

 matrix

Tonal Control + SoColor Sync Lookbook

Get inspired with creative demi formulas!



Tonal Control Pre-Bonded Acidic Toners



Gel-Cream Consistency
More Controlled Application



Gradual Oxidation
For Ultra-Predictable Results



100% Oxidative Dyes For
Color that Lasts up to 24 Washes



Shiny, Dimensional Results
With Zero Lift



Vegan & Ammonia-Free
Formula



SoColor Sync Pre-Bonded Alkaline Toners

75%

Covers up to 75% Gray

Ideal for 1st Grays



Shifts up to ½ a Level

For Max Deposit



100% Oxidative Dyes For

Longer-Lasting Color



Rich, Full-Bodied Results

With Extra Conditioning



Vegan & Ammonia-Free

Formula



Tone

Soften, cool or neutralize unwanted tones on pre-lightened hair.



@tanarosehair

Tonal Control 11PV Platinum Please (2 oz) + 10 Vol. (2 oz)



@blansomhair

Tonal Control 11PV Platinum Please (1 oz) + **10PR A Bit Blushed** (1 oz) + **Clear** (1 oz) + 10 Vol. (3 oz)



@tanarosehair

Tone: SoColor Sync 10NV (3 oz) + 10 Vol. (3 oz)
Lowligh: SoColor Sync 7NV (2 oz) + 10 Vol. (2 oz)



@tanarosehair

Tonal Control 1PV Platinum Please (2 oz) + 10 Vol. (2 oz)



Tone

Soften, cool or neutralize unwanted tones on pre-lightened hair.



@amieslayton

Tonal Control 9NGA Bronde Baller
(2 oz) + 10 Vol. (2 oz)



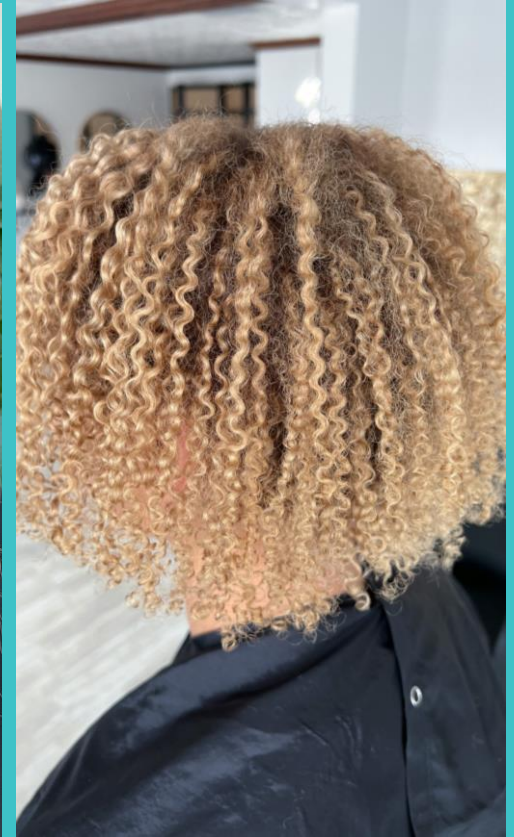
@janaeraquelmiller

Tonal Control 9V Iced Out (1 oz)
+ **11PV Platinum Please** (1 oz)
+ 10 Vol. (2 oz)



@nicoleashleyartistry

**Tonal Control 10T Chrome +
Collected** (1 oz) + **9AA Ash If** (1 oz)
+ **8P Mother Pearl** (0.5 oz)
+ 10 Vol. (2.5 oz)



@cassidymariehair

Tonal Control 9V Iced Out (2 oz)
+ 10 Vol. (2 oz)



Tone

Soften, cool or neutralize unwanted tones on pre-lightened hair.



@_hairbypaula

Tonal Control 9NGA Bronde Baller
(2 oz) + 10 Vol. (2 oz)



@_hairbypaula

Tonal Control 9V Iced Out (1.5 oz)
+ **9NGA Bronde Baller** (1 oz)
+ 10 Vol. (2.5 oz)



@lauraelenahairartist

Tonal Control 11PV Platinum Please
(1 oz) + **9NGA Bronde Baller** (1 oz)
+ **10PR Strawberry Stunna** (1 oz)
+ 10 Vol. (3 oz)



@alwaysalextores

Tonal Control 8VG Taupe on Top
(3 oz) + **9RG Strawberry Stunna** (1 oz)
+ 10 Vol. (4 oz)



Tone

Soften, cool or neutralize unwanted tones on pre-lightened hair.



@desireealysahair

Tonal Control 8VG Taupe On Top
Iced Out (2 oz) + 10 Vol. (2 oz)



@alwaysalextores

Tonal Control 9NGA Bronde
Baller (2 oz) + 10 Vol. (2 oz)



@laurenwrightstylist

SoColor Sync 7NV (1 oz) + **8G** (1 oz)
+ **7AA** (1 oz) + 10 Vol. (3 oz)



@thejillrae

Base: Tonal Control 5NGA Bronde
Bestie (1 oz) + 10 Vol. (1 oz)
Mids/Ends: Tonal Control 9NGA
Bronde Baller (2 oz) + 10 Vol. (2 oz)



Bonded Gloss

Boost shine or enhance natural tones on all hair types.



HAIRBYSARMAD

@hairbysarmad

Tonal Control 11PV Platinum Please (3 oz) + 10 Vol. (3 oz)



@elementsbyrobertsantana

Tonal Control 9V Iced Out (2 oz) + 10 Vol. (2 oz)



@lashakellermcsween

Tonal Control 9RG Strawberry Stunna (2 oz) + **7GM Miss Mocha** (1 oz) + 10 Vol. (3 oz)



@leahsterk

Tonal Control Clear (2 oz) + 10 Vol. (2 oz)



Enhance Warmth

Gloss or overlay to balance or add warmth to hair.



@tanarosehair

Tonal Control 9NW Pure N' Hot
(2 oz) + 10 Vol. (2 oz)



@ginapickett

Base: SoColor 5N (2 oz) + 20 Vol. (2 oz)
Root Shadow: SoColor Sync 5N (1 oz) + 10 Vol. (1 oz)
Mids/Ends: Tonal Control 9NCV Caramel Dreams (1.5 oz) + **9G Ready For Gold** (1 oz) + **9NW Pure N' Hot** (0.5 oz) + 10 Vol. (3 oz)



@_savemyhairemily

Tonal Control 7GM Miss Mocha
(1.5 oz) + 10 Vol. (1.5 oz)

Trending Tonal Control Shades!



Great For Creating:
Cool golden blondes that shine.



Great For Creating:
Natural blondes with a kiss of warmth.



Great For Creating:
Soft and sandy beige blondes.



Great For Creating:
Bright, natural copper blondes.



Enhance Warmth

Gloss or overlay to balance or add warmth to hair.



@_serinarenee

Tonal Control 9NCV Caramel Dreams (3 oz) + 10 Vol. (3 oz)



@constancerobbins

Root Shade & Lowlight:
Tonal Control 9NCV (2 oz) + **8C** (1 oz) + **8CR** (1 oz) + 10 Vol. (4 oz)



@constancerobbins

Base: SoColor 7CC (1 oz) + 20 Vol. (1 oz)
Gloss: Tonal Control 7R (2 oz) + 10 Vol. (2 oz)



@constancerobbins

Base: SoColor 7CG (1 oz) + **7CC** (1 oz) + 20 Vol. (2 oz)
Gloss: Tonal Control 8C (2 oz) + 10 Vol. (2 oz)



Add Dimension

Create dimension with lowlights or creative placement.



@constancerobbins

Root Shadow: Tonal Control 5NJ Jammin Jade (1 oz) + 10 Vol. (1 oz)
Perimeter Tone: Tonal Control 6A Ash If (2 oz) + 10 Vol. (2 oz)
Interior Tone: Tonal Control 7NA Neutral + Chill (2 oz) + **7GM Miss Mocha** (1 oz) + 10 Vol. (3 oz)



@thejillrae

Lowlight A: SoColor Sync 7NV (1 oz) + 10 Vol. (1 oz)
Lowlight B: SoColor Sync 8WN (1 oz) + 6N (1 oz) + 10 Vol. (2 oz)
Base: Tonal Control 6NGA Bronde Baby (1 oz) + 10 Vol. (1 oz)
Mids/Ends: Tonal Control 10P Pearl Power (2 oz) + 10 Vol. (2 oz)



@georgepapanikolas

Base: Tonal Control 6A Ash If (1 oz) + 10 Vol. (1 oz)
Mids: Tonal Control 8VG Taupe on Top (1 oz) + 10 Vol. (1 oz)
Ends: Tonal Control 11PV Platinum Please (1 oz) + 10 Vol. (1 oz)



@krazy4hair

Base: SoColor 505N (1 oz) + 20 Vol. (1 oz)
Lowlight: SoColor Sync 8N (2 oz) + 10 Vol. (2 oz)
Tone: SoColor Sync 10NV (2 oz) + 10 Vol. (2 oz)



Toner Refresh

Refresh faded mid-length and ends.



@lauraelenahairartist

SoColor Sync 7NV (1 oz) + **7NA** (1 oz)
+ **9NA** (0.75 oz) + 10 Vol. (2.75 oz)



@thejillrae

Tonal Control 8VR Wine'd Up
(2 oz) + 10 Vol. (2 oz)



@chapter2hairsalon

SoColor Sync 7CC (3 oz)
+ 10 Vol. (3 oz)



@tanarosehair

Base: SoColor Sync 6BC (1 oz)
+ **6CG** (1 oz) + 10 Vol. (2 oz)
Mids/Ends: SoColor Sync 8CG
(1 oz) + 10 Vol. (1 oz)



Matrix Demi Portfolio

Two demi-permanent technologies for every client need.



Tonal Control

What is it?

Acidic demi-permanent color with a **gel-cream** consistency.



Benefits

Acidic pH



Zero Lift



Multi-Dimensional Results



Ideal for **Toning, Glossing, & Refreshing**



No Gray Coverage



100% Oxidative Dyes



Bonder Built-In



Ammonia-free & Vegan Formula



SoColor Sync

What is it?

Alkaline demi-permanent color with a **cream** consistency.



Benefits

Alkaline pH



Shifts up to ½ A Level



Rich, Full-Bodied Results



Ideal for **Toning, Glossing, Refreshing & Gray Blending**



Up To **70% Gray Coverage**



100% Oxidative Dyes



Bonder Built-In



Ammonia-free & Vegan Formula



Consultation Guide

Two demi-permanent technologies for every client need.



#1: What is the Condition of Your Client's Hair?

Hair that is damaged needs color that is gentle to minimize further damage to the hair. Both SoColor Sync and Tonal Control are ammonia-free and have bonder built-in to help protect hair bonds, however Tonal Control's acidic properties make it ideal for hair that has been chemically lightened or processed.

1
Normal

2
Slightly Porous

3
Porous

4
Extremely Porous

5
Damaged

SoColor Sync

Tonal Control

#2: Does Your Client Prefer a Full-Bodied or Dimensional Result?

Both SoColor Sync and Tonal Control feature a 100% oxidative dye technology, with zero direct dyes, that penetrates the cortex for longer-lasting results. SoColor Sync can shift the base up to ½ a level to deliver a fuller, richer, deeper taste of color. Tonal Control provides a more multi-dimensional result with zero lift.

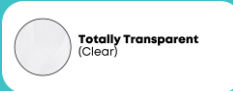
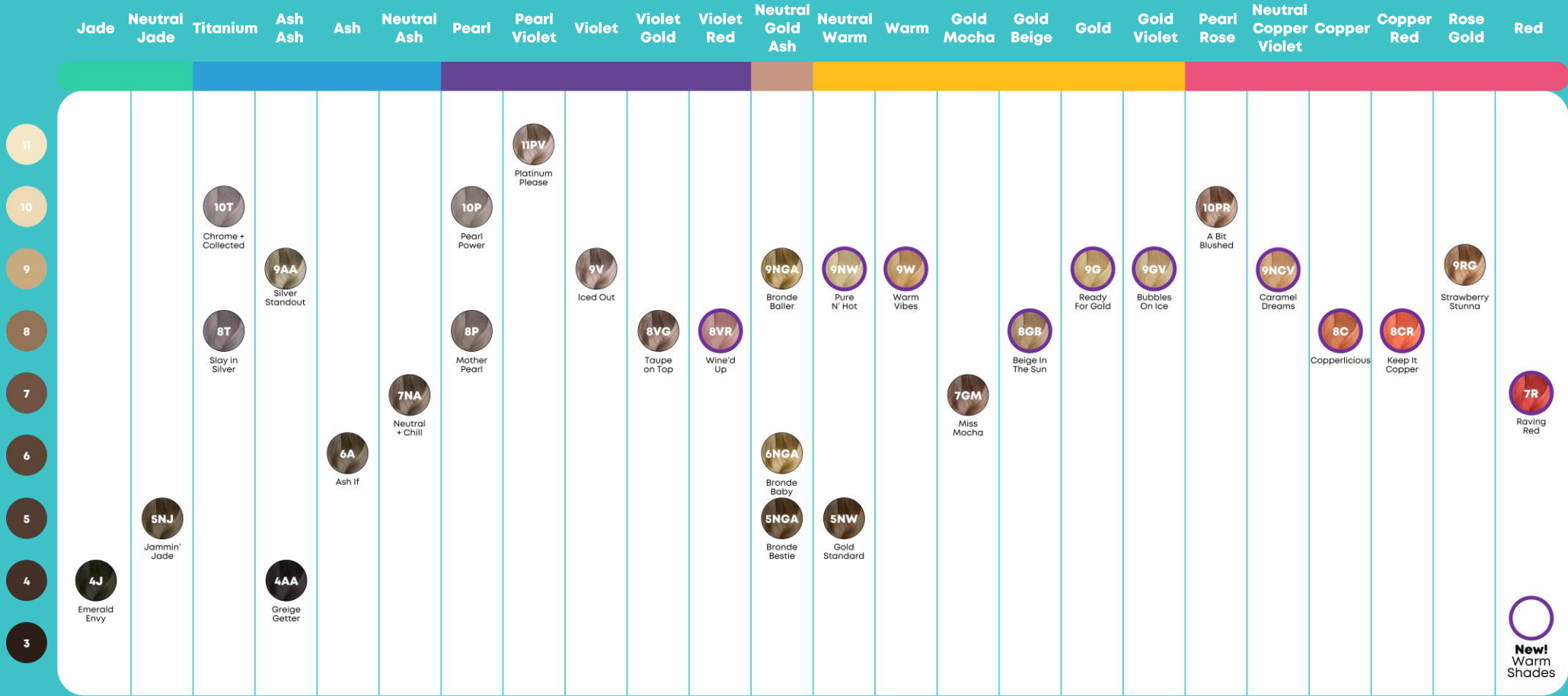
SoColor Sync
Rich, Full-Bodied Color Results

Tonal Control
Multi-Dimensional Color Results



Tonal Control Palette

31 Interminable Acidic Toning Shades.



Mixing Ratio	1:1
Developer	10 Volume (3%) Matrix Cream Developer
Processing Time	20 Minutes





matrix

#TonalControl
#SoColorSync

 @matrix  @matrix