introducing matrix's new

SoColor 10 min
Pre-Bonded
Our 1st 10 Minute Pre-Bonded Coverage

Covers 100% Of Grays In 10 Minutes

Before

After
505NA + 506N

10 Min Coverage

Pre-Bonded Cream Formula
Color + Bonder In Every Packette To Reinforce + Repair Weakened Bonds
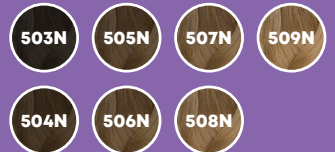
Color + Developer Packettes
Provide Precise Dosing + Portability

Bonder Inside!

matrix

matrix

SoColor 10 min Pre-Bonded

20 V

Permanent Colorant
Coloration Permanente
extra coverage
extra couverture

Top 10 Neutral Shades
Intermixable Shades

Neutral

| 503N | 505N | 507N | 509N |
| 504N | 506N | 508N | |

Neutral Ash

| 503NA | 505NA | 507NA |

Alkaline Buffer System helps control over-processing between 10 and 15 minutes.

SoColor 10 min Pre-Blended

What's In It For Me?

For Commission Stylists + Booth Renters

- ✔ Use for fast root retouch services, such as walk-ins or as an add-on service for clients with less than 1/2 inch of new growth.
- ✔ Fit express gray coverage services in between your other color clients that are processing.

For Mobile Stylists

- ✔ Color + developer packettes provide easy portability for on-the-go stylist.
- ✔ Cover 100% of grays in half the time - allowing you to optimize your client turnover.

For Clients

- ✔ Save time in the salon while achieving the same great coverage results.

Before

starting level
Level 8, 80% Gray
_(8)_

underlying pigment
Dark Yellow
_(DY)_

diameter
Medium

pattern
Straight (1B)

After

end level
Level 9
_(9)_

end reflect
Light Neutral Blonde
(LNB)

diameter
Medium

pattern
Straight (1B)

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decode the look

T-Zone Touch-Up
A speedy touch-up in less than 20 minutes

SoColor 10 min Formula: Roots
1 packette SoColor 10 min Pre-Bonded 509N
1 packette SoColor 10 min Cream Developer 20 volume (6%)

Step 1: Section It
- Separate the front from the back with a vertical parting that extends from the top of the ear to the top of the head and down to the top of the opposite ear.
- In the front, sub-divide the hair into 2 quadrants by using a vertical parting that starts at the top of the head and extends down to the front hairline.

Step 2: Color It
- First, apply **SoColor 10 min** Pre-Bonded to each part line until all quadrants are outlined.
- Then move to the front hairline + apply **SoColor 10 min** Pre-Bonded, paying special attention to cover any shorter grays that may exist in this area.
- Once the hairline is complete, move to the front left quadrant and take a ¼" section parallel to the center part, then apply **SoColor 10 min** Pre-Bonded to the base.
- Continue to work through the quadrant and apply **SoColor 10 min** Pre-Bonded to the base until 3 or 4 sections are complete. Then, repeat on the opposite side.
  Pro Tip: The number of sections you take in each quadrant will depend on the density of your client's hair. Because this is an express technique, the goal is to cover only the visible gray, not complete an entire quadrant.
- Process for 10 minutes at room temperature, then rinse, shampoo, and condition with **Color Obsessed.**

Client Profile
Ideal for walk-ins or as an add-on service for clients with less than 1/2 inch of new growth.

Before

- starting level
  Level 6, 70% Gray
- underlying pigment — DO
  Dark Orange
- diameter
  Medium
- pattern
  Curly (3A)

After

- end level — 6
  Level 6
- end reflect — MWB
  Medium Warm Brown
- diameter
  Medium
- pattern
  Curly (3A)

decode the look

Express Ombre

The most efficient root touch-up + balayage

Lightener Formula
1 oz. Light Master Bonder Inside + 1.5 oz. Cream Developer 20 Volume (6%)

SoColor 10 min Formula: Roots
1 packette SoColor 10 min Pre-Bonded 505NA
1 packette SoColor 10 min Pre-Bonded 506N
2 packettes SoColor 10 min Cream Developer 20 volume (6%)

Step 1: Lighten Mids + Ends
- Apply Instacure to hair from mids to ends.
- Apply lightener to mids and ends using a two-pointed balayage technique painting from line of demarcation to ends making sure to saturate evenly. Process for 30 minutes, using no heat.

Step 2: Root Coverage
- Leaving balayage on hair, section hair into 4 quadrants and start in the back of hair.
- Take ¼ inch subsections and apply **SoColor 10 min Pre-Bonded** formula at base, saturating roots.
- Process for 8 minutes.
  Note: If the back two quadrants process for 8 minutes, follow steps below and then repeat for front two quadrants.
- Add water + emulsify to bring **SoColor 10 min Pre-Bonded** formula from roots down to mids and ends of hair for 2 minutes for a total processing time of 10 minutes.
- Rinse thoroughly, shampoo and style as desired.

Client Profile
Ideal for clients needing gray coverage in addition to lightening services, reducing time in chair.

Before

starting level
Level 5, 80% Gray

underlying pigment
RO
Red Orange

diameter
Coarse

pattern
Coily (4A)

After

end level
5
Level 5

end reflect
MWB
Medium Warm Brown

diameter
Coarse

pattern
Coily (4A)

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decode the look

Root + Refresh

Full root touch-up + all-over refresh in less than an hour

Formula
1 packette SoColor 10 min Pre-Bonded 505NA
2 packettes SoColor 10 min Pre-Bonded 506N
3 packettes SoColor 10 min Cream Developer 20 volume (6%)

Steps
- Section the hair into 4 quadrants and start back of head.
- Take ¼ inch sections and apply formula at the base to saturate roots.
- Process for 8 minutes.
  Note: If the back two quadrants process for 8 minutes, follow steps below and then repeat for front two quadrants.
- Apply Instacure to mids and ends on porous areas.
- Add water + emulsify for 2 minutes to bring SoColor 10 min. Pre-Bonded formula from roots down to mids and ends of hair.
- Rinse thoroughly, shampoo and style as desired.

Client Profile
Ideal for clients short on time, squeezing in color during lunch break or an after-school activity.
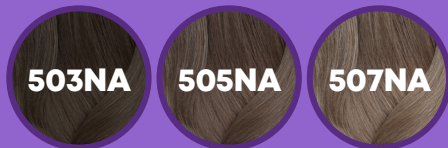
Top 10 Neutral Shades
SoColor 10 min Pre-Bonded

Neutral

503N	505N	507N	509N
504N	506N	508N	

Neutral Ash

503NA	505NA	507NA

Retouch Application

Formulation

matrix **SoColor 10 min** Pre-Bonded
Permanent Colorant Coloration Permanente

+

matrix **20** volume 20 V

Use 1 or 2 packettes based on hair density + root regrowth

Application & Timing

1

2

Step 1: Apply SoColor 10 min formula to new growth only

Step 2: Process for a total of 10 minutes* do not process longer than 15 minutes

How To Match

SoColor 10 min
Pre-Bonded

+

SoColor Pre-Bonded
Extra Coverage

500N Series
Level: SoColor Extra Coverage + SoColor 10 min N series are on-level + should be used accordingly (SoColor Extra Coverage 506N = SoColor 10 min 506N).
Tone: The tonality of the SoColor 10 min 500N's will be slightly cooler than SoColor Extra Coverage 500N's.

500NA Series
Level: To match the level of SoColor Extra Coverage 500NA's, mix two levels of SC10 500NA's to achieve the correct level. (i.e. SoColor Extra Coverage 506NA = SoColor 10 min 505NA + SoColor 10 min 507NA).
Tone: The tonality will be slightly cooler.
For example, to match SoColor Extra Coverage 508NA, mix SoColor 10 min 507NA with either SoColor 10 min 508N or SoColor 10 min 509N depending on the starting point and desired end result.

SoColor 10 min
Pre-Bonded

What are the key ingredients in this formula?
High Kinetic Dye Blends provide 100% coverage in just 10 minutes. The Alkaline Buffer System works to control overprocessing from 10 – 15 minutes. The Bond-Protecting Concentrate is composed of taurine + cationic polymers to protect the inner hair structure, color after color.

Is this formula Pre-Bonded? How Are They Protected/ How Does It Work In The Hair?
Yes, the formula is Pre-Bonded. Our exclusive Bond-Protecting Concentrate protects the inner hair structure – so you can maintain the integrity of the hair, color after color. It is composed of a unique blend of taurine and cationic polymers that act as an internal bond-support system during the coloring process. The linear network of positive charges binds to negatively charged areas of damage in the hair in order to reinforce and repair the weakened bonds within the sensitized cortex.

What technology helps the formula cover 100% of grays in 10 minutes?
The SoColor 10 min formula is able to cover 100% of grays in 10 minutes thanks to carefully calibrated high-kinetic dye blends and a patent-pending alkaline buffer system.

What percentage of gray coverage will I receive?
SoColor 10 min has 100% gray coverage.

What is the level of lift?
SoColor 10 min Pre-Bonded provides up to one level of lift.

Will this formula be patented?
Yes, the patent process is currently underway.

How does the alkaline buffer system technology work to help control over processing?
The proprietary balance of ammonium hydroxide and ammonium bicarbonate, in conjunction with this base technology and optimized dye combination, works to control overprocessing between 10 and 15 minutes.

What happens if a stylist takes longer than 10 minutes to apply the color? How would we recommend this product be used for stylists who do slower applications?
It is not recommended to process longer than 10-15 minutes. The color will continue to deposit after 15 minutes. For stylists concerned about the 10-minute timing, we recommend to do the back section first, rinse after 10 minutes (no longer than 15) and then do the front section over the bowl.

Is color deposit progressive up to 10 mins? What is the result if used under/over 10 minutes?
The recommended processing time is precisely 10 minutes. The shade would be under-developed if processed under 10 minutes and would not reach the appropriate coverage needed. The patented Alkaline Buffer System technology helps control the over processing for up to 15 minutes, but it should not be processed beyond that.

At what point in usage does the alkaline buffer activate?
The Alkaline Buffer system activates when mixed with the developer. The patented technology helps control the over processing for up to 15 minutes, but it should not be processed beyond that.

Is the developer in the pouch the same as the universal Matrix developer?
Yes

FAQs
SoColor 10 min
Pre-Bonded

Does this formula contain ammonia? If so, what is the ammonia content of this formula compared to existing SoColor?
Yes, it contains ammonia. The ammonia content of this formula is typical for an alkaline permanent hair color and is similar to existing SoColor Extra Coverage levels.

Does this formula contain PPD / PTD?
In order to achieve optimum performance, certain shades contain PPD and/or PTD.

What is the pH of this formula?
The pH of this formula is typical of an alkaline permanent hair color product and similar to the pH of existing SoColor Extra Coverage.

Can I Use SoColor 10 min after a texture service?
It is recommended to wait at least 14 days before using SoColor 10 min following heat straightening, sodium hydroxide, guanidine or calcium relaxer.

What testing has been conducted to prove efficacy?
Testing was completed on hair models with high percentage of gray hair with evaluations of shade performance at 10- and 15-minute processing times.

Has this formula been tested and proven to work across diverse hair tones, textures, and types?
The formula was tested and proven effective on a variety of hair diameters (fine, medium and coarse), different levels of percentage of white, including white hair that is more resistant. The formula was also tested on a variety of patterns ranging from straight to wavy, curly to coily. The formula was tested on approximately 130 models.

What is the product consistency?
The consistency is a cream-based formula and the developer is the same as our current Matrix 20 volume developer.

If a stylist prefers using a bottle for application, is it possible with the formula?
We highly recommend using a brush and bowl due to the consistency of the formula.

Can you save/store excess product?
Product that has already been mixed cannot be stored or saved. Unlike a classic tube, the formula is already pre-dosed in precise 20ml packettes.

How long will the product remain effective when mixed with developer, given the express processing time?
The recommendation is to apply the product immediately after mixing.

Does SoColor 10 min Pre-Bonded result in banding? How to avoid banding seen on competitive 10 min color?
After 6 weeks of applying SoColor 10 min and following the models fade rate, we found that the color faded on tone and when re-applying the existing SoColor, no banding was evident.

What is the recommended developer volume to use with this product? Why is this volume recommended?
This product is pre-dosed in a single-use packette that comes with 20ml of color and 20ml of 20 volume developer with a 1:1 mixing ratio. Although other Matrix developer in 10 or 30 volume could be used, the 20 volume developer yields the most favorable results and is highly recommended.

SoColor 10 min
Pre-Bonded

Can you apply in foils?
We do not recommend using foils for this product.

Are all the shades intermixable?
Yes, the shades are intermixable within the SoColor 10 min range.

Why are there only 10 shades?
We've developed a range of our 10 top-sellers, levels 3-9 in N's, and 3-7 in NA's, which can be mixed to create a more extensive palette of neutrals.

How much do I charge for a SoColor 10 min express service?
We recommend charging 10 - 20% more than a traditional pre-bonded gray coverage service. In a client survey, 88% said they would pay more for a SoColor 10 min express service. Your clients are paying for advanced technology and the gift of time.

Can this be sold for retail?
No, this product is for professional use only.

How close to the scalp must this product be used? Can it be used for full head transformations or only on a certain amount of new growth?
This product is for virgin hair application and new growth touch-up as it is a permanent hair color technology.

Can this product be mixed with original SoColor Pre-Bonded Permanent Color Ranges?
No, SoColor 10 min should not be mixed with SoColor Pre-Bonded collections.

How many packettes do I need per client? Is 20ml enough?
The amount of product needed is dependent on the amount of new growth, density and pattern of the hair. For example, if a client has normal density, straight hair pattern and 1/4 of an inch of new growth, 1 packet should be sufficient. However, if a client has curly hair, thick density and 1/2 inch of new growth then 2 packettes would be needed.

For what other scenarios (beyond standard root retouch) would we recommend for this product?
If a client needs gray coverage in addition to other services, SoColor 10 min can be used as part of the process to speed up the overall time the client will spend in the chair. This formula processes in 1/3 the amount of time compared to a classic permanent color, cutting the time in half for top revenue-generating services.

Does SoColor 10 min have the same coverage as SoColor Extra Coverage?
Yes, the coverage is completely at parity with SoColor Extra Coverage at 100% gray coverage.

How long do SoColor 10 min results last?
SoColor 10 min formula uses oxidative dyes, so it's longevity and performance are the same as SoColor Extra Coverage.

Are the shades the same as Extra Coverage or the Blended Collection?
SoColor 10 min is a different technology, so there are some nuances in the shades. Please refer to 'How To Match' guide for formulation details.

What are the recommended uses for this product vs current SoColor Extra Coverage?

SoColor 10 min	SoColor Extra Coverage
• Client short on time, squeezes in color during lunch break or an after-school activity	• Client who appreciates time spent in chair, a loyal client who connects time with quality of service
• Stylist short on time	• Stylist who has purposefully double-booked a client for a cut while other client is processing
• Stylist looking to increase client turnover	
• Client comes often, has less than ½ inch of new growth	• Client who waits too long to color hair, roots are over 1 inch
• Client with thin hair	• Client with extremely thick hair