
All Hair Types. All Humans.
matrix

New User Kits 2021

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SoColor Large Starter Kit

Purchase: 40+ tubes of SoColor (Open Stock)

In Salon 2/19

Swatch Binder Included

MSU 021575

Choose from: SoColor (3oz), SoBoost (2oz)

Receive Free (Open Stock):

(1) Matrix Cream Developer, 10 Vol 32oz **804563**
(1) Matrix Cream Developer, 20 Vol 32oz **804564**
(1) Matrix Cream Developer, 30 Vol 32oz **804565**
(1) Matrix Cream Developer, 40 Vol 32oz **804566**
(1) Total Results Keep Me Vivid Shampoo, 10oz **578561**
(1) Total Results Keep Me Vivid Conditioner, 10oz **578564**
(1) InstaCure 1L **812387**
(1) Light Master Bonder Inside, 1lb **014810**
(1) SoColor Swatch Binder **021410**

(1) Salon Success Kit 021410:
- (2) Matrix Apron
- (2) Matrix #2 Brush
- (1) Matrix Single Mixing Bowl

(1) SoColor Collateral Kit 021409:
- (1) SoColor Manual
- (1) SoColor Quick Reference Guide

(1) SoColor Success Email*:
- $25 Education Voucher
- Business Building Tools:
  - 24/7 Access Education
  - Customizable Salon Resources
- 2000 Level Loyalty Points

Salon Price:
$216.00 (SoBoost) - $278.00 (SoColor)
Salon Value: $324.40- $386.40
Salon Saving: Up To 33% Savings



*Email will be sent upon starter kit purchase



SoColor Small Starter Kit

Purchase: 15+ tubes of SoColor (Open Stock)

In Salon 2/19

Choose from:
SoColor (3oz), SoBoost (2oz)

Receive Free (Open Stock):
(1) Matrix Cream Developer, 20 Vol 32oz **804563**
(1) Total Results Keep Me Vivid Shampoo Mini, 1.7oz **578563**
(1) Total Results Keep Me Vivid Conditioner Mini, 1.7oz **578560**
(1) InstaCure 1L **812387**
(1) Mini Swatch Book **021406**

Mini Swatch Book Included

(1) SoColor Collateral Kit 021404:
(1) SoColor Manual
(1) SoColor Quick Reference Guide

MSU 021576

(1) SoColor Success Email*:
- $25 Education Voucher
- Business Building Tools:
  - 24/7 Access Education
  - Customizable Salon Resources
- 1000 Level Loyalty Points

Salon Price:
$81.00 (SoBoost) - $104.25 (SoColor)
Salon Value: $109.00 - $131.25
Salon Saving: Up To 26% Savings



*Email will be sent upon starter kit purchase



SoColor Sync Large Starter Kit

Purchase: 40+ tubes of SoColor Sync (Open Stock)

In Salon 2/19

Swatch Binder Included

MSU 021578

Choose from: SoColor Sync (2oz), SoBoost (2oz)

Receive Free (Open Stock):

(1) Matrix Cream Developer, 20 Vol 32oz **804564**
(1) Total Results Dark Envy Shampoo, 10oz **012734**
(1) Total Results Dark Envy Conditioner, 10oz **012728**
(1) Total Results Brass Off Shampoo, 10oz **817528**
(1) Total Results Brass Off Conditioner, 10oz **817530**
(1) Total Results SoSilver Shampoo, 10oz **812364**
(1) Total Results SoSilver Conditioner, 10oz **010082**
(1) LightMaster Bonder Inside, 1lb **014810**
(1) SoColor Sync Swatch Binder **021401**

(1) Salon Success Kit 021400:

(1) Matrix Apron
(1) Matrix #2 Brush
(1) Matrix Single Mixing Bowl

(1) SoColor Sync Collateral Kit 021399:

(1) SoColor Sync Manual
(1) SoColor Sync Reference Guide

(1) SoColor Sync Success Email*:

- $25 Education Voucher
- Business Building Tools:
  - 24/7 Access Education
  - Customizable Salon Resources
- 2000 Level Loyalty Points

Salon Price:
$216.00 (SoBoost) - $220.00 (SoColor Sync)
Salon Value: $319.40 - $323.40
Salon Saving: 32% Savings



*Email will be sent upon starter kit purchase



SoColor Sync Small Starter Kit

Purchase: 15+ tubes of SoColor Sync (Open Stock)

In Salon 2/19

Choose from:
SoColor Sync (2oz), SoBoost (2oz)

Receive Free (Open Stock):
(1) Matrix Cream Developer, 20 Vol 32oz **804564**
(1) Total Results Keep Me Vivid Mini Shampoo, 1.7oz **578560**
(1) Total Results Keep Me Vivid Mini Conditioner, 1.7oz **578563**
(1) Total Results SoSilver Shampoo, 10oz **812364**
(1) Total Results SoSilver Conditioner, 10oz **010082**
(1) SoColor Sync Mini Swatch Book **021398**

Mini Swatch Book Included

MSU 021579

(1) SoColor Sync Collateral Kit 021402:
(1) SoColor Sync Manual
(1) SoColor Sync Quick Reference Guide

(1) SoColor Sync Success Email*:
- $25 Education Voucher
- Business Building Tools:
  - 24/7 Access Education
  - Customizable Salon Resources
- 1000 Level Loyalty Points

Salon Price:
$81.00 (SoBoost) - $82.50 (SoColor Sync)
Salon Value: $111.50 - $113.00
Salon Saving: 27% Savings



*Email will be sent upon starter kit purchase



SoColor Cult Starter Kit

Purchase: 12+ tubes of SoColor Cult (Open Stock)

Choose From:
Semi, Demi, & Permanent

In Salon 2/19

Receive Free (Open Stock):
(1) Total Results Keep Me Vivid Shampoo, 10.1oz **578566**
(1) Total Results Keep Me Vivid Conditioner, 10.1oz **578564**
(1) Total Results Keep Me Vivid Lamination Spray, 6.8oz **578561**
(1) SoColor Cult Color Eraser **819230**
(1) SoColor Cult Swatch Ring **819425**
(1) SoColor Cult Quick Reference Guide **021693**

Swatch Ring Included

MSU 021577

(1) Cult Success Email*:
- $25 Education Voucher
- Business Building Tools:
  - 24/7 Access Education
  - Customizable Salon Resources
- 1000 Level Loyalty Points

Salon Price: $90.00
Salon Value: $124.00
Salon Saving: 27% Savings

*Email will be sent upon starter kit purchase

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Light Master Starter Kit

Purchase: 5+ tubs of Light Master, 2lbs (Open Stock)

In Salon 2/19

Choose from:

Light Master Bonder Inside **014811**
Light Master **010904**
V-Light **010902**
Lift & Tone **010911**

MSU 021692

Receive Free:

The Complete Toning Toolbox:

(1) SoColor Sync Sheer Pastel (SPV) **014933**
(1) SoColor Sync Sheer Pastel (SPA) **014934**
(1) SoColor Sync Level 11 (11P) **014940**
(1) SoColor Sync Level 11 (11V) **014938**
(1) SoColor Sync Acidic Brunette Matte **014941**
(1) SoColor Sync Acidic Brunette Neutral **014943**
(1) SoColor Sync PowerCools (5VA) **010037**
(1) SoColor Sync PowerCools (7AA) **010038**
(1) SoColor Sync 5-Minute Fast Toner Anti-Yellow **006008**
(1) SoColor Sync 5-Minute Fast Toner Anti-Brass **006005**
(1) SoColor Sync 5-Minute Fast Toner Anti-Red **006007**

(1) LightMaster Success Email*:

- $25 Education Voucher
- Business Building Tools:
  - 24/7 Access Education
  - Customizable Salon Resources
- 2000 Level Loyalty Points

Salon Price: $142.50 - $235
Salon Value: $210.00 -$305.20
Salon Savings: Up To 33% Savings

*Email will be sent upon starter kit purchase