

2019 Matrix Education At Armstrong McCall

Armstrong McCall.
licensed to create.

2019 MATRIX Education

Education and inspiration has always been the heartbeat of Matrix. We offer a multi-tiered educational pathway that empowers and supports the salon professional at every step of their journey. Our methodology is CRAFT, our results are transformational.

In order to benefit from our programs, we recommend the following progression of education experiences from building core skills to achieving the expertise of masters.

MATRIXEDUCATION

Skill Levels

ACCESS (e-learning) The MATRIX education goal is to “Reach All, Teach All” through Self-Guided Learning. This widespread distribution of education allows hairdressers to access classes 24 hours a day/7 days a week, ANYTIME. ANYWHERE. This tier of learning is available through our website **matrix.com/professional**

CORE The CORE level reaffirms foundational skills of the hairdresser while building confidence and perfecting their craft.

EXPERIENCED The EXPERIENCED level offers classes to stylists who are looking to increase their skills and knowledge while providing a pathway to mastery.

ADVANCED The ADVANCED level offers classes to stylists seeking in-depth knowledge, creativity and inspiration.

MATRIXEDUCATION

IN-STORE & IN-SALON

ACCESS :

WHY MATRIX
SALON EMOTION
SOCOLOR
BOND ULTIM8
COLOR MELTING
BALAYAGE 101

CORE:

COLOR ME: SIMPLY BALAYAGE
COLOR ME: SOCOLOR 101
COLOR ME: COLOR SYNC 101
COLOR ME: COLORINSIDER 101
COLOR ME: LOGICS Artist PALETTE
COLOR ME: SOCOLOR CULT WORKSHOP
SHAPE ME: SUSTAINABLE HAIRCUTTING AND STYLING **(formerly natural haircutting and styling lab)**
STYLE ME: SUSTAINABLE STYLING 101 **(formerly natural styling lab)**
STYLE ME: THE BLOW DRY BAR
TEXTURE ME: GET IT STRAIGHT
SHAPE ME: TEXTURE ME: MAKING WAVES
ADVISE ME: #SOCIALMEDIA101

MATRIXEDUCATION

IN-STORE & IN-SALON

EXPERIENCED:

COLOR ME: COLOR CONCEPTS
COLOR ME: BALAYAGE, PASTELS & VIBRANT COLOR
COLOR ME: COLOR CORRECTION **(Formerly 911 Color Correction)**
COLOR ME: BLONDE HAIR DON'T CARE **(Formerly Blonding by Design)**
STYLE ME: KNOT IT, TWIST IT, BRAID IT

MATRIX ACADEMY SERIES:

PROGRESSIVE BALAYAGE
CLASSIC BARBERING
WAVES, BRAIDS & BRIDES

MATRIXEDUCATION



Core Education

Armstrong McCall
licensed to create.

COLOR ME: Simply Balayage| CORE

Learn the art of custom hair painting techniques in this interactive group experience. Master the movements of these in demand services with confidence and learn to use them to personalize your signature offerings. Take your revenue to the next level with V-shapes and balayage services.

Journey with us and discover:

- Mastering the art of the V-shape technique
- Backcomb and balayage with confidence
- Balayage tools made easy

In-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase Level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

COLOR ME: SOCOLOR 101| CORE

See the features, get the benefits with SOCOLOR! Build your color knowledge and confidence with creative solutions for all your coloring challenges. Discover what makes SOCOLOR permanent cream color unique and learn refresher options to boost your revenue

Journey with us and discover:

- Using SOCOLOR with confidence
- Creative solutions for color challenges
- Formulation success with the “4 Basic Rules

In-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker

MATRIXEDUCATION

Color Sync 101| CORE

Expand your creativity and everyday hair coloring challenges with Color Sync. Learn when to choose a demi-permanent color and the versatility of services that can be achieved. Create formulas for low-lighting, toning and grey blending.

Journey with us and discover:

- When to choose a demi-permanent color
- Versatile haircolor services
- Creative formulas for low-lighting, toning and grey blending

In-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

COLORINSIDER 101| CORE

Discover the injection of color inside the hair and see how “Exceptional Color Delivery = Exceptional Color Results.” This overview of COLORINSIDER shares the ease and benefits of working with an ammonia-free permanent color, high resolution shade palette, and optimal grey coverage formulas.

Journey with us and discover:

- Benefits of No-Ammonia color
- High resolution shade palette
- Precision formulation and application

In-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Pivot Point Ellie mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

Logics Artist Palette| CORE

Expand your perception of color beyond what you believe possible with LOGICS Pure Tone Color. Build a strong understanding of our luxurious color formulas and experience the creativity of working with pure tone color.

Journey with us and discover:

- Why “Pure Tone” Color
- Logics Lightening System
- Artistic formulations

In-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

SOCOLOR Cult Workshop| CORE

Explore the endless possibilities of creative coloring with Socolor Cult's unique Semi, Demi and Permanent hair color pallet. Learn social media tips to create content that will resonate with your brand and help attract your clientele.

Journey with us and discover:

- Explore the palette
- Mix & create unlimited formulations
- Learn social media tips and tricks

In-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Blonde Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

Sustainable Haircutting and Styling| CORE

Experience the beauty of sustainable haircutting and styling.
Timeless cuts and texturizing with strong perimeters are made easy with these simple techniques. Discover how natural ingredients perform with the Biolage R.A.W range of haircare and styling.

Journey with us and discover:

- Timeless cuts using texturizing techniques with strong perimeters
- Natural shaping styles
- How natural ingredients perform and transform

in-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5
IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

Sustainable Styling 101| CORE

Decode the myths and learn what “natural” really means with Biolage R.A.W haircare and styling. Feel the difference while learning quick and easy lived-in styles your clients will love. Explore Health Bar haircare services for the ingredient-conscious and sustainable living.

Journey with us and discover:

- How natural ingredients perform and transform
- Quick and easy lived-in styles
- Health Bar services

in-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

The Blow Dry Bar| CORE

Explore the tools you need to style hair with new control, precision and speed. Revisit essential blow dry techniques, tools and products and how to create your own blow dry bar business. Capture and post your best looks with some social media hot tips.

Journey with us and discover:

- Right products, right tools
- Precision styling and iron techniques
- Blow dry bar looks and social media hot tips

in-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

Get it Straight| CORE

Discover our Opti.Smooth System: a formaldehyde-free formula that can eliminate frizz, smooth, straighten and/or reduce your curls no matter what the pattern. Master the fundamentals of 3 techniques: Heat, Natural Smoothing and 3D Curl as you remove the fear of straightening systems.

Journey with us and discover:

- 3 techniques: Heat, Natural Smoothing and 3D Curl
- Straightening with confidence
- Consultation is key

in-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Erika Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

Making Waves| CORE

Discover quick and easy wrapping techniques that will provide low-maintenance waves your clients will crave.
Master modern textured looks that vary from sexy to beachy. Turn texture challenges into on-trend techniques.

Journey with us and discover:

- Master the fundamentals of modern texture
- Learn wrapping wave techniques
- Solutions to texture challenges

in-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

#SocialMedia 101| CORE

Gain a solid foundation in managing social media etiquette for branding your work. Learn how to capture your best image and video content + how to create quality posts and hashtags for business building while exploring new braiding techniques to tag and hashtag.

Journey with us and discover:

- Trending braiding techniques
- Create quality posts and hashtags for business building
- Best practice tips for image and video content

in-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION



Experienced Education

Armstrong McCall.
licensed to create.

Color Concepts| Experienced

Journey with us and discover the fundamentals of permanent and demi-permanent color. Perfect your grey coverage and grey blending techniques with SOCOLOR, Color Sync and COLORINSIDER. Learn how to create sensational blondes and stunning reds that are sure to turn heads.

Journey with us and discover:

- Perfect grey coverage and grey blending techniques
- Create sensational blondes: hi-lift, toning and glazing
- Stunning Matrix reds

in-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Tammie Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

Balayage, Pastels & Vibrants Color | Experienced

Discover what's trending with balayage and fashion tones with Socolor Cult! Learn advanced techniques and the latest trends while exploring color patterns, placements and formulations. This class is all about unleashing your creativity and creating looks your most demanding trendsetting clients desire.

Journey with us and discover:

- Unique color formulations with pastels and vibrant shades
- Advanced balayage techniques
- Color melting & toning

in-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Blonde Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

Color Correction| Experienced

Master the fundamentals of the “Law of Color” and gain confidence in your corrective color skills to conquer corrective color challenges. Explore corrective color situations like fashion tonal changes, balayage mishaps, toning and more.

Journey with us and discover:

- 5 common corrective color challenges
- 5 common corrective color solutions
- Master the fundamentals of the “Law of Color”

in-Salon: 3-4 Hours – Look&Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Tammie Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

Blonde Hair Don’t Care| Experienced

Develop your best #blonde hair don’t care steps thorough consultation, customized color placement by specific face shape, balayage techniques and creative foil patterns. Learn how to maximize your work with depth and dimension and bring your skills to new heights.

Journey with us and discover:

- Root Shadowing
- Hands-on creative foil patterns
- Balayage techniques

in-Salon: 3-4 Hours – Look & Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

Knot it, Twist it, Braid it | Experienced

Take your upstyles to the next level with new vision, expertise and confidence. Learn our quick and easy to follow upstyles including braiding, knotting, chignons, buns, twists and loops.

Journey with us and discover:

- Braiding and knotting
- Inspirational grid
- How-to create content for social media

in-Salon: 3-4 Hours – Look & Learn/Hands-On
In-Store: 3 Hours – Interactive Only

PURCHASE:
Regional Educator- $600 value

BRAND PARTNERSHIP:
Qualification based on purchase level information

LEVEL POINTS:
Ask your Matrix Territory Manager for details on Level point redemption qualification

MINIMUM STYLISTS:
5

IN-SALON REQUIREMENTS
Product/models as indicated by educator

IN-STORE RECOMMENDATION:
Burmax Sam II Brunette Mannequin

Suggested Product: See Product Tracker
Suggested Literature: See Literature Tracker

MATRIXEDUCATION

In-Salon Qualifiers

YEARLY PURCHASES	EDUCATION EARNED	VALUE
Below $4,999	Online Education ACCESS, Online SOCOLOR Certification. Live education through LEVEL point redemption	
$5,000	1 In-Salon Look and Learn Class or 2 tickets to Store Education	$250
$10,000+	1 In-Salon Look and Learn Class and 2 tickets to Look and Learn Store Education	$500
$20,000+	2 In-Salon Look and Learn or Hands On Classes (*Brand approval for class type required: Mannequins and working product for hands on classes provided by account)	$1,200.00
$30,000+	3 In-Salon Look and Learn or Hands On Classes (*Brand approval for class type required: Mannequins and working product for hands on classes provided by account)	$2,000.00

Armstrong McCall
licensed to create.

MATRIXEDUCATION



Promotional Event Options
(In-Store or Off-site)

Armstrong McCall.
licensed to create.

BLONDE & STRONG: BEAUTIFUL BLONDES FROM EVERY LEVEL

START YOUR JOURNEY…BECOME A BLONDING SPECIALIST

WHAT | WHY | WHEN | HOW

- WHAT IS THE PERFECT BLONDE FOR YOUR CLIENT
- WHY ALL BLONDES ARE NOT CREATED EQUAL – BUT ALL BLONDES ARE BEAUTIFUL
- WHEN WILL YOU ACHIEVE YOUR BLONDE GOALS
- HOW WILL YOU GET THERE

This hands-in class will support all new Matrix blonding products launching in 2019. Will cover everything stylists need to know to be the expert in the field of blonding.

Suggested ticket price: $59-$99



MATRIXEDUCATION

CREATIVE COLOR AND CABERNET: *TAKE BACK AND GROW YOUR VIBRANT COLOR BUSINESS*

Enjoy a glass of wine and inspiration with like-minded friends in this interactive, hands-in evening of painting and exploring the creative process

- Fun creative color options
- New techniques and Inspiration
- Step out of your canvas
- Up your social media game
- ADD GALAXY HAIR TO YOUR PORTFOLIO WITH NEW CULT NEONS

TYPICALLY HELD AT A PAINT STUDIO BUT OTHER VENUES OPTIONAL

15-40 Guests

Suggested ticket price $59

MATRIXEDUCATION

COLOR AFTER DARK: A UNIQUE EVENING EXPERIENCE

3 HOUR HANDS-IN COLOR PROGRAM INCLUDING THE INDUSTIES MOST CURRENT TRENDS AND THE BRANDS MOST RECENT LAUNCHES.

INCLUDES APPETIZERS AND DRINKS AND A MATRIX GIFT BAG

- AN EVENING (OR AFTERNOON) OF UP CLOSE AND PERSONAL HAIRCOLOR
- HANDS IN COLOR EDUCATION
- EXPLORE CURRENT TRENDS
- EXPERIENCE THE MATRIX EDUCATION TEAM AND PORTFOLIO OF HAIR COLOR
- GROW YOUR BUSINESS BY SUPPORTING THEIRS

Marketed to new salons & new Matrix stylists

Ticket price: by invitation only

MATRIXEDUCATION



MATRIX Academy Series

Armstrong McCall.
licensed to create.

Matrix Academy Series| PROGRESSIVE BALAYAGE

Explore the techniques of advanced balayage, écaille, color melting, bali-foiling and more… Progressive Balayage takes your skills to the next level by integrating a combination of techniques for creativity. Increase your revenue with your new found skillset in this progressive hands-on class.

Journey with us and discover:

- Freeform balayage
- Advanced lightening techniques
- Hot-tips for social media

STORE ONLY:

6 hours Hands-On ONLY

PURCHASE:

$149 ticket price

MINIMUM STYLISTS:

10

IN-STORE RECOMMENDATION:

Pivot Point Diane mannequin

Suggested Product: See product tracker
Suggested Literature: See literature tracker

MATRIXEDUCATION

Matrix Academy Series| Classic Barbering

Classic barbering takes on a modern edge in this hands-on unisex class!
Learn the how-to of modern fades, how and where to add part lines and advance your scissor over comb methods. Add modern styling techniques to the mix for a new look with a classic finish.

Journey with us and discover:

- Unisex barbering
- Modern fades and part lines
- Styling

STORE ONLY:

6 hours Hands-On ONLY

PURCHASE:

$149 ticket price

MINIMUM STYLISTS:

10

IN-STORE RECOMMENDATION:

Pivot Point Cole mannequin

Suggested Product: See product tracker
Suggested Literature: See literature tracker

MATRIXEDUCATION

Matrix Academy Series| Waves, Braids and Brides

Learn how to create a variety of flawless bridal looks in this hands-on class. Discover tips and techniques that are quick and easy including chignons, braids, backcombing and padding. Need some inspiration? Journey through the era's and add a modern twist with accessories. Share your creativity with our social savvy tips to build your bridal following.

Journey with us and discover:

- Era's and trends
- Shapes and facial profiles
- Quick and easy techniques

STORE ONLY:

6 hours Hands-On ONLY

PURCHASE:

$149 ticket price

MINIMUM STYLISTS:

10

IN-STORE RECOMMENDATION:

Pivot Point Josephine mannequin

Suggested Product: See product tracker
Suggested Literature: See literature tracker

MATRIXEDUCATION