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HYDRATION. PERFORMANCE.

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Fueling Life's Adventures

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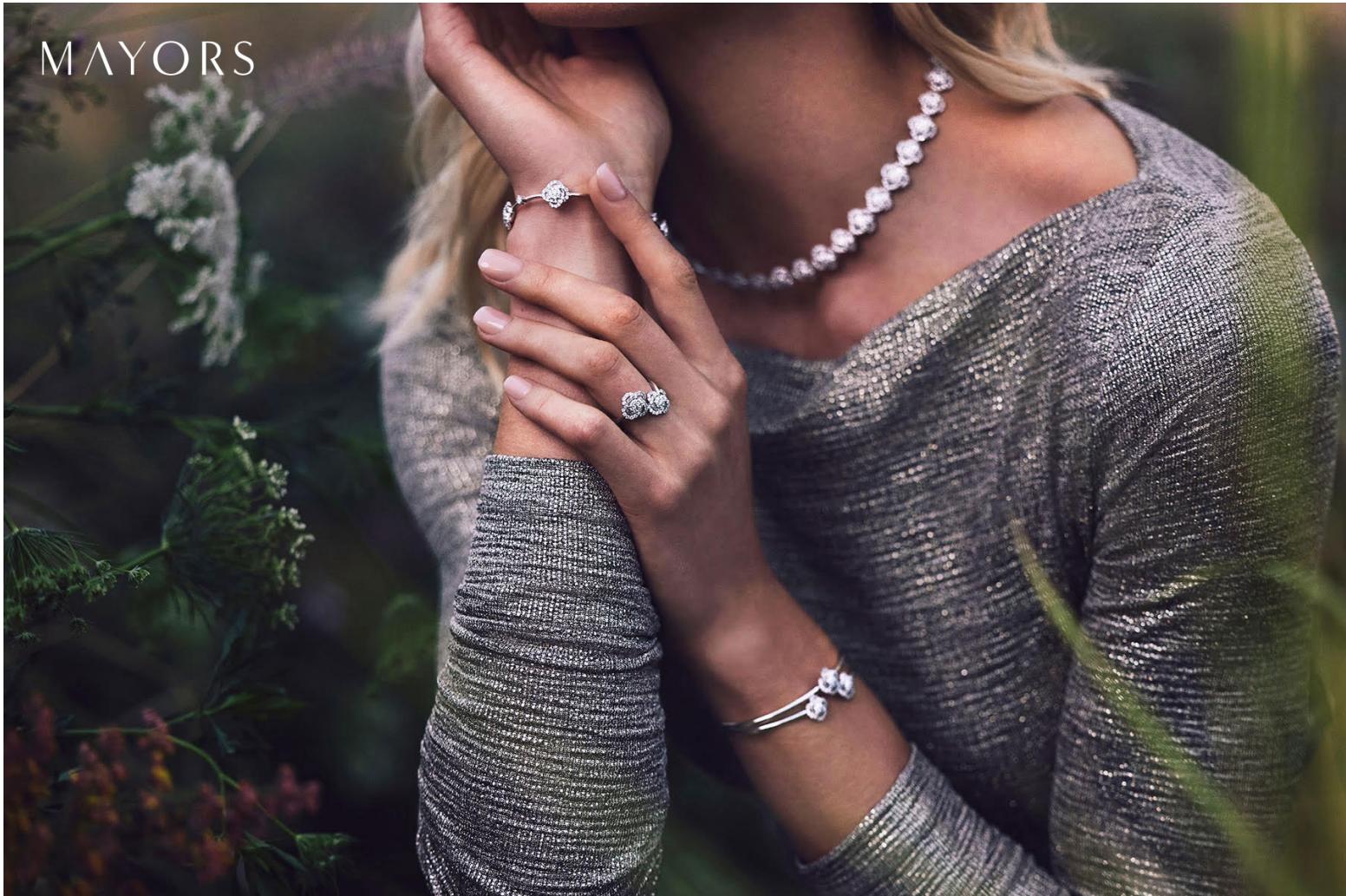
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#MINTBLONDE. COLORIST CRAFTED. SEE ALL THE WAYS BLONDES CAN ADD A TOUCH OF UNEXPECTED COLOR.

Four young adults are shown on a rooftop at sunset. One woman has long blonde hair with green highlights. The text "#MINTBLONDE. COLORIST CRAFTED. SEE ALL THE WAYS BLONDES CAN ADD A TOUCH OF UNEXPECTED COLOR." is displayed above them.

LIGHT MASTER

Discover all the nuances of blonde with our range of products featuring Light Master, Bond Ultim8 and SoColor Ultra Blondes.

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#MAGENTAHAIR WITH RUBY TONES. COLORIST PERFECTED.
A RANGE OF RICH PRE-BLENDED JEWEL TONES.

NEW
SOCOLOR
beauty

Play with a brilliant palette of perfectly calibrated shades.
Choose from 2 new deep violet red shades.

Shimmering Jewels Shades:
4VR+ & 6VR+

MATRIX

f i o M MATRIX.COM/SOCOLOR

The advertisement features two main images. The left image shows two women with vibrant magenta hair walking in the rain under a clear umbrella. The woman on the left wears a green jacket and patterned shorts, while the woman on the right wears a striped blazer and jeans. The right image is a close-up of a woman with long, wavy hair in a rich magenta-red shade, looking over her shoulder. Below these images is a red banner with the word 'MATRIX' in white. The bottom right corner of the main image shows two tubes of Matrix SoColor hair color: one in a dark shade and one in a bright magenta shade.

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SHAKE THINGS UP. CREATE SCULPTED CURLS THAT STAY BOUNCY & DEFINED FOR UP TO 3 DAYS STRAIGHT.

ANYWHERE!

TAKE ME WITH YOU

NEW
total results™
CURL PLEASE
Get professional curl-sculpting results at home with our simple 3-step system of jojoba oil rich shampoo, conditioner and styler.

MATRIX

total results
CURL PLEASE
JOJOBA OIL
shampoo for bouncy, defined, sculpted curls

total results
CURL PLEASE
JOJOBA OIL
conditioner for bouncy, defined, sculpted curls

total results
CURL PLEASE
JOJOBA OIL
SUPER DEFRIZER
curl defining gel

[MATRIX.COM/TOTALRESULTS](https://matrix.com/totalresults)

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HAIR EXTENSION PERFECTOR. PROFESSIONAL FORMULA.
SMOOTH & DETANGLE FOR A NATURAL FEEL.

LOUNGE

STYLE
LINK

SMOOTH SETTER

Our 1st smoothing cream for hair extensions.
Lightweight texture delivers natural movement
with zero weigh-down or greasiness.

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BUILD WEAK BONDS BY REPAIRING INTERNAL STRENGTH
AFTER DAMAGE FROM 3 PREVIOUS CHEMICAL SERVICES

NEW
**total results™
THE RE-BOND**
Meet our deepest repair ever powered
by our Strength Rehab System:
shampoo, pre-conditioner and conditioner.
Get professional revitalizing results in 2 weeks.

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total results™
THE RE-BOND 1
total results™
THE RE-BOND 2
total results™
THE RE-BOND 3

www.matrix.com/totalsresults

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KEEP IT SMOOTH. MAKE HAIR UP TO 5X SMOOTHER WITH FRIZZ PROTECTION & SHINE THAT WON'T QUIT.

NEW
**total results™
MEGA SLEEK**

Get professional smoothing results at home with our simple 3-step system of shea butter enriched shampoo, conditioner and serum.

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**total results™
MEGA SLEEK
SHEA BUTTER**
shampoo to smoothness

**total results™
MEGA SLEEK
SHEA BUTTER**
conditioner to smoothness

**total results™
MEGA SLEEK
MEGA VARNISH**
high shine serum

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LIVE IN COLOR. FIGHT FADE-OUT FOR COLOR THAT STAYS VIBRANT UP TO 32 WASHES.

LOVE IS LOVE IS LOVE IS LOVE

NEW total results™ COLOR OBSESSED™

Get professional color-protecting results at home with our simple 3-step system of anti-oxidant fortified shampoo, conditioner and leave in.

MATRIX

total results COLOR OBSESSED ANTI-OXIDANTS SHAMPOO FOR COLOR CARE

total results COLOR OBSESSED ANTI-OXIDANTS CONDITIONER FOR COLOR CARE

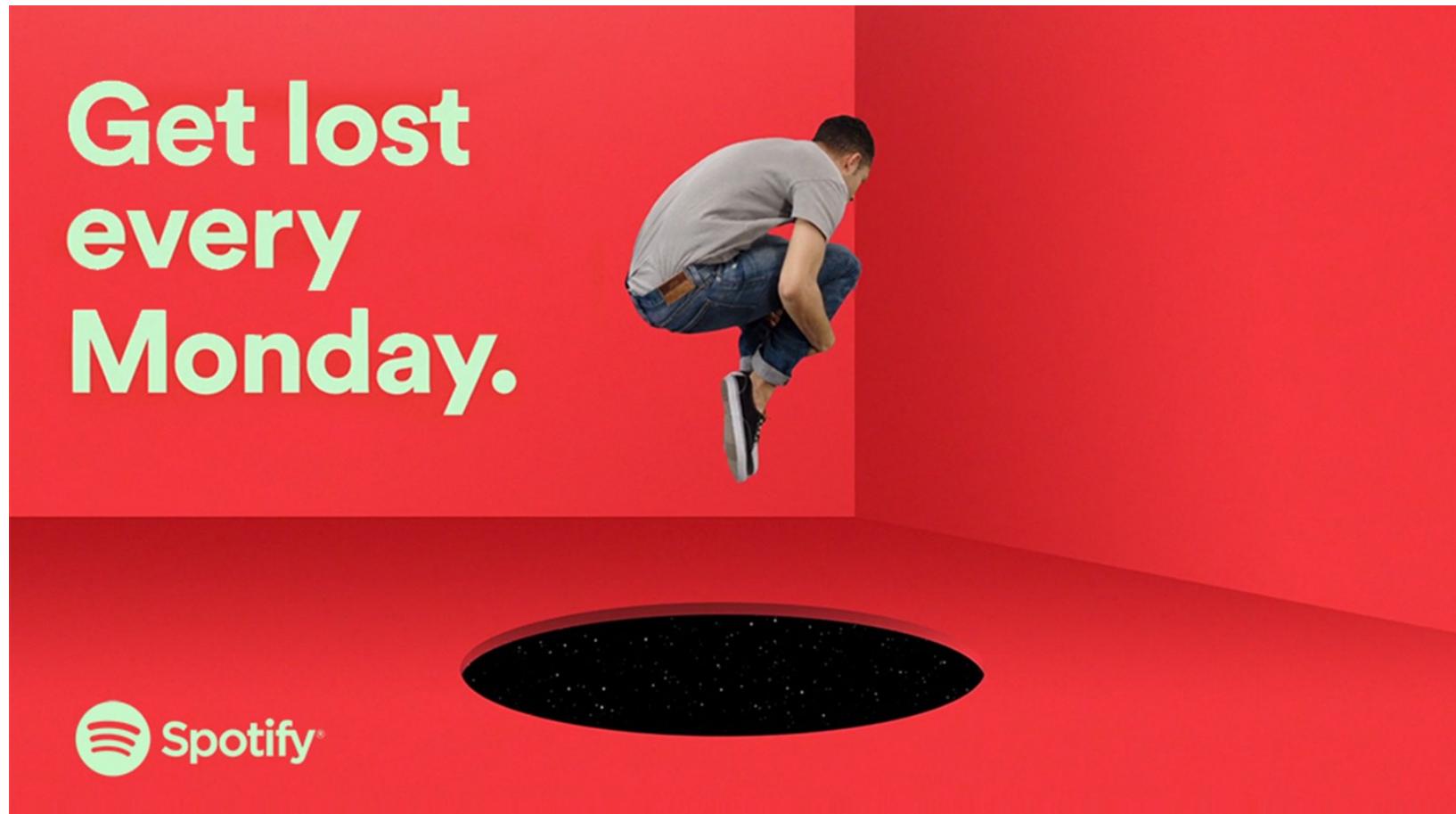
total results COLOR OBSESSED MIRACLE TREAT 12™ HAIR-CONDITIONING TREAT

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“...a bona fide hit feature.”

— Time



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**30 fresh tunes,
picked just
for you.**



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“The @Spotify Discover Weekly
playlist is like a birthday
present every Monday.”

 @michelle_neely



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