



Tonal Control

Product Knowledge Guide



Table Of Contents

Welcome To Matrix	3
Features + Benefits	4
Usage Recommendations	5
De-Coding Tonal Control	6
Hair Diversity Matrix	8
The Power Of Tonal Control Clear	10
Super Sync + Tonal Control	11
Consultation	12
Favourite Formulas	13
Tonal Control BlondeMax	14
Tonal Control Shade Chart	15
Tonal Control FAQ	16
Advisory Line	17

All Hair Types. All Humans.

At Matrix, we welcome all hair types and all humans.

That's why we work with our labs and network of stylists around the world to develop hyper-targeted solutions for each and every hair type—every level, underlying pigment, diameter, and pattern.





 matrix

Tonal Control

Our most predictable acidic gel toners for ultimate post lightening control.

No Ammonia*

Pre-Bonded

No Lift



Vegan Formula**

*for a pleasant smell
**no animal derived ingredients or by products

Usage Recommendations

Tonal Control

Balayage Lightening & Toning Service

1. Pre-lighten
2. Rinse & cleanse
3. Root tap with Tonal Control darker shades & keep the blonde pop at the face frame, with BlondeMax shades
4. Process for 20 minutes
5. Rinse & condition

Achieve Blonde Brilliance with a Top Coat

1. Rinse & cleanse
2. Apply Tonal Control Clear
3. Process for 20 minutes
4. Rinse & condition

The 6 Week Refresh: Lifting Service

1. Lighten the regrowth on the face frame
2. Rinse & cleanse
3. Refresh the blonde pop using BlondeMax shades
4. Process for 20 minutes
5. Rinse & condition

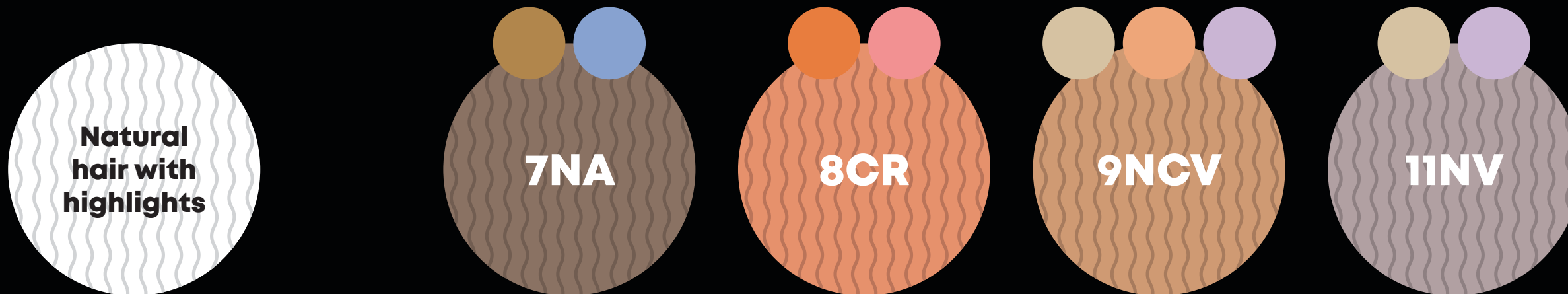


De-Coding Tonal Control

Total Control gives a soft lip gloss like overlay; it gently veils the hair rather than covering it. Think of Tonal Control more like a glaze that enhances rather than covering, allowing the newly lightened or existing highlights, balayage, or any technique to remain visible with no lift to the natural hair, either at the root or mids + ends. Tonal Control is ideal for toning without losing dimensions in lightening patterns.

Below are four Tonal Control shades, showing their tonal values and the result over the natural hair with highlights.

On the left is a white circle with illustrated lines, this is to represent the natural hair with highlights.

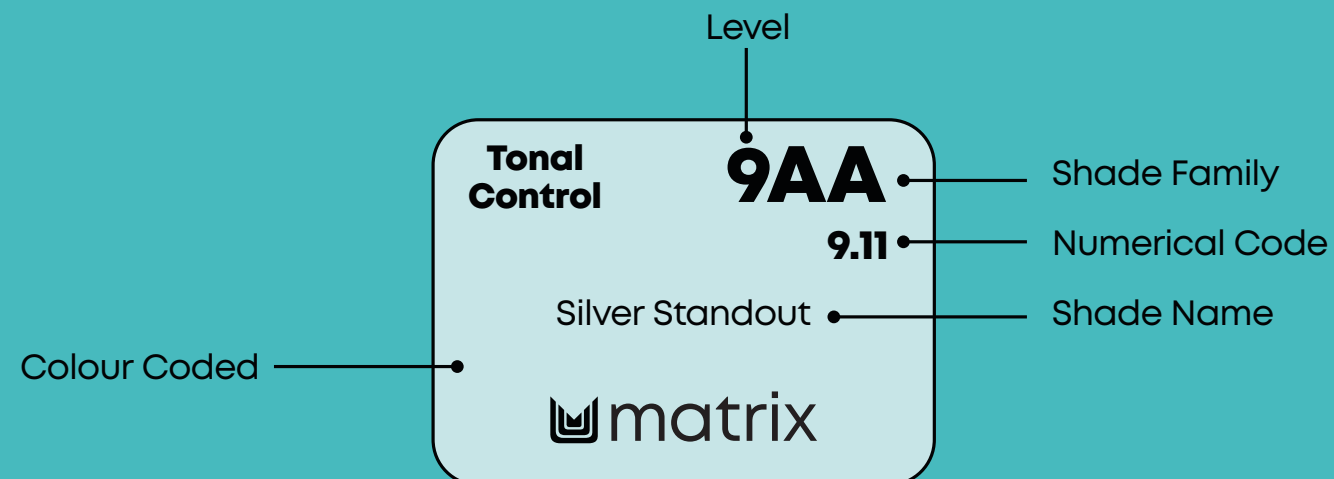


*shades on the Tonal Control chart and the illustrations below are on white

De-Coding Tonal Control



How To Read A Label



Hair Diversity Matrix

Diversity Is Not An Ideal. It Is A Fact

That is why we created the **Hair Diversity Matrix** - a scorecard made up of 4 key dimensions to ensure our colour portfolio addresses the unique needs of **every hair type**, so you can **colour every client with confidence**.

Natural Levels



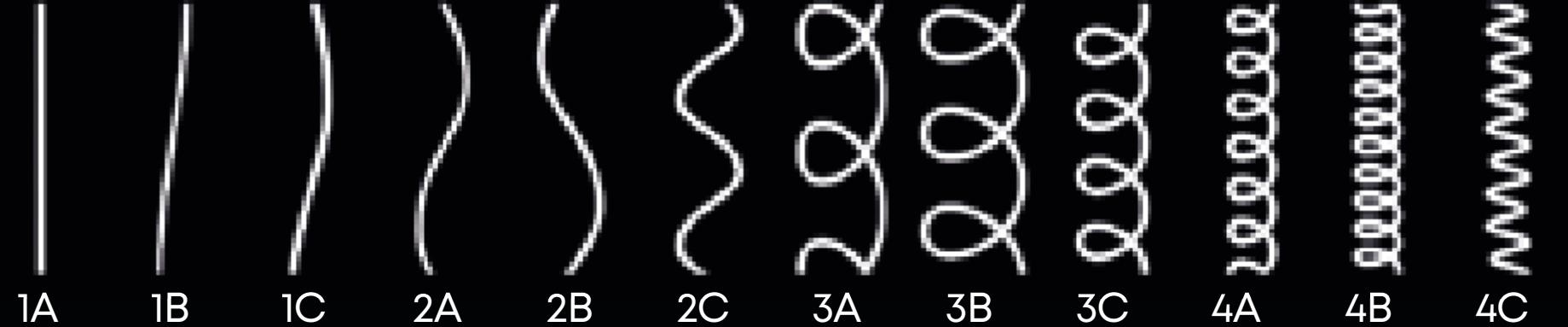
Diameters



Underlying Pigments



Patterns



Natural Underlying Pigment And Its Effect On End Results

All natural hair colour consists of two basic pigments: black-brown and red-gold. Together, these two pigments create the natural colours of hair. The proportion and type of pigments in a strand of hair determines whether the hair is dark or light and whether the hair is cool or warm. As hair colour is lightened, the warm natural underlying pigment colours of red, orange and yellow are revealed.

When lightening and toning the hair, the result is a combination of the level of lift from lightening and the tone chosen from Tonal Control. You will either control with a cool shade in Green, Blue or Violet tubes. Subdue or Balance with Neutral tubes. Enhance underlying warmth with Yellow or Pink tubes.

A fundamental rule of hair colour is that cool tones neutralise warm tones and warm tones neutralise cool tones. The cooler the tone, the more effectively it can eliminate warmth. In Tonal Control the Ash, Titanium, Pearl and Violet tones are the colours that most effectively eliminate warmth. The following chart shows how the natural underlying warmth of the hair affects the final tone.

Natural Exposed Underlying Pigments	Tonal Control Tone	Combined Result
Warm	Warm	Warm-Warm
Warm	Neutral	Warm
Warm	Cool	Neutral
Warm	Cool / Cool	Cool

	Neutralise								Subdue					Enhance									
	Neutral Jade	Titanium Ash	Ash	Neutral Ash	Pearl Ash	Pearl Violet	Pearl Violet	Violet Gold	Neutral Violet	Violet Red	Neutral	Neutral Gold Ash	Neutral Warm	Warm	Gold Mocha	Gold Beige	Gold Violet	Pearl Rose	Neutral Red	Neutral Copper Violet	Copper Copper	Copper Red	Rose Gold
Bulk/ Pack Colour																							

Colour Wheel

The colour wheel shows the complementary relationships of the primary, secondary and tertiary colours. It also shows the warm and cool colours.



The Power Of Tonal Control Clear

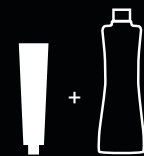


Tonal Control Clear



Best For:

- Diluting the tonal deposit of **Tonal Control** shades
- Adding shine

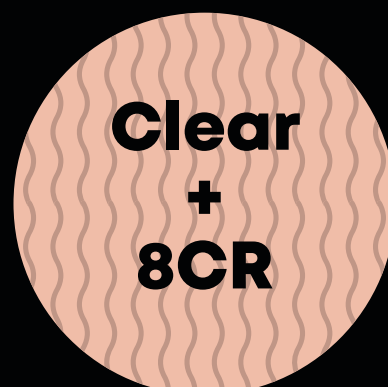


Mixing Ratio 1:1

Tonal Control Clear + Matrix 10 Volume (3%) Cream Developer

Processing Time: Up to 20 minutes room temperature*

Brilliant Top Coat is a go to service for up to 8 weeks of high gloss shine. Tonal Control Clear is Pre-Bonded for clients looking for a bonding service without changing the colour of their hair.



3 of our **Tonal Control** Shades have HD Technology

“ For **longer lasting hold** and more **vibrant tone 8C, 8CR + 8VR have HD Technology**. Although these shades **cannot be intermixed** with each other or other shades from Tonal Control they can be **diluted with Totally Transparent (Clear)**, a favourite of mine is 1 part 8VR + 1 part Clear + 2 parts 10 Vol Matrix Developer.

Jayne Scrafton
Matrix Regional Education Developer
@JayneUKI

Key

Shades containing HD-Red dyes are not recommended for mixing with each other or with any other shade, except Clear.



HD Red



HD Copper

*Process for 20 minutes for longest lasting results

Super Sync + Tonal Control

Alkaline vs. Acidic Technologies



	Super Sync Alkaline Toners	Tonal Control Acidic Toners
Description	Formulated for seamless, blending results.	Formulated for long-lasting multi-dimensional results with no lift.
Pre-Bonded Technology	✔	✔
Mixing Ratio (Colour : Developer)	1:1 Super Sync or Tonal Control + 10 Volume (3%) Matrix Cream Developer	
Processing Time	Up to 20 minutes at room temperature	
Usage/ Technology	<p>Great for clients who want to change their colour regularly</p> <p>Top uses: Colour Correction, Grey Coverage, Highlight, Tone, Root Shadow, Colour Refresh</p>	<p>Great for clients who are pre-lightened</p> <p>Top uses: Colour Correction, Grey Toning, Colour Refresh, Root Shadow, Balayage, Blonding, Glossing</p>
Grey Blending	When formulating for grey blending on up to 75% grey hair, we recommend using NN shades.	Not recommended for grey blending.
Can Be Mixed With:	Only other Super Sync Shades	Only other Tonal Control Shades
Vegan	✔	✔



Consultation

Tonal Control

Super Sync

The Alkaline Demi With SUPER Protection & SUPER Coverage!

- Colour Correction** | 1 step service from light to dark, choose a shade slightly warmer than the desired result.
- Grey Coverage** | NN's for up to 75% grey coverage or Neutrals/Warms for up to 50% grey coverage.
- High N' Low** | For full bodied lowlights, choose a shade slightly warmer and lighter or add Clear if the hair is porous.
- Root Shadow** | For full bodied shadow, or if there is any grey hair to blend, choose the darker, same or lighter shade, depending on the desired result.

Colour Refresh

Base to Root SoColor Shade:	Mids + Ends Super Sync Shade:
SoColor Blended Series	Pre-Paired Super Sync Shade
SoColor Reflect Series	Pre-Paired Super Sync Shade
SoColor HD Series	Pre-Paired Super Sync Shade
SoColor UL Series	Super Sync Sheer Pastels
SoColor 500 Series	Select Level + Tonal Series Based On Desired Result
SoRed Series	Select Level + Tonal Series Based On Desired Result

Decoding Super Sync

10NV
Extra Light
Neutral
Violet
Blonde
10.02

10: Indicates The Level
N/.0: Primary Tone
V/.2: Secondary Tone

Tone

Neutral .0 Ash .1 Violet .2 Gold/Warm .3 Copper .4 Brown .5 Red .6 Jade .7 Mocha .8 Pearl .9

Up To
75% Grey
Coverage*

Formulated With Bond
Protecting Citric Acid
& Glycine

Up To 2x Shinier
Hair For Up To
9 Weeks**

Great
Value =
90ml Tube

Special Technologies

- HD-RV**
- High Definition
 - Pure Reflect
 - Red Violet Tones
 - Visible On Dark Bases
- HD-RR**
- High Definition
 - Pure Reflect
 - Red Tones
 - Visible On Dark Bases

- High definition pure reflect red tones, zero background
- Not to be mixed with any other shade within the Super Sync palette
- HD Series is intermixable within itself

1:1

20-minute
processing
time

Tonal Control

Our Most Predictable Acidic Gel Toners For Ultimate Post-Lightening Control.

- Colour Correction** | Use balancing tones without adding depth.
- Grey Toning** | BlondeMax shades are ideal on white hair to neutralise yellowing (Levels 10+)
- High N' Low** | Tone by choosing a shade up to 1 level lighter.
- Root Shadow** | For a soft shadow or a lived-in colour choose darker shades such as 5NW, 5NGA, 7NA.
- Balayage** | To tone and keep the vibrancy, choose up to 1 level lighter than pre-lightened hair.
- Blonding** | Tone by choosing a shade up to 1 level lighter.

No Lift
For Multi-
Dimensional
Results

Pre-Bonded
For Instant
Fiber Protection

Up To 2x
Shinier Hair
For Up To
8 Weeks**

Great
Value =
90ml Tube

The Multi-Dimensional Effect

Neutralise

Subdue

Enhance

Neutral Jade Titanium Ash Ash Neutral Ash Pearl Ash Pearl Violet Violet Violet Violet Neutral Gold Ash Neutral Warm Warm Gold Shocks Gold Balge Gold Gold Pearl Red Neutral Red Neutral Copper Violet Copper Red Rose Gold

Build/Back Colour



1:1

20-minute
processing
time

Favourite Formulas

Tonal Control

Heffy-Inspried

Violet City

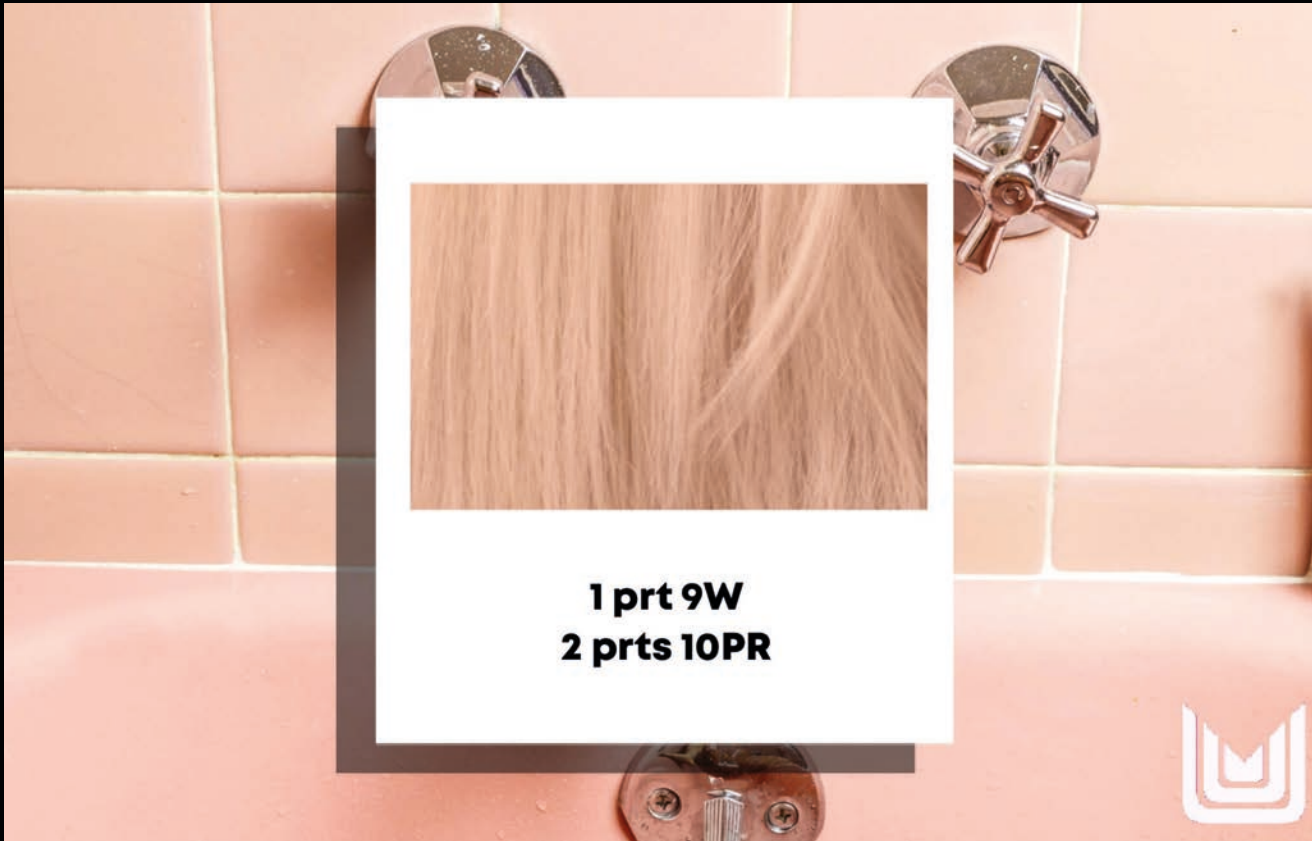


Scan for
more

Tonal Control

Ria-Inspried

Nostalgic Nudes



Scan for
more



Take Your Blonde Game To The Max!

5 High-Level Tonal Control Shades!

Our 1st pre-bonded acidic gel-cream toners for high level blinding and multi-dimensional results.

 Violet Palette



 Yellow Palette

 Blue Palette

 Tan Palette



Underlying Pigments	Bulk/ Pack Colour	Neutral Jade	Titanium	Ash Ash	Ash	Neutral Ash	Pearl Ash	Pearl	Pearl Violet	Violet	Violet Gold	Neutral Violet	Violet Red	Neutral	Neutral Gold Ash	Neutral Warm	Warm	Gold Mocha	Gold Beige	Gold Violet	Pearl Rose	Neutral Copper Violet	Copper	Copper Red	Rose Gold
PY+	11					11NA Naturally Sm-Ashing	11PA Snatched n' Pearly		11PV Platinum Please			11NV Violet Heights		11N Blondest Blonde											
PY	10		10T Chrome + Collected					10P Pearl Power											10GB Billionaire Chic		10PR A Bit Blushed				
Y	9			9AA Silver Standout						9V Iced Out					9NGA Bronde Baller		9W Warm Vibes			9GV Bubbles On Ice		9NCV Caramel Dreams			
DY	8		8T Slay In Silver					8P Mother Pearl			8VG Taupe On Top		HD 8VR Wine'd Up							8GB Beige In The Sun			HD 8C Copperlicious	HD 8CR Keep It Copper	
O	7					7NA Neutral + Chill													7GM Miss Mocha						
DO	6				6A Ash If										6NGA Bronde Baby										
RO	5	5NJ Jammin Jade													5NGA Bronde Bestie	5NW Gold Standard									
R	4																								
DR	3																								
RB	2																								
DRB	1																								

Tonal Control

Acidic Gel-Cream Toners

Key

Shades containing HD-Red dyes are not recommended for mixing with each other or with any other shade, except Clear.

- HD-R

HD Red
- HD-C

HD Copper

Clear:

Adjust other shades from Tonal Control to reduce tonal deposit and become more sheer. Use alone to add shine without changing the tone.



Mixing Ratio	Colour:Developer 1:1	Developer	10 Volume (3%) Matrix Cream Developer	Processing Time	20 Minutes
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*HD Technology Shades

Tonal Control FAQ's

When would I use Tonal Control vs. Super Sync?

Tonal Control is recommended for post-lightening toning and glossing. Super Sync is recommended for refreshing, low-lighting, root blending, colour correcting and grey blending.

Does Tonal Control lift the natural hair colour?

No, Tonal Control does not lift the natural hair colour.

How is Tonal Control mixed?

Mix in a 1:1 ratio with 10 Volume Matrix Cream Developer.

Why are the shades already a colour when they come out of a tube? Are they direct dyes?

No, Tonal Control Pre-Bonded shades do not contain direct dyes. The colour that the shade is, as it comes out of the tube is it's bulk colour. Bulk colour is purely aesthetic and does not have any effect on the shade's performance or result.

How is Tonal Control applied?

Apply to dry or damp, towel-dried hair using a bowl and brush or applicator bottle. Allow to process for 20 minutes at room temperature.

Can I apply on wet hair?

We recommend applying to dry or damp hair for best results.

Does Tonal Control continue to oxidise after 20 minutes?

While there may be some residual dyes that could continue to process beyond the 20-minute mark, most will have developed by that point. Exceeding the 20-minute recommended timing could lead to darker than desired results. Conversely, removing before the 20-minute recommended timing could lead to premature fading.

Why is real-time oxidation beneficial?

Unlike some toners on the market that can look dark very quickly, Tonal Control Pre-Bonded shades will gradually deepen over time as they process. This can help prevent rinsing too soon for fear that the toner has 'grabbed' too dark, too quickly.

Is the real-time oxidation meant to be used as a time mechanism?

No, all shades have been validated for use after processing for 20 minutes at room temperature.

Does Tonal Control blend grey?

While certain shades might have an effect on grey hair depending on the level and tone, a better option for grey blending is Super Sync Pre-Bonded.

Reach All, Teach All

Education is the heartbeat of the Matrix brand. Whether you're fresh out of beauty college or looking to expand your skills, we offer online and hands-on education in multiple formats so you have education for all hair types and patterns at your fingertips 24/7.



Scan me for
EduVibes



Scan me for
**Tonal Control
Learning Plan**

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