



MATRIX

So Silver Shampoo

What it is:

Gentle, cleansing shampoo that revives gray or white hair; subdues brassy blonde tones.

Key Benefits:

- Rich, creamy violet lather conditions as it gently cleanses.
- Will not stain clothing or build up. Leaves hair with remarkable shine, body, and manageability.
- Exclusive Alphantine Complex helps restore hair's essential elements.

Who Needs This Product:

This shampoo will help to eliminate yellow or brassy tones often found in gray or white hair. Also works well for customers with double-processed hair, high-lift blondes and highlighted blondes. Follow up with an appropriate conditioner.



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Instacure Leave-In Treatment

What it is:

A spray-on, leave-in treatment that equalizes hair's porosity and repairs cuticle damage. Perfect before or after chemical services or as a cutting aid.

Key Benefits:

- Cationic porosity equalizers ensure even curl formation.
- Silicone and hydrolyzed proteins add strength, resilience and moisture balance.
- Makes an excellent cutting aid: detangles for easier combing and cuts the friction between hair and shears during haircuts.
- Thermal protectants guard against blow drying and heat styling damage.
- Exclusive Alphatine Complex® helps restore hair's essential elements.

Who Needs This Product:

Perfect for use with texture services, Instacure Leave-In Treatment helps to even out the porosity of the hair, which will help ensure even curl formation. Great for hair that tangles easy. Gently mist hair and comb through for even distribution.



Proforma Hair Spray

What it is:

A fast-drying aerosol texturizing and finishing spray for extra lift, intense shine and maximum hold.

Control:

Extra-firm

Key Benefits:

- Amphoteric holding system creates high-volume styles and builds tremendous body.
- Polymers and silicone provide maximum humidity resistance and intense shine.
- Thermal protectants/PABA-free sunscreens.
- Exclusive Alphantine Complex® helps restore hair's essential elements.

Who Needs This Product:

Recommended for hairstyles requiring extra firm maximum hold. Proforma hair spray will keep the style all day. Recommended for the person that likes their hair not to move.



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Vital Control Hair Spray

What it is:

A high-performance aerosol working and finishing spray with adjustable hold.

Control:

Adjustable, light to firm

Key Benefits:

- Advanced Matrishield® assures exceptional humidity resistance.
- Dries clear with no dulling buildup.
- Thermal protectants/PABA-free sunscreens.
- Exclusive Alphonine Complex® helps restore hair's essential elements.

Who Needs This Product:

Vital Control is for the customer who wants adjustable hold. The more you apply, the stronger the hold. Use a little to assist in styling or a lot to hold style in place. Perfect in high-humidity climates.



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