

# REDUX

MATRIX





BALAYAGE  
IS FOR  
EVERY BABE

At Matrix we believe that Balayage is for every Babe. If 2018 was all about the #notsobasic brunettes, then 2019 is the year of the Power Cools. Balayage is still the most talked about colour technique online with 3.1 million mentions each year – and brunettes want in on the blonding action. While previously darker bases equated to warm accents, the launch of Matrix’s new SoColor Beauty and Color Sync Power Cools brings a new icy dimension to lightening up. You can expect our coolest brunette palette, ever...

From ash balayage to cool ribboning, the trend barometer is officially turning cooler, right on time for autumn/winter season. Maintaining your cool comes in the form of our best-selling Total Results Brass Off range, which is perfect for level 5-7 brunettes who love blonding but want to keep those warm, brassy tones at bay.

With techniques like foilyage, layage and sombre gaining popularity, blonding services are diversifying to offer even more choice to clients. Read more on our A-Z of Blonding (page 4 - 5) for the latest terminology and tricks to know about.

From ombre to sombre to root smudge, enjoy your autumnal hair transitions.

**Show us your blonding handiwork and tag  @matrixhaircare  @matrix #blondesmeanbusiness**



Sussan Verghese,  
General Manager Matrix

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# THE ABC OF

# Blonding

Share your Matrix blonding techniques by tagging @matrix #matrixcolour



## BALAYAGE

The number one colouring technique online with a giant 3.1million mentions each year. Balayage is the ideal solution if clients enjoy being blonde but want a colour that's low-maintenance with very little upkeep.

### Pro Tip:

For brunettes who want to dabble with Balayage, try the new Matrix SoColor.Beauty and ColorSync Power Cools.

## BLEACHING

Platinum blonde is sitting pretty as a top-trending look in salons. Hair Bleaching gains over 560k online mentions with many influential celebrities opting for this high-maintenance but striking hair colour.

### Pro Tip:

Damage and maintaining condition is a key concern for Hair Bleaching clients so always use Bond Ultim8 in any lightening service to prevent bond breakage.



## FOILYAGE

Foilyage (sometimes known as Folyage) is one of the fastest growing colour techniques with online mentions spiking +111% YoY. Foilyage is a similar technique to Balayage, except the hair is put in foils to seal the heat and help prevent the bleach from drying. The result? A brighter and more even blonde, making it the ideal techniques for dark brunettes.

### Pro Tip:

The must have tool for any lightening service such as Foilyage is Light Master, which gives lift of up to 8 levels.

## HIGHLIGHTS

Not to be underestimated with all the new colour techniques on the block, Highlights are still the most popular method of blonding for clients. Highlights can lighten, brighten or add sun-kissed highs and lows in hair.

### Pro Tip:

For natural-looking high lights, use the new SoColor beauty ULs with Bond for added protection.



## COLOUR CORRECTION

It happens, and regularly. We're talking the classic DIY box dye blunders that leave clients racing in for an emergency colour salvage. Colour Correction that is growing +37%yoY, so it's worth becoming a guru on reversing colour mistakes (and fast).

### Pro Tip:

For the ultimate Colour Correction SOS, try new ColorSync 5-Minute Fast Toner in Anti-Yellow, Anti-Red and Anti-Brass.



## SWOT UP ON THE LATEST TERMINOLOGY AND BLONDE TRENDS WITH THIS HANDY ALPHABET GUIDE

Forget back to school season, there's always something new to learn when it comes to blonding techniques. From advances in colour technology to of-the-moment Instagram trends, fresh terminology and techniques are constantly being introduced to the salon floor. To stay on top of your colour consultation game, it's wise to do your blonding homework...

Blonde is still undoubtedly the most discussed hair colour online. But in the last few years, multi-tonal colours and new techniques to create subtle dimension have broadened the world of blonding even further. Confused about knowing your 'Ombre' from your 'Sombre'? We've got all the A-Z knowhow so you can get up on the latest blonde lingo.

**These are the 2019 buzzwords to know about in blonding...**



### LAYAGE

This on-trend technique sees 2.7m online mentions each year, so it's worth knowing about. With Layage hair is sectioned and splayed onto a flat board so the colourist can paint the colour onto strands using a delicate brush - the result is a merged, gradient effect.

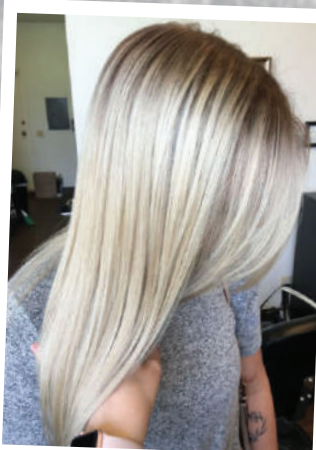
#### Pro Tip:

To ensure you're up-to-date with the latest colouring techniques like Layage, log onto Club Matrix to see our latest Education Courses, like 'Balayage and Freehand'.



### OMBRE

Continuing with the theme of all-things-Balayage, the classic Ombre technique is still in demand with more than 1.3m online mentions each year. Ombre is the gradual blending of one colour to another, usually moving tints and shades from dark through to light.



### ROOT SMUDGE

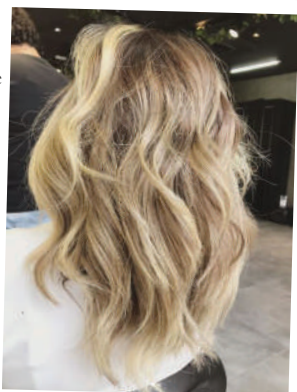
Say hello to one of the hottest colour trends right now. With online searches growing at +125%/yoy. A Root Smudge is the subtle way to conceal and delay root outgrowth for clients who want to stretch out their salon appointments for longer. It's also an on-trend transition for a scalp bleach client who want to take a break.

#### Pro Tip:

Keep your clients blonde vibrant for longer by prescribing the right colour aftercare, from Brass Off to So Silver, to Rebond.

### SOMBRE

Meet Ombre's softer, more subtle cousin. The Sombre technique may be lesser known but it's still gaining attention with almost 100,000 online conversations each year. The classic appearance of dark roots is less distinct than Ombre so colour melts together seamlessly.



### TONE ON TONE

An ideal way of refreshing or reviving hair without using permanent hair colour. Tone-on-Tone is back and growing at +34% YoY in mentions. The gentle way of colouring, Tone-on-Tone does not oxidise the hair or contain ammonia.

#### Pro Tip:

For the perfect Tone-on-Tone result, add Matrix ColorSync to your salon kit bag.

**Ensure you are up-to-date with the latest colour techniques by visiting Club Matrix and signing up to our hottest Education Courses like 'Balayage and Freehand'**

# BORN TO Balayage

From brunette balayages to smoky root smudges, on-trend blonding techniques were served at Matrix's Pro Influencer Day. Join us for an exclusive behind the scenes feature, as we find out what went down during the hottest event of the summer.

Follow #BORNTOBALAYAGE for more sneak peaks of the Pro Influencer Day in action.

## THE DAY

With some of the hottest names in the colour industry on the invite list, the Matrix Balayage Event was all about getting your blonde on – with of-the-moment techniques and tricks. From soft root smudges to power balayages, inventiveness was the order of the day from the collective of hair creatives.

Hosted by Matrix's UKI Artistic Director Ashleigh Hodges, the event was the perfect opportunity for our Pro-Artists to get to know Matrix's new Blonding Toolkit... Pro favourites in the blonding kit bags? Artists got creative with Light Master, sampled the new SoColor Beauty ULs, and tried out the freshly launched Color Sync Corrective Fast Toners. The variety of looks and results were absolute blonding goals.

**Ashleigh Hodges takes us behind the scenes...**

## THE HIGHLIGHT

And what was the highlight of the day for star host, Ashleigh Hodges:

*"I loved meeting new industry creatives. It was fun seeing what could be created in the hands of fresh hairdressers."*

## MEET THE PROS

So let's meet our Attendees, some of the hottest names in the Industry! And hear about the looks that they created and the Matrix Products they fell in love with:

**Troy, Colourist & Balayage Specialist**  
@troy.hair

*"I created a beautiful Ashy Brunette Balayage on my model using the new Matrix products. The highlights for me, were the Color Sync Fast Toners which I loved using! Afterwards I used Color Sync 8P which was great, because with Wella, I would have to drop down a level meaning that with Matrix I could make my clients super ashy and still keep it light when normally it comes across dark. I would definitely buy both the Color Sync Fast toners and also the Color Sync 8P, as well as the Style Link Smooth Setter which was great for blow drying hair. It was a fantastic day, and I had so much fun!"*

**Eugenie, Colourist & Wig Specialist**  
@eugenze

*"I was really impressed with the Light Master Bleach Powder, mixed with the Freehand and Oil Additives. I also loved working with a combination of Color Sync shades – 10P, 10A and 8P. The 3 different colours worked fantastically together and then end result was amazing. This was the first time that I have attended a Matrix event - I really enjoyed the day, it was so inspiring. Can't wait for the next one!"*



## THE LOOKS

And it wasn't just the attendees who got creative! Learn more about the amazing looks that were created by Ashleigh Hodges.

**BALAYAGE:** "It's a total classic now - I couldn't do a blonde event without showcasing a stunning balayage. Balayage is a trend that's never going away but there are so many bespoke variations you can get creative with now. I used my signature zig-zag technique for this look. My top tip is always blend blend blend your balayage - and tone to perfection."

**ROOT SMUDGE:** "One of my favourite colour styles right now. For me, it's the most natural-looking colour technique and it worked so perfectly as our model wanted that worn-in California vibe. I balayaged first to create the right lift and then root smudged when it came to toning. My top tip is to get your hands thoroughly dirty with blending and always apply the lighter colour and then blend down the darker one."

**FOILYAGE:** "A very of-the-moment technique and trend. Foilage is perfect when you want to get that ultimate lift out of your balayage. We worked weaved sections into foils/Visi Color/Paper Not Foil throughout the head to really give impact to that blonde look. My top tip is combine foilyage with traditional balayage for gorgeous variations of depth."

## THE POWER COOLS

Learn more about the latest launch from Matrix, and the perfect tool for the Coolest Brunette Balayage from Ashleigh Hodges.

*"The new Power Cools are gorgeous on those with very cool, porcelain skin tones. They knock out the warmth and give you that intense high-shine, cool colour that's so on trend right now. They aren't just amazing on their own, I love cocktailting them into existing shades to get a really bespoke colour service for clients."*



# Brunettes Lighten Up

**Brown hair doesn't need to be basic with the latest advances in cool colour**

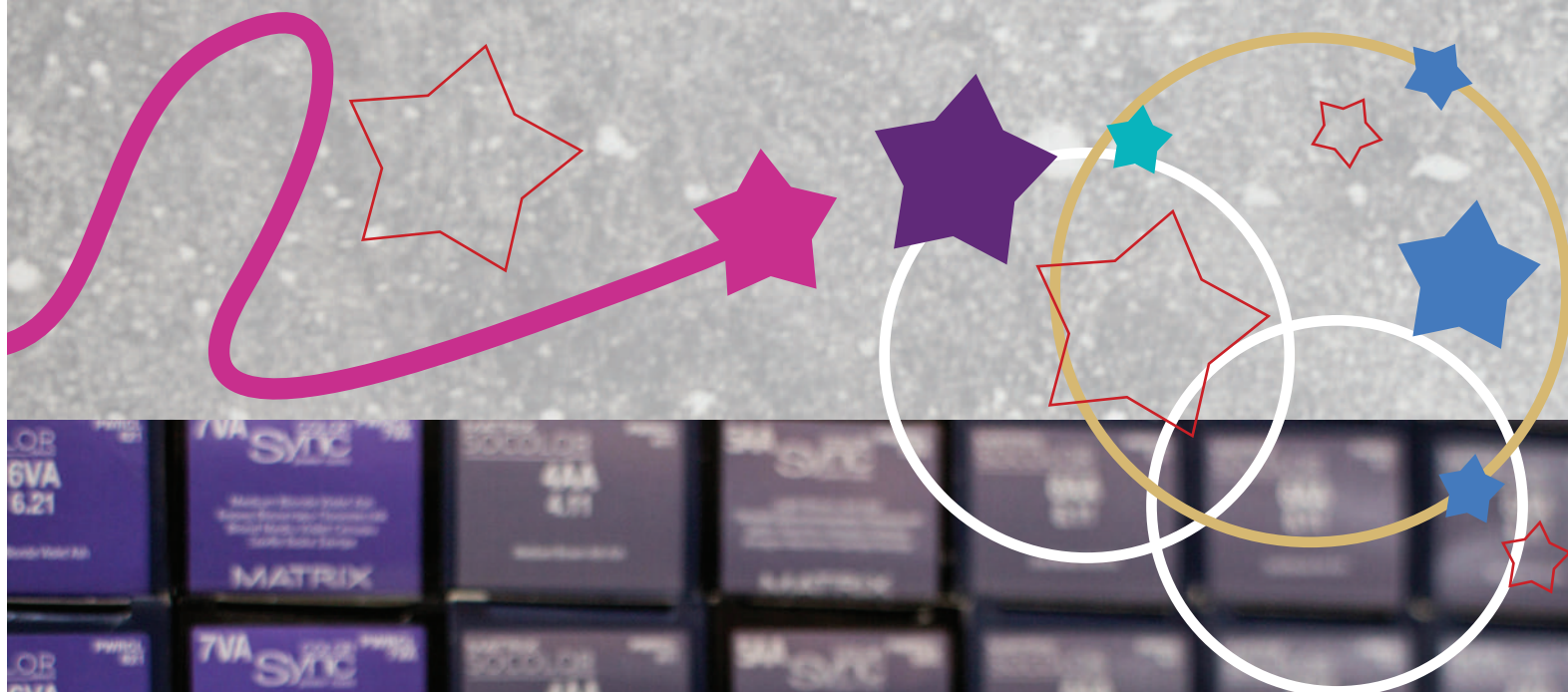
Newflash: blonding isn't just for blondes... The latest wave of clever colour techniques are making lightening up way more accessible for brunettes, too. Whether it's balayage, sombre or foilyage (see more on page 4 & 5), the result is believable, natural colour with dimension.

## **And who said that Blondes have more fun?**

This Autumn, the Brunette Balayage is trending. With over 100% increase in online searches for Brunette Balayages's (Autumn vs. Spring), you can be sure that your clients are going to want to step over to the dark side this season!

Think 'has-she-hasn't-she' sunkissed colour, rather than old-school stripy highlights. 2019 is all about subtle colour enhancers and adding accents of cool tones is the on-trend way to update light, mid or dark brown hair.

## **TIME TO GET COOL FOR AUTUMN?**





## BALYAGE FOR BRUNETTES

Summer isn't the only season that brunettes want to lighten up. Balayage and baby lights are now a year-round colour request, with #balayage amassing 3.1million social mentions.

If you want to combine a balayage technique with the latest trend for cool-tone brunettes consider a soft, cool-toned ash brown balayage, or a multi-dimensional ash brown and platinum balayage.

When it comes to darker brunettes, it's all about finding the right cool hues to complement your natural hair colour. A balayage pro will add lift, dimension and depth to brunette hair that makes it look oh-so-natural.

Dark brunettes have struggled to achieve the subtle colour lift they crave without the brassiness - until now. New colour advances mean believable sun-kissed colour is achievable on even the darkest brunette tones. Stand by for the Power Cools tool you need in your kit...

### COOL BRUNETTE LOOKS

It's official. When it comes to brunettes, the demand has shifted from warm coppers to cool, icy tones. Hashtags like #ashbrown are trending in the land of brunettes and clients are requesting that natural warm tones in their hair are cancelled out with cool accents of colour.

No matter how light or dark your hair is, there's a classic cool brunette tone to suit everyone, but they work especially well on cool coloured skin tones.

### DARK CHAMPAGNE BRONDE

When blonde meets brown, aka bronde. A dark champagne colour is the perfect transitional shade for blondes who want to turn to the dark side.

### LIGHT ASH BROWN

No reddish hues here. This cool-toned mid-brunette colour is a classic. Dial up the ash lightness or darkness depending on your colouring with a balayage or foilyage lift.

### DARK CHOCOLATE BROWN

Rich, deep chocolate browns are the ultimate cool tone for dark brunettes. Take your chocolate to the cool side with slices of ice-creamy colour.

### MEET THE POWER COOLS

With cool brunettes trending, Matrix has responded with their coolest ash palette to date. Power Cools is the new ColorSync sub-range that accentuates icy tones to the max.

So, how does it work? The low-ammonia formulation gives colourists a cooler lift to neutralise brassy tones. With the highest concentration of ash and violet tones, it gives brunette and dark blonde hair long-lasting cool-tone colour - clients can expect 8 weeks true to tone on the cool spectrum.

The Power Cools ColorSync shades are geared for an exact match to SoColor shades so you can expect seamless results and cooler colour than ever before. From violet colour melt, to ash balayage to ice cool ribboning, colourists can experiment with the coolest tones with zero risk of red.



FROM COLOUR MELTING TO BALAYAGE, SHOW US YOUR BRUNETTE TONE @MATRIX #MATRIXBRUNETTE



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# GIVE THE GIFT OF

# Good Hair

## STAY COOL BRUNETTES

**THE ULTIMATE XMAS PACK:**  
Total Results Brass Off

**Hero products:** Brass Off Shampoo & Conditioner and Mini Miracle Creator 20 .

The perfect balayage maintenance kit in a box for lightened brunettes. The unique Brass Off formula is perfect for brunettes who want to lighten their hair (suited to hair levels 5-7). With our highest ever concentration of blue direct dye, it neutralises any unwanted hints of brassiness so you get a cool tone brunette.

## ILLUMINATE YOUR BLONDE

**THE ULTIMATE XMAS PACK:**  
Total Results So Silver

**Hero products:** So Silver Shampoo & Conditioner and Mini Miracle Creator 20 .

The dream kit for keeping lightened blondes, natural greys and silvers super-cool. Matrix's no.1 selling Total Results shampoo now has a new matching conditioner which targets brittleness and dryness and adds glossy shine. So Silver is perfect for blonde that are levels +, with the ultra violet direct dye neutralising any unwanted dull, yellow tones.

## ALWAYS VOLUMINOUS

**THE ULTIMATE XMAS PACK:**  
Total Result High Amplify

**Hero products:** High Amplify Shampoo & Conditioner and Mini Miracle Creator 20 .

Turn up the volume with this follicle-boosting trio that gives fine hair a major boost that lasts.

The Shampoo and Conditioner work in volumising harmony to help boost the structure of limp hair.



## Treat the hair addicts in your life to a Christmas box that's bespoke to their hair.

A salon is for life, not just for Christmas – but turns out you can do some great festive shopping while you're getting your hair done... This year, Matrix's Christmas packs are better – and more bespoke – than ever before.

Every hair type is catered for, whether you're buying for a colour chameleon or someone who craves a bigger blow-out.

There's no doubt about it, 'tis the season for hair product shopping. A leading beauty retailer reported £20.4million of beauty gifting sales in Q4, with the biggest growth coming from professional products (+34%) – proof that those who know their hair inside out want to unwrap haircare that gives them salon results.

**These are the hair packs on our wish list this Christmas. We make it easy to be the Santa Claus of haircare with this gifting guide...**

## YOU'RE SO VIBRANT

### THE ULTIMATE XMAS PACK:

Total Results Keep Me Vivid

**Hero products:** Keep Me Vivid Shampoo & Conditioner and Mini Miracle Creator 20 .

Keep vivid colours looking vibrant and salon-fresh with this hard-working trio.

Suitable for all vivid colour addicts who want to give protection to high-maintenance hair colour.

## YOU'RE SO COLOURFUL

### THE ULTIMATE XMAS PACK:

Total Results Color Obsessed

**Hero products:** Color Obsessed Shampoo & Conditioner and Mini Miracle Creator 20 .

Step this way for shiny and bright colour protection for colour addicts.

The Shampoo & Conditioner fight against fading and extend the life of colour vibrancy for up to 32 washes.

## STAY HYDRATED

### THE ULTIMATE XMAS PACK:

Total Results Moisture Me Rich

**Hero products:** Moisture Me Rich Shampoo & Conditioner and Mini Miracle Creator 20 .

Hydrate dry, brittle hair and bring back the moisture with this conditioning trio.

The Shampoo & Conditioner brings intense hydration and smoothness to dried-out locks that need hydration SOS.



LEAVE A NOT-SO-SUBTLE HINT OF THE MATRIX HAIR BOX YOU WANT UNDER THE CHRISTMAS TREE BY TAGGING YOUR SANTA CLAUS @MATRIX #MATRIXMAS



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**From root smudge to sombre, colour techniques are in demand with clients that want low-committal lightening – and fast. Ashleigh Hodges gives us the insider track on all things blonding...**

# Insider on **Blonding**

**Q: What's the benefit of modern-day blonding techniques?**

A: The real beauty of techniques like root smudge and foilyage is that they're all about enhancing natural beauty. Clients love them because these kind of subtle colour techniques make them look like the best version of themselves.

**Q: What's your current favourite blonding technique and why?**

A: A power balayage. I love working with power lines in my balayage at the moment and, tellingly, it's the most requested technique in my courses. It's all about that 90s chunky highlight, but executed in a softer and chicer way.

**"I love working with power lines in my balayage at the moment"**

**Q: Ombre to sombre: why is there so much variation with lightening techniques?**

There's always going to be variations of one trend and the balayage trend especially has so many variations. It's mainly because us colourists like to mix it up and not get bored, but also when one trend sticks each season we need to see a variation of that technique happening. That way there's something to suit every client.

**Q: How can a colourist go about guiding their client to the right lightening technique for them?**

It's all about the consultation. Getting to really understand what they want from their colour, but also what's possible when you take their hair and natural tone into consideration. I always check their skin tone and eye colour, not just for suitability, but mainly to understand our limitations. I always ask how they wear their hair too - whether they wear it mainly down or up a lot - because that can be a factor for the blonding techniques I go with in the end.

**Q: What's the trickiest blonding technique to get right and why?**

It has to be full head lightening. Because you're lifting everything, you can end up with so many different bands if it's not done perfectly.

**Q: Which celebrities are working clever lightening techniques right now?**

Chloë Moretz has the most gorgeous highlighted blonde - it's super-natural but with that pop of creamy blonde to give it enhancement. Drew Barrymore's current balayage is also stunning. It has a root smudge to it so the blonde looks even lighter and contrasts beautifully with the rest of the colour.

**Q: The root smudge is big news right now?**

Yes, the root smudge is so on point because it really enhances the rest of the hair colour. It's all about the 90s this season and that grunge feel is definitely coming through – but in a chicer way. Deepening the roots makes the colour look more natural, but also makes the blonde look blonder.

**"Deepening the roots makes the colour look more natural, but also makes the blonde look blonder."**

**Q: What's the best way for a brunette to lighten up with today's blonding techniques?**

Foilyage is amazing for brunettes and darker bases because you really get that extra pop of lift. I also love the deeper smoky root trend as most brunettes still need depth for their skin tone, so keeping a rich root really works for that.

**Q: What's your top tip for a client considering a blonding technique?**

Understand what your hair is capable of. These techniques always look best when the hair is really healthy. It's also important to get a face frame that works with your features, whether you want to enhance your eyes or show off your cheekbones.

**Q: Tell us about your ultimate balayage toolkit...**

100%, the clay-based additive (Light Master Freehand Additive hair lightener) is my go-to balayage tool. The new ColorSync Sheer Acidic Toners are amazing too because they don't lift the natural hair and break the base of it so you can keep the hair cooler, which is a real trend at the moment.

# Stylist Vital Stats

- Instagram handle: @ashleigh\_hodges\_hair
- Years colouring hair: 12
- Favourite blonding technique? True freehand balayage
- Current favourite blonde colour? Soda pop blonde
- Celebrity blonding idol? Drew Barrymore currently
- Lightening technique to watch? Antique blondes



# SALON — OF THE — MONTH

PORTERS

*Hair*  
AT PORTERS

They're big on blinding and balayage, so we're shining the salon spotlight on Hair at Porters in Sprotbrough, Doncaster. Here, salon owner Deborah Porter lets us in on their salon psyche and reveals their favourite techniques and hero products for lightening up...

**Q: Tell us about Hair at Porters salon journey?**

We started our journey in a small salon over 21 years ago, with only a few team members. With drive, hard work and motivation we were able to expand our team and premises to where we are now. This expansion allowed us to offer a more bespoke service, where customer experience became a priority. For us, it's all about making each client's first visit unforgettable so they want to come back again and again.

**Q: How would you describe your salon client and what they usually want from their blonding/lightening service?**

We find our clients want to achieve a classy, natural type of blonding. We tend to focus a lot of our techniques on foilyages and melted root smudges to achieve this - both of which are enhanced using Matrix ColorSync to create a beautiful gloss finish.

**Q: What would you say is especially popular in blonding/lightening techniques at the moment?**

For us, the most popular blonding techniques are balayages, using freehand colour placement. Instagram and celebrity influences drive the demand for blonding, as we find many people prefer a more natural look which this technique can really achieve.

**Q: How have you seen blonding/lightening evolve over the last few years?**

Colour education has now become advanced

and much more accessible over the past few years. This has allowed blonding techniques to evolve from traditional cap highlights to modern freehand balayages, which our clients love.

**Q: What blonding/lightening technique excites you the most and why?**

The blonding technique which excites our colour team most is backcombing balayages. However, we do still love the results of a clean full head lift and tone.

**Q: What celebrities tend to be most cited as inspiration for blonding/lightening techniques with clients right now?**

It's often Holly Willoughby and Taylor Swift.

**Q: Are you increasingly seeing brunettes requesting lightening services, like foilyage and balayage?**

Yes, we're finding brunettes want to cool down their tone, as they don't like to see brassy tones in their hair. The Matrix Brass Off range is absolutely perfect for home care and maintenance. Social media has a huge impact on client's choices, especially since the new wave of grey/cool tone trends. Instagram is a great tool for clients to seek out new trends or colour inspiration and we find it very useful within the salon, too.

**Q: What are your salon golden rules when it comes to blonding/lightening services?**

Matrix Ultim8 Bond Protecting System and oil additives are essential to protect the hair and scalp during the lightening process - that way you get crisp, blonde results. Bond

Ultim8 is definitely our salon hero product for blonding and lightening. You can also follow up with aftercare using the Total Results The Re-Bond range.

**Q: Tell us about your consultation process for blonding/lightening?**

We regard honesty as being a golden rule with blonding, because the client needs to know what is actually achievable. We always consider the condition of the hair that we start with and recommend the right treatment where required. We also advise that blondes are an ongoing journey that require the most care and attention - the lighter you go, the bigger the upkeep.

**Q: What's your ultimate advice for colour care with blonding/lightening clients?**

Always treat the hair with rebonding products to keep the hair healthy. And ensure that you do a thorough consultation to ensure that your clients are taking home the correct aftercare. For Brunettes who are lightening, Brass Off in the answer as it helps to keep unwanted orange undertones at bay. For your more traditional, light blonde client who are levels 8+, try So Silver Shampoo and the new So Silver Conditioner to keep it cool cool cool!

**Q: What's your biggest piece of advice for aspiring salon owners?**

Always keep your staff happy. Invest in a good educated and enthusiastic team and keep them motivated and inspired. Most of all have fun and love what you do!



*Salon Vital Stats*

**SALON INSTAGRAM:** @hairatporters

**SALON WEBSITE:** hairatporters.co.uk

**SALON OWNER:** Deborah Porter

**HAIR AT PORTERS MOTTO:**  
'Excellence is our standard'

**HAIR AT PORTERS TEAM:** 11

**HAIR AT PORTERS FIVE WORDS:**  
Artistic. Passionate. Collaborative.  
Lively. Motivated.

MATRIX

# Step Up Your Balayage Game

## BALAYAGE & FREEHAND TECHNIQUE

This one day course is designed to push your creative boundaries.

**Learn Impactful Techniques:  
Colour Melting, Colour  
Marbling, Balayage and  
Colour Strobing.**

**EAT : SLEEP : BALAYAGE : REPEAT**

**EDUCATION** #BORNTOBALAYAGE  
#IAMME

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