matrix

Coil Color
Ammonia-Free

Permanent color with 60% oil to preserve curl definition.

Escanear Para
Leer En Español

#CoilColor
#CurlsWillBeCurls

introducing matrix's new

Coil Color

Ammonia-Free

60% Oil Formula + Coconut Oil
Promotes elasticity + preserves curl definition

**Ammonia-Free
Oil-In-Cream Formula**
Protects + evenly saturates
curls for uniform color results

Visible Reflect On Dark Bases
Specially blended dyes provide
dimension on dark bases

No Ammonia   No Odor

> "The Coil Color ammonia-free formula with 60% oil leaves me confident that my client's curl pattern will stay intact. It's the perfect choice for fragile strands or those who are color shy."

**—Kara Williams,
Independent Educator & Master Colorist**

decode the look
Natasha

Formula A:
1 oz. Curl Lights Step 1 Lightening Cream (1/2 tube)
1 oz. Curl Lights Step 2 Lightening Accelerator Cream (1 Sachet)
1 oz. Cream Developer 20 Volume (6%)

Formula B:
1 oz. Coil Color 4N
1 oz. Coil Color 6N
2 oz. Oil Cream Developer 20 Volume (6%)

Formula C:
1 oz. Coil Color 4N
1 oz. Coil Color 6N
2 oz. Oil Cream Developer 30 Volume (9%)

Formula D:
1 oz. SoColor Sync Pre-Bonded 8WN
1 oz. SoColor Sync Pre-Bonded 10WN
2 oz. Matrix Cream Developer 10 Volume (3%)

Step 1: Lighten It

- With the hair in natural fall, use visual placement to select sections of hair to be highlighted. Then, use the end of your color brush to take large, erratic weaves within each section. PRO TIP: Weaving with the end of the color brush away from the scalp will help you to pick up individual curls, rather than fine weaves which can get 'lost' in curly hair.

- Place section on a foil, then apply Formula A to the mid-lengths and ends, backbrushing up toward the base to diffuse the line of demarcation, being careful to not overlap onto previously highlighted hair. Completely saturate the section, then fold and secure the foil. Repeat throughout the head until all desired sections are complete.

Step 2: Color It

- On all hair outside of the foils, apply Formula B to the base. Once complete, immediately apply Formula C to the mid-lengths and ends, melting into Formula B to create a seamless transition. Avoid pulling through color on hair that's been previously highlighted.

- Process at room temperature for 30 minutes, then rinse haircolor between the foils. Once complete, remove the foils and rinse lightener from each section. Shampoo + Condition with A Curl Can Dream, then stretch dry thoroughly before moving on to Step 2.

Step 3: Tone It

- On dry hair, apply Formula D to all pre-lightened hair. Work quickly and with your fingertips, gently massage the color into the curls to avoid missed spots.

- Process at room temperature for 20 minutes, then rinse. Shampoo + Condition with A Curl Can Dream before styling.

Step 4: Style It

- In your palms, blend together A Curl Can Dream Light Hold Gel + A Curl Can Dream Light Weight Oil, then apply to wet hair. Allow curls to dry naturally under a roller-ball or diffuse for added volume.

- Once hair is fully dry, apply A Curl Can Dream Light Weight Oil to the mids and ends as needed to separate curls and add shine.

Natasha's Hair Matrix

3 — starting level with previous highlights

R — underlying pigment

⬤ — medium diameter

curly 3C pattern

Before

2	starting level **Level 2 With 40% Gray**
RB	underlying pigment **Red Brown**
⬤	diameter **Coarse**
🟢	curl pattern **4A**

After

6	end level **Level 6**
MVR	end reflect **Medium Violet Red**
⬤	diameter **Coarse**
🟢	curl pattern **4A**

decode the look
Niamaka

Formula A:
1 oz. Curl Lights Step 1 Lightening Cream (1/2 tube)
1 oz. Curl Lights Step 2 Lightening Accelerator Cream (1 Sachet)
1 oz. Cream Developer 20 Volume (6%)

Formula B:
2 oz. Coil Color 4N
2 oz. Oil Cream Developer 20 Volume (6%)

Formula C:
1 oz. Coil Color 4RV
1 oz. Coil Color 6RV
2 oz. Oil Cream Developer 20 Volume (6%)

Formula D:
2 oz Coil Color 6RR
2 oz. Oil Cream Developer 20 volume (6%)

Step 1: Pre-Lighten It

- Starting in the front, take a ¼" diagonal back slice and place on a foil. Then apply Formula A to the mids + ends and be sure to completely saturate for even lifting. When complete, cover with a foil.

- Without leaving any hair between sections, continue working through the quadrant and apply Formula A to the mids + ends. Then repeat throughout the remaining 3 quadrants.

   Pro-Tip: Use your brush to lightly feather the lightener up to soften the line of demarcation

- Process for 15 minutes with heat, then rinse. Shampoo and Condition using A Curl Can Dream, then stretch dry the hair with medium-low heat before moving on to Step 2.

   Note: For bleached or permed hair, wait at least 14 days before coloring with Coil Color.

Step 2: Cover The Gray

- Separate the hair into 4 quadrants. Starting in the front (or where the hair is grayest), take a ¼" diagonal back section and apply Formula B to the new growth, being careful not to overlap onto the previously colored hair.

- Apply to all four quadrants in the same way until the entire retouch application is complete.

Step 3: Melt It

- Starting in the back, take a ½ inch diagonal-back sections using a chunky weave for best visibility on curly hair. Then apply Formula C to the mids and ends, using two fingers to melt into Formula B at the base.

- Once complete, take another ½ inch diagonal-back section using a chunky weave and apply Formula D to the mids + ends, melting into Formula B.

- Continue working through the quadrants, alternating Formulas C and D in back-to-back foils without leaving any hair between, until entire head is complete.

- Process at room temperature for 35 minutes, then rinse, shampoo, and condition with A Curl Can Dream.

Step 4: Style it

- Apply A Curl Can Dream Moisture Cream to wet hair, then perform a twist out and allow curls to air-dry naturally or under a roller-ball.

- Once hair is completely dry, use A Curl Can Dream Light Weight Oil to separate curls and add shine.

Before

3	starting level **Level 3 With Pre-Existing Highlights**
DR	underlying pigment **Dark Red**
⬤	diameter **Medium**
🟢	curl pattern **3B**

After

8	end level **Level 8**
MGB	end reflect **Medium Golden Blonde**
⬤	diameter **Medium**
🟢	curl pattern **3B**

decode the look

Rise

Formula A:
1 oz. Curl Lights Step 1 Lightening Cream (1/2 tube)
1 oz. Curl Lights Step 2 Lightening Accelerator Cream (1 Sachet)
1 oz. Cream Developer 20 Volume (6%)

Formula B:
1 oz. Coil Color 6N
1 oz. Coil Color 6W
2 oz. 20 Volume (6%) Oil Cream Developer

Formula C:
1 oz. Coil Color 6CC
1 oz. Coil Color 8GC
2 oz. Oil Cream Developer 30 Volume (9%)

Formula D:
1 oz. SoColor Sync Pre-Bonded 8WN
1 oz. SoColor Sync Pre-Bonded 10WN
2 oz. 10 Volume (3%) Matrix Cream Developer

Step 1: Pre-Lighten It

- In the front sections around the hairline place back-to-back foils to create a Money Piece. Take paper-fine slices, then lightly backcomb for softness at the base before lightener application.

- Apply Formula A to the entire strand as needed just below the back combed area through to the ends. If the hair has previously been lightened, only apply up to the line of demarcation being careful not to overlap. Be sure to thoroughly saturate both sides, front and back, for an even application. Insulate each sub-section with foil.

  Pro-Tip: Taking back-to-back slices or taking chunkier weaves is ideal for curly hair types. Baby-fine or subtle weaves can sometimes get 'lost' in the curls.

- Allow to process at room temperature for up to 35 minutes. Rinse, shampoo thoroughly and stretch dry the hair with medium-low heat before moving to Step 2.

Step 2: Section It

- Isolate the pre-lightened hair around the hairline from Step 1 with a clip. This section will be applied last. Separate the rest of the hair into 4 quadrants.
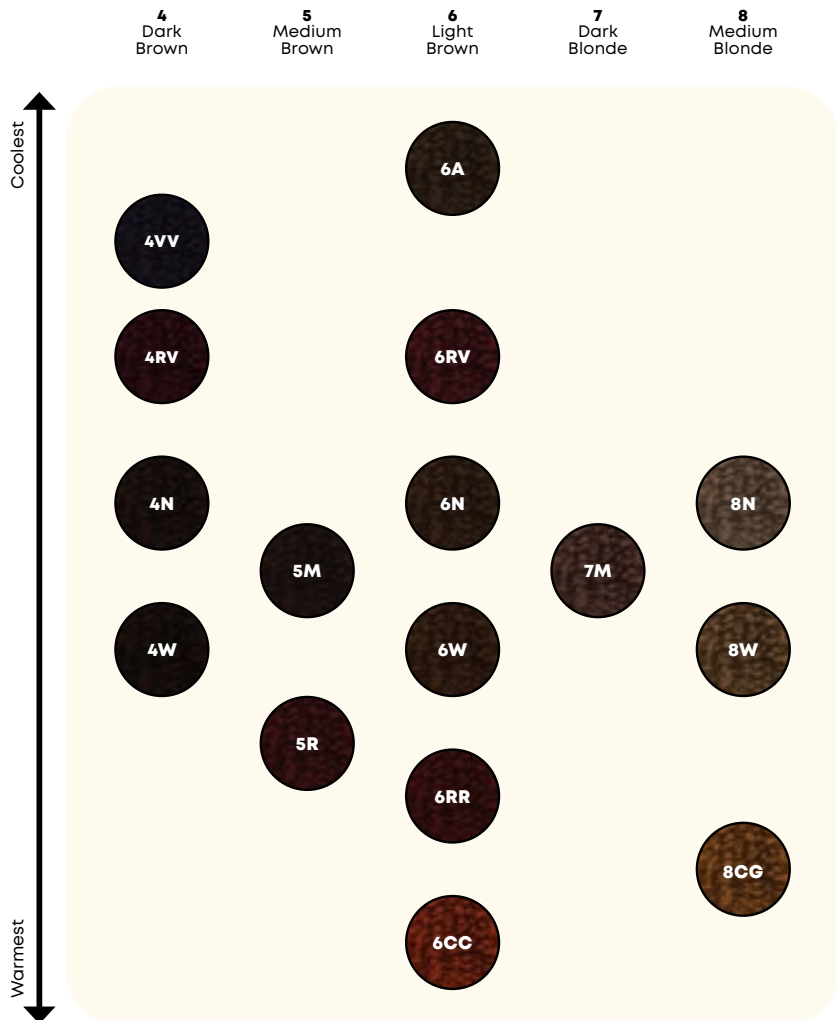
Step 3: Color It

- Starting in the front quadrant and avoiding the isolated hairline section, apply Formula B to the base. Continue application until all 4 quadrants are complete.

- Move back to the front quadrant and apply Formula C to the mids + ends, using your index and middle fingers to melt into Formula B.

- Wait 15 minutes, then move to the isolated hairline section. Apply Formula D from scalp to ends.

- Process at room temperature for 20 minutes. Total processing time for the full head application is 35 minutes.

- Rinse, Shampoo, and Condition using A Curl Can Dream.

Step 4: Style It

- In your palms, blend together A Curl Can Dream Light Hold Gel + A Curl Can Dream Light Weight Oil, then apply to wet hair. Allow curls to dry naturally under a roller-ball or diffuse for added volume.

- Once hair is fully dry, apply A Curl Can Dream Light Weight Oil to the mids and ends as needed to separate curls and add shine.

Coil Color

Ammonia-Free Permanent Color

4 Dark Brown	5 Medium Brown	6 Light Brown	7 Dark Blonde	8 Medium Blonde

Coolest

		6A		
4VV				
4RV		6RV		
4N		6N		8N
	5M		7M	
4W		6W		8W
	5R			
		6RR		
				8CG
		6CC		

Warmest

Technical Information

	1 Black	2 Natural Black	3 Darkest Brown	4 Dark Brown	5 Medium Brown	6 Light Brown	7 Dark Blonde	8 Medium Blonde	9 Light Blonde	10 Extra Light Blonde	11 Extra Light Blonde+
Natural Level											
Underlying Pigment	Dark Red Brown	Red Brown	Dark Red	Red	Red Orange	Dark Orange	Orange	Dark Yellow	Yellow	Pale Yellow	Palest Yellow
To Neutralize Use	Darkest Cool Black	Cool Black	Darkest Cool Brown	Dark Cool Brown	Medium Cool Brown	Light Cool Brown	Dark Cool Blonde	Medium Cool Blonde	Light Cool Blonde	Extra Light Cool Blonde	Extra Light Cool Blonde+
Tone	Neutral .0	Ash .1	Violet .2	Gold/Warm .3	Copper .4	Brown .5	Red .6	Jade .7	Mocha .8	Pearl .9	

Formulating With Inclusivity

1. Determine Base Level + % Of Grey.
2. Determine Underlying Pigment + Desired Level + Desired Tone
3. Determine Hair Texture + Porosity: Fine, Medium or Coarse
4. Determine Hair Pattern: Straight, Wavy, Curly or Coily + Developer

Developer Volume :
6% (20 Volume)
9% (30 Volume)

Lightening Action:
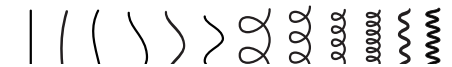Up to 2 levels
Up to 3 levels

All Levels
From Dark To Light

1 2 3 4 5 6 7 8 9 10 11

All Underlying Pigments
From Warm To Pale

DRB RB DR R RO DO O DY Y PY PY

All Diameters
From Fine To Coarse

Fine   Medium   Coarse

All Patterns
From Straight To Coily

Technical Information
Continued

Virgin Application

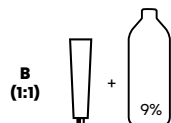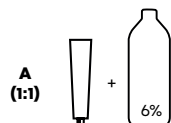### Formulation

Darkening Or Matching Level
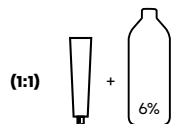
(1:1) + 6%

Lightening 1–3 Levels

A (1:1) + 6%

B (1:1) + 9%

Application & Timing

1 **2**

Step 1: Apply formula to new growth only.

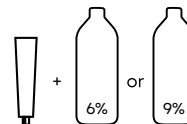**Step 2:** Immediately apply same formula to mid-lengths and ends. Process for 35 minutes.

1 **2**

Step 1: Apply Formula A to new growth only.

Step 2: Immediately apply Formula B using next higher % Developer to mid-lengths and ends. Process 35 minutes.

Retouch Application

Formulation

Retouch With Pull-Through

+ 6% or 9%

Retouch With SoColor Sync Pre-Bonded Refresh

+ 6% or 9%

Application & Timing

1 **2**

Step 1: Apply formula to new regrowth only and set timer for 25 minutes.

Step 2: Apply same formula to mid-lengths and ends for the last 10 minutes. Total development time is 35 minutes.

1 **2**

Step 1: Apply formula to new growth only. Set a timer for 15 minutes.

Step 2: Apply SoColor Sync Pre-Bonded formula to mid-lengths and ends for the last 20 minutes. Total development time is 35 minutes.

discover the first

Curl Pattern Preserving Portfolio

**Lighten
With Curl Lights**

**Color
With Coil Color**

**Wash + Style
With A Curl Can Dream**

Coil Color

What is the technology?
It uses ODS technology with over 60% of oils in the colorant, including coconut oil, to deliver color to the hair while helping to preserve the curl definition.

What is ODS technology?
'ODS' stands for Oil Delivery System. Unlike traditional permanent haircolors which are water-based, Coil Color is oil-based. This oil-rich system maximizes the efficiency of the haircolor process by facilitating the delivery of active ingredients into the hair fiber, optimizing their effect.

What are the benefits of the dual-oil system (ODS + Coconut Oil)?
In expert testing it was observed that the colorant formula with coconut oil, versus regular ODS with no coconut oil, had:

- More curl regularity
- More curl definition
- More evenness of curl
- Improved ease of application

How does Coil Color work on curly hair?
Based on our testing to better understand usage/application as well as cosmeticity on curly and very curly hair, we found the following:

- During application, Coil Color has a thick consistency that is easy to pull through, with easy detangling while rinsing.
- In the wet stage, Coil Color leaves hair feeling smooth and supple.
- In the dry stage, Coil Color leaves hair feeling and looking smooth, supple, disciplined, and hydrated. Coil Color also demonstrated curl regularity, curl definition, and shine.

Why coconut oil?
Coconut oil is a plant-based oil with known usage and benefits within haircare. Coconut oil's specific composition makes it have a high affinity for the hair—it is able to deposit on the surface of the hair fiber, as well as to penetrate the hair fiber, in a lasting way. Coconut oil's action on the fiber—inside and out—can help provide the hair with protection, hydration, nutrition, suppleness, and strength.

Does Coil Color Contain ammonia?
No, Coil Color is an ammonia-free permanent color

Is there a smell?
Coil Color is ammonia-free and has no harsh odor.

Are there waxes?
There are no waxes in the colorant, but the developer contains steareth-20 and cetearyl alcohol which are fatty compounds that are typically in solid form. They help to provide emulsification and structure to the developer.

Is the formula Pre-Bonded? Why not?
No, Coil Color is not Pre-Bonded. Because of the ODS technology, the essential amino acids and lipid balance of natural hair is preserved, leaving the hair supple and in good condition.

What is the pH of the formula once mixed?
Coil Color has an alkaline pH once mixed with its dedicated developer

Do I need to perform a skin allergy test with Coil Color?
Yes. A skin allergy test is required as it is with all other haircolor. Instructions for the skin allergy test can always be found on the packaging.

What is the difference between Coil Color and SoColor Sync Pre-Bonded?
Coil Color is an alkaline permanent color which allows up to 3 levels of lift and up to 100% gray coverage with an N or W shade. SoColor Sync Pre-Bonded is an alkaline demi-permanent color that can shift the natural pigment of hair yet is not designed for permanent levels of lift.

How is this formula different from Color Insider?
Although both are ODS technology, Coil Color is a more modern version which contains the benefit of coconut oil added specifically for Curly and Coily hair. Coil Color has been developed with an American level system, meaning the fundamental shades are lighter which helps in the results being more visible on curly, dense, and dark hair.

Can I use Coil Color on gray hair?
Yes, some shades will provide up to 100% gray coverage such as the N or W families. Other shades will provide up to 70% gray coverage.

Do I need to perform a skin allergy test with Coil Color?
Yes. A skin allergy test is required as it is with all other haircolor. Instructions for the skin allergy test can always be found on the packaging.

How should I formulate for gray coverage if I want to use other shades?

% of Gray	N or W Shade	Reflect Shade
70% - 100% gray	3 parts	1 part
50% - 70% gray	1 part	1 part
0% - 50% gray	Any Coil Color Shade	
Ash and Mocha shades should not be used alone to cover more than 25% gray hair.		

Can I use Coil Color on clients with straight or wavy hair?
Yes, Coil Color can work on all hair types. However, it has been specifically designed to work best on curly to coily hair types.

Has Coil Color been tested on all hair types?
Yes, Coil Color has been tested on a variety of levels, hair diameters (fine, medium, and coarse), different percentages of white including white hair that is more resistant, and especially on a variety of curl patterns that ranged from straight to wavy, to curly and coily. Coil Color was tested on approximately 250 models during development to reach its optimal performance.

For what other services can I use Coil Color?
Coil Color can be used in on and off scalp creative techniques such as block coloring and free-hand applications.

Can Coil Color be used following a texture service? Lightening service?
For relaxed hair, do not use this product with 30V developer. Wait at least 14 days after relaxing before coloring with 20V. For bleached or permed hair, wait at least 14 days before coloring.

Coil Color

How do I apply for virgin hair?

	Darkening or Matching Level	Lightening or Brightening
	Apply formula to new growth only	Apply formula to new growth only using 20 vol.
	Immediately apply same formula to mid-lengths and ends. Process 35 minutes.	Immediately apply a second formula using the next higher volume (30 vol.) developer to mid-lengths and ends. Process 35 minutes.

How do I apply for a retouch? Can I pull through?

	Retouch with Pull Through	Retouch with SoColor Sync Pre-Bonded Refresh
	Apply formula to new growth only Set a timer for 25 minutes.	Apply formula to new growth only. Set a timer for 15 minutes.
	Apply same formula to mid-lengths and ends for the last 10 minutes. Total development time is 35 minutes.	Apply SoColor Sync Pre-Bonded formula to mid-lengths and ends for the last 20 minutes. Total development time is 35 minutes.

Can I mix the shades?
Coil Color shades can be mixed with each other. It is not recommended to mix with any other shades outside of Coil Color due to its exclusive oil-in-cream ODS technology.

Are the shades the same as SoColor Pre-Bonded Collection?
No, Coil Color is a different technology, so there are some nuances in the shades. Like any new color brand launch, it's best to refer to the shade chart for direction on usage and expected results.

Can you save/store excess product?
Product that has already been mixed cannot be stored or saved.

Do I need to apply Coil Color wearing gloves?
Yes. Follow all safety instructions as with any other haircolor product

Can Coil Color be used in on/off scalp applications? Can I use with foils?
Coil Color can be used in both on and off scalp application. If foils are used, you must use exclusively foils that meet the following specifications: ref SOFT ALLOY 8079, 20µm, or SOFT ALLOY 1200, 18µm (according to NORM EN 573-3). Not using the recommended foils may lead to unwanted results.

How long will the results last?
Coil Color is permanent and uses oxidative dyes, no direct dyes, for long-lasting results.

How much lift will I get with Coil Color?
It depends on the starting point of the hair: the hair's history, starting level and diameter. Fine hair might lighten more readily than coarse hair, for example. On average, you can achieve up to 2-3 levels of lift on natural, not previously color-treated, hair. For hair that's previously color-treated, it's recommended to strand test prior to application to better estimate end results.

Is it best to apply with bottle or bowl and brush?
It's best to apply with bowl and brush due to the thick, creamy consistency. For optimal results using Coil Color, it is strongly recommended to take fine sub-sections and apply the color thoroughly.

Should the application be on wet or dry hair?
Coil Color must be applied to dry hair only. Water on the hair reduces the effectiveness of the ODS system. Results cannot be guaranteed on damp hair.

Should I emulsify before rinsing?
There is no need to do any special emulsification before rinsing, however it is fine to continue to do so if this is the normal practice (for example, emulsifying the hairline).

Why do I have to exclusively use Coil Color developer?
Why can't I use the same developer that I use with other color brands?
Any other traditional water-based developers will not activate the color correctly, including Matrix Cream Developer. The ODS system is the pairing of the colorant with its dedicated developer.

matrix