



# SoColor Pre-Bonded Permanent Colour



# Colour with confidence



## Pre-Bonded

Our exclusive **Bond-Protecting Concentrate** helps protect the inner hair structure, colour after colour.\* Offer the same protection as adding a bonder without all the hassle of measuring and mixing.



## Pre-Blended

Our formulas are **pre-blended with both background and reflect**. Control warmth on every colour, every base and every underlying pigment.



## Pre-Paired

Our permanent and tone on tone **oxidative dyes are perfectly matched**, so you can achieve seamless, root-to-tip colour that lasts and fades on tone.

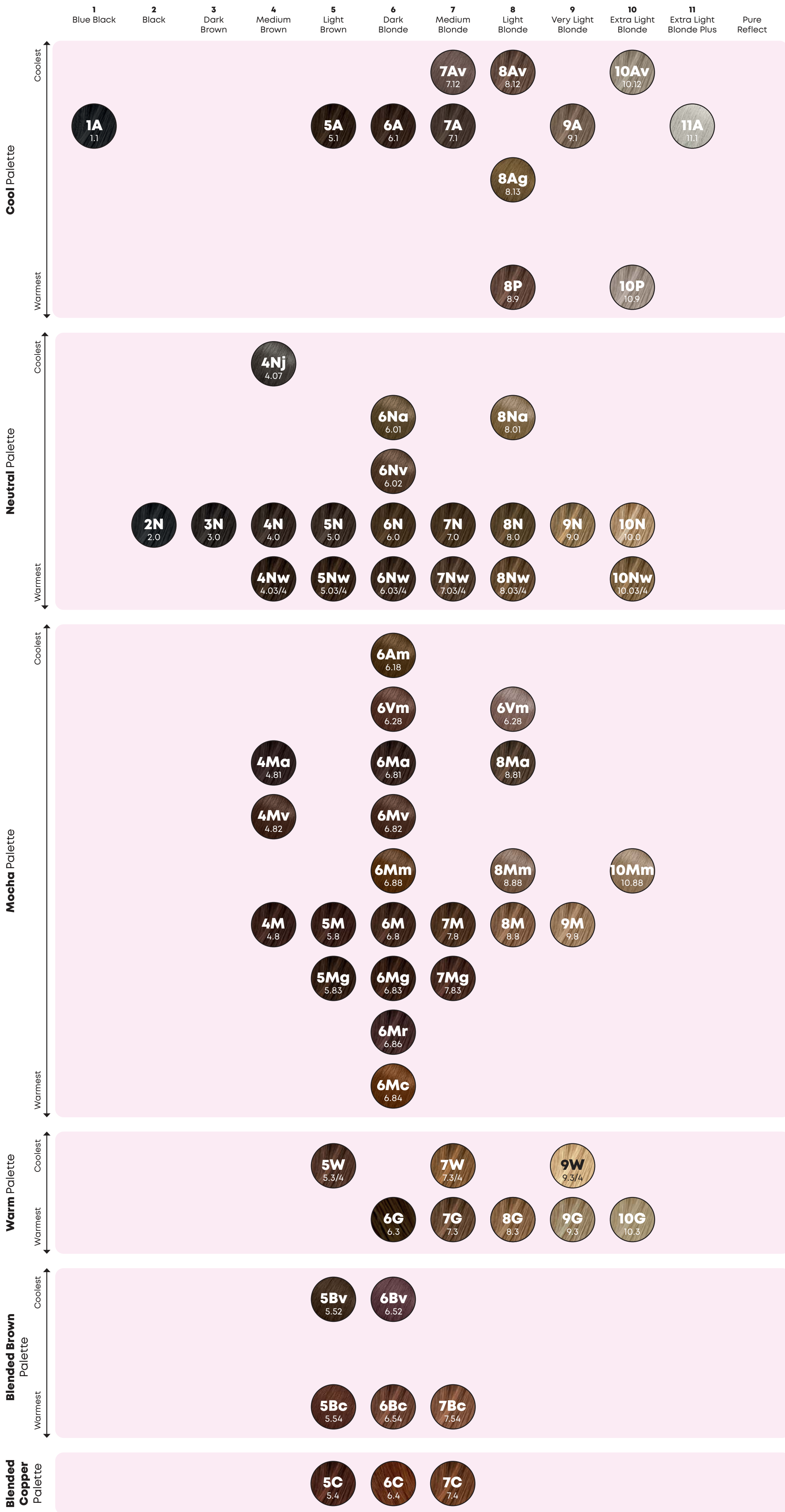
# Inclusive neutral palette!

Neutral Jade	Neutral Ash	Neutral Violet
4NJ 4.07	6NA 6.01 8NA 8.01	6NV 6.02
Neutral		
2N 2.0	3N 3.0	4N 4.0
5N 5.0	6N 6.0	7N 7.0
8N 8.0	9N 9.0	10N 10.0
Warm Neutral		
4NW 4.03	5NW 5.03	6NW 6.03
7NW 7.03	8NW 8.03	10NW 10.03

\*assessed after 7 applications on sensitised hair  
 Vegan Formulas  
 no animal derived ingredients

## Blended Natural Collection

The Blended Naturals are already pre blended with base and tone to give you predictable results every time. They can give up to 100% grey coverage on up to 50% grey and a blended coverage on up to 100% grey. They can be intermixed with all colours from Socolor except Ultra Blonde series. (Beautiful natural wearable shades thanks to the Pre blended base and tone)



### Four Basic Rules

- Determine the natural base level plus percentage of grey using the level finder. Consider the effects of texture, tenacity and porosity.
- Determine the level you wish to achieve.
  - Lighter or darker?
  - Same level?
  - Cover or blend grey?
- Determine the tone desired - Cool, Neutral or Warm. The final hair colouring result will be a combination of the artificial colour molecules and the natural underlying pigmentation of the hair.
- Determine the percentage (volume) of developer needed. Matrix Cream Developer is formulated to give up to 1 level of lift for every 10 Volume of developer used. The Matrix Cream Developer 10 vol will keep you on the same level or will give you one level of lift.
 

**Developer Volume:**  
 3% (10V)  
 6% (20V)  
 9% (30V)  
 12% (40V)

**Lightening Action:**  
 Up to 1 level  
 Up to 2 levels  
 Up to 3 levels  
 Up to 4 levels

\*For ultimate grey coverage, 6% (20V) is recommended for use with Extra Coverage Collection.

### Virgin Application

**Darkening or Matching Level**

**Lightening 1-3 Levels**

**Lightening Up To 4 Levels**

**Formulation**

**Application & Timing**

- Step 1:** Apply formula to new growth only.
- Step 2:** Immediately apply the same formula to mid-lengths and ends. Process for 35 minutes. If ends are porous, apply formula on ends for last 5-15 minutes only.

### Retouch Application

**Formulation**

**Application & Timing**

- Step 1:** Apply formula to new growth only.
- Step 2:** Apply formula to mid-lengths and ends. Process for 15 minutes.

### SoRed Application

**Highlighter (1:1)**

**SORED AS A HIGHLIGHTER**

1 part SoRed shade + 1 part required Matrix Cream Developer.

Process for a total of 35 minutes at room temperature. For less intense results or for chemically straightened or porous hair, process at room temperature for 35 minutes.

**Note:** Usage as a highlighter is off-scalp only.

**Color Booster (1:3-4)**

**SORED AS A COLOR BOOSTER**

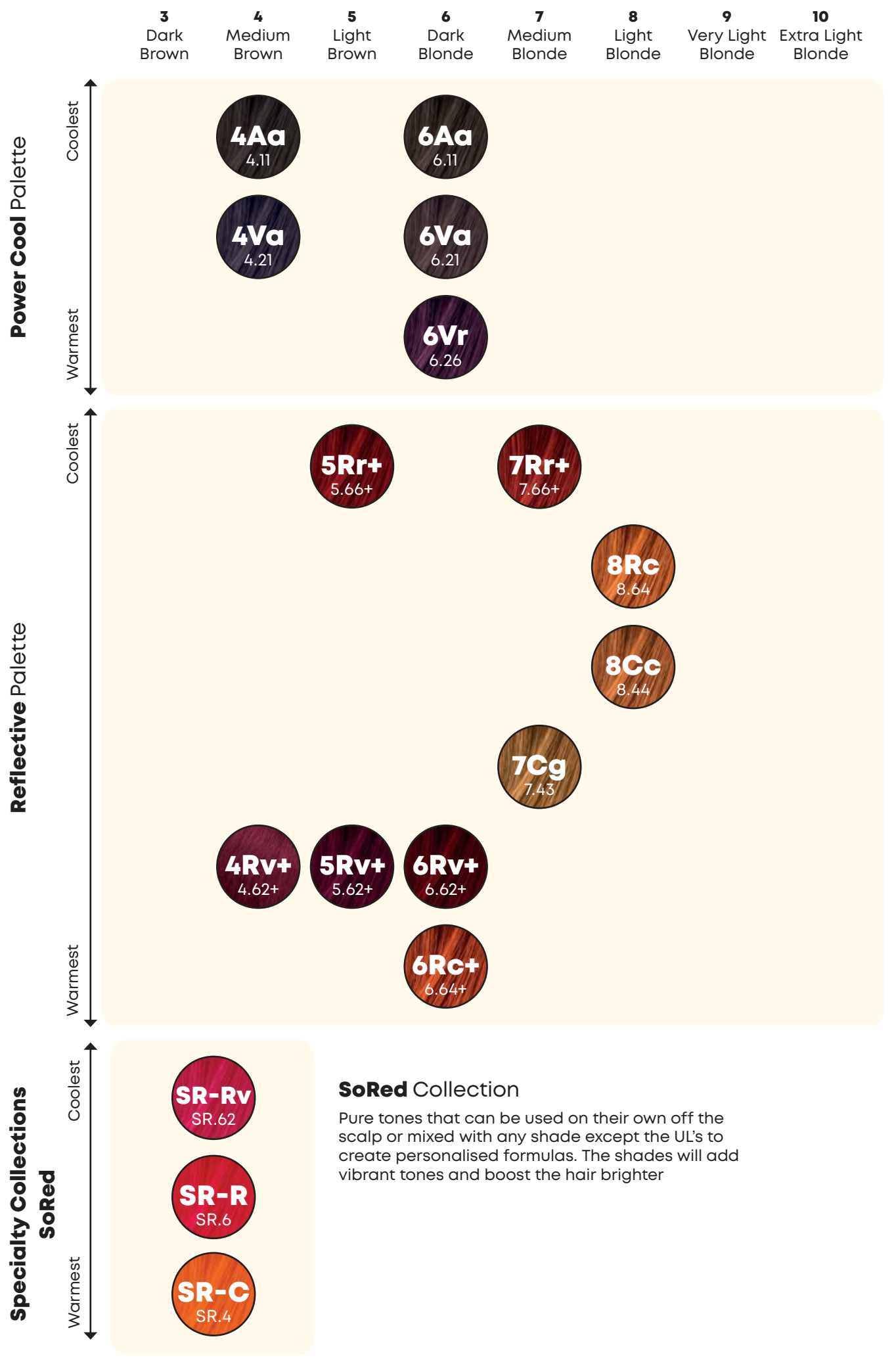
Add SoRed to any SoColor.beauty Reflect Collection formula to electrify the colour with intense, fiery red vibrancy.

1 part SoRed shade + 3 parts Reflect or Blended Natural shade + 4 parts required Matrix Cream Developer.

Process for a total of 35-45 minutes.

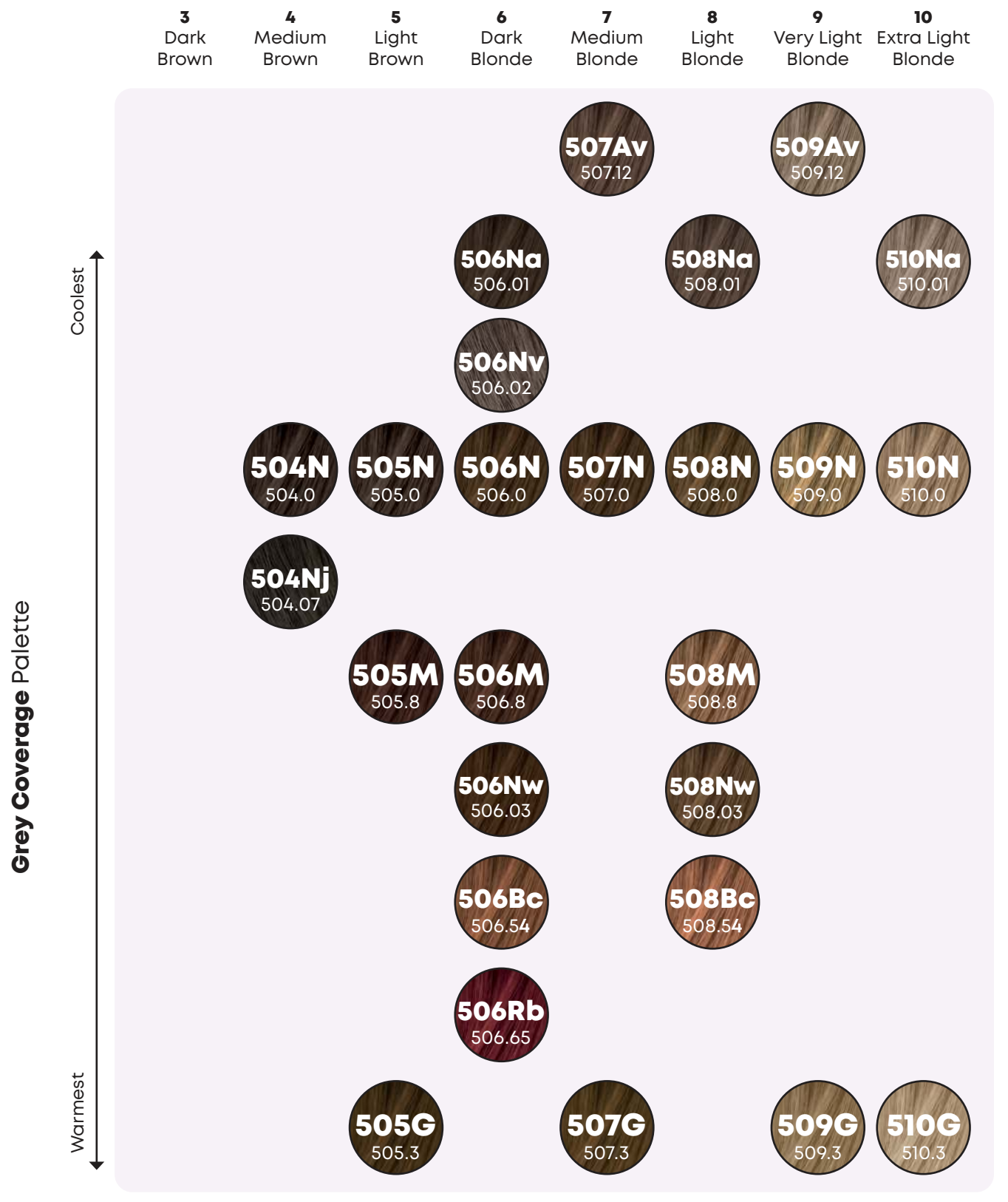
## Reflect Collection

These are fashion shades that give vibrant results and can be intermixed with Blended Natural shades and Extra coverage shades when vibrancy and coverage is needed. If you want to brighten or intensify the shades, you can mix them with So Red for an extra boost of tone and vibrancy.



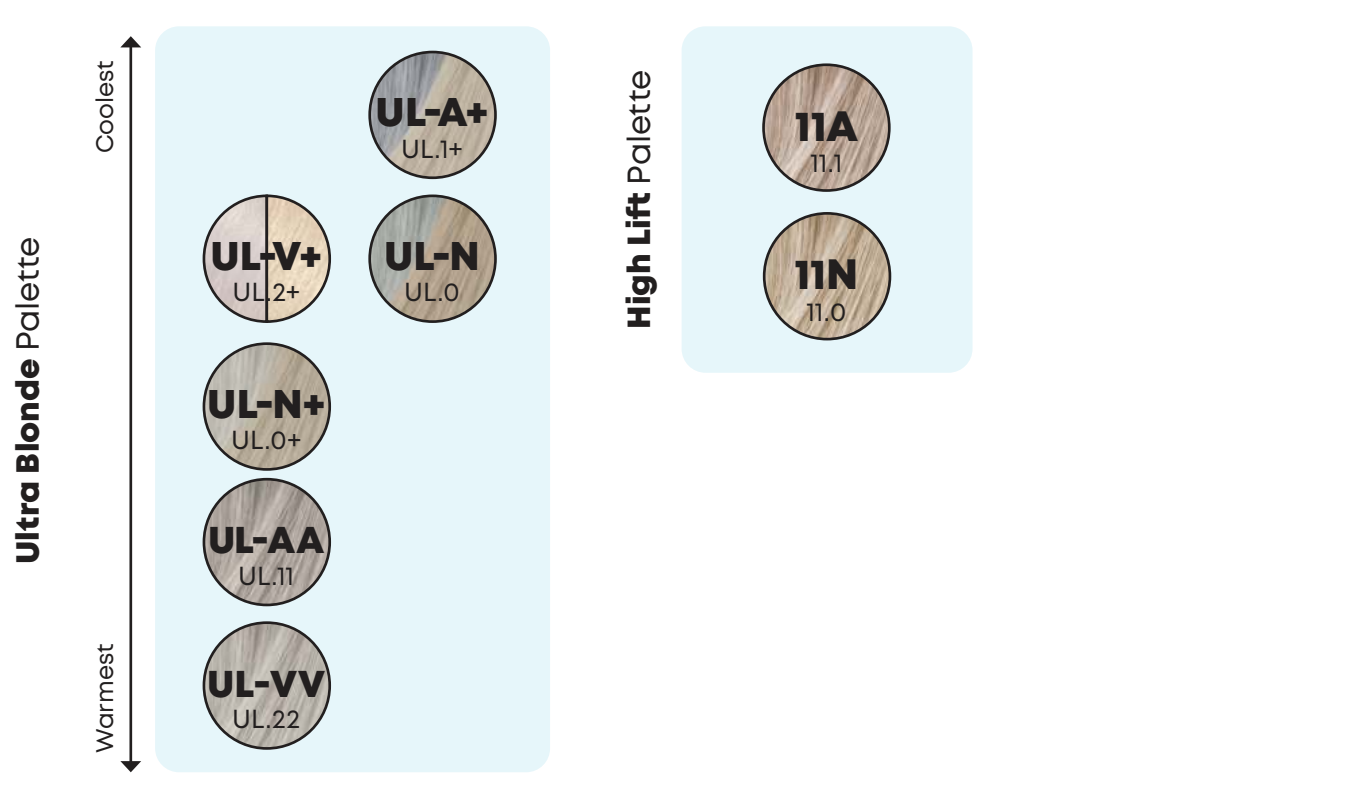
## Extra Coverage Collection

These shades will give full coverage on hair that is more than 50% grey and are pre blended with base and tones. They can be intermixed with everything except the Ultra Blonde series (Grey hair is coloured fully with reflective tones, shine and condition)



## Ultra Blondes Collection

Up to 5 levels of lift with Fortibond technology to protect hair during the lifting process. These delicate controlling shades are ideal when lightening Level 7+ above, and can be intermixed with every shade except the ULs.



# Professional Safety

## Allergy alert test must be done



- An Allergy Alert Test must be done 48 hours before each application of the colourant, as an allergy can develop suddenly, even though you have previously applied the colourant or another colourant on your client.
- Matrix and the L'Oréal Professional Product Division has designed a protocol which will enable you to manage your clients' colour experience and determine the need to carry out an Allergy Alert Test.

The protocol follows a 3-step consultation with your colour client, to accompany the application of a Matrix colourant:

**Step 1:** Professional consultation.

**Step 2:** How to carry out an Allergy Alert Test.

**Step 3:** How to carry out a colour application; refer to your professional safety booklet for more information.

## How to carry out an Allergy Alert Test



- 1 First, remove earrings.
- 2 Then, behind the ear and using a cotton-bud, apply a little of the unmixed product sufficient to cover an area of 1 to 2cm (eg. the size of a small coin)
- 3 Re-apply 2 or 3 times allowing it to dry between each application.
- 4 Leave for 48 hours without washing, covering or touching.

If during the course of this period you or your client notice any abnormal reactions such as intense reddening, itching or swelling in or around the test area, do not apply the colourant and recommend that your client seek medical advice before any further colour applications are made.

## ATTENTION



### Black Henna Tattoos

Check with your client. If your client has ever had, even once, a black henna tattoo, your client may have become allergic without knowing it. Do not use the product, unless you have done the Allergy Alert Test 48hrs before use.

### Do not use if:

- Your client is under 16 years of age.
- Your client has a rash on their face or sensitive, irritated and damaged scalp.
- Your client has ever experienced any reaction after colouring their hair.

**Record the allergy alert test information on your client record card.**

## Read the product's leaflet & follow the instructions



- Wear suitable disposable gloves during the preparation, application and rinsing of the product.



- Use exclusively with the recommended oxidants.



- Use the proportions indicated.



- Respect the development time.



- Rinse hair well after application.

## In case of a reaction

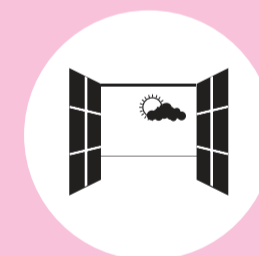


In case of a reaction during the application such as an intense stinging, irritation, rash or burning sensation on the scalp, rinse immediately and discontinue use. In case of shortness of breath, seek immediate medical attention. Before colouring the hair again, recommend that your client consults a doctor.

## Special precautions



- Avoid contact of the product with skin and eyes. Do not use to colour eyelashes or eyebrows. To do so may cause blindness. Rinse eyes immediately if product comes into contact with them.
- If contact lenses are worn, they should be removed before rinsing the eyes thoroughly with water.



- Prepare and apply the Mixture preferably in a well ventilated place.
- When a shaker is used, open immediately after mixing to avoid the shaker bursting and damage from the product overflowing.
- For all questions concerning the personal sensitivity of your client, recommend consultation with a doctor.



- Keep out of the reach of children.
- Not suitable for use on clients under 16 years of age.
- Do not use if hair has been coloured with henna or with a progressive colour.
- Do not use on a beard or moustache or for any other purpose than colouring the hair.



- Do not inhale or ingest.
- Wait at least 2 weeks after perming, relaxing or straightening the hair before applying the hair colourant.