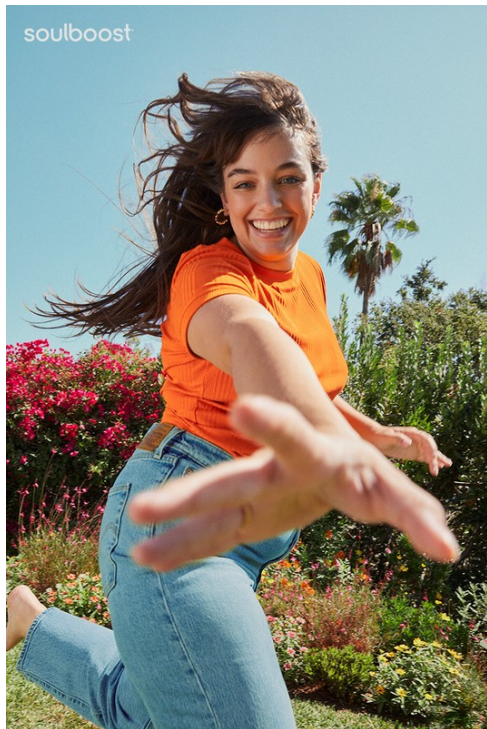


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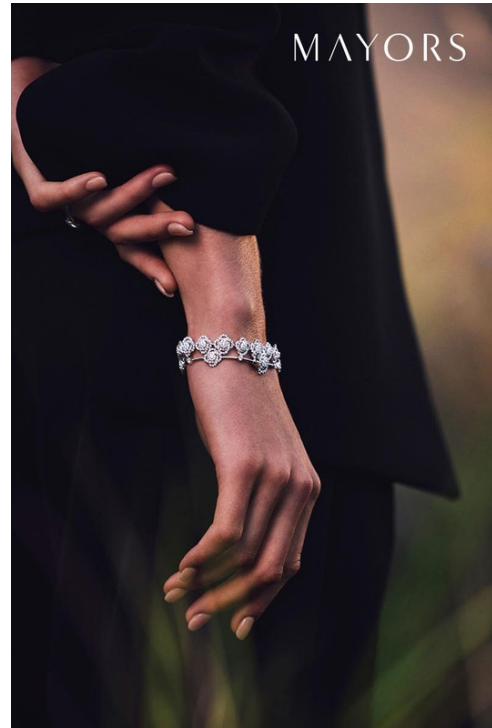
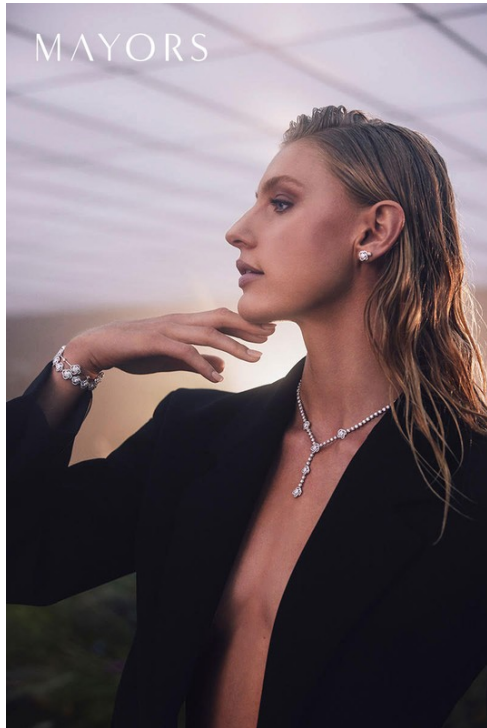
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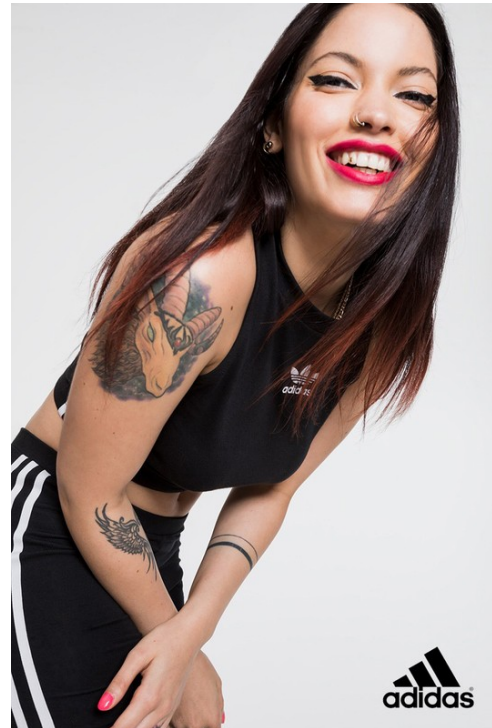
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#MINTBLONDE. COLORIST CRAFTED. SEE ALL THE WAYS
BLONDES CAN ADD A TOUCH OF UNEXPECTED COLOR.

LIGHT MASTER
Discover all the nuances of blonde with our
range of products featuring Light Master.
Bond Ultimate 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. 4VLS & 4VRL

MATRIX



MATRIX.COM/SOCOLOR

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



NEW
totalresults™
CURL PLEASE

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

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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.

MATRIX

The advertisement for Matrix Smooth Setter features a lifestyle scene on the left and a product shot on the right. The lifestyle scene shows three women with long, smooth hair extensions standing in front of a brick building with a 'LOUNGE' sign. The woman on the left is wearing a black leather jacket and skirt, the middle woman is in a patterned dress, and the woman on the right is in a grey jacket and striped pants. A red velvet rope is in front of them. The product shot on the right shows a woman with long, smooth hair extensions and a tube of Matrix Smooth Setter. The tube is blue and white with the text 'MATRIX STYLE LINK SMOOTH SETTER' and 'smoothing cream for hair extensions'. The Matrix logo is at the bottom.

CHOPPY TEXTURE WITH NATURAL SHEEN. EXPERT FORMULA.
CREATE TOUCHABLE LOOKS WITH STRONG DEFINITION.

rock

STYLE LINK

MATTE DEFINER

Our 1st styling clay that delivers re-workable looks. Malleable texture offers a natural finish with zero dryness or waxy residue.

MATRIX

The advertisement for Matrix Matte Definer features a lifestyle scene on the left and a product shot on the right. The lifestyle scene shows a man and a woman in a record store, looking at a vinyl record. The man is wearing glasses and a dark sweater, and the woman is wearing a blue and white patterned shirt. The product shot on the right shows a man with short, choppy hair and a jar of Matrix Matte Definer. The jar is green and white with the text 'MATRIX STYLE LINK MATTE DEFINER' and 'hard clay for short styles'. The Matrix logo is at the bottom.

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



NEW
**totalresults™
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.

MATRIX



[f](#) [i](#) [o](#) [v](#) [m](#) [MATRIX.COM/TOTALRESULTS](#)

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



NEW
**totalresults™
MEGA SLEEK**

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

MATRIX

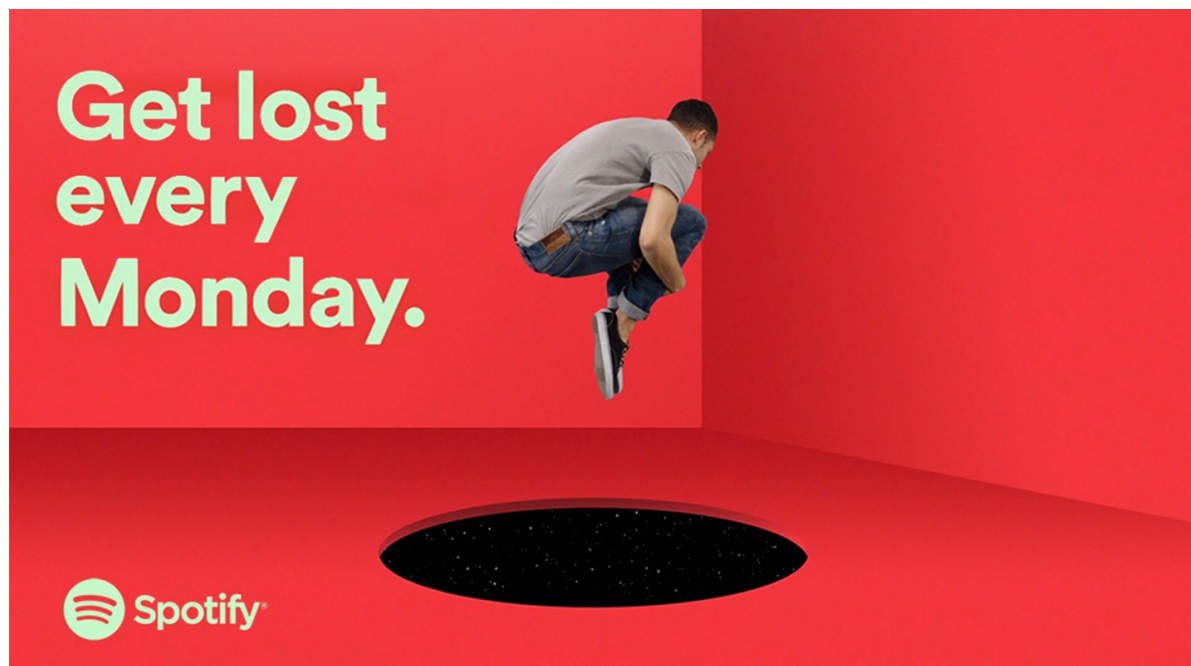


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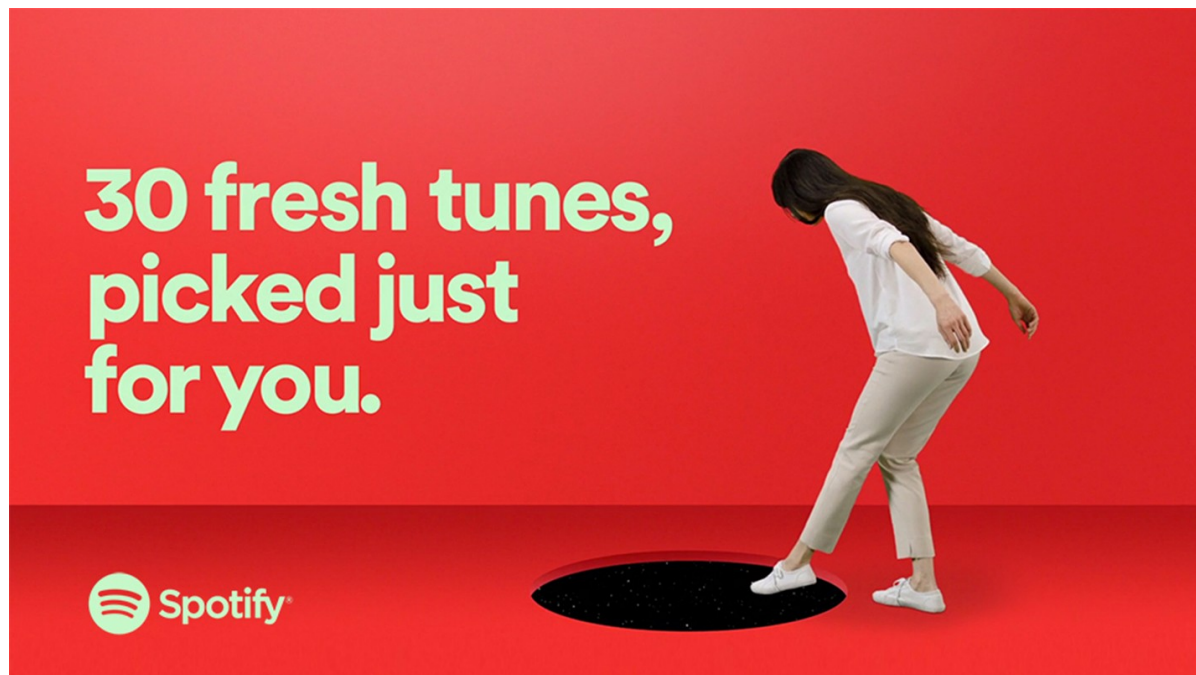
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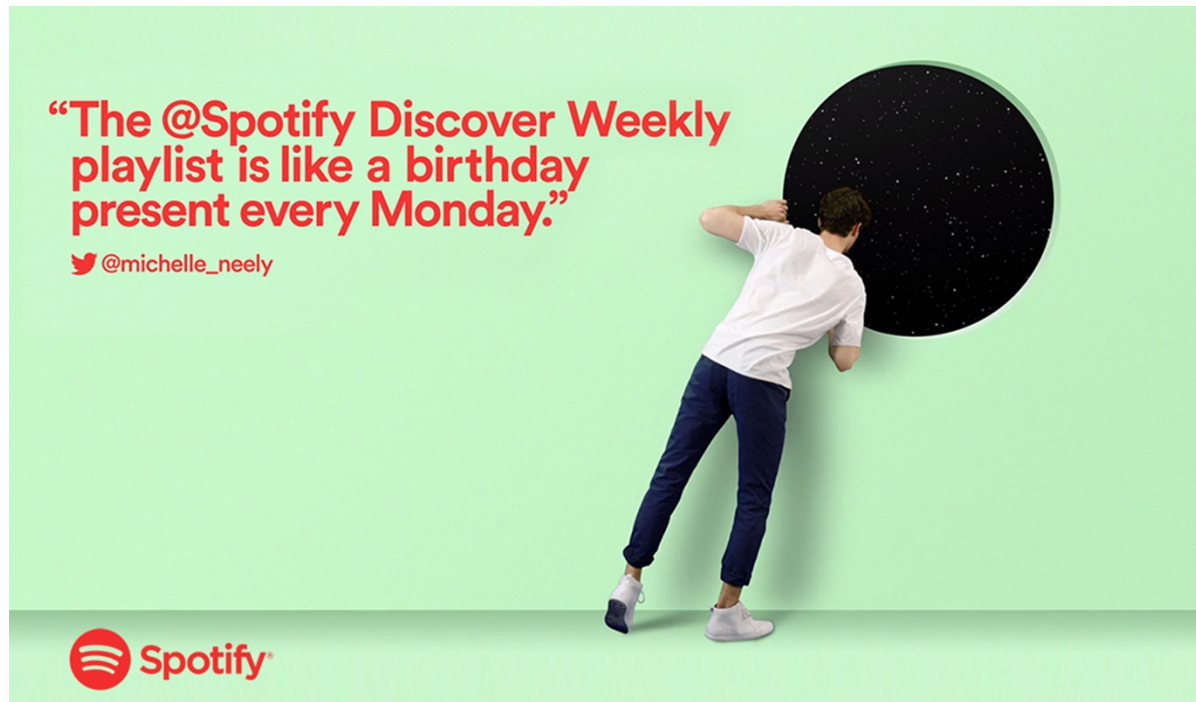
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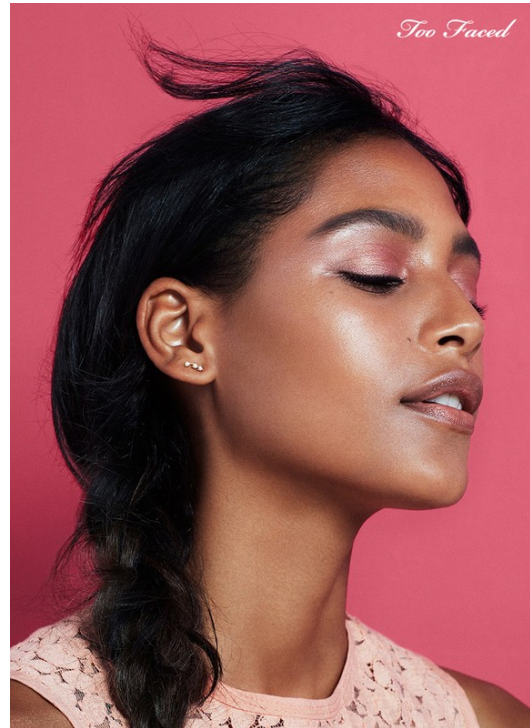
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