matrix

SoColor
Pre-Bonded
Permanent Color

#1
Pre-Bonded Permanent Salon Hair Color*

Learn How to Level Up Your Gray Coverage!

Color With Confidence

Save Up To
$8,500
A Year

Color

Bond Additive

matrix

SoColor
Pre-Bonded

2 oz.

3 oz.

SoColor
Pre-Bonded

Pre-Blended
For Every
Underlying Pigment

Pre-Bonded

Our exclusive **Bond-Protecting Concentrate** protects the inner hair structure—so you can maintain the integrity of the hair, color after color

Pre-Blended

Our formulas are **pre-blended with background and reflect**—so you can neutralize every underlying pigment

Get Your Online SoColor Certificate

Earn your printable SoColor Certificate and bragging rights for your salons through this digital SoColor learning course.

All Hair Types.
All Humans.

All Levels
From Dark To Light

All Underlying Pigments
From Warm to Pale

All Diameters
From Fine To Coarse

All Patterns
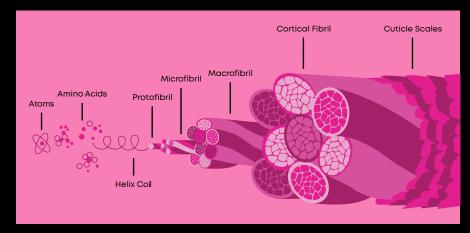From Straight To Coily

Fine   Medium   Coarse

Discover the
#1 Pre-Bonded Permanent Salon Hair Color*

Cortical Fibril   Cuticle Scales

Microfibril   Macrofibril

Amino Acids   Protofibril

Atoms

Helix Coil

The Science Of Pre-Bonded

Our exclusive **Bond-Protecting Concentrate** is composed of a unique blend of **taurine** and **cationic polymers** that act as an internal bond-support system during the coloring process. The linear network of positive charges binds to negatively charged areas of damage in the hair in order to **reinforce and repair the weakened bonds** within the sensitized cortex.

Pre-Bonded Protects All Hair Types

Gray Hair
Hair without melanin can be weak and brittle. Pre-bonded formulas help to protect the fiber integrity of even the most fragile hair types.
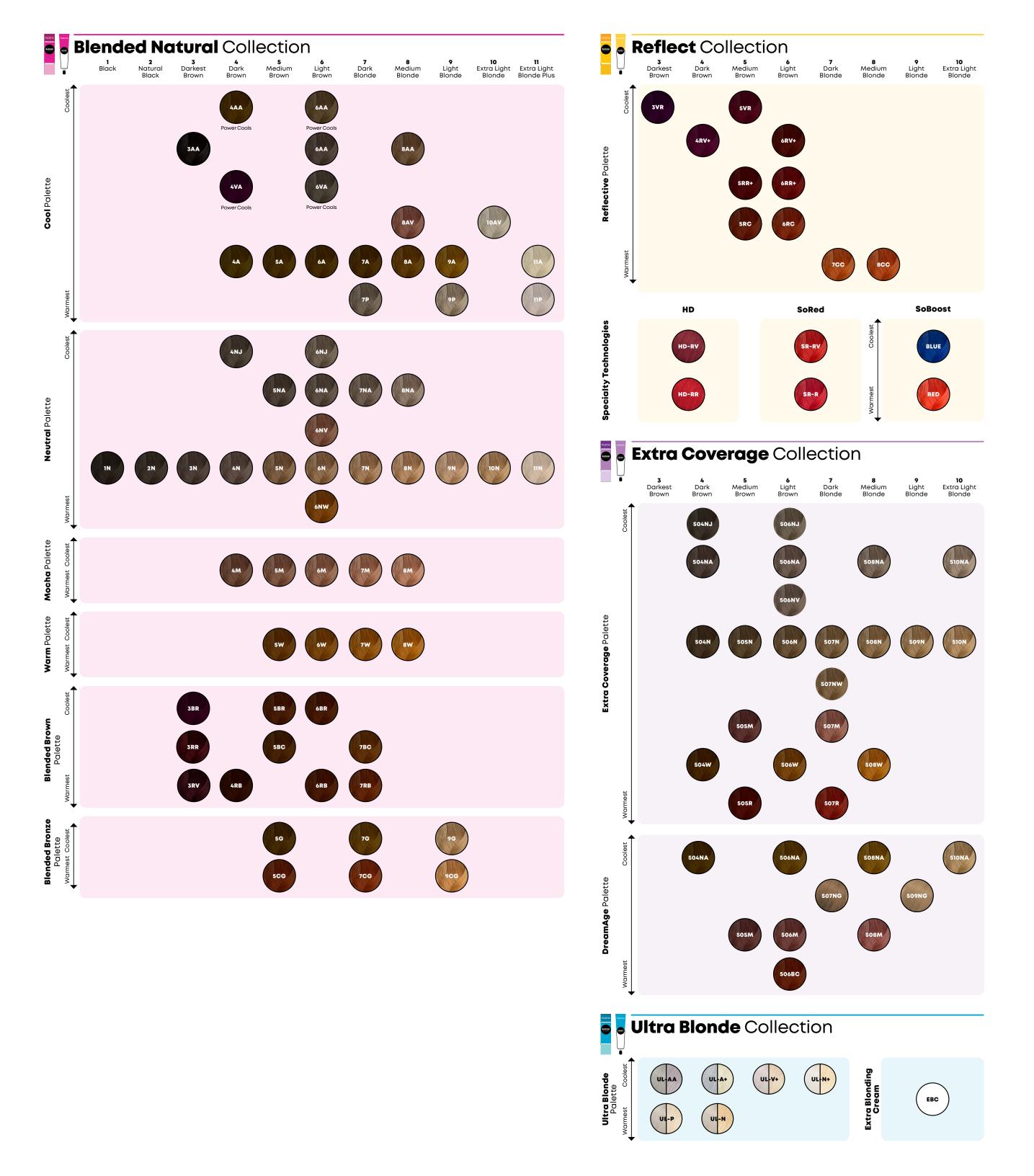
Curly & Coily Hair
Curly hair has inflection points that can be weak and prone to breakage. Pre-bonded formulas help support the hair structure to maintain pattern integrity.

Lightened Hair
Lightened hair is fragile, especially after high levels of lift! Pre-bonded formulas protect strong bonds in the hair.

Blended Natural Collection

	1 Black	2 Natural Black	3 Darkest Brown	4 Dark Brown	5 Medium Brown	6 Light Brown	7 Dark Blonde	8 Medium Blonde	9 Light Blonde	10 Extra Light Blonde	11 Extra Light Blonde Plus

Cool Palette

Coolest → Warmest

				4AA (Power Cools)		6AA (Power Cools)					
			3AA			6AA		8AA			
				4VA (Power Cools)		6VA (Power Cools)					
								8AV		10AV	
				4A	5A	6A	7A	8A	9A		11A
							7P		9P		11P

Neutral Palette

Coolest → Warmest

				4NJ		6NJ					
				5NA		6NA	7NA	8NA			
						6NV					
	1N	2N	3N	4N	5N	6N	7N	8N	9N	10N	11N
						6NW					

Mocha Palette

Warmest ← Coolest

4M	5M	6M	7M	8M

Warm Palette

Warmest ← Coolest

5W	6W	7W	8W

Blended Brown Palette

Coolest → Warmest

3BR		5BR	6BR
3RR		5BC	7BC
3RV	4RB	6RB	7RB

Blended Bronze Palette

Warmest ← Coolest

5G	7G	9G
5CG	7CG	9CG

Reflect Collection

	3 Darkest Brown	4 Dark Brown	5 Medium Brown	6 Light Brown	7 Dark Blonde	8 Medium Blonde	9 Light Blonde	10 Extra Light Blonde

Reflective Palette

Coolest → Warmest

3VR		5VR					
4RV+			6RV+				
5RR+			6RR+				
5RC			6RC				
				7CC	8CC		

Specialty Technologies

HD	SoRed	SoBoost
HD-RV	SR-RV	BLUE (Coolest)
HD-RR	SR-R	RED (Warmest)

Extra Coverage Collection

	3 Darkest Brown	4 Dark Brown	5 Medium Brown	6 Light Brown	7 Dark Blonde	8 Medium Blonde	9 Light Blonde	10 Extra Light Blonde

Extra Coverage Palette

Coolest → Warmest

	504NJ		506NJ				
	504NA		506NA		508NA		510NA
			506NV				
	504N	505N	506N	507N	508N	509N	510N
				507NW			
		505M		507M			
	504W		506W		508W		
		505R		507R			

DreamAge Palette

Coolest → Warmest

	504NA		506NA		508NA		510NA
				507NG		509NG	
		505M	506M		508M		
			506BC				

Ultra Blonde Collection

Ultra Blonde Palette

Coolest → Warmest

UL-AA	UL-A+	UL-V+	UL-N+
UL-P	UL-N		

Extra Blonding Cream

EBC

Natural Level

1 Black	2 Natural Black	3 Darkest Brown	4 Dark Brown	5 Medium Brown	6 Light Brown	7 Dark Blonde	8 Medium Blonde	9 Light Blonde	10 Extra Light Blonde	11 Extra Light Blonde+

Underlying Pigment

Dark Red Brown	Red Brown	Dark Red	Red	Red Orange	Dark Orange	Orange	Dark Yellow	Yellow	Pale Yellow	Palest Yellow

To Neutralize Use

Darkest Cool Black	Cool Black	Darkest Cool Brown	Dark Cool Brown	Medium Cool Brown	Light Cool Brown	Dark Cool Blonde	Medium Cool Blonde	Light Cool Blonde	Extra Light Cool Blonde	Extra Light Cool Blonde+

Tone

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

SoColor Collection

	Usage	Mixing	Timing
SoColor Blended & Reflect Collections	Precise, predictable results at every level, everytime Matrix Cream Developer (10. 20. 30. 40 Volume)	Equal parts SoColor and Matrix Cream Developer	30-45 minutes
Extra Coverage	500-NA For a neutral cool result 500-N For a neutral result 500-M Mocha result with copper or golden reflects 500-W For a natural warm result 500-R For a rich red result	Equal parts Extra Coverage and 20 Volume Matrix Cream Developer	30-45 minutes
DreamAge	For Multi-reflective color and 100% coverage. DreamAge is a unique low ammonia base-mixing with non-DreamAge shades is not recommended.	Equal parts DreamAge and 20 Volume Matrix Cream Developer	30-45 minutes
Ultra Blonde	UL-AA··· For levels 5 and 6 UL-A+, UL-V+, UL-N+ ··· For levels 6 to 8 UL-P, UL-N, UL-Silver, UL-Violet··· For levels 6 to 8	Double the amount of 30 or 40 Volume Matrix Cream Developer The texture & porosity of the hair will affect your ability to achieve cool blonde results Not recommended for gray coverage	50 minutes
SoRed As A Color Booster	Add to any SoColor formula for fiery red vibrancy.	1 ½ oz. SoColor shade + ½ oz. SoRed + 2 oz. Matrix Cream Developer (10. 20. 30. 40 Volume)	Process at room temperature for 30-45 minutes. Do not use heat.
SoRed As A Highlighter (Off-Scalp)	Creates brilliant red highlights. even on the darkest levels. No pre-lightening necessary.	1 oz. SoRed + l oz. Matrix Cream Developer (20. 30, 40 Volume)	**With mild heat:** Process 15 minutes then cool for 5 minutes. **At room temperature:** Process 30 minutes
HD Color Techhology™	HD-RV: Cool intense Red Violet recommended for levels 2, 3 and 4 HD-RR: Very rich concentrated true Red recommended for levels 3, 4 and 5	Equal parts HD shade and Matrix Cream Developer (10, 20, 30, 40 Volume) *Do not mix with other SoColor shades	30-45 minutes
Extra Blonding Cream	Creates clearer blondes, brighter reds & richer browns. Do not use with Ultra Blonde Series, SoRed, Extra Coverage or HD Color Technology	1 ½ oz. SoColor 8M + ½ oz. SoColor Extra Blonding Cream + 2 oz. Matrix Cream Developer (10, 20, 30, 40 Volume)	30-45 minutes
SoBoost	BLUE: Neutralizes shades and undertones when lifting for a cool result. RED: Boosts intensity of red when added to any shade	½oz. SoBoost shade + l ½ oz. SoColor shade +2 oz. Matrix Cream Developer (10, 20, 30 Volume). To increase vibrancy of pre-lightened hair, shades can be used alone, mixed in equal parts with 10 Volume Matrix Cream Developer i.e. 1 oz. SoBoost Shade + l oz. 10 Volume Matrix Cream Developer. Timing: 5-30 minutes depending on intensity & depth desired	30-45 minutes

Note: Process all color at room temperature unless noted otherwise.

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Permanent
blended
mélangé
mezcla

Permanent
extra coverage
extra couverture
extra cobertura

Permanent
reflect
reflet
reflejo

Permanent
blonde
blond
rubio

2 APPLICATIONS/APLICACIONES

permanent hair color
color permanente
permanent couleur

product designed for professional use only
produit conçu pour un usage strictement professionnel

⚠ important: haircolor can cause an allergic reaction.
follow the usage advisory-safety warnings. important: la
coloration peut provoquer une réaction allergique.
respecter les consignes d'utilisation et de sécurité.
importante: la coloración puede provocar una reacción
alérgica. respetar las instrucciones de uso-advertencias.

1:1   3 OZ / 85 g / 85 ml

2 APPLICATIONS/APLICACIONES

up to 100% grey coverage
couverture des cheveux blancs à 100%
100% cobertura de cana

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2 APPLICATIONS/APLICACIONES

ultra-lift permanent hair color
coloration permanente ultra éclaircissante
coloración permanente ultra aclarante

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1:2   3 OZ / 85 g / 85 ml