

 matrix

new!

# Tonal Control Pre-Bonded

Acidic Demi-Permanent Color

**Our Most Predictable Gel Toners  
For Ultimate Post-Lightening Control**



Certified Vegan



 matrix

# Take Control Of Your Tone.

New! Tonal Control Pre-Bonded

## Our Most Predictable Gel Toners For Ultimate Post-Lightening Control



### Real-Time Visible Oxidation

Formula color gradually darkens as it oxidizes so you know precisely when it's time to rinse.



### No-Drip Gel Formula

Apply with bottle or brush for ultimate creative control.

Color-coded to represent the dominant reflect of each shade family.



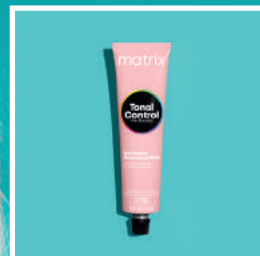
### Long-Lasting, Multi-Dimensional Results

True-to-tone with no lift + high-shine. Color lasts up to 24 washes.



# Tonal Control Pre-Bonded What's In It For Me?

Superior Value, More Revenue,  
Maximum Control



## Superior Value

- 50% more color per tube vs. 2 oz. competitors.
- Bonder pre-mixed inside every Tonal Control shade.



## Increase Your Service Revenue

Earn more with new Pre-Bonded Glossing services + charge up to 20% more for Pre-Bonded Toning services.

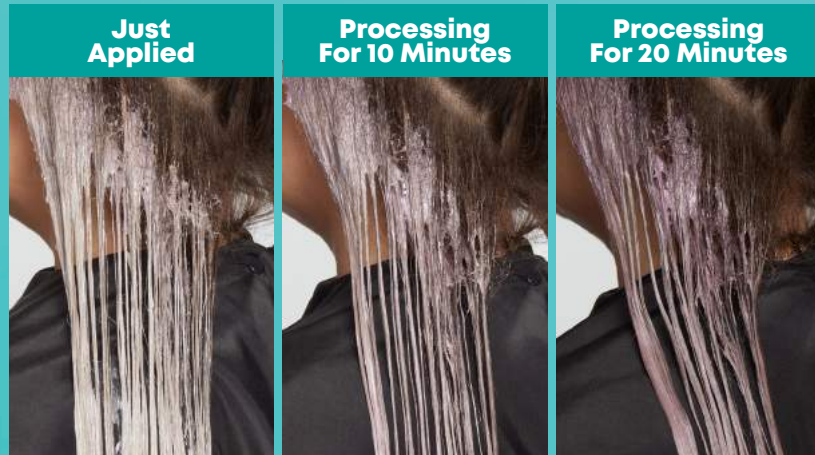


## More Control, More Creativity

Gel texture works well in a bottle for speedy, global applications and on a brush for detailed technique work.

# Real-Time Visible Oxidation

Formula color gradually darkens as it oxidizes so you know precisely when the 20 minute processing time is complete and when to rinse.



Formula Comes Out Of The Tube Color-Coded



Formula Gradually Darkens As It Oxidizes\*



Just Applied



10 Minutes



20 Minutes



\*Product color on hair may vary.





# Color-Coded Gel Formula

Color represents the dominant reflect of the shade family for ultimate control + predictability.



-  **Pink Palette**  
Warm Red Reflect
-  **Neutral Palette**  
Neutral Warm Reflect
-  **Gold Palette**  
Warm Golden Reflect
-  **Jade Palette**  
Neutral Jade Reflect
-  **Blue Palette**  
Cool Ash Reflect
-  **Violet Palette**  
Cool Violet Reflect

**Pro Tip:** Thanks to the color-coded formula, you can visually see exactly where you are applying your formula and shades of different reflects!

# Long-Lasting, Multi-Dimensional Results

True-to-tone with no lift + high-shine.  
Color lasts up to 24 washes.





# Why Matrix Artists Love Tonal Control



@alfredo-lewis

“

“My favorite toner for all my blonding services on both dark and light bases! Tonal Control gives my clients the healthy, multi-dimensional hair of their dreams that truly lasts.”

—**Alfredo Lewis,**

**Chief Engagement Officer  
Global Brand Spokesperson**



@realericvaughn

“

“I’m obsessed with the gorgeous shine and color results Tonal Control delivers. Always consistent and predictable which is exactly what I need from a toner! The color palette is perfect for creating dreamy blondes and beautiful brunettes.”

—**Eric Vaughn,**

**Matrix Artist**



# Technical Information



**All Levels**  
From Dark To Light



**All Underlying Pigments**  
From Warm to Pale



**All Diameters**  
From Fine To Coarse



**All Patterns**  
From Straight To Coily





# 17 Pre-Bonded Shades

<b>Mixing Ratio</b>	Color:Developer 1:1
<b>Developer</b>	10 Volume (3%) Matrix Cream Developer
<b>Processing Time</b>	20 Minutes



Ash Ash

Ash

Neutral Ash

Pearl Violet

Violet

Violet Gold

Jade

Neutral Jade

Neutral Gold Ash

Neutral Warm

Gold Mocha

Pearl Rose

Rose Gold

- 11
- 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1

Color chart for shades 1-11. The chart shows a gradient from dark to light. The shades are arranged as follows:

- 11: 11PV Platinum Please
- 10: 9AA Silver Standout
- 9: 9V Iced Out
- 8: 8VG Taupe On Top
- 7: 7NA Neutral + Chill
- 6: 6A Ash If
- 4: 4AA Greige Getter

Color chart for shades 12-17. The chart shows a gradient from dark to light. The shades are arranged as follows:

- 12: 4J Emerald Envy
- 13: 5NJ Jammin Jade
- 14: 5NGA Bronde Bestie
- 15: 5NW Gold Standard
- 16: 6NGA Bronde Baby
- 17: 7GM Miss Mocha
- 18: 9NGA Bronde Baller
- 19: 10PR A Bit Blushed
- 20: 9RG Strawberry Stunna

Before



starting level  
**Level 7  
With Level 8  
Balayage**



underlying pigment  
**Orange**



diameter  
**Fine**



hair pattern  
**Straight**

After



end level  
**Level 11**



end reflect  
**Extra Light  
Pearl Blonde**



diameter  
**Fine**



hair pattern  
**Straight**

decode the look

# Platinum Gloss

## Formula A:

15g (1 Scoop) **High Riser** Pre-Bonded  
1 oz (30ml) 30 Volume (9%) Matrix Cream Developer

## Formula B:

1 oz (30ml) **Tonal Control** Pre-Bonded 11PV Platinum Please  
1 oz (30ml) 10 Volume (3%) Matrix Cream Developer



### Step 1: Section It

- Divide the hair into 4 quadrants.



### Step 2: Pre-Lighten It

- Starting in the nape of the back left quadrant, take an 1/8" diagonal-back slice. Place the section in a foil, then apply Formula A, feathering up to 1/4" from the root, and then saturate completely through the ends. Once complete, cover the section with foil.
- Without leaving any hair between sections, take another 1/8" diagonal back slice and repeat application by applying Formula A to the section, feathering up to 1/4" from the root. Continue working up the quadrant until complete, then repeat on opposite side.



- Repeat application in the front right quadrant using the same diagonal-back lightening technique as the back quadrants. Once complete, repeat on the opposite side.

- Process at room temperature (do not use heat) until pale yellow, or up to 50 minutes. Then rinse, shampoo, and condition with Unbreak My Blonde.



### Step 3: Tone It

- Towel dry or completely dry the hair, then re-section into 4 quadrants.
- Beginning in the back left quadrant, use 1/4" diagonal back sections and apply Formula B, saturating completely. Work up through the quadrant until all sections are complete, then repeat throughout all remaining quadrants.
- Process for 20 minutes at room temperature, then rinse.



Before



5

starting level  
**Level 5**

RO

underlying pigment  
**Red Orange**

•

diameter  
**Fine**



hair pattern  
**Wavy 2B**

After



9

end level  
**Level 9**

LRB

end reflect  
**Light Red  
Blonde**

•

diameter  
**Fine**



hair pattern  
**Wavy 2B**

decode the look

# Strawberry Balayage

## Formula A:

15g (1 Scoop) **Light Master** Pre-Bonded  
1 oz (30ml) 20 Volume (6%) Matrix Cream Developer

## Formula B:

1 oz (30ml) **Tonal Control** Pre-Bonded 9RG Strawberry Stunna  
1 oz (30ml) 10 Volume (3%) Matrix Cream Developer



### Step 1: Section It

- Start by isolating the hair above the parietal ridge and clip out of the way. Separate left from right with a vertical parting down the back.



### Step 2: Foil It

- Take 1/8" diagonal-back sections and place foils using Formula A starting at the nape, moving up the back of the head, pivoting to diagonal-forward sections on the sides. Use slices for heavy lightening and stitches for softer lightening.



### Step 3: Free Hand It

- Release the hair on top. Free hand paint balayage around face and above parietal ridge. For maximum drama, leave bangs/fringe untouched (as seen with model).
- Process at room temperature (do not use heat) until yellow, or up to 50 minutes. Then rinse, shampoo, and condition with Unbreak My Blonde.

### Step 4: Tone It

- Towel dry or completely dry before toning with Formula B. Process at room temperature for 20 minutes before rinsing.

## Before



4

starting level  
**Level 4**

R

underlying pigment  
**Red**

diameter  
**Medium**

hair pattern  
**Curly 3B**

## After



9

end level  
**Level 9**

LNAB

end reflect  
**Light Neutral  
Ash Blonde**

diameter  
**Medium**

hair pattern  
**Wavy 2B**

decode the look

# Icy Highlights

### Formula A:

15g (1 Scoop) **Light Master** Pre-Bonded  
1 oz (30ml) 20 Volume (6%) Matrix Cream Developer

### Formula B:

1 oz (30ml) **Tonal Control** Pre-Bonded 9RG Bronde Baller  
1 oz (30ml) 10 Volume (3%) Matrix Cream Developer

### Formula C:

1 oz (30ml) **Tonal Control** Pre-Bonded 9V Iced Out  
1 oz (30ml) 10 Volume (3%) Matrix Cream Developer

### Step 1: Section It

- Divide the head into four sections.



### Step 2: Tease + Insulate

- Starting at the nape, take 1" horizontal sections, in a bricklay pattern. Tease each section, lay it in a foil and paint a V-shape using Formula A to fully saturate. Insulate each foil. Leave 1/2" of hair out in between each section. Repeat up the back of the head until you reach the top.
- Take a 1" diagonal-back slices starting on either side of the front hairline. Tease each section, lay it in a foil and paint a V-shape using Formula A to saturate. Insulate each foil. Leave 1/2" of hair out in between each section. Repeat until you reach the center parting. Repeat on both sides.
- Once foils are complete on both sides, pick up hair in-between the foils and gather. Hold hair up, tease and paint a V-shape using Formula A and insulate in foil. Repeat on the opposite side.
- Process at room temperature (do not use heat) until yellow, or up to 50 minutes. Then rinse, shampoo, and condition with Unbreak My Blonde



### Step 3: Tone It

- Towel dry or completely dry. Apply Formula B to the base. Immediately apply Formula C to the ends and, using two fingers, melt the two shades together at the mid-shaft for an even, seamless transition. Allow to process at room temperature for 20 minutes before rinsing.



## FAQs

# Tonal Control

### How will real-time oxidation benefit me?

Unlike some toners on the market that can look dark very quickly, Tonal Control Pre-Bonded shades will gradually deepen over time as they process. This can help prevent rinsing too soon for fear that the toner has 'grabbed' too dark, too quickly.

### How is Tonal Control different than SoColor Sync and Redken Shades EQ?

	Tonal Control Pre-Bonded	SoColor Sync Pre-Bonded			Redken Shades EQ
		Alkaline Toner	Acidic Toner	Fast Toner	
<b>pH</b>	Acidic pH	Alkaline pH	Acidic pH	Alkaline pH	Acidic pH
<b>Base Shift</b>	No Base Shift	½ level Base Shift	No Base Shift	No Base Shift	No Base Shift
<b>Finish</b>	Multi-Dimensional	Full-Bodied	Multi-Dimensional	Neutralizing	Multi-Dimensional
<b>Consistency</b>	Gel-Cream	Cream	Cream	Cream	Liquid
<b>Mix With</b>	10 volume	10 or 20 volume	10 volume	10 volume	Processing Solution
<b>Timing</b>	20 minutes	20 minutes	20 minutes	2-5 minutes	20 minutes
<b>Applied to</b>	Damp or dry hair	Damp or dry hair	Damp or dry hair	Damp hair	Dry hair

### When would I use SoColor Sync Alkaline vs. Tonal Control?

SoColor Sync Alkaline is recommended for refreshing, low-lighting, root blending, color correcting and gray blending. Tonal Control is recommending for post-lightening toning and glossing.

### Does Tonal Control Pre-Bonded continue to oxidize after 20 minutes?

While there may be some residual dyes that could continue to process beyond the 20-minute mark, most will have developed by that point. Exceeding the 20-minute recommended timing could lead to darker than desired results. Conversely, removing before the 20-minute recommended timing could lead to pre-mature fading.

### Is the real-time oxidation meant to be used as a timing mechanism?

No, all shades have been validated for use after processing for 20 minutes at room temperature.

### Why are the shades already a color when they come out of the tube? Are they direct dyes?

No, Tonal Control Pre-Bonded shades do not contain direct dyes. The color that the shade is as it comes out of the tube is its bulk color. Bulk color is purely aesthetic and does not have any effect on the shade's performance or result.

### How will color-coded formulas benefit me?

Bulk colors are a fun visual aid for the stylist; a visual reassurance that the right shade has been chosen and placed in the correct area on the head or hair strand.

### How will the color-coded formulas aid in predictability?

Color coded formulas can help to indicate where saturation may be lacking in a section or can help with placement when using more than one formula within a section. They could also be a visual cue in the bowl to prevent stylists from accidentally using the wrong formula in the wrong area (shadow root formula on the mid-lengths to ends, for example).

### What's special about Tonal Control Pre-Bonded's gel texture?

Tonal Control Pre-Bonded has a no-drip gel consistency meaning it is fast to apply, easy to distribute, saturates all hair types, and can be used with bottle or bowl and brush.

### How should I apply Tonal Control?

Apply to dry or damp, towel-dried hair using a bowl and brush or applicator bottle. Allow to process for 20 minutes at room temperature.

### How should I mix Tonal Control?

Mix in a 1:1 ratio with 10 volume Matrix Cream Developer.

### Can I use Tonal Control to blend gray?

While certain shades might have an effect on gray hair depending on level and tone, a better option for gray blending is SoColor Sync Alkaline Pre-Bonded.

### How will the shades look during the coloring process\*?

Images reflect how shades will appear in the bowl; how they appear on-head will vary depending on the starting point.

Bulk Color: Shades	Immediate Pre-Mixing	Immediate After Mixing	10 Minutes After Mixing	20 Minutes After Mixing
<b>Red:</b> 10PR, 9RG				
<b>Green:</b> 4J				
<b>Green:</b> 5NJ				
<b>Blue:</b> 4AA, 6A, 7NA, 9AA				
<b>Gold:</b> 5NW, 7GM				
<b>Tan:</b> 5NGA, 6NGA, 9NGA				
<b>Violet</b> 5V, 8VG, 11PV				

### Can I mix SoColor Sync Acidic + Tonal Control shades together?

No, it is not recommended that they be mixed as results could be unpredictable due to the bulk color.

### What ingredients or technologies are used to provide pre-bonded benefits in Tonal Control? Are they the same as SoColor Sync Pre-Bonded?

Yes, Tonal Control Pre-Bonded features the Bond Protecting Concentrate with taurine and cationic polymers to reinforce and repair weakened bonds

### Will Tonal Control Pre-Bonded be replacing SoColor Sync Pre-Bonded Acidic?

Yes, Tonal Control Pre-Bonded features superior color results + Matrix's latest toning technology.

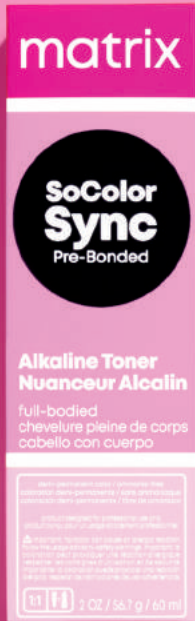
FAQs

# Tonal Control

## SoColor Sync

Full-Bodied Results, 1/2-Level Base Shift (Alkaline)

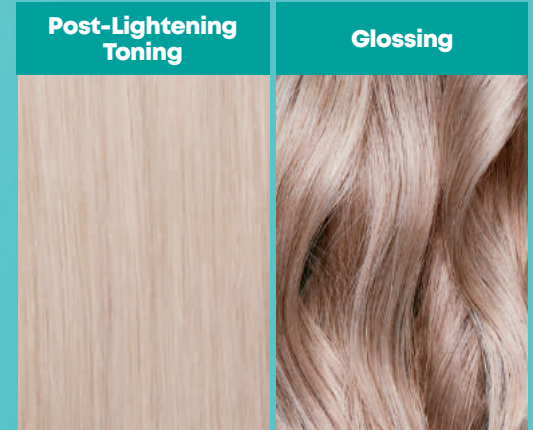
### Pre-Blended + Pre-Paired



## Tonal Control

For Post-Lightened Hair to Correct, Balance and Create, No Base Shift (Acidic)

### Pure Tonal Deposit









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