



Recruit New Clients:

- ✓ Recruit 1st Time Blonders
- ✓ By preventing damage caused by blinding before it occurs



Meet our confident blonde pros

Reduced damage



Michelle Summer-Davis

“The condition was amazing after the shampoo and conditioner”



Avoid uneven toning



Niall McNulty

“We used Light Master with Bonder, Bleach Finder & Acidic toners. The results were so smooth and the tones were even.”



Visibly stronger shinier hair



Michael Convey

“The hair is softer to touch and smoother”



Ecstatic clients



Andrea Hayes

“I love the fragrance and my hair is stronger and less frizzy”



Build your blonding confidence

Discover bespoke education for your blonding journey

Scroll & See

Check out our 30 second transformation videos on Facebook & Instagram

Follow us



Under 1 Minute

<https://www.facebook.com/matrixhaircare>

Watch & Ask

Tune into our always-on eLearning to see product in action

Discover more



In 15 Minutes

<https://uk.lorealaccess.com/learn/course/32779/play/82742:21977/2021-unbreak-my-blonde>

Connect & Learn

Sign up to Access and enroll on our Blonding Webinar

Discover more



In 30 Minutes

<https://uk.lorealaccess.com/learn/course/34406/unbreak-my-blonde-live-webinar>

Practice & Perfect

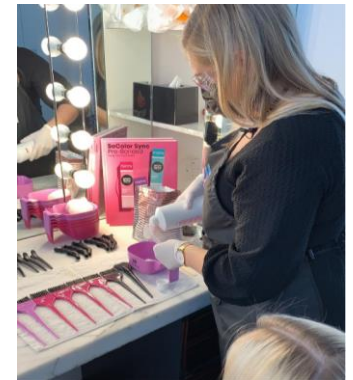
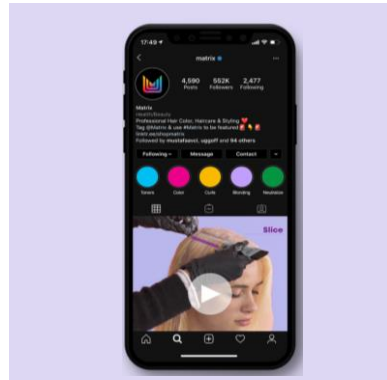
Join an Interactive Digital education course, to perfect your blonding technique

Discover more



In 1 ½ Hours

<https://uk.lorealaccess.com/learn/course/35578/session/56594/blond-transformation>



Mark your diaries!

Save the date for your bespoke learning journey on all things blonde

| COURSE NAME | TIME | DAY | DATE | SESSION | HOST |
|----------------------------|---------|-----------|------------|-----------------|---------------|
| BLONDE TRANSFORMATION | 10.00AM | WEDNESDAY | 02/06/2021 | LIVE CHARGEABLE | LISA HICKS |
| UNBREAK MY BLONDE | 10.00AM | THURSDAY | 03/06/2021 | LIVE FREE | RACHEL HANNON |
| UNBREAK MY BLONDE | 18.00PM | MONDAY | 14/06/2021 | LIVE FREE | RACHEL HANNON |
| MASTER BALAYAGE TECHNIQUES | 18.00PM | MONDAY | 21/06/2021 | LIVE MASTER RUN | CLAIRE JOHN |
| UNBREAK MY BLONDE | 13.00PM | TUESDAY | 22/06/2021 | LIVE FREE | RACHEL HANNON |
| BLONDE TRANSFORMATION | 10.00AM | WEDNESDAY | 23/06/2021 | LIVE CHARGEABLE | LISA HICKS |
| MASTER CREATIVE COLOUR | 18.00PM | MONDAY | 05/07/2021 | LIVE MASTER RUN | CLAIRE JOHN |
| BALAYAGE BY NUMBER | 18.00PM | MONDAY | 19/07/2021 | LIVE MASTER RUN | CLAIRE JOHN |
| UNBREAK MY BLONDE | 13.00PM | TUESDAY | 20/07/2021 | LIVE FREE | RACHEL HANNON |
| MASTER CREATIVE COLOUR | 18.00PM | MONDAY | 26/07/2021 | LIVE MASTER RUN | CLAIRE JOHN |
| UNBREAK MY BLONDE | 13.00PM | TUESDAY | 27/07/2021 | LIVE FREE | RACHEL HANNON |
| LIGHTENING 101 CLASS | 10.00AM | THURSDAY | 05/08/2021 | LIVE FREE | RACHEL HANNON |
| UNBREAK MY BLONDE | 10.00AM | THURSDAY | 19/08/2021 | LIVE FREE | RACHEL HANNON |
| BALAYAGE BY NUMBER | 18.00PM | MONDAY | 23/08/2021 | LIVE MASTER RUN | CLAIRE JOHN |

Sign up today!

<https://uk.lorealaccess.com/pages/289/home>
<https://ie.lorealaccess.com/pages/238/home>



Unbreak My Blonde FAQ

What is Unbreak My Blonde?

Unbreak My Blonde from Total Results is a protective and strengthening colour & care Blonding System – infused with citric acid to help strengthen hair after chemical damage. It consists of a back bar Bleach Finder shampoo, along with a retail Strengthening Shampoo, Conditioner and Leave-In.

What are the active ingredients in Unbreak My Blonde Formulas?

Citric Acid: reinforces weakened bonds.

Does Unbreak My Blonde contain protein?

No it does not.

Can the hair be over proteinized by using this range to frequently?

No, the formula does not contain protein.

What language can I use to describe bonding?

We must always use the phrase “bond strengthening system that repairs weakened bonds”

Does Unbreak My Blonde perform on all hair types, textures/patterns/levels?

YES, when used as a system consisting of shampoo, conditioner and leave-in versus non conditioning shampoo.

What is the claim with Unbreak My Blonde?

Unbreak My Blonde system, infused with citric acid, reinforces weakened bonds and revives damaged and over processed hair - leaving hair soft, shiny, and 3x stronger*.

Who is the ideal client for Unbreak My Blonde?

Unbreak My Blonde is designed for all clients who receive lightening services to help protect the hair during a chemical service and strengthen at home.



Unbreak My Blonde FAQ

What is the difference between ReBond and Unbreak My Blonde?

ReBond is a 3 part care system consisting of Shampoo, Pre-Conditioner, and Conditioner that must be used together in conjunction with back bar additives for optimal results. It was designed to repair all types of damage in hair and needed to be used as a system for up to 2 weeks to experience results.

Unbreak My Blonde consists of 1 Bleach Finder Shampoo in salon back bar shampoo, as well as a 3 part care system of Shampoo, Conditioner, and Leave-In Treatment. It is specifically formulated to strengthen, restore, and revive over processed hair and pairs perfectly with bond protecting Matrix Pre Bonded Lightener. Results can be achieved in as early as 6 uses.

Is Unbreak My Blonde gluten/vegan range?

No

Does Unbreak My Blonde contain silicones?

Yes

How quickly will I see results from the 3 part system?

Results are perceived immediately and improve with every usage which is why it is important for the client to take home the Strengthening Shampoo, Conditioner and Leave-In Treatment. Best results seen after 6 uses.

Can you use Unbreak My Blonde formulas on colour treated hair?

Unbreak My Blonde is designed and tested on lightened & toned hair. The key ingredient Citric Acid will have beneficial results on all colour treated hair.

Can I use Unbreak My Blonde formulas immediately after a colour or bleach service in salon?

Yes – these formulas can be used immediately after a colour service at the back bar, however it is recommended to rinse lightener with bleach finder first for optimal results.



Unbreak My Blonde FAQ

How do you use Bleach Finder Shampoo?

Unbreak My Blonde Bleach Finder Shampoo is used at the back bar to remove lightener. When lightener is not fully removed from the hair it continues to process causing damage that leads to inconsistent lightening, patchy toning results, and breakage.

Is Bleach Finder only for salon day of colour services?

Yes, Bleach Finder is designed to be used in salon to remove lighter prior to toning. It is not tested for home daily use.

Can I alternate between Unbreak My Blonde formulas and other Matrix Total Results haircare?

YES, please recommend your clients alternate between any of the care or neutralization ranges in the Matrix Total Results portfolio.

When would I use So Silver or Brass Off?

So Silver and Brass Off can be recommended as an alternative between using Unbreak My Blonde formulas to maintain cool tones 1-2x a week when needed.

What is the difference between So Long Damage and Unbreak my Blonde?

So Long Damage is infused with ceramides to improve elasticity and moisture retention in hair with mechanical damage. Unbreak My Blonde is infused with citric acid to to strengthen, restore, and revive over processed hair and pairs perfectly with bond protecting Matrix Pre Bonded Lightener.

How often can you use Unbreak My Blonde formulas?

Unbreak My Blonde formulas can be used every time you wash your hair.



Unbreak My Blonde FAQ

SoColor Sync Opals

What is new with SoColor Sync?

SoColor Sync is launching 4 new Level 10 opalescent shades, our lightest and most iridescent acidic shades!

What are the sync opals?

A new palette consisting of 4 shades in our SoColor Sync Acidic Toner Technology.

How do you describe the opal shades?

The SoColor Sync Acidic Opal Toners provide a sheer long-lasting pre-bonded iridescent tones to illuminate every blonde.

What does a toner do?

A “toner” can be used to enhance or neutralize the tone of the hair after lightening services.

Do I need to add a tone after lightening a client?

In some cases yes, toning after lightening your client is ideal to provide the end result they are looking to achieve.

What is the technology for the opal shades?

The SoColor Sync Acidic Opal Toners are created with acidic technology for multi-dimensional sheer opal results.

Can I mix them with other acidic shades?

Yes, you can intermix SoColor Sync Acidic Opal Toners with other SoColor Sync Acidic toners.

Describe the result of the opal shades compared to the other acidic shades?

SoColor Sync Acidic Opal Toners are our lightest and most iridescent toners in the acidic palette to tone high level blondes.

Describe the result of the opal shades compared to the other alkaline shades?

SoColor Sync Acidic Opal Toners are formulated For Multi-dimensional Results. No Chance Of Base Shift.



Unbreak My Blonde FAQ

SoColor Sync Opals

How long do these shades last?

SoColor Sync Acidic Opal Toners are long-lasting and formulated with 100% oxidative dyes.

What is the ideal level for each shade?

The ideal starting level for all SoColor Sync Acidic Opal Toners is a level 10, pale yellow.

Can I use these shades same day as a relaxer?

It is recommended to wait 14 days after a perm or relaxer before applying SoColor Sync Opals to the hair.

Same day as perm?

It is recommended to wait 14 days after a perm or relaxer before applying SoColor Sync Opals to the hair.

How do you describe the end result of acidic shades compared to alkaline?

SoColor Sync Acidic is formulated for multi-dimensional, translucent results. SoColor Sync Acidic provide no chance of base shift. SoColor Sync Alkaline is formulated for seamless, blended results. SoColor Sync Alkaline can shift up to ½ level on certain hair types.

Do I apply to wet or dry hair?

For most desirable results, apply SoColor Sync Acidic Toners to dry or towel dried hair.

What is the results when applied to wet hair?

Applying SoColor Sync Acidic Toners to soaking wet hair could provide undesirable, patchy results.

What does the 'P' reflect represent in the new Opal Acidic Toners?

The 'P' stands for 'Pearl' and is the lead reflect in the 4x new shades.



Unbreak My Blonde FAQ

SoColor Sync Opals

Describe the result of the opal shades compared to the other alkaline shades?

SoColor Sync Acidic Opal Toners are formulated For Multi-dimensional Results. No Chance Of Base Shift.

What Is Pre-Bonded?

SoColor Sync Acidic Toners are formulated with an exclusive **bond-protecting concentrate**. Our exclusive Bond-Protecting Concentrate protects the inner hair structure – so you can maintain the integrity of the hair, 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 binds to negatively charged areas of damage in the hair in order to **reinforce and repair the weakened bonds within the sensitized cortex**.

What is the mixing ratio?

1:1 SoColor Sync Acidic Toner : Color Sync Activator

Processing & timing?

Visually process SoColor Sync Acidic Toners for 20 minutes at room temperature.





matrix