PROMOTIONS
Q1 2019

MATRIX

HAIRCARE
Q1 2019

MATRIX

Q1 2019 HAIRCARE DISCONTINUATIONS

BIOLAGE Advanced Repair Inside
MX SB ADV RPINSIDE SHMP 400ML LG7
MX SB ADV RPINSIDE COND LTR LG7
MX SB ADV RPINSIDE COND 400ML LG7
MX SB ADV RPINSIDE SHMP LTR LG7
MX SB ADV RPINSIDE CNTR CRM 200 LG7

BIOLAGE Cleansing conditioner
MX SB CLNSING COND FINE 500ML LG7
MX SB CLNSING COND MED 500ML LG7
MX SB CLNSING COND CURLY 500ML LG7
MX SB CC DEFIN GEL CURLY 150ML LG7
MX SB CLEAN COND CURLY LTR LG7
MX SB CC COND RPR 500ML V315
MX SB CC COND RPR LVIN 150ML V315
MX SB CC COND RPR LTR V315
MX SB CC COND RPR 100ML V315
MX SB CLEAN COND FINE 30ML LG315
MX SB CLEAN COND MED 30ML LG315
MX SB CC COND RPR 30ML V315

BIOLAGE Aqua Gel
MX SB AQGEL COND CLRLAST 250ML V315
MX SB AQUA GEL HYD COND 250ML V315
MX SB AQGEL COND VOLBLM 250ML V315
MX SB AQUA GEL CLR COND LTR V315
MX SB AQGEL COND SMTHPRF 250ML V315
MX SB AQUA GEL HYD COND LTR V315
MX SB AQUA GEL SMTH COND LTR V315
MX SB AQUA GEL VOL COND LTR V315
MX SB AQUA GEL CLR COND 30ML V315
MX SB AQUA GEL HYD COND 30ML V315
MX SB AQUA GEL VOL COND 30ML V315
MX SB AQUA GEL SMTH COND 30ML V315

TOTAL RESULTS Hello Blondie
MX TR HELLO BLD SHMP 300ML V315
MX TR HELLO BLD COND 300ML LG315
MX TR HELLO BLD SHMP LTR V315
MX TR HELLO BLD COND LTR LG315

OIL WONDERS
MX OW MICRO OIL SHAMPOO (10OZ/1L)
MX OW OIL CONDITIONER (10OZ/1L)

HAIRCARE PRICING ACTIONS 2019

		Current	Increase	Chg
1	TR Core Shampoo/Conditioner	$6.00	$6.25	$0.25
2	TR Core Liters (S&C)	$11.50	$11.75	$0.25
3	TR Core Gallons	$29.00	$29.25	$0.25
4	TR Premium Retail S&C	$6.50	$7.00	$0.50
5	TR Premium Liters S&C	$12.50	$13.00	$0.50
6	Biolage Liters (core Shampoo)	$13.50	$14.00	$0.50
7	Biolage Liters (core Conditioner)	$14.50	$15.00	$0.50
8	Biolage Adv Liters (Shampoo)	$15.00	$15.50	$0.50
9	Biolage Adv Liters (Conditioner)	$16.00	$16.50	$0.50
10	Vavoom Hairsprays	$8.75	$9.00	$0.25
11	Vavoom Mousse and Gel	$8.50	$8.75	$0.25
* TR Premium: Brass Off, So Silver, The Re-Bond				

DUO Pricing	2018	2019
TOTAL RESULTS	$ 16.50	$ 17.00
TR PREMIUM	$ 16.50	$ 18.00
BIO CORE	$19.50	$ 20.00
BIO ADV	$21.00	$ 21.50

MATRIX

JANUARY 2019

MATRIX

TOTAL RESULTS STYLERS & TREATMENTS

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

In Salon January

30% OFF ANY TOTAL RESULTS STYLER AND MASKS

CHOOSE FROM:

HIGH AMPLIFY STYLERS
Proforma Hairspray, 10.2 oz.
Foam Volumizer, 8.3 oz.
Hairspray, 10.2 oz.

CURL PLEASE STYLERS
Super Defrizzer Gel, 6.8 oz.
Contouring Lotion, 5.1 oz.

MEGA SLEEK STYLERS
Iron Smoother, 8.5 oz.
Mega Varnish, 3.1 oz.
Blow Down Cream, 5.1 oz.

ROCK IT TEXTURE STYLER
Sea Salt Spray, 4.2 oz.

MIRACLES
Creator Multi-tasking Treatment, 6.8 oz.
Extender Dry Shampoo, 3.4 oz.
Creator Multi-tasking Hair Mask (box of 10), 1 oz.

BRASS OFF
Custom Neutralization Mask, 6.8 oz.
Custom Neutralization Mask (box of 10), 1 oz



Salon Price: $6.30 - $21.00
Salon Value: $9.00 - $30.00
Retail Value: $18.00 - $60.00

Savings: 30% Savings

MATRIX

BIOLAGE LITER DUOS: BIG BOLD BOTANICALS

In Salon January - Salon Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

BIOLAGE BANDED LITER DUOS

CHOOSE FROM:

KERATINDOSE
(1) Shampoo, 1 Liter
(1) Conditioner, 1 Liter

COLORLAST
(1) Shampoo, 1 Liter
(1) Conditioner, 1 Liter

SMOOTH PROOF
(1) Shampoo, 1 Liter
(1) Conditioner, 1 Liter

HYDRASOURCE
(1) Shampoo, 1 Liter
(1) Conditioning Balm, 16.9 oz.



PRELIM DESIGN NOT FINAL

Salon Price: $20.00 - $21.50
Salon Value Up To $32.00
Retail Value: Up To $64.00

Salon Savings: Up to 33%

BIOLAGE LITER OPEN STOCK

In Salon January

PURCHASE OPEN STOCK LITERS AT 30% OFF

CHOOSE FROM:

ADVANCED
FiberStrong Shampoo, 1 Liter
FiberStrong Conditioner, 1 Liter

FullDensity Shampoo, 1 Liter
FullDensity Conditioner, 1 Liter

Oil Renew Shampoo, 1 Liter
Oil Renew Conditioner, 1 Liter

SUGARSHINE
Shampoo, 1 Liter
Conditioner, 1 Liter

EXQUISITE OIL
Shampoo, 1 Liter
Conditioner, 1 Liter

VOLUMEBLOOM
Shampoo, 1 Liter
Conditioner, 1 Liter

Salon Price: Up to $14.00
Salon Value Up To $20.00
Retail Value: Up To $40.00
Salon Savings: 30%

3BUTTER CONTROL
Shampoo, 1 Liter
Conditioner, 1 Liter

BIOLAGE R.A.W.
Recover Shampoo, 1 Liter
Recover Conditioner, 1 Liter

Nourish Shampoo, 1 Liter
Nourish Conditioner, 1 Liter

Uplift Shampoo, 1 Liter
Uplift Conditioner, 1 Liter

Color Care Shampoo, 1 Liter
Color Care Conditioner, 1 Liter

CLEAN RESET
Normalizing Shampoo, 1 Liter

SCALPSYNC
Cooling Mint Shampoo, 1 Liter
Antidandruff Shampoo, 1 Liter
ScalpSync Conditioner, 1 Liter









- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

SC AISLE VIOLATOR

CLEANSE, CONDITION, THEN COMPLETE THE LOOK

In Salon January - Salon Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

TRY BIOLAGE STYLING PRODUCTS FOR $6.00

CHOOSE FROM:

NEW Airdry Glotion, 5.1 oz.
NEW Blowdry Glotion, 5.1 oz.
Hydra Foaming Styler, 8.25 oz.
NEW Texture Sap, 2 oz.
Whipped Volume Bodifying Mousse, 8.5 oz.
Complete Control Hairspray, 10 oz.
Gelée, 16.9 oz.
Finishing Spritz, 16.9 oz.
Thermal Active Setting Spray, 8.5 oz.
Smoothing Shine Milk, 8.5 oz.
Freeze Fix Hairspray, 10 oz.
Curl Defining Elixir, 4.2 oz.



Salon Price: $6.00
Salon Value Up To $8.75
Retail Value: Up To $17.50

Salon Savings: Up to 31%

BIOLAGE R.A.W. GOOD FOR YOUR HAIR, GOOD FOR THE PLANET

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

In Salon January

BUY ONE, GET ONE 50% OFF

CHOOSE FROM BIOLAGE R.A.W.
NEW FORMULA Recover Shampoo, 11 oz.
Recover Conditioner, 11 oz.
NEW FORMULA Nourish Shampoo, 11 oz.
Nourish Conditioner, 11 oz.
Uplift Shampoo, 11 oz.
Uplift Conditioner, 11 oz.
Color Care Shampoo, 11 oz.
Color Care Conditioner, 11 oz.
Color Care Milk Rinse, 16.9 oz.
Scalp Antidandruff Shampoo, 11 oz.
Scalp Rebalance Conditioner, 11 oz.
Re-Hydrate Clay Mask, 14.4 oz.
Re-Hab Clay Mask, 14.4 oz.
Re-Bodify Clay Mask, 14.4 oz.
Replenish Oil-Mist, 4.2 oz.
Rebalance Scalp Oil, 1.7oz
*Excludes liters

CHOOSE FROM BIOLAGE R.A.W. STYLING:
Smoothing Styling Milk, 6.7 oz.
Curl Defining Styling Butter, 8.5 oz.
Frizz Control Styling Spray, 6.0 oz.
Texturizing Styling Spray, 8.0 oz.
Bodifying Styling Jelly, 5.1 oz.
Heat Styling Primer, 5.1 oz.









Salon Price: Up to $11.25
Salon Value: Up to $15.00
25% Savings

FEBRUARY 2019

MATRIX

TOTAL RESULTS ALL STAR DUOS

In Salon February

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

INDULGE IN YOUR FAVORITE TOTAL RESULTS BACKBAR LITER DUOS

CHOOSE FROM:

HIGH AMPLIFY
(1) Shampoo, 1 Liter
(1) Conditioner, 1 Liter

BRASS OFF
(1) Shampoo, 1 Liter
(1) Conditioner, 1 Liter

MEGA SLEEK
(1) Shampoo, 1 Liter
(1) Conditioner, 1 Liter

SO LONG DAMAGE
(1) Shampoo, 1 Liter
(1) Conditioner, 1 Liter

COLOR OBSESSED
(1) Shampoo, 1 Liter
(1) Conditioner, 1 Liter

SO SILVER
(1) So Silver Shampoo, 1 Liter
(1) Color Obsessed Conditioner, 1 Liter



PRELIM DESIGN NOT FINAL

SC CASE STACK

Salon Price: $17.00 - $18.00
Salon Value: Up to $26.00
Retail Value: Up to $52.00

Salon Savings: Up to 31% Savings

TOTAL RESULTS ALL STAR LITERS

In Salon February

INDULGE IN YOUR FAVORITE TOTAL RESULTS BACKBAR LITERS

CHOOSE FROM:

MOISTURE ME RICH
Shampoo, 1 Liter
Conditioner, 1 Liter

CURL PLEASE
Shampoo, 1 Liter
Conditioner, 1 Liter

ROCK IT TEXTURE
Shampoo, 1 Liter
Conditioner, 1 Liter

KEEP ME VIVID
Shampoo, 1 Liter
Conditioner, 1 Liter

THE RE-BOND
Shampoo, 1 Liter
Pre-Conditioner, 1 Liter
Conditioner, 1 Liter



Need KMV Liter Images

Salon Price: $8.50 - $9.00
Salon Value: Up to $13.00
Retail Value: Up to $26.00

Salon Savings: Up to 35% Savings

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

MATRIX

RAISE THE BAR with BIOLAGE | BACKBAR at 20% OFF

In Salon February

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE BIOLAGE BACKBAR AT 20% OFF (OPEN STOCK)

CHOOSE FROM:

HYDRASOURCE Shampoo, Gallon
HYDRASOURCE Conditioning Balm, 37 oz.
HYDRASOURCE Detangling Solution, Gallon
COLORLAST Shampoo, Gallon
COLORLAST Conditioner, Gallon
Gelée, 1LITER
Biolage R.A.W. **Re-Hydrate** Clay Mask, 14.4 oz.
Biolage R.A.W. **Re-Hab** Clay Mask, 14.4 oz.
Biolage R.A.W. **Re-Bodify** Clay Mask, 14.4 oz.
Biolage R.A.W. **Replenish Oil Mist**, 4.2 oz.
Biolage R.A.W. **Acidic Milk Rinse**, 16.9 oz.

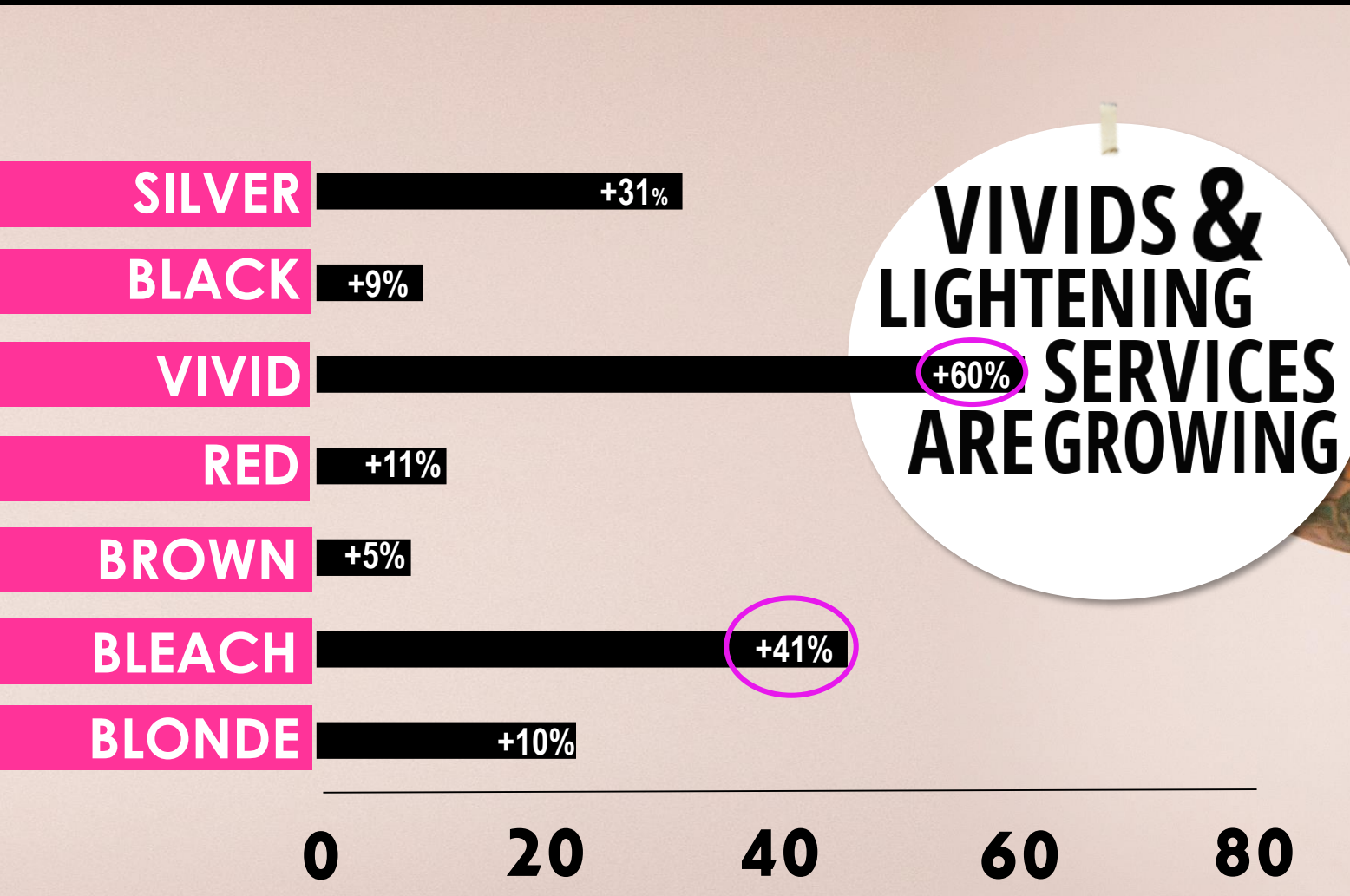


Salon Price: $9.60-$28.00
Salon Value: $12.00-$35.00
Salon Savings: 20%

SC AISLE VIOLATOR


total results™
KEEP ME VIVID
FEBRUARY 2019
MATRIX

HIGH-MAINTENANCE COLORS ARE TRENDING



VIVIDS & LIGHTENING SERVICES ARE GROWING



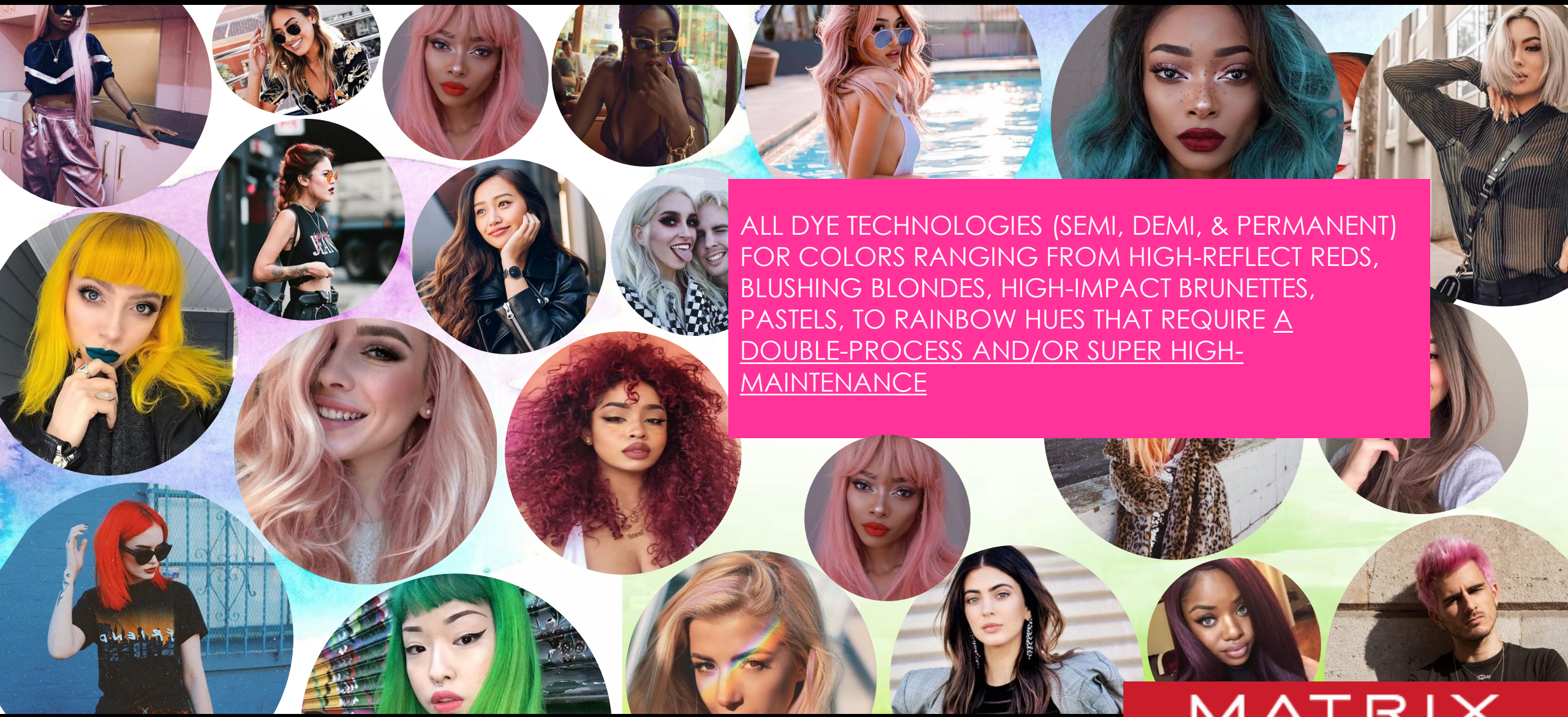
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MATRIX

total results™

KLINE PRO *700 SALON SAMPLE – H1'15

WHAT ARE HIGH-MAINTENANCE COLORS?

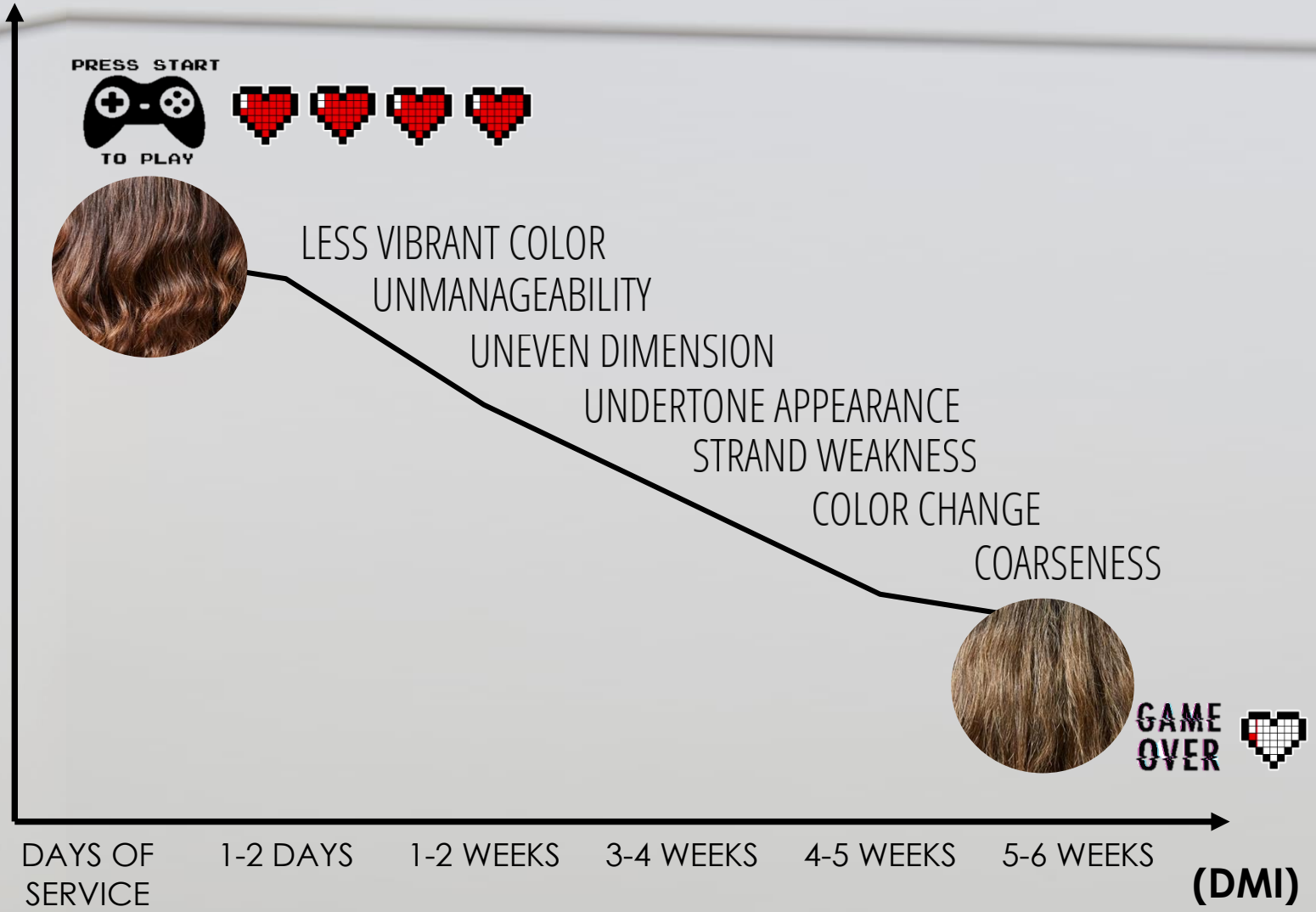


ALL DYE TECHNOLOGIES (SEMI, DEMI, & PERMANENT) FOR COLORS RANGING FROM HIGH-REFLECT REDS, BLUSHING BLONDES, HIGH-IMPACT BRUNETTES, PASTELS, TO RAINBOW HUES THAT REQUIRE A DOUBLE-PROCESS AND/OR SUPER HIGH-MAINTENANCE

OVER-TIME HIGH-MAINTENANCE COLORS LOSE THEIR LUSTER



COLOR SATISFACTION METER



total results™

MATRIX

L'OREAL COLOR STUDY 2016, CONSUMER RESEARCH

KEEP EVERY HIGH-MAINTENANCE HAIR COLOR VIBRANT FOR 65 DAYS

total results™

KEEP ME VIVID

WITH PEARL INFUSION

START VIVID AND STAY VIVID AGAINST THE 7 SIGNS OF
COLOR WITHDRAWAL SO YOU DON'T HAVE TO CALL GAME OVER

1. LESS VIBRANT COLOR
2. UNMANAGEABILITY
3. UNEVEN DIMENSION
4. UNDERTONE APPEARANCE
5. COARSENESS
6. COLOR CHANGE
7. STRAND WEAKNESS

#keepmevivid



MATRIX

KEEP ME VIVID PRODUCT SPOTLIGHT: COLOR Lamination Spray

OUR STAR SKU THAT SEALS IN COLOR IN ONE STEP

HAIRCOLORIST AT BACKBAR USE:

1. ONE STEP COLOR Lamination Spray: APPLY FOLLOWING ANY COLOR SERVICE AT THE BACKBAR. RINSE COLOR WITH WATER, THEN SPRAY COLOR Lamination Spray ON WET HAIR. WAIT 1 MIN. THEN RINSE.
   SAVE TIME: SKIP THE SHAMPOO + CONDITIONER

2. RETAIL THE Lamination Spray TO YOUR CLIENT FOR $25.00 DIRECTLY AFTER USE (DON'T CHARGE THEM FOR THE SERVICE AT THE BACKBAR)

CONSUMER AT HOME USE:

1. SHAMPOO WITH KEEP ME VIVID, RINSE.
2. SPRAY COLOR Lamination Spray ON HAIR WAIT 1-5 MINS, RINSE.
3. APPLY KEEP ME VIVID CONDITIONER, RINSE.
4. STYLE AS DESIRED.

Star Sku



KEEP ME VIVID
COLOR LAMINATION SPRAY
INSTANT AFTER-COLOR SERVICE

PROFESSIONAL & RETAIL POST COLOR APPLICATION

Instantly laminates color into the hair cuticle

LOW pH (4.0–4.5)

PATENT PENDING

total results™

MATRIX

KEEP ME VIVID PRODUCT PORTFOLIO

STEP 1



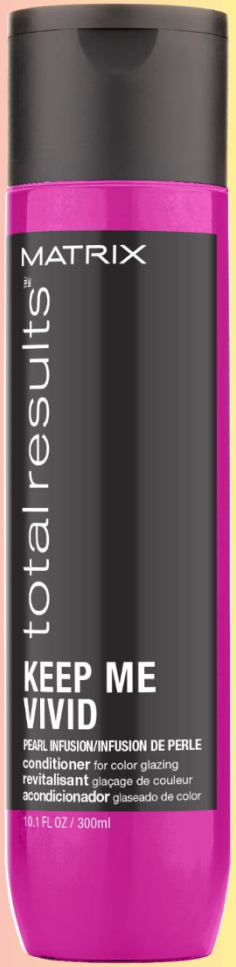
COMBAT

(SHAMPOO FOR HIGH-MAINTENANCE COLORS)

Sulfate-free formula gently cleanses high maintenance color

PATENT PENDING

STEP 2



GLAZE

(CONDITIONER FOR COLOR GLAZING)

Pearlized formula nourishes high maintenance color

PATENT PENDING

STEP 3



VELVETIZE

(LEAVE-IN SHINE GLAZE WITH UV FILTER)

Instantly smoothes strands and boosts shine before styling

PATENT PENDING

(DMI)

total results™

MATRIX

KEEP ME VIVID PRODUCT SPOTLIGHT: COLOR LAMINATION SPRAY VS. COMPETITION

LAMINATE EVERY COLOR DYE INTO THE HAIR… (NOT THE DRAIN)

SCHWARZKOPF
IGORA



PRAVANA
CHROMASILK VIVIDS



WELLA
COLOR CHARM





KEEP ME VIVID

COLOR LAMINATION SPRAY
INSTANT AFTER-COLOR SERVICE

PROFESSIONAL & RETAIL POST COLOR APPLICATION

Instantly laminates color into the hair cuticle.

LOW pH (4.0–4.5)

PATENT PENDING

total results™

MATRIX

KEEP ME VIVID PRICING

			
KEEP ME VIVID SHAMPOO	**KEEP ME VIVID CONDITIONER**	**KEEP ME VIVID VELVETIZER LEAVE-IN**	**KEEP ME VIVID COLOR LAMINATION SPARY**
FOR HIGH-MAINTENANCE COLORS Sulfate-free formula gently cleanses high maintenance color	**FOR COLOR GLAZING** Pearlized formula nourishes high maintenance color	**CUSHIONING, STRENGTHENING, SHINE GLAZE WITH UV FILTER** Instantly smoothes strands and boosts shine before styling	**PROFESSIONAL AND RETAIL POST COLOR APPLICATION** Instantly laminates color into the hair cuticle. Low pH 4.0-5.0.
Retail 10.1 oz: $7.00 salon $14.00 retail **Liter 33.8 oz:** $13.00 salon $26.00 retail **Mini 1.7 oz:** $3.50 salon $8.00 retail	**Retail 10.1 oz:** $7.00 salon $14.00 retail **Liter Size 33.8 oz:** $13.00 salon $26.00 retail **Mini 1.7 oz:** $3.50 salon $8.00 retail	**Retail 3.4 oz:** $9.00 salon $18.00 retail	**Retail 6.8 oz:** $12.50 salon $25.00 retail

TOTAL RESULTS KEEP ME VIVID NEW USER KIT

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

In Salon February

START VIVID, STAY VIVID WITH NEW KEEP ME VIVID

PURCHASE OPEN STOCK:
(4) Keep Me Vivid Shampoo, 10.1 oz.
(3) Keep Me Vivid Shampoo, 1.7 oz.
(4) Keep Me Vivid Conditioner, 10.1 oz.
(3) Keep Me Vivid Conditioner, 1.7 oz.
(1) Keep Me Vivid Shampoo, 33.8 oz.
(1) Keep Me Vivid Conditioner, 33.8 oz.
(4) Keep Me Vivid Velvetizer, 3.4 oz.
(4) Keep Me Vivid Color Lamination Spray, 6.8 oz.

RECEIVE FREE:
(2) Black 1 Liter Pumps

MERCHANDISING:
(36) Keep Me Vivid S/C Duo Packettes
(1) Total Results Range Collateral
(1) KMV Retail Display
(1) SOCOLOR Cult / Keep Me Vivid Service Menu



With any Keep Me Vivid purchase of $65 or more get double Level Loyalty Rewards Points

Salon Price: $125.00
Salon Value: $188.00
Retail Value: $376.00
Salon Savings: 34%

LEVEL
LOYALTY REWARDS
DOUBLE POINTS

MATRIX

TOTAL RESULTS KEEP ME VIVID

(INDEPENDENT STYLIST OFFER)

In Salon February

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

START VIVID, STAY VIVID WITH NEW KEEP ME VIVID

PURCHASE OPEN STOCK:
(2) Keep Me Vivid Shampoo, 10.1 oz.
(2) Keep Me Vivid Conditioner, 10.1 oz.
(2) Keep Me Vivid Velvetizer, 3.4 oz.
(2) Keep Me Vivid Color Lamination Spray, 6.8 oz.
(2) SO Color Flamenco Fuchsia Semi

RECEIVE FREE:
MERCHANDISING:
(1) SOCOLOR Cult / Keep Me Vivid Service Menu



With any Keep Me Vivid purchase of $65 or more get double Level Loyalty Rewards Points

LEVEL
LOYALTY REWARDS
DOUBLE POINTS

Salon Price: $65.00
Salon Value: $83.00
Retail Value: $166.00
Salon Savings: 22%

MATRIX

TOTAL RESULTS KEEP ME VIVID TRIO KIT

In Salon February

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

START VIVID, STAY VIVID WITH NEW KEEP ME VIVID

PURCHASE KIT AT A DISCOUNT

(1) Keep Me Vivid Shampoo, 10.1 oz.
(1) Keep Me Vivid Conditioner, 10.1 oz.
(1) Keep Me Vivid Color Velvetizer, 3.4 oz.



Salon Price: $16.00
Salon Value: $23.00
Retail Value: $46.00
Salon Savings: 30%

MATRIX

TOTAL RESULTS KEEP ME VIVID COLOR LAMINATION SPRAY

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

In Salon February

START VIVID, STAY VIVID WITH NEW KEEP ME VIVID

PURCHASE AT A DISCOUNT

Keep Me Vivid Color Lamination Spray, 6.8 oz.

Star Sku



HAIRCOLORIST AT BACKBAR USE:

1. ONE STEP COLOR LAMINATION SPRAY: APPLY FOLLOWING ANY COLOR SERVICE AT THE BACKBAR. RINSE COLOR WITH WATER, THEN SPRAY COLOR LAMINATION ON WET HAIR. WAIT 1 MIN. THEN RINSE. **SAVE TIME: SKIP THE SHAMPOO + CONDITIONER**
2. RETAIL THE COLOR LAMINATION SPRAY TO YOUR CLIENT FOR **$25.00** DIRECTLY AFTER USE (DON'T CHARGE THEM FOR THE SERVICE AT THE BACKBAR)

CONSUMER AT HOME USE:

1. SHAMPOO WITH KEEP ME VIVID, RINSE.
2. SPRAY COLOR LAMINATION ON HAIR WAIT 1-5 MINS, RINSE.
3. APPLY KEEP ME VIVID CONDITIONER, RINSE.
4. STYLE AS DESIRED.

Salon Price: $9.00
Salon Value: $12.50
Retail Value: $25.00
Salon Savings: 28%

MATRIX

MARCH 2019

MATRIX


BIOLAGE
DEEP TREATMENT PACKS
In Salon March
COLOR LAST
Deep Treatment
Overprocessed Hair
3.4 FL. OZ / 100 ml
HYDRA SOURCE
Aloe + Spirulina Extract
Deep Treatment
Hydration Pack
For Dry, Dull Hair
3.4 FL. OZ / 100 ml
SMOOTH PROOF
Deep Treatment
3.4 FL. OZ / 100 ml
BIOLAGE

WE LOVE OUR HAIR: TREAT YOUR HAIR, TREAT YOURSELF

EVERYONE'S FAVORITE PART OF THE SALON VISIT: THE SHAMPOO BOWL





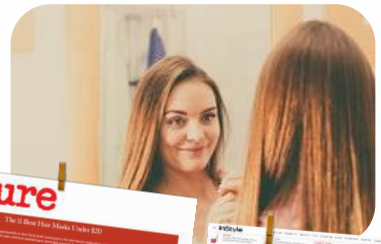


Deep Treatments Growing in Salon

- ✓ +9.8% in Conditioning Services
- ✓ +35.5% in Hair Painting Services
- ✓ Increasing the demand for conditioning treatments

WE CONTINUE TO SHOW OUR HAIR LOVE AT HOME









Rising Search Terms:

- ✓ *11th Rising search term:* Deep Treatment for Dry Hair
- ✓ Deep Conditioning
- ✓ Homemade Deep Conditioner

BIOLAGE

BIOLAGE

DEEP TREATMENT
PACKS

Our highest concentration of caring agents for healthy hair results that can be felt immediately and seen long term.

A NEW MEMBER OF THE CORE FAMILY
Our treatments get an upgrade in formula, performance and 100ml easy-to-squeeze packaging.

PACKED WITH GOODNESS
Each is made with plant-derived waxes and starches, and non-artificial dyes.

INSTANT AND PROGRESSIVELY HEALTHIER HAIR
Perfectly pre-portioned each delivers 100% sealed cuticle, no tangles, and visible shine hair with 4 applications.



BIOLAGE

NEWEST CORE MEMBER: NEW DELIVERY, NEW FORMULAS, NEW PERFORMANCE

A NEW TYPE OF PACK

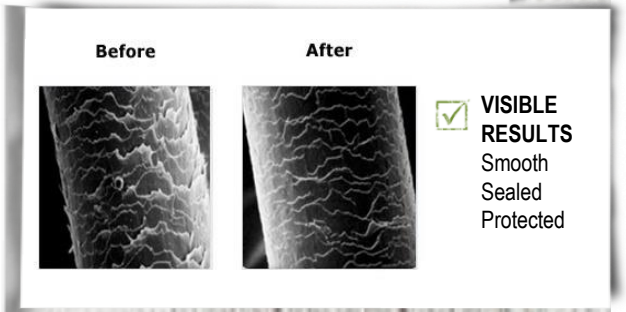
- ☑ 20% Less Plastic than a Jar
- ☑ Core is Now Clear
- ☑ End of messy jar application
- ☑ 1 Pack contains at least 4 uses





PACKED WITH PERFORMANCE

- ☑ Visibly Resurfaced (**SEE BELOW!**)
- ☑ Instantly Soft, Shiny and Sealed Split Ends
- ☑ 4 Weeks of Frizz Controlling, Dullness Diminishing, and Moisture Quenching Hair Transformation



PACKED WITH SENSORIALITY

- ☑ New Fragrance with Green Floral Notes
- ☑ Highest Concentration of Fragrance
- ☑ Texture Enhancing Ingredients

PACKED WITH NATURALITY

- ☑ Plant-derived emollients
- ☑ 100% Vegan
- ☑ Over 85% Biodegradable

BIOLAGE

AT LEAST ***4 USES*** PER PACK, MEANS AT LEAST ***1 MONTH*** OF HEALTHY HAIR

1 *USE*



2 *USES*



3 *USES*



4 *USES*



BIOLAGE

A NEW 3 STEP CLIENT CYCLE WHERE SERVICE IS INCLUDED IN RETAIL

STEP 1: PICK UP YOUR PACK AND HAD TO THE BACKBAR



STEP 2: GIVE TO YOUR STYLIST FOR YOUR FIRST DEEP TREATMENT SERVICE





STEP 3: TAKE HOME FOR 3 MORE APPLICATIONS, THAT'S ***3 EXTRA WEEKS*** OF HEALTHY HAIR!



EARLY FEEDBACK: STYLISTS AND CLIENTS LOVE OUR PACKS!



Clients feel instant results after one treatment. Unique and fun packaging stands out on shelf and catches the client's attention as she enters the salon.

BIOLAGE

SNEAK PEEK: PROFESSIONAL BACKBAR FORMAT TAILORED FOR OUR STYLISTS

THE BACKBAR FORMAT STYLISTS ARE ASKING FOR

- ☑ Easy-to-use tube
- ☑ Convenient backbar format
- ☑ 325 ml (11 oz.)





Salon Price | $15.00



FPO ARTWORK

BIOLAGE

BIOLAGE DEEP TREATMENT PRICING

PRODUCT FORMAT	SIZE	PRODUCT TYPE	SALON PRICE	RETAIL PRICE
COLORLAST Vibrancy Pack	3.38 oz.	Retail	$ 7.50	$ 15.00
HYDRASOURCE Hydration Pack	3.38 oz.	Retail	$ 7.50	$ 15.00
SMOOTHPROOF Smooth Pack	3.38 oz.	Retail	$ 7.50	$ 15.00
COLORLAST Vibrancy Tube	11 oz.	Professional	$15.00	n/a
HYDRASOURCE Hydration Tube	11 oz.	Professional	$15.00	n/a
SMOOTHPROOF Smooth Tube	11 oz.	Professional	$15.00	n/a

BIOLAGE

BIOLAGE DEEP TREATMENT PACKS MAILING

In Salon March

STREET MAILING:

PROFESSIONAL SPECIALISTS RECEIVE:
(4) ColorLast Vibrancy Pack, 3.4 oz.
(4) HydraSource Hydration Pack, 3.4 oz.
(4) SmoothProof Smooth Pack, 3.4 oz.
(12) Deep Treatment Brochures

MARKET SPECIALISTS RECEIVE:
(2) ColorLast Vibrancy Pack, 3.4 oz.
(2) HydraSource Hydration Pack, 3.4 oz.
(2) SmoothProof Smooth Pack, 3.4 oz.
(6) Deep Treatment Brochures

PREMIUM & PRESTIGE SPECIALISTS RECEIVE:
(2) ColorLast Vibrancy Pack, 3.4 oz.
(2) HydraSource Hydration Pack, 3.4 oz.
(2) SmoothProof Smooth Pack, 3.4 oz.
(2) Deep Treatment Brochures

DSCS RECEIVE:
(1) ColorLast Vibrancy Pack, 3.4 oz.
(1) HydraSource Hydration Pack, 3.4 oz.
(1) SmoothProof Smooth Pack, 3.4 oz.
(1) Deep Treatment Brochure

STORE MAILING:

(2) ColorLast Vibrancy Pack, 3.4 oz.
(2) HydraSource Hydration Pack, 3.4 oz.
(2) SmoothProof Smooth Pack, 3.4 oz.
(4) Deep Treatment Brochures



BIOLAGE

BIOLAGE DEEP TREATMENT PACKS STARTER KIT

In Salon March

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE OPEN STOCK:
(1) **ColorLast** Vibrancy Pack, 3.4 oz.
(1) **HydraSource** Hydration Pack, 3.4 oz.
(1) **SmoothProof** Smooth Pack, 3.4 oz.
(1) **ColorLast** Shampoo, 13.5 oz.
(1) **HydraSource** Shampoo, 13.5 oz.
(1) **SmoothProof** Shampoo, 13.5 oz.

MERCHANDISING:
(1) Deep Treatment Brochure
(1) Service to Retail Easel



Salon Price: $50.00
Salon Value: $72.00
Retail Value: $144.00
Salon Savings: 30%

BIOLAGE

BIOLAGE DEEP TREATMENT PACKS STARTER SYSTEM

In Salon March

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE OPEN STOCK:
(3) **ColorLast** Vibrancy Pack, 3.4 oz.
(3) **HydraSource** Hydration Pack, 3.4 oz.
(3) **SmoothProof** Smooth Pack, 3.4 oz.
(2) **ColorLast** Shampoo, 13.5 oz.
(2) **HydraSource** Shampoo, 13.5 oz.
(2) **SmoothProof** Shampoo, 13.5 oz.

RECEIVE FREE:
(1) **ColorLast** Shampoo, 1 Liter
(1) **ColorLast** Conditioner, 1 Liter
(2) White Liter Pumps

MERCHANDISING:
(1) Merchandising Unit
(1) Deep Treatment Brochure
(1) Service to Retail Easel
(9) Biolage Shopping Bags
(30) Client Takeaway Cards



Salon Price: $125.00
Salon Value: $149.00
Re Value: $380.00
Salon Savings: 34%

Would require $75 KPI

BIOLAGE

BIOLAGE DEEP TREATMENTS: TREAT YOUR CLIENTS, TREAT YOURSELF

In Stores March

- [ ] All Street
- [ ] SC Street
- [x] SC Stores
- [x] BSG Stores
- [x] Other Stores
- [x] Subs
- [x] B2B

PURCHASE NEW DEEP TREATMENTS AT 25% OFF

CHOOSE FROM:

ColorLast Vibrancy Pack, 3.4 oz.
HydraSource Hydration Pack, 3.4 oz.
SmoothProof Smooth Pack, 3.4 oz.



Stylist Price: $5.60
Stylist Value: $7.50
Retail Value: $15.00
Salon Savings: 25%

BIOLAGE

TOTAL RESULTS TRIOS

In Salon March

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE TOTAL RESULTS TRIO KITS

CHOOSE FROM:

COLOR OBSESSED
(1) Shampoo, 10.1 oz.
(1) Conditioner, 10.1 oz.
(1) Miracle Treat 12, 4.2 oz.

MEGA SLEEK
(1) Shampoo, 10.1 oz.
(1) Conditioner, 10.1 oz.
(1) Mega Varnish, 3.1 oz.

SO LONG DAMAGE
(1) Shampoo, 10.1 oz.
(1) Conditioner, 10.1 oz.
(1) Break Fix Leave-in, 6.7 oz.

HIGH AMPLIFY
(1) Shampoo, 10.1 oz.
(1) Conditioner, 10.1 oz.
(1) Wonder Boost, 6.7 oz.

Salon Price: $14.50
Salon Value: Up to $21.00
Retail Value: Up to $44.00
Salon Savings: Up to 31%

BRASS OFF
(1) Shampoo, 10.1 oz.
(1) Conditioner, 10.1 oz.
(1) Blonde Threesome Leave-In, 3.4 oz.

SO SILVER
(1) Shampoo, 10.1 oz.
(1) Color Obsessed Conditioner, 10.1 oz.
(1) Color Obsessed Miracle Treat 12, 4.2 oz.

THE RE-BOND
(1) Shampoo, 10.1 oz.
(1) Pre-Conditioner, 6.8 oz.
(1) Conditioner, 10.1 oz.

NEW KEEP ME VIVID
(1) Shampoo, 10.1 oz.
(1) Conditioner, 10.1 oz.
(1) Color Velvetizer, 3.4 oz.

Salon Price: $16.00
Salon Value: Up to $23.00
Retail Value: Up to $46.00
Salon Savings: 30%



MATRIX

TRAVEL IN STYLE THIS SPRING WITH MATRIX MINIS

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

In Salon March

20% OFF TOTAL RESULTS AND STYLELINK MINIS

CHOOSE FROM:

TOTAL RESULTS

High Amplify Shampoo, 1.7 oz.
High Amplify Conditioner, 1.7 oz.
Mega Sleek Shampoo, 1.7 oz.
Mega Sleek Conditioner, 1.7 oz.
Miracle Creator Multi-Tasking Treatment, 1.0 oz.
Brass Off Shampoo, 1.7 oz.
Brass Off Conditioner, 1.7 oz.
So Silver Shampoo, 1.7 oz.
Color Obsessed Conditioner, 1.7 oz.
So Long Damage Shampoo, 1.7 oz.
So Long Damage Conditioner, 1.7 oz.
The Re-Bond Shampoo, 1.7 oz.
The Re-Bond Pre-Conditioner, 1.7 oz.
The Re-Bond Conditioner, 1.7 oz.
Keep Me Vivid Shampoo, 1.7 oz.
Keep Me Vivid Conditioner, 1.7 oz.

STYLELINK

Volume Builder Volume Mousse, 2.2 oz.
Style Fixer Finishing Spray, 2.1 oz.
Mineral Rough Me Up Salt Infused Spray, 1 oz.
Air Dry Curl Defining Cream, 1.0 oz.







Salon Price: $1.60 - $4.00
Salon Value: Up to $5.00
Retail Value: Up to $10.00

Salon Savings: 20%

MATRIX

GET RED CARPET READY WITH STYLE LINK

INSPIRE YOUR CLIENTS TO TRY THEIR MOST ADORED RED CARPET LOOKS

AS SEEN ON GLOBAL CELEBRITY INFLUENCERS RIHANNA AND JENNIFER LOPEZ



hairbylorenzomartin • Follow
New York, New York

hairbylorenzomartin Sleek, chic and stunning...@jlo slaying the red carpet at the Met Gala! Created this show stopping look with @Matrix! Incredible! #rebond #matrixpartner #stylelink #ilovemyjob #hair #hairbylorenzomartin

Load more comments

atramlusac And that's how u do it 👌

darlingdi561 Flawless ! Always looks great ❤️

edna_celulari_ Look Beautiful

paolaemme851 Vanity Fair Italy write an article about this amazing hair cut!

sparkypark A Triumph!!!! Spectacular 👍

jiaya1 ❤️🔥🔥🔥🔥👏🔥🔥🔥🔥❤️❤️❤️❤️❤️❤️❤️❤️❤️❤️❤️❤️💯👌

streetmakeover_ Beautiful 👏👏👏



yusefhairnyc • Follow
Madison Square Garden (1925)

yusefhairnyc This is what I love to do another day at the office @badgalriri #grammys2018 #yuslay @biolage @matrix #StyleLink #LiveRaw @ghd_northamerica #ghdgold @hairsofab ❤️❤️## @factorydowntown

Load more comments

msmorgantaylor Lovedddd this hair!

bianca_heleana Rih casually slugging shots 😇

chizzy4 Here's the post where he tagged them @walbeezy

emoneyyybags Love.

annyfunandfab 👌👌👌👌

annyfunandfab Well done

crazynaturex Beautiful!

bajanruffpunch bbbbbbbbbbbbbbbbbbbbb

1,038,517 views

JANUARY 28

DOWNLOAD YOUR CELEBRITY STYLING EASEL @ MATRIXPRO.COM

FOLLOW MATRIX FOR STYLING TIPS:

/Matrix | /Matrix | /MatrixFamily | /MatrixImagine | **DOWNLOAD NOW** at Available on the App Store | ANDROID APP ON Google play | /Matrix Professional

RED CARPET READY WITH STYLE LINK

In Salon March

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

INSPIRE YOUR CLIENTS TO TRY THEIR MOST ADORED RED CARPET LOOKS
PURCHASE 1 STYLE LINK PRODUCT GET ONE 50% OFF

CHOOSE FROM:

PREP
Heat Buffer Thermal Styling Spray, 8.5 oz.
Volume Builder Volume Mousse, 8.4 oz.
Smooth Setter Smoothing Cream, 4 oz.

PLAY
Over Achiever 3-in-1 Cream+Paste+Wax, 1.7 oz.
Super Fixer Strong Hold Gel, 6.8 oz.
Shape Switcher Molding Paste, 1.7 oz.
Matte Definer, 3.4 oz.

PERFECT
Texture Builder Messy Finish Spray, 5 oz.
Volume Fixer Volume Hairspray, 10.2 oz.
Style Fixer Finishing Hairspray, 10.2 oz.
Height Riser Volumizing Powder, .25 oz.

MINERAL
Airy Builder Dry Texture Foam, 6.0 oz.
Grip Definer Texture Cream, 3.6 oz.
Play Back Dry Shampoo, 3.4 oz.
Rough Me Up Salt Infused Spray, 6.8 oz.

AIR DRY BOHO & BLOWOUT QUEEN
Air Dry Chill Boho Smoothing Air-dry Cream, 3.4 oz.
Air Dry Wild Boho Texture Air-dry Cream, 3.4 oz.
Air Dry Twisted Boho Curl Control Air-dry Cream, 3.4 oz.
Blowout Big Queen Volumizing Blowout Cream, 2.9 oz.
Blowout Curvy Queen Curl Creating Blowout Cream, 2.9 oz.
Blowout Skinny Queen Blowout Cream, 2.9 oz.



Salon Price: $13.50-$15.00
Salon Value: Up to $20.00
Retail Value: Up to $40.00

Savings: 25% Savings

GET HIGH HOLD AND VOLUME WITH VAVOOM (SC ONLY)

- [ ] All Street
- [x] SC Street
- [x] SC Stores
- [ ] BSG Stores
- [ ] Other Stores
- [x] Subs
- [ ] B2B

In Salon March

PURCHASE YOUR FAVORITE VAVOOM PRODUCTS OPEN STOCK

CHOOSE FROM:

Extra-Full Freezing Spray, 11.0 oz.
Freezing Spray, 11.0 oz.
ShapeMAKER™ Shaping Spray, 11.0 oz.
ShapeMAKER™ Extra-Hold Shaping Spray, 11.0 oz.
Height of Glam™ Volumizing Foam, 9.0 oz.
Hold My Body™ Forming Gel, 16.9 oz.



Salon Price: $6.00
Salon Value: Up to $8.75
Retail Value: Up to $17.50

Salon Savings: Up to 31% Savings

MATRIX

STYLE LINK HAIRSPRAY MONTH – BSG ONLY

In Salon March

- [ ] All Street
- [ ] SC Street
- [ ] SC Stores
- [x] BSG Stores
- [ ] Other Stores
- [ ] Subs
- [ ] B2B

CREATE THE LATEST STYLING TRENDS WITH OUR MOST ADORED HAIRSPRAYS

PURCHASE OPEN STOCK HAIRSPRAYS

CHOOSE FROM:

Total Results High Amplify Proforma Hairspray, 10.2 oz.
Total Results High Amplify Hairspray, 10.2 oz.
Style Link Volume Fixer Finishing Hairspray, 10.2 oz.
Style Link Style Fixer Finishing Hairspray, 10.2 oz.
Oil Wonders Volume Rose Finishing Spray, 10.2 oz.
Vavoom Freezing Spray, 11.0 oz.
Vavoom Extra-Full Freezing Spray, 11.0 oz.
Vavoom Shapemaker Shaping Spray, 11.0 oz.
Biolage Finishing Spritz, 16.9 oz.
Biolage Complete Control Hairspray, 10 oz.
Biolage Freeze Fix Hairspray, 10 oz.



Salon Price: $6.00
Salon Value: Up to $10.00
Retail Value: Up to $20.00

Salon Savings: Up to 40% Savings

MATRIX

SPRING GETAWAY

In Salon April

CHOOSE FROM:

COLORLAST
Shampoo, 13.5 oz.
Conditioner, 13.5 oz.

HYDRASOURCE
Shampoo, 13.5 oz.
Conditioner, 8.5 oz.

VOLUMEBLOOM
Shampoo, 13.5 oz.
Conditioner, 13.5 oz.

SMOOTHPROOF*
Shampoo, 13.5 oz.
Conditioner, 13.5 oz.

*SmoothProof replaces 3Butter Control

2018



2019 – Bag Direction



Salon Price: $14.50
Salon Value: Up to $19.50
Salon Savings: Up to 26% Savings

HAIRCOLOR
Q1 2019

MATRIX

JANUARY 2019

MATRIX

BACKBAR STOCKUP

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

In Salon January

REPLENISH AND REORGANIZE YOUR BACKBAR

PURCHASE OPEN STOCK TUBES OF MATRIX COLOR:

- COLOR SYNC shades 2 oz.
- SOCOLOR shades 3 oz.
- SOBOOST shades 2 oz.
- SOBLUR shades 2 oz.
- COLORINSIDER shades 2 oz.
- LOGICS Colorcremes shades 2 oz.
- LOGICS Imprints shades 2 oz.
- SOCOLOR Cult Semi, Demi or Permanent Shades, 3 or 4 oz.



RECEIVE FREE WITH PURCHASE OF (18 TO 35) TUBES OF MATRIX COLOR:
(1) Matrix Cape
(2) Double Mixing Bowls



Salon Price: $91.80 - $245.00
Salon Value: $124.88 - $278.08
Salon Savings: Up to 22% Savings

RECEIVE FREE WITH PURCHASE OF (36) OR MORE TUBES OF MATRIX COLOR:
(1) NEW & IMPROVED Matrix Tube Holder (Valued at $60)
While Supplies Last – Limited quantities



Fits all Matrix color packs, even Cult

Salon Price: $183.60 - $252.00
Salon Value: $252.64 - $321.04 (plus free tube holder valued at $60)
Salon Savings: Up to 28% Savings

MATRIX

DEVELOPER STOCK UP

In Salon January-Stylist Offer

PURCHASE (OPEN STOCK):
6 OR MORE TUBES FROM THE SAME MATRIX HAIRCOLOR BRAND



- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B



CHOOSE FROM:
SOCOLOR 3 oz.
SOBLUR 2 oz.
OR CULT SEMI, DEMI PERMANENT, 3 oz. or 4 oz.

RECEIVE FREE:
(1) MATRIX Cream Developer 32 oz. (Choose from 10, 20, 30 or 40 Volume)

Stylist Price: $30.60 - $42.00
Stylist Value: Up to $48.25
Savings: Up to 19% Savings



CHOOSE FROM:
COLOR SYNC 2 oz.
SOBOOST 2 oz.

RECEIVE FREE:
(1) MATRIX Cream Developer 32 oz. (Choose from 10, 20, 30 or 40 Volume)

Stylist Price: $29.70
Stylist Value: $36.10
Savings: 18% Savings



CHOOSE FROM:
COLORINSIDER 2 oz.
COLORINSIDER COLOR CONCENTRATES 2 oz.

RECEIVE FREE:
(1) ColorInsider Developer 32 oz. (Choose from 10, 20 or 30 Volume)

Stylist Price: $40.50
Stylist Value: Up to $49.00
Savings: 17% Savings



CHOOSE FROM:
LOGICS COLORCREMES 2 oz.
LOGICS IMPRINTS 2 oz.

RECEIVE FREE:
(1) MATRIX Cream Developer 32 oz. (Choose from 10, 20, 30 or 40 Volume)

Stylist Price: $31.50 - $40.50
Stylist Value: $37.75 - $46.75
Savings: Up to 18% Savings

SC AISLE VIOLATOR

MATRIX

TEXTURE STOCK UP

In Salon January

BUY 18 OF ANY MATRIX PERMS & GET 6 FREE!

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

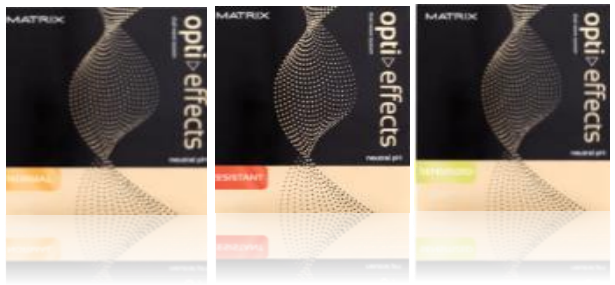
PURCHASE (OPEN STOCK):
(18) ANY OPTI/BIOLAGE PERMS

RECEIVE FREE:
(6) ANY OPTI/BIOLAGE PERMS

Choose from:

- Opti.Curl Variable
- Opti.Curl Extra Body
- Opti.Thermic
- Opti.Effects Normal
- Opti.Effects Sensitized
- Opti.Effects Resistant
- Biolage Acid Wave





Salon Price: $94.50 – $121.50
Salon Value: Up to $162.00
Salon Savings: 25% Savings

MATRIX

TEXTURE STOCK UP

In Salon January

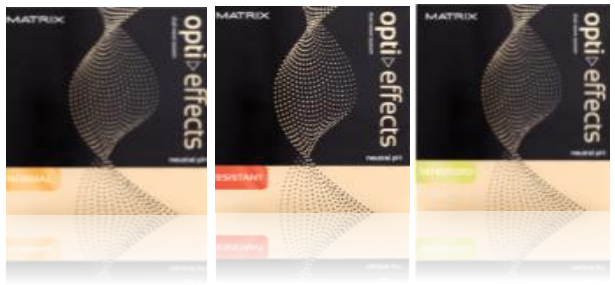
BUY 5 OF ANY MATRIX PERMS & GET 1 FREE!

PURCHASE (OPEN STOCK):
(5) ANY OPTI/BIOLAGE PERMS

RECEIVE FREE:
(1) ANY OPTI/BIOLAGE PERM

Choose from:
- Opti.Curl Variable
- Opti.Curl Extra Body
- Opti.Thermic
- Opti.Effects Normal
- Opti.Effects Sensitized
- Opti.Effects Resistant
- Biolage Acid Wave





Salon Price: $26.25 – $33.75
Salon Value: Up to $40.50
Salon Savings: 17% Savings

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

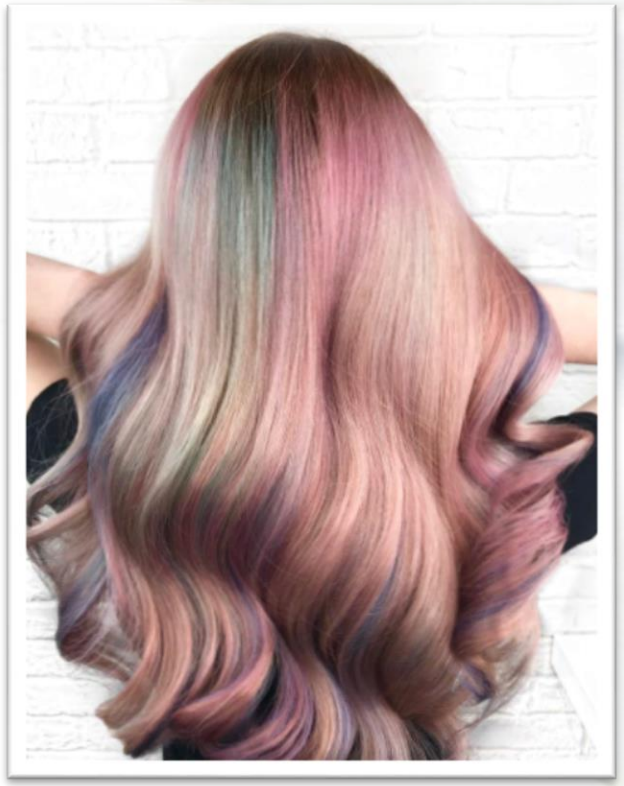
MATRIX

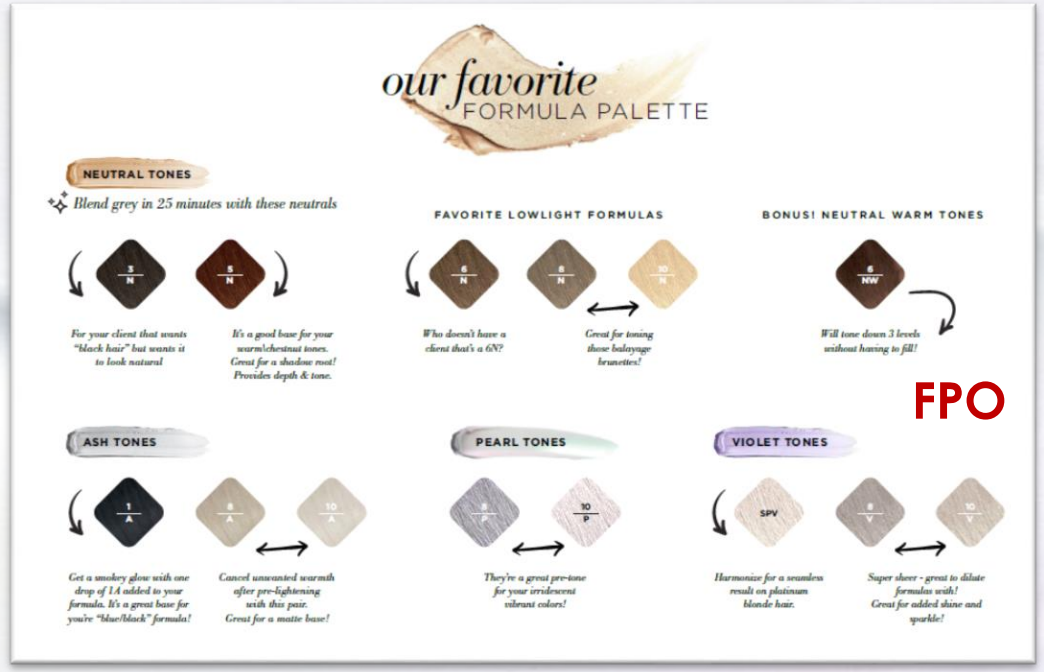
FEBRUARY 2019

MATRIX

get your glow on

Use the **Glow Like a Pro** guide to re-create the featured looks with step-by-step techniques and products or customize a formula for your client using any of the 72 demi-permanent **Color Sync** shades.









GLOW LIKE A PRO

In Salon February - Salon Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK):
(18) OR MORE COLOR SYNC SHADES, 2 oz.
(1) LIGHT MASTER LIGHTENING POWDER, 1 LB.



RECEIVE FREE:
GLOW KIT (PPK)
(1) Glitter Brush Set (S/2)
(1) Double Mixing Bowl
(1) 10V Matrix Cream Developer, 16 oz.
(1) BOND Ultim8 Monodose kit
(1) Brass Off Shampoo, Liter
(1) Brass Off Conditioner, Liter
(1) Color Sync Sheer Pastel Violet 2 oz.
(1) Color Sync Sheer Pastel Neutral 2 oz
(1) **DIGITAL Glow Like a Pro Guide** ft. tips & tricks and "get-the look" instructions. Download at Matrix.com/Pro





Glow Like a Pro digital guide

Salon Price: $108.60
Salon Value: $153.65
Salon Savings: 30% Savings + Free Glitter Brush Set $6 Value!

MATRIX

GLOW LIKE A PRO

In Salon February - Stylist Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK):
6 OR MORE COLOR SYNC SHADES, 2 oz.

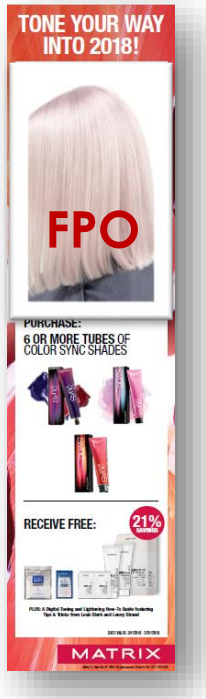


RECEIVE FREE:
(1) BOND Ultim8 Monodose kit

(1) **DIGITAL Glow Like a Pro Guide** ft. tips & tricks and "get-the look" instructions. Download at Matrix.com/Pro



Glow Like a Pro digital guide



AISLE VIOLATOR

Salon Price: $30.60
Salon Value: $38.60
Salon Savings: 21% Savings

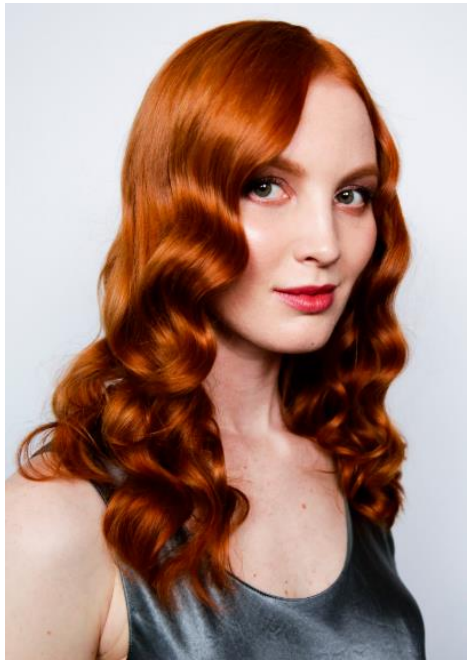
MATRIX

GREY COVERAGE IS THE #1 SALON SERVICE

Decadent Mochas



Radiant Reds



Brilliant Blondes



#HAIR HACKS

Discover our pro formulation & application tips
to maximize your in-salon services

MATRIX

2 WAYS TO COVER GREY…

OPAQUE





SOCOLOR
EXTRA COVERAGE

UNIFORM

- Full-bodied coverage that looks 100% natural
- Contains and smooths with ceramides, jojoba oil and soy bean

REFLECTIVE





SOCOLOR
DREAM.AGE

MULTI-DIMENSIONAL

- Radiant coverage with visible highs and lows
- Brightens eye and skin tone
- Softens resistant grey hair with low ammonia and camelina oil

THE COMPLETE PALETTE

SOCOLOR
EXTRA COVERAGE



SOCOLOR
DREAM.AGE



SOCOLOR GREY COVERAGE

In Salon February – Salon Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK):
(18) OR MORE TUBES OF SOCOLOR EXTRA COVERAGE 3 oz. and/or DREAM.AGE 3 oz.



RECEIVE FREE:
1 SOCOLOR COVERAGE SERVICE KIT
(2) Color Obsessed Shampoo/Conditioner Liters
(18) Color Obsessed Shampoo/Conditioner Packettes
(1) BOND Ultim8 Monodose Kit
-Step 1 8 ml
-Step 2 30ml
-Step 3 30 ml







DIGITAL Cover With Confidence guide ft. tips & tricks and "get-the look" instructions. Download at Matrix.com/Pro

Salon Price: $126.00
Salon Value: $180.00
Salon Savings: 30% Savings

MATRIX

SOCOLOR GREY COVERAGE

In Salon February – Stylist Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK):
(6) OR MORE TUBES OF SOCOLOR EXTRA COVERAGE 3 oz.
and/or DREAM.AGE 3 oz.



RECEIVE FREE:
(1) BOND Ultim8 Monodose Kit



Salon Price: $38.40
Salon Value: $46.40
Salon Savings: 17% Savings

MATRIX

BOGO50 ON MATRIX LIGHTENERS

In Salon February

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE 1 LIGHTENER PRODUCT, GET 1 50% OFF (OPEN STOCK). PURCHASE MUST BE EQUAL OR LESSER VALUE

Choose from:



LIGHT MASTER

1 LB. Salon Price: $12.60
Salon Value: $16.80

2 LB. Salon Price: $20.63
Salon Value: $27.50



V-LIGHT

1 LB. Salon Price: $13.65
Salon Value: $18.20

2 LB. Salon Price: $22.50
Salon Value: $30.00



LIFT & TONE

1 LB. Salon Price: $20.44
Salon Value: $27.25

2 LB. Salon Price: $35.25
Salon Value: $47.00



LIGHTINSIDER

1 LB. Salon Price: $5.06
Salon Value: $6.75

Including LIGHT MASTER additives



FREEHAND ADDITIVE
4 oz.

Salon Price: $7.50
Salon Value: $10.00



OIL ADDITIVE
16 oz.

Salon Price: $7.50
Salon Value: $10.00

Salon Savings: 25% Savings

MATRIX

BOGO50 ON **BOND** ULTIM**8**

In Salon February

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK) 1 BOND ULTIM8 PRODUCT, GET 1 50% OFF!
PURCHASE MUST BE EQUAL OR LESSER VALUE

CHOOSE FROM:



SALON KIT

Salon Price: $59.25
Salon Value: $79.00



TRAVEL KIT

Salon Price: $33.75
Salon Value: $45.00



SINGLE USE KIT

Salon Price: $6.00
Salon Value: $8.00



STEP 1
4.2 oz.

Salon Price: $22.50
Salon Value: $30.00



STEP 2
16.9 oz.

Salon Price: $26.25
Salon Value: $35.00



STEP 3
5.1 oz.

Salon Price: $6.00
Salon Value: $8.00

Salon Savings: 25% Savings

MATRIX

MARCH 2019

MATRIX



COOL AQUATICS

SOCOLOR CULT

Make waves. Dive into a fresh and vibrant new collection of SOCOLOR Cult shades inspired by trending aquatic hues.

Featuring 3 new must-have shades in:

Aqua Bay	Tropical Violet	Starfish Coral
semi	semi	semi
demi	demi	demi
		permanent
S D	S D	S D P



COMPLETE PALETTE

new! Starfish Coral

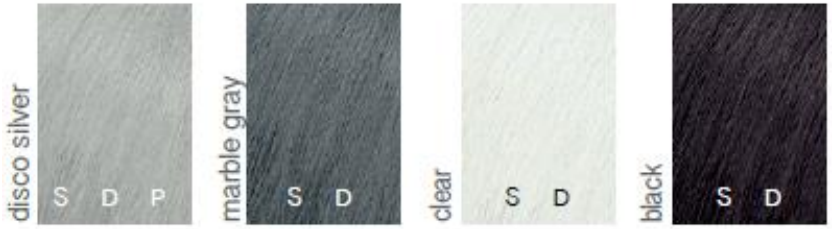
new! Aqua Bay

new! Tropical violet

MUST-HAVE'S



GRAY'S



PASTEL'S



DUSTY'S



*swatches shown on white

NEON'S



SOCOLOR CULT FEATURING AQUATICS

In Salon March – Trial Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B



TRY FOR $5.50 PURCHASE OF (OPEN STOCK) MIX AND MATCH:

1 Or More Tubes of SOCOLOR Cult Shades, 3 oz. or 4 oz.
(Choose from: Semi, Demi & Permanent)

Salon Price: $5.50
Salon Value: $7.00
Salon Savings: 21% Savings

MATRIX

SOCOLOR CULT FEATURING AQUATICS

In Salon March – Small Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK) MIX AND MATCH:
12 Or More Tubes of SOCOLOR CULT Shades 3 oz. or 4 oz.
(Choose from: Semi, Demi & Permanent)



RECEIVE A FREE:
(1) NEW! Updated SOCOLOR Cult Swatch Ring
(1) SOCOLOR Disco Apron
(18) Total Results Keep Me Vivid Shampoo & Conditioner Pack
(1) Color Eraser Packette, 77 oz.
(1) SOCOLOR Cult Quick Reference Guide
(1) How To Keep Your Color Vibrant Tearpad



Updated Swatch Ring









FPO Packettes

Salon Price: $66.00
Salon Value: $88.00
Savings: 25% Savings + FREE SWATCH RING

MATRIX

SOCOLOR CULT STOCKUP

In Salon March – Large Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B



PURCHASE (OPEN STOCK) MIX AND MATCH:
24 OR MORE TUBES OF SOCOLOR CULT SHADES, 3 OZ. OR 4 OZ.
(Choose from: Semi, Demi & Permanent)

RECEIVE FREE:
(1) Light Master, 1 lb.
(1) MATRIX Cream Developer, 10 Vol, 32 oz.
(1) MATRIX Cream Developer, 20 Vol, 32 oz.
(1) Keep Me Vivid Shampoo, Liter
(1) Keep Me Vivid Conditioner, Liter oz.



(1) CULT NUK TOOL KIT:
(1) SOCOLOR Cult Apron
(1) Color Eraser Packette, 1 oz.
(18) Re-Bond Shampoo, Pre-Conditioner, Conditioner Packettes

(1)CULT NUK COLLATERAL KIT:
(1)SOCOLOR Cult Swatch Ring
(1) SOCOLOR Cult QRG
(1) SOCOLOR Cult Service Menu
(1) Level Loyalty Flyer

Salon Price: $132.00
Salon Value: $227.30
Salon Savings: 42% Savings + FREE SWATCH RING

MATRIX

SPECIAL TOOLS OFFER – LIMITED TIME ONLY

In Salon March – Salon Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

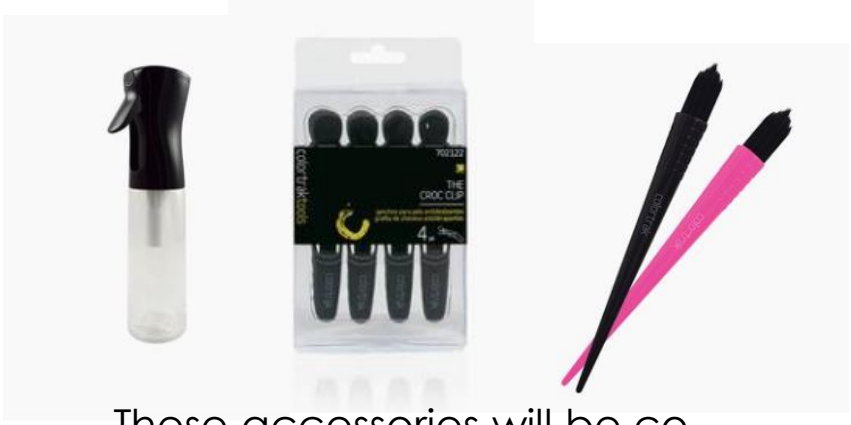
PURCHASE (OPEN STOCK):
(18) OR MORE TUBES OF MATRIX COLOR

- COLOR SYNC shades 2 oz.
- SOCOLOR shades 3 oz.
- SOBOOST shades 2 oz.
- SOBLUR shades 2 oz.
- COLORINSIDER shades 2 oz.
- LOGICS Colorcremes shades 2 oz.
- LOGICS Imprints shades 2 oz.



RECEIVE FREE:
(1) Set of ColorTrak Tools (Total Value: $21.93)

- Croc Clips ($7.95 Value)
- Continuous Spray Bottle ($9.99 Value)
- Detailing Brush 2 pack ($3.99 value)



These accessories will be co-branded with MATRIX & have a unique UPC!

Salon Price: $91.80 - $121.50
Salon Value: $113.73 - $143.43

Salon Savings: Up to 19% Savings

MATRIX

SPECIAL TOOLS OFFER – LIMITED TIME ONLY

In Salon March – Stylist Offer

- All Street
- SC Street
- SC Stores
- BSG Stores
- Other Stores
- Subs
- B2B

PURCHASE (OPEN STOCK):
(6) OR MORE TUBES OF MATRIX COLOR

- COLOR SYNC shades 2 oz.
- SOCOLOR shades 3 oz.
- SOBOOST shades 2 oz.
- SOBLUR shades 2 oz.
- COLORINSIDER shades 2 oz.
- LOGICS Colorcremes shades 2 oz.
- LOGICS Imprints shades 2 oz.



RECEIVE FREE:
(1) Color Track Detailing Brush 2 pack ($3.99 value)



These accessories will be co-branded with MATRIX & have a unique UPC!

Salon Price: $30.60 - $38.40
Salon Value: $34.539 - $42.39

Salon Savings: Up to 12% Savings

MATRIX