



matrix

new!

Super Sync

The Do-It-All Alkaline Demi With
Super Protection & Super Coverage!

New NN Family With
**Up to 75%
Gray Coverage**



**Instant Hair
Fiber Protection**

**Tones, Covers Gray, Fills,
Glosses, Refreshes & More**

2x Shinier Hair*

No Ammonia

* vs. unwashed, uncolored hair

An Upgraded Super Formula

- ✓ **New Bond-Protecting Concentrate**
with citric acid + glycine for healthier hair results
- ✓ **New Cationic Conditioning Polymers**
help provide smoother, 2x shiner hair results
- ✓ **New Glide-Enhancing Super Oils**
for easier mixing, quicker application, & better grip

♥ Upgraded Formula, **Same SoColor Sync Results** That You Know & Love!

Bond-Protecting Concentrate

Conditioning Polymers

No Ammonia

Citric Acid + Glycine

Glide-Enhancing Oils

Vegan Formula



Super Coverage

- ✓ **Up to 75% Gray Coverage**
with new NN family!
- ✓ **Triple-Dye-Blend Concentrate**
new NNs feature a balance of warm + cool tones and a richer background for super coverage
- ✓ **Quick & Easy Coverage**
1:1 mixing ratio with 10 volume in 20 minutes



3NN



5NN



6NN



8NN

New Super Coverage Shades

Up to 75% gray coverage with visibly cooler and slightly deeper results (up to 1 level) vs regular Ns



Before



60 Shades for Endless Creativity

Cools				Neutrals						Warms					Reflects						
	Ash .1	Titanium .121	Pearl .9	Violet .2	Mocha Mocha .88 .8	Neutral Ash .01	Neutral Violet .02	Neutral Neutral .00 .0	Warm Neutral .034	Brown Red .56	Brown Copper .54	Red Brown .65	Gold Violet .32	Gold .3	Copper Gold .43	Copper Copper+ .44	Red Copper+ .64	Red Red+ .66	Red Violet+ .62	Violet Violet .22	
Sheer Pastel	SP-A		SP-P	SP-V	SP-M				SP-N												
11	11A		11P	11V																	
10	10A		10P	10V	10MM		10NV		10N					10G							
9					9MM	9NA							9GV								
8	8A		8P	8V	8M			8NN	8N	8WN	8BC			8G	8CG						
7						7NA										7CC+		7RR+			
6	6A	6T	6P		6M			6NN	6N	6WN	6BR	6BC	6RB		6G	6CG		6RC+		6RV+	
5					5M			5NN	5N	5WN										5VV	
4	4A									4BR									4RV+		
3								3N													
2								3NN													
1	1A							Up To 75% Gray Coverage													
									Clear: Use with other shades to reduce tonal deposit by approximately 1 level when mixed equally. Use alone to add shine without changing tone.						HD Series: High Definition, pure reflects that are visible on dark bases.		Shades with a HD-R icon contain HD-Red dyes & must not be mixed with any other shade besides Clear.		SoBoost: Mixed 3:1 (3 parts Super Sync: 1 part SoBoost). Bright, pure boosting tones for an immediate intensifying or neutralizing effect		
									CLEAR						HD-RR HD-RV		RED BLUE				



Gorgeous Color With 2x Shine*

Stylist-Favorite Super Sync Formulas



@cd_salon_



@alishajhairx



@francesco_vss



@jana_teleki_pro



@christianwiles1



Discover more **#SuperSync** looks
in the **Matrix Formula Factory!**

* vs. unwashed, uncolored hair





1:1

mixing ratio

10 Vol.

Matrix Universal Cream Developer

Bottle or Brush

application method

Damp or Dry

application on hair

20 Minutes

processing time









Super Sync & Tonal Control

	Super Sync	Tonal Control
What is it?	Alkaline Cream Demi	Acidic Gel-Cream Demi
Bonder Built-In	✓	✓
Color Result	Rich & Full-Bodied	Multi-Dimensional
Ideal Usage	Toning, Glossing, Refreshing, Darkening & Gray Blending	Toning, Glossing, & Refreshing
Gray Coverage	Up To 75% Gray Coverage	Not Recommended
Lift	Lifts up to 1 Level	Zero Lift
Mixing Ratio	1:1 Super Sync or Tonal Control + 10 Matrix Universal Volume Developer	
Processing Time	20 minutes	
Ammonia-Free	✓	✓
Vegan	✓	✓



The Superior Demi Choice!



	Matrix Super Sync	Wella Color Touch ¹	Goldwell Colorance ²
Gray Coverage	up to 75%	up to 70%	up to 75%
Results Last	up to 28 washes	up to 28 washes	up to 24 washes
Size	3 oz 50% More Color!	2 oz	2 oz
Price & Price/oz	\$8.46 \$2.82/oz	\$10.63* \$5.32/oz	\$10.49* \$5.00/oz
Cost/app	\$3.07/app \$1.54/mixed oz	\$5.83/app \$1.94/mixed oz	\$5.15/app \$1.72/mixed oz
Bonder Built-In			
No Ammonia		 Color Touch Plus Contains Ammonia	

¹ Wella Color Touch is a registered trademark of Wella Operations US, LLC.

² Goldwell Colorance is a registered trademark of Goldwell Cosmetics (USA) Inc.

* Competitive pricing as of [Date] via a leading national professional distributor's website.



Time to Sync Up!

Super Sync Education & Upskilling



Watch on YouTube



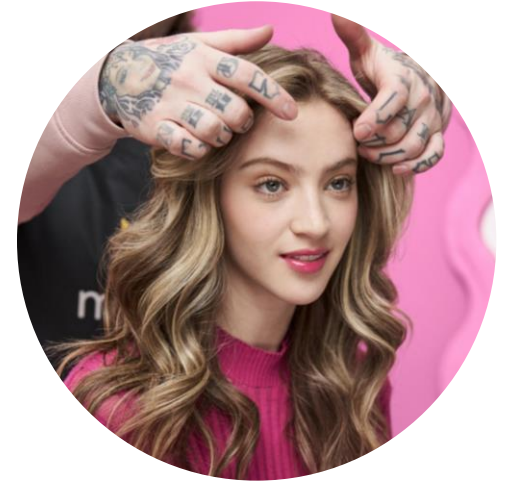
Everything you need to know to get started with Super Sync + trending techniques!

Virtual Product Knowledge Class



A pro Matrix Educator gives you a live deep dive into usage & formulation!

Get Hands-In at a Studio



Discover the best way to create lived-in color in the Lowkey Color Hands-In Class!





Lowkey Color

Express Service

April – June 2025
**New Hands-In
Studio Class!**
\$70 investment

A Super Smudge & Tone For a Natural, Lowkey Look!

Lowkey Color starts with strategically placed highlights, soft coverage & subtle toning – all designed for a lived-in, low-maintenance lifestyle.



Demi Formulas for low-Maintenance Looks



Sync How-To's for Toning, Smudging & Gray Coverage



Express Lightening Techniques



Only in April!

Super Sync Launch Offers

If You're Ready for a Super Upgrade:

**Free 10 Vol.
Developer (32 oz)**
when you buy 6-23 shades



Free Swatchbook!
when you buy 24+ shades

If You're New:

**Free Small 10 Vol.
Cream Developer (16 oz)**
when you buy 3-5 shades



Decoding Super Sync



Decoding Super Sync

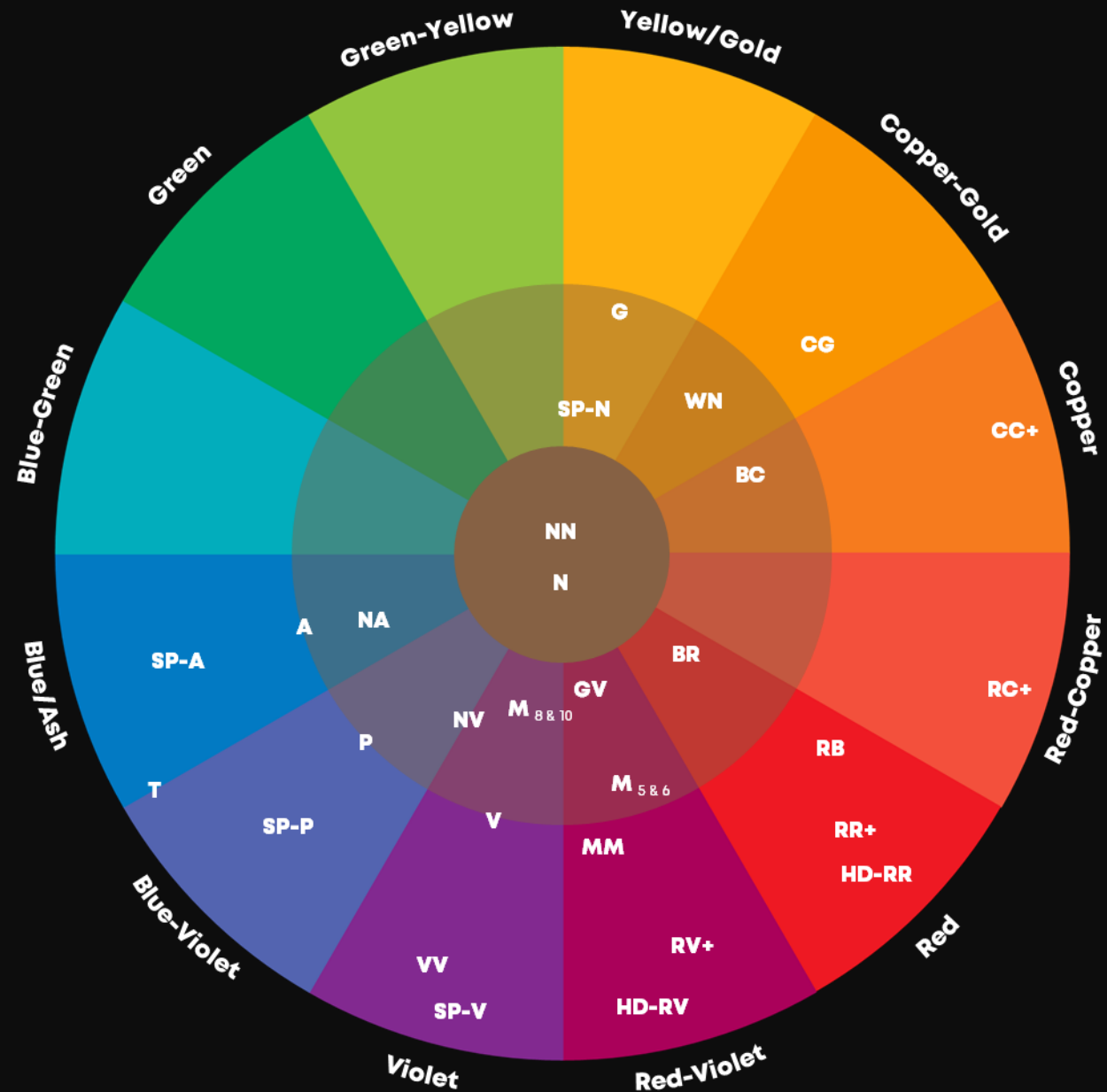
Alpha-Numeric System

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

Cool Families		
Ash	A	.1
Titanium	T	.121
Pearl	P	.9
Violet	V	.2
Neutral Families		
Mocha Mocha	MM	.88
Mocha	M	.9
Neutral Ash	NA	.01
Neutral Violet	NV	.02
Neutral Neutral	NN	.00
Neutral	N	.0
Warm Neutral	WN	.03M
Warm Families		
Brown/Blonde Red	BR	.56
Brown/Blonde Copper	BC	.54
Red Brown	RB	.65
Gold Violet	GV	.32
Gold	G	.3
Reflect Families		
Copper Gold	CG	.43
Copper Copper+	CC+	.44
Red Copper+	RC+	.64
Red Red+	RR+	.66
Red Violet+	RV+	.62
Violet Violet	VV	.22

Decoding Super Sync Tonal Color Wheel

Reflects closest to the center contain more natural background to provides softer, muted end results.
Reflects closer to the outside of the wheel contain more saturated, stronger tones ideal for controlling significant warmth or enhancing with intense reflects.



Super Sync Shade Descriptions

Shade Family	Description	Covers Gray	Tones <small>(softens or cools pre-lightened hair)</small>	Neutralizes	Enhances
Ash	Soft blue-gray with black in the deepest level and soft violet with gray in the lightest level.		✔	✔	
Titanium	Intense cool gray with ash and violet tones. Ideal for neutralization of yellow and orange.		✔	✔	
Pearl	Soft cool beige with shimmering effects of violet.		✔	✔	
Violet	Icy cool tones at light levels for best neutralization of yellow.		✔	✔	
Mocha Mocha	Neutral with mahogany in the deeper levels. Neutral blondes with soft violet and gold in the lighter shades.	✔ Up to 50%	✔		✔
Mocha	Soft warm shades with a touch of gold and hints of red violet in the darker levels.	✔ Up to 50%	✔		
Neutral Ash	Cool neutral with added ash and brown to pale tan background.	✔ Up to 50%	✔		
Neutral Violet	Cool neutral with added violet and a pale tan background.	✔ Up to 50%	✔		
Neutral Neutral	Ultra-cool neutral with a rich brown to tan background, ideal for gray coverage.	✔ Up to 75%	✔		
Neutral	Neutral cool brown in the deepest level and pale cool tan in the lightest level.	✔ Up to 50%	✔		
Warm Neutral	Warm golden brown tones with hints of gold and copper in all levels.	✔ Up to 50%			
Brown/Blonde Red	Warm brown shades with delicate reflects of red and mahogany.	✔ Up to 50%			✔
Brown/Blonde Copper	Warm brown shades with natural nuances of copper and auburn.	✔ Up to 50%			✔
Red Brown	Cool red tones blended with brown.				✔
Gold Violet	Balanced gold with violet for beige results.		✔		
Gold	Dark golden brown shades in the darker levels and creamy golden blonde in the lightest level.	✔ Up to 50%			✔
Copper Gold	Soft copper tones blended with light golden brown in the deepest levels or golden coppery blonde in lightest levels.				✔
Copper Copper+	Pure copper tones blended with natural blonde tones and a hint of HD technology for additional vibrancy.				✔
Red Copper+	Red tones with copper kissed with HD technology for true-to-tone results.				✔
Red Red+	Bright red tones slightly intensified with PR6 technology for results that are pure yet wearable.				✔
Red Violet+	Intense cool red violet tones made more visible with PR6 technology.				✔
Violet Violet	Rich, cool violet tones at deep levels.				✔
HD Series*	Electrifying shades for truer red and copper tones with increased vibrancy with long-lasting clarity.				✔
Sheer Pastels	Palest level of each shade without any pre-blended base.		✔		

* HD shades should not be used in any combination with any other shades

Super Sync FAQs



Super Sync FAQs

Performance

How is the formula being upgraded?

Super Sync features a new & improved demi formula that delivers the same taste of color our stylists like, but with more to love – better coverage, an enhanced Bond-Protecting Complex for healthier hair, new premium ingredients, and incredible shine.

Will Super Sync cover/blend grays as well as SoColor Sync?

Super Sync provides even better gray coverage than SoColor Sync, thanks to the addition of a new NN family, which is formulated specifically for coverage on up to 75% gray hair with 10 Volume Developer – no need to bump up to 20 Volume anymore! Neutral and Warm shade families also provide gray coverage (up to 50%).

Will the taste of color be different?

No, Super Sync features the same rich, full-bodied taste of color that stylists know and love from current SoColor Sync.

Will the packaging be different?

Yes, Super Sync is 50% bigger than SoColor Sync and come in a 3 oz tube! This bigger tube will help salons & stylists improve their profit margin with a better cost per oz. Visually, the packaging will look almost identical to aid recognition.

Usage/Technical

Will the processing time change at all?

No! Super Sync features the same, speedy 20-minute processing time that stylists know and love from SoColor Sync.

Will the mixing ratio change at all?

No! Super Sync features the same, easy 1:1 mixing ratio as SoColor Sync.

Will I need a new developer?

No! Super Sync is compatible with our existing Matrix Universal 10 Volume Developer, just as SoColor Sync is.

Can the new Super Sync be mixed with the old SoColor Sync?

Yes! To make the upgrade as seamless as possible, Super Sync and SoColor Sync can be mixed.

Has the consistency of the formula changed? How will this affect application?

Super Sync has been upgraded with glide-enhancing super oils, which allow for easier mixing, easier pull through, and better grip.



Super Sync FAQs

Demi-Portfolio

How does Super Sync compare to Tonal Control & how do they compliment each other?

Super Sync is an alkaline demi that provides rich color results, while Tonal Control is an acidic demi that provides multi-dimensional results. Decide which to use based on your client's hair condition and desired result.

	Super Sync	Tonal Control
Technology	Alkaline Demi	Acidic Demi
Color Result	Rich & Full-Bodied	Multi-Dimensional
Consistency	Cream	Gel-Cream
Gray Coverage	Up to 75%	Not Recommended
Ideal Hair Type	Natural or Pre-Lightened	Pre-Lightened, Sensitized or Porous
Bonder	Yes	
Vegan	Yes	
Ammonia	Zero Ammonia	
Developer	Matrix 10 Vol. Developer	
Mixing Ratio	1:1	
Processing Time	20 Minutes	

Ingredients

Is the new Super Sync formula still ammonia-free?

Yes! Super Sync features zero ammonia.

Is the new Super Sync formula still certified vegan?

Yes! Super Sync is certified vegan.

How is Super Sync a better in terms of hair health or condition?

Super Sync features our latest Bond-Protecting Complex technology, comprised of citric acid and glycine, to help protect hair bonds and preserve hair fiber strength at 1x application.

Getting Started With Sync

I'm new to Super Sync – what are the best shades to start with?

- **Neutrals:** 6N, 8N, 5NN, 6NN, 6WN, 8M, 10MM
- **Cool Shades:** 8V, 10V, 6A, 10A, 10P, SP-V
- **Warm/Reflect Shades:** 6CG, 7CC+, 7RR+, 6RV+
- **Boosters:** Clear, SoBoost Red & Blue



Super Sync FAQs

Discontinuations

What can we use to recreate discontinued SoColor Sync shades?

Please see the below guide for recommended replacement shades/formulas to recreate discontinued shades:

Shade	Replacement Formula
5AA	6A + 1A (5:1 ratio)
7AA	6A + 8A (1:1 ratio) + a drop of 6T
4T	4A + 6T (2:1 ratio)
4P	4A + 6P (2:1 ratio)
7VA	8V + 6A (2:1 ratio)
5MM	5M + 6P (2:1 ratio)
7MM	6M + 8M + 6P + 8P (2:2:1:1 ratio)
7M	6M + 8M (1:1 ratio)
7NV	7NA + 8V (3:1 ratio)
5NJ	5N + 4A + 6G (2:1:1 ratio)
7NJ	7NA + 8G (3:1 ratio)
11N	10N + Clear (1:1 ratio)
3WN	3N (2 oz) + a drop of 6CG
10WN	8WN + Clear (1:2 ratio)
4BC	4BR (2 oz) + a drop of 6CG
4RB	4BR (2 oz) + a drop of SoBoost Red
10CG	8CG + Clear (1:2 ratio)
8RC+	6RC+ + Clear (1:2 ratio)
3VV	5VV + 1A (2:1 ratio)

Misc.

Why did the price increase?

Super Sync's slightly higher price point reflects the advanced technology, superior ingredients, and larger 3oz size, ultimately providing greater value and enhanced results for your clients!

Where can I find technical resources for Super Sync?

Check out the [Super Sync page on the Matrix website](#) to download shade charts, technical guides, and other resources! Also, check out the [Matrix YouTube channel](#) for how-to videos and step-by-step technique videos.

