



# Table Of Contents

Welcome To Matrix	3
Super Sync Key Features + Benefits	5
Super Sync Recommended Uses	6
Super Sync Decoded	7
Super Sync Clear	10
Super Sync Shade Chart	
Refreshing Colour	12
Super Sync Super Coverage	13
Grey Coverage Decoded	14
Grey Coverage + Blending Best Practise	15
Colour Correction	16
Super Sync + Total Control Technologies	17
Tone-On-Tone Consultation	18
Super Sync FAQ	20
H+S	22

## All Hair Types. All Humans.

At Matrix, we welcome all hair types and all humans.

That's why we work with our labs and network of stylists around the world to develop hyper-targeted solutions for each and every hair type—every level, underlying pigment, diameter, and pattern.





## Super Sync

Super Protection & Super Coverage!
Our 1st Pre-Bonded Alkaline Demi For Instant
Fiber Protection + Up To 75% Grey Coverage



<sup>\*</sup> For a pleasant smell

<sup>\*\*</sup>no animal derived ingredients or by-products



## Usage Recommendations

Super Sync

Colour Touch Up + Refresh

Matching, toning + refreshing permanent colour fade-out with low-commitment

Grey Coverage Up To 75%

Translucent, coloured, or blended — always dimensional

Root Shadow

Create depth at the root with your favorite melting techniques

Lowlights

Add depth in select areas

Darken

Add depth all over

Colour Correction: Filling + Overlay

Depositing missing warm underlying tones + final end results back into over processed hair

Adding Or Neutralising Tone

Change and adjust tones on same level



### Background Vs. Reflect

**Decoding Super Sync** 

Background Brown/Tan

#### Background Pre-Blended Natural

The brown to tan background in each pre-blended shade is the perfect balance of cool and warm tones to create a natural end result. Families in the Neutrals and Warms categories contain background.



#### Reflect/ Tone

#### Blended Shades (Neutrals + Warms Collection)

All shades in the Warms and Neutrals collections will have both a Pre-Blended Background and Reflect. How much background or reflect is in each family or shade depends on how light or dark the shade is, and how the shade is formulated to function when used in different services.

Shades in these collections can provide up to 50% grey coverage, except for the NN's which can provide up to 75% grey coverage.

#### No Background (Cools + Reflects Collection)

Most shades in these collections contain no brown-to-tan background, providing either maximum neutralisation or vivid reflects depending on the shade used and the starting point of the hair when applied.

These shades are not recommended for grey coverage.

Some families in the Cools (A) and Reflects collection (CG) will have some level of background, although the shades are formulated to provide mostly neutralising (cooling) or enhancing (warming) reflects.

### The Label

**Decoding Super Sync** 



N/.0: Primary Tone
V/.2: Secondary Tone

**Description** 



Mix with any Super Sync shade to reduce its tonal deposit. Use alone to provide shine, and up to a level of lift without depositing any tone.



SP indicates the palest level of deposit without any pre-blended background tone.



The + indicates shade-specific technology for increased vibrancy and exceptional colour clarity.



HD indicates high definition pure reflects that are visible even on dark bases.



Why is WN = .034?

WN is a heritage shade that provides a warm neutral reflect, hence the name. However, from a technical perspective the tonality provided is brown or light brown first, with warm golden-copper nuances in the back. If we were to give WN a numeric reflect of .30 to align with its name, that could give the impression that the shade is intensely gold rather than a warm neutral.

### Alpha-Numeric System

Decoding Super Sync

.0	Neutral
.1	Ash
.2	Violet
.3	Gold/Warr
.4	Copper
.5	Mahogany
.6	Red
.7	Jade
.8	Mocha
.9	Pearl

C	ools	
Ash	А	.1
Titanium	Т	.121
Pearl	Р	.9
Violet	V	.2
Ne	utrals	
Mocha Mocha	MM	.88
Mocha	М	.8
Neutral Ash	NA	.01
Neutral Violet	NV	.02
Neutral Neutral	NN	.00
Neutral	N	.0
Warm Neutral	WN	.034
w	arms (	
Brown Red	BR	.56
Brown Copper	ВС	.54
Red Brown	RB	.65
Gold Violet	GV	.32
Gold	G	.3
Re	flects	
Copper Gold	CG	.43
Copper Copper+	CC+	.44
Red Copper+	RC+	.64
Red Red+	RR+	.66
Red Violet+	RV+	.62
Violet Violet	VV	.22

# High Definition Series\*

Super Sync Special Technologies



- High Definition
- Pure Reflect
- Red Violet Tones
- Visible On Dark Bases

#### HD-RR



- High Definition
- Pure Reflect
- Red Tones
- · Visible On Dark Bases

#### **Best For:**

- · Vibrant red results
- · Toning, enhancing + refreshing



#### **Mixing Ratio 1:1**

Super Sync HD Shade + Matrix 10 Volume (3%) Cream Developer

#### **Processing Time:**

20 minutes room temperature

### High Definition Series Tips

**Super Sync Special Technologies** 

For longer lasting hold and more vibrancy there is HD technology. Although these shades cannot be intermixed with each other or with the shades from SoColor or Super Sync they can be diluted with Clear.

#### **Super Sync Technology**

HD Shade	Intermix with	Clear
HD - RV	HD - R	
HD - R	HD -RV	
6RC+ (with HD Technology)	Use alone	
7RR+ (with HD Technology)	Use alone	<b>⊘</b>

#### What is it?

- High definition pure reflect red tones, zero background
- · Not to be mixed with any other shade within the Super Sync palette
- · HD Series is intermixable within itself

#### **Tips + Tricks:**

HD shades very intense as a result there can stain the scalp in the skin. Apply with caution around the hairline. As with vibrant colours of this type there could be transfer onto towels

# The Power Of Super Sync Clear

Super Sync Special Technologies



#### Super Sync Clear



#### **Best For:**

- Diluting the tonal deposit of Super Sync shades
- Adding shine



#### **Mixing Ratio 1:1**

Super Sync Clear + Matrix 10 Volume (3%) Cream Developer

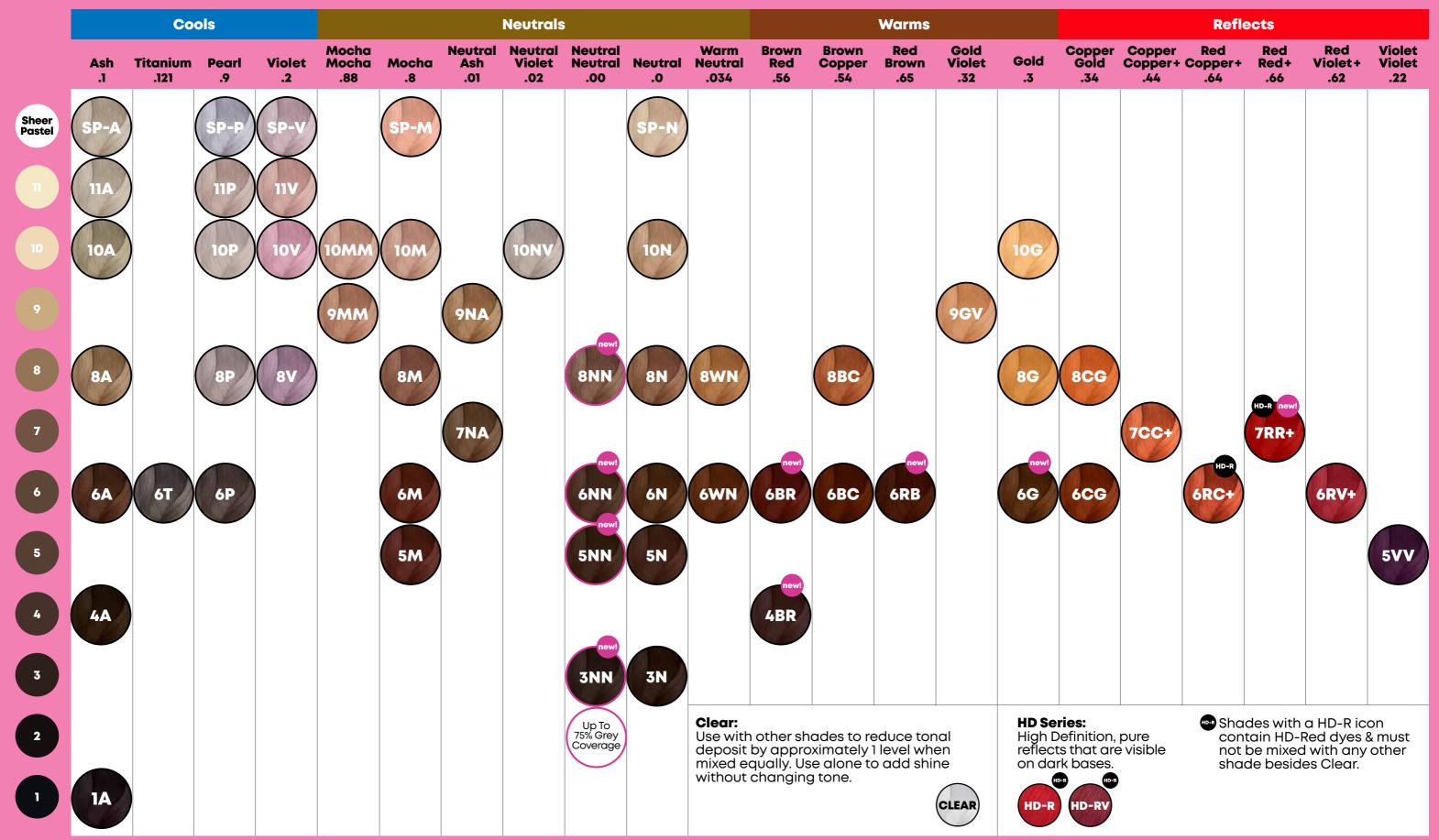
**Processing Time:** Up to 20 minutes room temperature\*

Adding an equal amount of Clear to any Super Sync shade will lessen the colour deposit by roughly one level. Clear can also be used alone to provide shine, and up to a level of lift without depositing any tone.



<sup>\*</sup>Process for 20 minutes for longest lasting results

<sup>\*\*</sup>Will not cover grey



## Super Sync



Mixing & Processing								
_ 💍		Mixing Ratio:	Matrix Cream Developer:	Timing:	Apply To:	Process:		
+	Super Sync	1:1	10 Volume (3%)	20 Minutes	Clean, at least 80% dry hair or overly porous hair lightly misted with Instacure; For best grey coverage, apply to dry hair.	At room temperature. Do not use heat.		

## Refreshing Colour

Super Sync

#### **Rules For Refreshing**

- 1-2 levels lighter than the permanent hair colour formula.
- Choose the same tonal family or formulate slightly warmer than the permanent haircolour formula.
- Process as needed, up to 20 minutes.

Base to Root:	Mids + Ends Super Sync Shade:
SoColor Blended Shade	Pre-Paired Super Sync Shade
SoColor Reflect Shade	Pre-Paired Super Sync Shade
SoColor HD Series	Pre-Paired Super Sync Shade
SoColor UL Series	Super Sync Sheer Pastels
SoColor 500 Series	Select Level + Tonal Series Based On Desired Result
SoRed Series	Select Level + Tonal Series Based On Desired Result

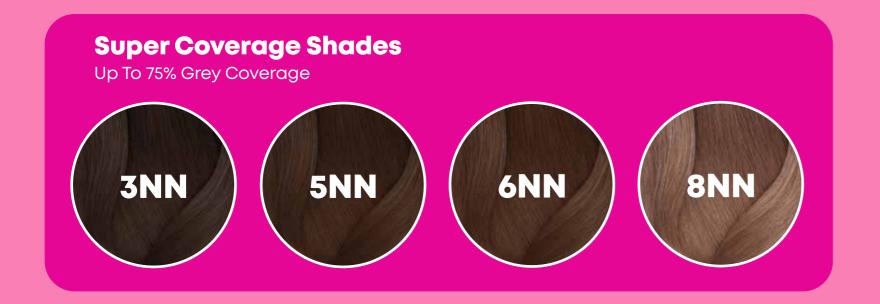


# Super Sync Super Coverage

Pre-Bonded Alkaline Tone-on-Tone

- Up to 75% grey coverage with new NN's and 10 volume in 20 minutes. At room temperate.
- Triple Dye Blend Concentrate

  Three super concentrated dyes balance and overlay cool and rich tones for richer background colour to cover greys, while maintaining dimensional effect. No helmet effect!
- Super High Shine 2x more shine hair.





## Grey Coverage

**Decoding Super Sync** 

To cover grey means to minimise the contrast between natural hair and grey hair. To what degree that contrast is minimised is the difference between coverage that is translucent to coverage that is opaque and everything in-between.

#### **Super Coverage Shades** Up To 75% Grey Coverage **3NN 5NN** 6NN **8NN**



Shades in the Cools collection will provide no coverage to translucent coverage

Use **N shades** and other shades from the Neutrals and Warms collections for up to 50% coverage

Shades in the Reflects collection will provide translucent coverage to coloured coverage depending on their level of deposit

Use **NN shades** for up to 75% coverage for pigmented and white

**FAQ** 

How are the Ns and the NN's different from each other?

Super Sync NN's are formulated to provide coverage on up to 75% grey. NN's are approximately 1/2 level deeper and slightly cooler than the N's. The NN's have a Triple Dye Blend concentrate. Three super concentrated dyes balance and overlay warm, cool and rich tones for richer background colour to cover greys, while maintaining multi-dimensional effect.

### Grey Blending Best Practices

**Decoding Super Sync** 

When formulating for grey hair we recommend formulating within one level of the natural pigmented hair, choosing a shade the same level or darker will give the most blended result.

#### 75% Grey Blending

Natural Level	% Grey	Choose a shade	Mixing	Application	Process	Remove	Example 75% Grey Formulation
6	75%	5, 6 or 7 NN * NN shades are not recommended for refresh mids + ends. Reformulate for desired result.	1:1 10 Vol Matrix Cream Developer	Apply to grey hair. * If the mids + ends are previously coloured, reformulate to refresh for desired result.	At room temerature for 20 mins	Add water, emulsify, shampoo and condition with Matrix Haircare.	1 prt 6NN 1 prt 10 Vol Matrix Cream Developer

#### **50% Grey Blending**

	oon oroy blonding							
Natural Level	% Grey	Choose a shade	Mixing	Application	Process	Remove	Example 50% Grey Formulation	
6	50%	5, 6 or 7  * If your chosen shade is from the Reflects or Cools we recommend at least 1/2 of your formula is a Neutrals or Warm family shade	1:1 10 Vol Matrix Cream Developer	Apply to grey hair.* If the mids + ends are previously coloured, reformulate to refresh for desired result.	At room temerature for 20 mins	Add water, emulsify, shampoo and condition with Matrix Haircare.	1 prt 6N 1 prt 6CG 2 prts 10 Vol Matrix Cream Developer	

#### 25% Grev Blending

	20% Of Cy Dicharing							
Natural Level	% Grey	Choose a shade	Mixing	Application	Process	Remove	Example 25% Grey Formulation	
6	25%	5, 6 or 7  * If your chosen shade is from the Reflects or Cools we recommend at least 1/4 of your formula is a Neutrals or Warm family shade	1:1 10 Vol Matrix Cream Developer	Apply to grey hair.* If the mids + ends are previously coloured, reformulate to refresh for desired result.	At room temerature for 20 mins	Add water, emulsify, shampoo and condition with Matrix Haircare.	1 prt 6M 3 prts 6RV+ 4 prts 10 Vol Matrix Cream Developer	

# Blended Grey Coverage Decoding Super Sync

#### Ideal For Grey Blending — Up To 50% Grey

Color Family	Results On Grey	How To Adjust	
Neutral	Cool Brown/Beige	No Adjustment Needed	
Warm Neutral	Warm Brown/Caramel	No Adjustment Needed	
Mocha	Warm Beige Mahogany	No Adjustment Needed	
Gold	Soft Golden	No Adjustment Needed	
Brown Red	Soft Red Brown	No Adjustment Needed	
Brown/Blonde Copper	Soft Copper Brown	No Adjustment Needed	
Red Brown	Soft Cool Red	No Adjustment Needed	
Copper Gold	Soft Copper Gold	Add Neutral Or Warm Neutral In Same Proportion As % Of Grey	

# Identifying Colour Correction

**Super Sync Colour Correction** 

	Challenge	Recommendation		
	Overly lightened Highlights and porous blonde mids + ends	For overly porous hair, lightly mist with Instacure before application.		
Mild	Green tones on light blonde hair from swimming	After a Power wash with Light Master, choose a warmer formula to balance the hair and strand test before the application. Check durir processing.		
	New growth is lighter, brighter than the mids + ends	Select a formula that is the same level, I level darker or cooler than the mids + ends. Apply to the area that is too light and bright. Check during processing.		
Moderate	Overly Highlighted or Monochromatic blonde hair that need dimension adding back in	Add dimensions by applying lowlights. Consider using warm shades such as WN, up to 2 levels deeper than the lightened hair.		
	1 Step Colour back	Select a warmer shade up to 4 levels darker than the current hair colour and perform a strand test before full application.		
Extreme	Hair is more than 2 levels lighter than the desired result	Refer to the Pre Fill Chart		

# Corrective Guidelines

Super Sync Colour Correction

Use Super Sync to fill or tint back the hair

### Rules For Filling (Step 1 of a Tint-Back Service)

- 1. Fill the hair when desired hair colour level and current hair colour level are more than 2 levels apart.
- 2. Re-establish the hair's natural underlying pigment.
- 3. Filler formulas should be both warm and 1-2 levels lighter than the desired end result.

Warm tones (such as Gold and Copper) will help re-establish the hair's natural underlying pigment.

For warm end results, keep the filler formula warm.

For neutral end results, keep the filler formula balanced.

For cool end results, make sure the filler is less red.

#### **Sample Filler Formulas**

Starting Level	Desired Level	Warm End Result	Neutral End Result	Cool End Result
8	4	6CG & 7CC+	6CG & 6WN	6G & 6WN
,	6	6CG & 8CG	6CG & 8WN	6G & 8G
10	8	8CG & Clear	8CG + 10G	8G & 10G

Mix with Matrix 10 volume (3%) developer in a 1:1 ratio process 10 minutes or until desired result is achieved. Rinse, cleanse lightly and towel dry. Follow with overlay.

### Overlay (Step 2 of a Tint-Back Service)

The overlay is the final formula used in a Tint-Back service. Use Super Sync as an overlay by choosing the desired tone and formulate up to 1 level lighter than desired.

<sup>\*</sup> This is a guide; we recommend a strand test for your chosen formula.

# Super Sync + Tonal Control

Alkaline vs. Acidic Technologies





	ECHLOSON CO.		
	<b>Super Sync</b> Alkaline Toners	<b>Tonal Control</b> Acidic Toners	
Description	Formulated for seamless, blending results.	Formulated for long-lasting multi-dimensional results with no lift.	
Exclusive Pre-Bonded Technology	•	•	
<b>Mixing Ratio</b> (Colour : Developer)	1:1 Super Sync or Tonal Control + 10 Volume (3%) Matrix Cream Developer		
Processing Time	Up to 20 minutes at room temperature		
Usage/ Technology	Great for clients who want to change their colour regularly  Top Uses: Colour Refresh, Grey Blending, Pre-Toning, Gloss, Enhancing Colour, Lowlights, Darken, Filling, Adding or Neutralizing Tone	Great for clients who are pre-lightened  Top Uses: Toning, Colour Refresh, Enhancing Colour, Darken, Adding or Neutralising Tone	
Grey Blending	When formulating for grey blending on up to 75% grey hair, we recommend using NN shades.	Not recommended for grey blending.	
Can Be Mixed With:	Only other Super Sync Shades	Only other Tonal Control Shades	
Vegan	•	•	



## Consultation

Super Sync

Client Says	You Think	Super Sync Pre-Bonded	Tonal Control Pre-Bonded
I'm starting to notice some greys.	Grey Blending Service		
I want highlights, and don't want them to be brassy.	Highlight + Tone Service		
I need my usual root touch up, and the rest of my hair is looking dull and faded.	Permanent Root Touch Up + Tone-on-Tone Refresh		
My highlights are starting to disappear. I would like to see more dimension.	Low-light Service		
My highlighted hair looks dull; I want more shine.	Toning Service		<b>⊘</b>
I'm tired of my blonde. I'm ready to be brunette!	Tint Back / Colour Correction	<b>⊘</b>	
I want to brighten my hair and I'm ready for a change.	All Over Colour		
I want highlights with a soft grow-out.	Root Shadow		<b>⊘</b>

#### Natural Underlying Pigment And Its Effect On End Results

All natural hair colour consists of two basic pigments: black-brown and red-gold. Together, these two pigments create the natural colours of hair. The proportion and type of pigments in a strand of hair determines whether the hair is dark or light and whether the hair is cool or warm. As hair colour is lightened, the warm natural underlying pigment colours of red, orange and yellow are revealed.

When using a permanent hair colour, the final result is a combination of the haircolour tone used and the natural underlying pigmentation of the hair. The hair colour tone you select must either neutralise and cool the underlying pigmentation or enhance and brighten it.

A fundamental rule of hair colour is that cool tones neutralise warm tones and warm tones neutralise cool tones. The cooler the tone, the more effectively it can eliminate warmth. In Super Sync the Ash, Titanium, Pearl and Violet tones are the colours that most effectively eliminate warmth. The following chart shows how the natural underlying warmth of the hair affects the final tone.

### Haircolour and Natural Underlying Pigment's Combined Result

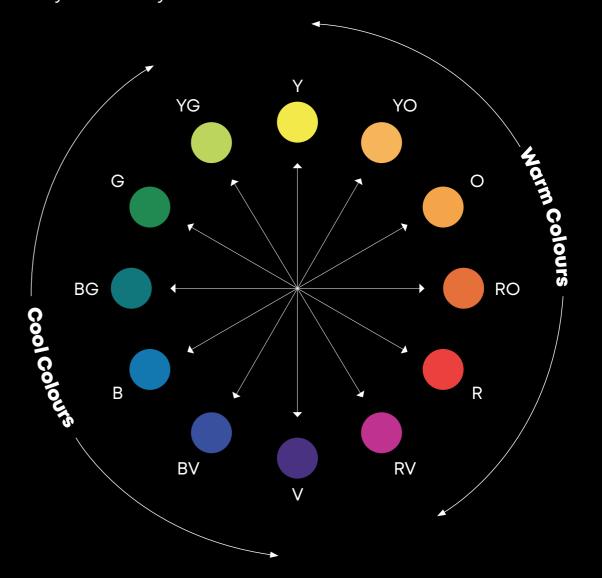
Haircolour Tone Used	Tone of Natural Underlying Pigment	Combined Result
Warm	Warm	Warm-Warm
Neutral	Warm	Warm
Cool	Warm	Neutral
Cool/Cool	Warm	Cool

#### **Natural Colour Level**



#### **Colour Wheel**

The colour wheel shows the complementary relationships of the primary, secondary and tertiary colours. It also shows the warm and cool colours.



### Super Sync FAQ's

### What does it mean to have up to 75% coverage? How does it compare to other shades?

To cover grey means to minimize the contrast between natural hair and grey hair. To what degree that contrast is minimised is the difference between coverage that is translucent to coverage that is opaque and everything in-between.

- Use NN shades for up to 75% coverage (#4 Blended Coverage)
- Use N shades and other shades for the Neutrals and Warms collections for up to 50% coverage (#3 coloured Coverage)
- Shades in the Reflects collection will provide translucent coverage to coloured coverage depending on their level of deposit (#2-3 coloured Coverage)
- Shades in the Cools collection will provide no coverage to translucent coverage (#1-2 Translucent Coverage).

### If You Mix Super Sync NN Shades With Other Super Sync Shades, Will It Compromise The Coverage?

Yes, coverage can be compromised. For optimal grey coverage (up to 75%) use NN shades alone or mixed with one another.

#### How Are N's And NN's Different For Each Other?

The NN's will be about ½ level deeper and slightly cooler than N's. The NNs have a Triple Dye Blend Concentrate: three concentrated dyes balance and overlay warm, cool and rich tones for richer background colour to cover greys, while maintaining multi-dimensional effect. No helmet effect!

### Can Super Sync Still Be Applied On Damp Hair? Is There A Performance Difference On Damp Or Dry?

Yes, Super Sync can still be applied to damp hair. However, our recommendation is that hair is clean and at least 80% dry before application. When applied to hair that is less than 80% dry results can be lighter and tonal deposit can be somewhat diluted. Longevity of results can also be compromised.

### Can I Use Super Sync Following A Texture Service, Such As A Perm? Relaxer?

Yes. Wait at least 2 weeks following a texture service before applying. Strand test for predictability of results.

#### What Is The Difference In colour Result Of W And G Shades?

Just like in a jewelry store, there are many different kinds of 'gold'. You can find a wide array including white gold, yellow gold, rose gold, 24-carat gold, etc. All of these are gold, but with a secondary tone to provide nuance and enough of a shift to be able to tell the difference with the naked eye. The same is true here as we have multiple 'gold' or 'warm' shades in our palettes. A 'gold' (.3) shade will provide a yellow reflect, where a 'warm' shade will provide a rich, somewhat warmer yellow (.33 or .34).

#### What Is The Difference Between Super Sync Sheer Pastel (SP) Shades And 11-Level Shades From Tonal Control? Don't They Both Have Sheer Results? When Would I Use One Or The Other Following A Lightening Service?

While the Super Sync Sheer Pastels and Tonal Control 11-level shades are similar in that they deposit a very light, sheer level of dyes, the difference between the two lies in the base of the formula. Super Sync is an alkaline-Tone-on-Tone and has the ability to provide up to 1-level of lift; Tonal Control is an acidic-Tone-on-Tone and only has the ability to deposit. Following a lightening service each can be used with different results. For example, following a highlight service where 50% of the hair remains natural and 50% is pre-lightened, Super Sync will not only tone the pre-lightened hair, but it can also bump the base of the natural hair. Its alkaline base can also help to even-out any small inconsistent results post bleaching. Tonal Control will act like a sheer veil and simply deposit on top of whatever lies beneath not break the base.

#### What Is The Difference Between A HD Vs. A + Shade?

HD shades are high definition, very intense pure reflects that are visible even on dark bases. They use a true red HD-Red technology that when mixed with any other shade besides Clear or one-another can behave unpredictably.

The + shades use 3 different shade-specific technologies including HD-Copper, and 2 different HD-Red dyes (one more true red, the other more red-violet). These dyes make a part of the overall dye composition of the shade, which is primarily a traditional oxidative permanent hair colour. Depending on the shade, these dyes may be used alone or in combination with one another. The true red HD-Red dye used in two of the shades (6RC+ and 7RR+) is the same technology that is used with the HD shades and can be unpredictable when mixed with any other shade besides Clear.

#### Is Super Sync Vegan?

Yes, Super Sync is vegan with no animal derived ingredients.



### I use Matrix colour already, do I need to carry out a new Allergy Alert Test?

Yes, for best practice and how to carry out an Allergy Alert Test scan the QR code and follow the protocol for the latest Allergy Alert Test Procedure.

#### **Advisory Contact Details**

**UK:** 0800 0304 034 **ROI:** 1800 535 616

salonadvice@uk.loreal.com

