



SOCOLOR

HONEY CREME HAIRCOLOR

HAIRCOLORING HANDBOOK
FIFTH EDITION

MATRIX

encouragement/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/dream/enjoy
challenges/unlimited/empower
radiant/excitement/attitude
wisdom/success/fulfillment/dream
education/renewal/appreciation
opportunity/glamour/enlighten
solutions/acceptance/upbeat



potential/sensitivity/beauty
energy/confidence/potential
courage/performance/brilliance
solutions/purpose/opportunity
connections/challenges/radiant
empower/excitement/unlimited
optimism/growth/attitude
success/fulfillment/dream
education/renewal/appreciation
opportunity/glamour/enlighten



SOCOLOR

COLO R with
CONFIDENCE



color with confidence

Matrix Haircoloring Handbook - Fifth Edition

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1

Chapter 1

Introduction 6

Introducing SoColor Color Confidence 9

- What Makes SoColor Unique?
 - The SoColor Consultation Center
 - C.R.A.F.T. Education Is Confidence in Your Hands
 - The SoColor Hotline
 - Hotline Online
-

2

Chapter 2

Hair and Its Characteristics 13

- How Physical Factors Affect Color Results
 - What You Need to Know About Color Theory
-

3

Chapter 3

The SoColor System 19

- Four Basic Rules for Using SoColor
 - The SoColor Levels
 - The SoColor Tonal Series
 - Color Identification
 - SoColor Haircolor Selector
-

4

Chapter 4

Formulating Confidently with the Four Basic Rules 27

- Determine the Natural Base Level (Rule 1)
- Determine the Level You Wish to Achieve (Rule 2)
- Determine the Tonal Value Desired (Rule 3)
- Determine the Volume of Developer Needed (Rule 4)

5

Chapter 5

Mixing, Applying and Timing 35

Mixing SoColor

Timing SoColor

SoColor Applications

Virgin Applications When Lightening

Virgin Applications When Matching the
Natural Base or Going Darker

Retouch Applications

6

Chapter 6

Coloring Grey Hair with Confidence 41

“Coverage” versus “Blending”

The Four Basic Rules for Grey Coverage

The Grey’t Naturals Series

Coloring Grey Hair with the SoColor Collection

Pre-Softening Techniques

Mixing the Grey’t Naturals Series and SoColor Collection

7

Chapter 7

Creating Beautiful Blondes with Confidence 47

The Four Basic Rules for Creating Beautiful Blondes

How to Achieve Cool Blondes

How to Achieve Warm or Red Blondes

Refreshing Mid-Lengths and Ends

Achieving Perfect SoColor Ultra Light and Ultra
Light Palest Blondes

Chapter 8

Achieving Radiant Reds with Confidence 55

The SoColor Red Series

The Four Basic Rules for Creating Radiant Reds

Changing to a Red Tone

Formulating Tips for Refreshing Porous Hair

Chapter 9

SoColor Additives 59

SoColor Extra Blonding Creme

Color Additions

Chapter 10

Correcting Haircolor with Confidence 63

Adjusting Formulas for Different Porosities

Pre-Filling the Hair and Tint-Backs

Removal of Color

Eliminating Off-Tones

Removing a Gold Band

Chapter 11

SoColor Techniques 71

SoColorizing: A Hint of Tint

Breaking the Base

SoColor as a Toner

Appendix 77

Most Frequently Asked Questions

Standard Haircolor Tests

The Chemistry of Haircolor

How SoColor Works

Glossary



Introduction

When you are asked to describe how someone looks, what is the first thing you say? Isn't it, "She's a blonde," or "He has dark hair," or "She's a redhead?"

Haircolor is a person's most distinctive feature. And as a beauty professional, haircolor is your most **powerful** tool for transforming a client's image. In little more than an hour, your haircolor skills can **dramatically remake** someone's total appearance. And changing how a client looks can change how they feel about themselves, giving them a whole new level of **self-confidence**.

Such a powerful tool can be an important factor in your success. No other salon service claims more **loyalty** than haircolor. Clients can often be fickle about other services, but once they have the “perfect” color, they stay put.

SoColor Honey Creme Haircolor was created to give you the perfect tool for building a color business. This rich, beautiful, **conditioning** haircolor is so easy to understand, you’ll feel confident from the very first time you apply it and see the **stunning** results.

The demand for haircolor continues to increase, outpacing the **growth** of any other salon service. With SoColor, you’ll have all the tools you need to take advantage of this exciting **opportunity**.

encouragement/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/dream/enjoy

connections/challenges/unlimited
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create/dream/education/renewal
appreciation/opportunity/glamour
optimism/enlighten/acceptance



solutions/potential/sensitivity/beauty
energy/confidence/potential
performance/brilliance/opportunity
courage/solutions/purpose
connections/challenges/unlimited
empower/radiant/excitement

optimism/growth/attitude/success
fulfillment/dream/education
renewal/opportunity/glamour



CHAPTER 1

CHAPTER

Introducing SoColor Color Confidence

What Makes SoColor Unique?

The SoColor Consultation Center

C.R.A.F.T. Education Is Confidence in Your Hands

The SoColor Hotline

Hotline Online



1. Introducing SoColor Color Confidence

SoColor Honey Creme Haircolor is the number one professional tube creme haircolor in America. What makes it the right choice for so many colorists? The answer, in one word, is confidence. The SoColor system, with its Four Basic Rules, is so easy and predictable it builds confidence every step of the way. SoColor's advanced formulas deliver rich, beautiful, lasting color with complete predictability. The honey creme base and extra moisturizing ingredients leave hair healthy looking, silky and shiny.

What Makes SoColor Unique?

- With SoColor, formulating is virtually risk free.
- SoColor's Four Basic Rules are an easy and logical, step-by-step sequence to perfect color results.
- The beautiful range of the SoColor Tonal Series offers unlimited color possibilities.
- State-of-the-art dyes deliver remarkable clarity and exceptional grey coverage.
- Advanced technology provides better penetration and greater dye efficiency. The creamy consistency stays where you put it.
- SoColor's three-ounce tube contains two average retouch applications. It's more economical and requires less inventory space.
- Tubes are marked in 1/2-ounce increments for easy measuring.
- SoColor boxes and tubes are color coded in the five tonal families for instant identification.
- The SoColor high-lift blondes achieve maximum lightening and toning in a single process for cool, perfect results.



The SoColor Consultation Center

The SoColor Consultation Center is an incredibly hard-working salon tool. It generates excitement, promotes color services and stimulates creativity in your salon. It is also an important tool that helps to take the mystery out of color selection to build confidence. From color analysis, to formulation, to client consultations — it makes all your efforts easier, more professional and more profitable.

The Consultation Center is a Formulating and Consulting Tool

The Center's removable swatches make it easy to analyze hair, formulate color and communicate with your client. Each SoColor color is accurately represented with a swatch. Unlike most swatch systems based on white hair, SoColor swatches are based on pigmented hair. Colors are shown as they would appear if applied on natural bases of the same level. Grey't Naturals are shown on 50% white hair. You'll find the swatches are extremely helpful in identifying your clients' natural levels and deciding which SoColor colors to recommend.

Become familiar with all the SoColor swatches. Start thinking about colors to suggest to your clients. Imagine the incredible flexibility you will have with SoColor's easy-to-intermix palette.

The Consultation Center is a Marketing Tool

The SoColor Consultation Center instantly goes to work for your salon. Your clients will notice it, touch it and ask about it. Turn those inquiries into additional color services by suggesting a free SoColor consultation. As you make color recommendations, use the swatches to demonstrate how SoColor can compliment eye color and skin color and enhance a client's appearance. Point out the benefits of professional haircolor. Talk about SoColor's natural-looking, long-lasting results, the fashion-forward shades and the excellent grey coverage.

Display the SoColor Consultation Center prominently in a high-traffic area of the salon where it can be seen and used. The reception area, styling stations or color service area are ideal locations. Placement under a spotlight or track light will show off the beautiful color options of SoColor.



The SoColor Hotline

Matrix gives you maximum confidence because assistance with all our haircoloring products is just a phone call away. Use the Matrix Hotline whenever you have a question about any service you perform with Matrix products.

In the U.S. call 1.888.777.6396

8:30 AM to 7:00 PM — Monday through Friday

9:00 AM to 4:00 PM — Saturday

(Eastern Standard Time)

In Canada call 1.888.422.6879

9:00 AM to 5:00 PM — Monday

9:00 AM to 6:00 PM — Tuesday through Friday

Closed Saturday

(Eastern Standard Time)

Hotline Online

Visit the "Hotline Online" section of **matrix.com** and type your question(s) in the space provided. We'll search our smart database for answers that can be read immediately.

If you don't get the answer you're looking for, your question will be submitted to our Matrix SoColor experts. A personal answer will be forwarded to you by email.



2

CHAPTER

Hair and Its Characteristics

How Physical Factors Affect Color Results

What You Need to Know About Color Theory



2. Hair and Its Characteristics

The process of creating beautiful haircolor is influenced by many factors from the physical characteristics of the client's hair to its natural color. The best results will be achieved when you understand the physical structure of hair and the composition of natural haircolor. Considering these factors before each haircolor service will ensure professional results.

How Physical Factors Affect Color Results

The physical structure of each client's hair will affect the final results. That is why it is so important to analyze texture, tenacity and porosity before you color.

Texture represents the size or diameter of the hair shaft. It can be divided into three primary classifications: fine, medium or coarse.

Texture affects haircolor because the hair's natural melanin pigment is distributed differently in different textures. Different diameters also have different resistance to the effects of haircolor chemicals.

Fine Hair

- Lacks body but is easily molded.
- Lightens easily and takes a gentler product successfully.
- Very fine hair can process darker.

Medium Hair

- Is bouncy and has good body.
- Has an average response to lightening or depositing color.
- Responds to haircolor well.

Coarse Hair

- Is thick in appearance and has firm body.
- Has slightly lighter results when depositing color.
- Has greater resistance when lightening the hair.

Tenacity and Porosity are closely related. Tenacity is determined by how much the cuticle resists penetration. Porosity is the hair's ability to absorb and hold moisture. Tenacity and porosity affect how haircolor products will react on the hair.

For effective color penetration on tenacious, non-porous hair, use the maximum processing time. Grey hair is usually very tenacious and often requires maximum timing. Additionally, different degrees of porosity can exist on the same head of hair, ranging from non-porous at the scalp area to very porous on the ends.

Non-Porous / Tenacious

- Can be described as resistant.
- Has a glassy look and feel.
- Has a tight cuticle.
- In a healthy state, the cuticle acts as a barrier to prevent the depletion of moisture and natural proteins from within the hair.
- Non-porous hair accepts color molecules with more difficulty and therefore has a tendency to resist the coloring process.
- Non-porous hair accepts color and holds it better.

Porous / Non-Tenacious

- Has a dull look and feel.
- Has a more open cuticle.
- If the hair becomes porous, the individual layers of the cuticle become brittle, dry and separate from each other. The hair then loses its protective barrier.
- Porous hair is easier to lighten and often accepts haircolor faster.
- Porous hair is susceptible to fading.

To Determine Porosity and Tenacity

Lift up a dry hair strand. With your fingers, lightly rub the strand from the hair ends down to the scalp area.

- If the hair feels smooth and slick to the touch, it indicates the cuticle is closed tight. The hair is non-porous or resistant.
- If the hair is extremely shiny, it is also tenacious.
- If the strand feels rough to the touch and there is friction, the hair has some degree of porosity.
- If the hair is dull in appearance, it is non-tenacious.

Assessing the Hair for Porosity

Analyze the hair along the entire length, considering these 3 areas:

Scalp Area – Hair that extends from the scalp to about $\frac{1}{2}$ to $\frac{3}{4}$ inches out.

- Hair near the scalp area is least likely to be porous because it's closest to its natural and healthy state.
- If the hair has been colored, permed or relaxed, the scalp area is the new growth.
- When hair is colored, the scalp area can look brighter and warmer.

Mid-Length – The area of the hair that begins from $\frac{1}{2}$ to $\frac{3}{4}$ inches away from the scalp area and extends through the hair shaft excluding the ends.

- This area may be somewhat porous or slightly lighter in color because of the environment or previous chemical services. There can be subtle differences from the new growth to the mid-length.
- Color in the mid-length area of the hair can be slightly different than the scalp area or ends due to differences in porosity or tenacity.

Ends – This area of the hair is most likely to be overly porous.

- The hair may be lighter and feel rougher. It may be difficult to recognize overly porous hair or lighter ends during your analysis.
- Color results in the ends can be unpredictable. Always strand test if hair appears overly porous.

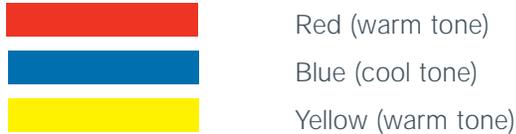
What You Need to Know About Color Theory

A basic rule of haircolor is that cool tones neutralize warm tones and warm tones neutralize cool tones. The cooler the tone of color, the more effectively it can eliminate warmth.

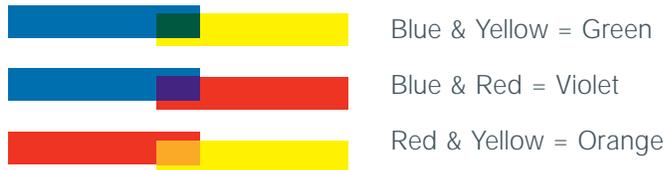
It's easy to identify the warm and cool colors if you understand color principles.

Color Principles

Primary Colors – All colors, both natural and artificial, are created by the three primary colors:



Secondary Colors – If you mix equal parts of two primary colors together, you'll get secondary colors.



Tertiary Colors – If you mix equal portions of primary colors with their immediate adjacent secondary colors, you'll get tertiary colors.



Neutral Colors. When all three primary colors are present, a neutral color is created.

Complementary Colors. Tones that neutralize each other are known as complementary colors. To create a neutral color, mix these complementary colors together:



encouragement/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/connections

challenges/unlimited/empower
radiant/excitement/attitude
wisdom/success/fulfillment/dream
education/renewal/appreciation
opportunity/glamour/enlighten
solutions/acceptance/upbeat



potential/sensitivity/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/connections
challenges/unlimited/empower
radiant/excitement/optimism

growth/attitude/success/fulfillment
dream/education/renewal/vision
appreciation/opportunity/glamour



CHAPTER

The SoColor System

Four Basic Rules for Using SoColor

The SoColor Levels

The SoColor Tonal Series

Color Identification

SoColor Haircolor Selector



3. The SoColor System

SoColor is the easiest permanent haircolor imaginable. There is no guesswork, because the complicated part of formulating is already done for you . . . in the SoColor tube! Formulating is a simple matter of Four Basic Rules. These Rules are a logical, step-by-step sequence to follow when analyzing every SoColor application: virgin, retouch or corrective. Use the Rules for every application and the color you envision will be the color you get.

4 Four Basic Rules for Using SoColor

1. Determine the natural base level you are starting with.
 2. Determine the level you wish to achieve.
 3. Determine the tonal value desired.
 4. Determine the volume of developer needed.
-

The SoColor Levels

A level is a measurement of how light or dark a color is. The SoColor system separates all the possible depths of haircolor, from darkest to lightest, and identifies them as eleven numbered levels.

To help you visualize the difference in depth from light to dark, look at the shaded graph of SoColor's eleven levels on the next page. As you can see, each of the eleven levels of color is appropriately named to indicate a specific degree of lightness or darkness.

Number 1 Black is the darkest level, and 11 Extra Light Blonde Plus is the lightest level. No matter which SoColor Tonal Series you are working with, the lower the number, the darker the color and the higher the number, the lighter the color.

SoColor's Eleven Levels

DESCRIPTION OF NATURAL COLOR LEVEL	NATURAL COLOR LEVEL NUMBER
Extra Light Blonde Plus	11
Extra Light Blonde	10
Light Blonde	9
Medium Blonde	8
Dark Blonde	7
Light Brown	6
Medium Brown	5
Dark Brown	4
Darkest Brown	3
Natural Black	2
Black	1

The SoColor Tonal Series

When describing SoColor haircolor, the level — light, medium or dark — is listed first followed by the tone.

A *tone* is the dominant hue within a color. For example: red, gold, beige and ash are tones. In the SoColor system, a Tonal Series is a group of similar tones, varying in levels from dark to light.

To simplify color choice, the SoColor Tonal Series are arranged in three groups: Cools, Warms and Reds. There are also two specialty Series: the Ultra Light Blondes and the Grey't Naturals.

Tones on the same level may appear lighter or darker, depending on how much light they reflect.

- The warmer the color, the more light it reflects and the lighter it appears.
- The cooler the color, the less light it reflects and the darker it appears.

The SoColor Collection



COOLS

AA = Double Ash
A = Ash
I = Iridescent
1-11 = Neutral. Slightly cool
(no letter) to counteract warmth.

WARMS

B = Beige
W = Warm
G = Gold



REDS

RB = Red Brown/Blonde
R = Red
CG = Copper Gold
RR = Red Red
RV = Red Violet
VR = Violet Red

The SoColor Specialty Series

GREY'T NATURALS (500'S)

- 500-(no letter) = Natural
- 500-W = Natural Warm
- 500-R = Natural Red



ULTRA LIGHTS

- UL-N = Natural
- UL-PN = Pale Natural
- UL-A = Ash
- UL-PA = Pale Ash
- UL-I = Iridescent



Color Identification

Each color in the SoColor system is easily identified by a number and a letter.

- Numbers refer to the level of the color.
- Letters refer to the tone of the color.
- If there is no letter, the color has a neutral or natural tone.

The names of the colors are also helpful in describing their depth and tone to your clients.

SoColor Color Identification Examples:

SoColor Collection

- Level = 5 Medium Brown
- Tone = G Gold
- Name = 5G Medium Gold Brown

- Level = 5 Medium Brown
- Tone = CG Copper Golden
- Name = 5CG Medium Copper Golden Brown

SoColor Grey't Naturals Series

- 50 = Coverage for over 50% grey
- Level = 5 Medium Brown
- Tone = R Natural Red
- Name = 505-R Medium Natural Red Brown

SoColor Ultra Light Series

- Level = UL-P Ultra Light Palest
- Tone = A Ash
- Name = UL-PA Ultra Light Palest Ash Blonde



COOLS



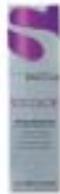
WARMS



REDS



**GREY'T
NATURALS**



**ULTRA
LIGHTS**

Neutral Series



1 Black



2 Natural Black



3 Darkest Brown



4 Dark Brown



5 Medium Brown

Double Ash Series



6A Light Ash Brown



7A Soft Ash Blonde



8A Medium Ash Blonde

Ash Series



9A Dark Ash Brown



5A Medium Ash Brown

Beige Series



8B Medium Beige Blonde



10B Extra Light Beige Blonde

Warm Series



5W Medium Warm Brown



6W Light Warm Brown

Red Brown/Blonde Series



4R Dark Red Brown



6R Light Red Brown



7R Dark Red Blonde



8R Medium Red Blonde

Red Red Series



5RR Red Wine



6RR Red Grenache



7RR Red Red



8RR Red Copper

Grey't Naturals Series



504 Dark Natural Brown



505 Medium Natural Brown



506 Light Natural Brown



507 Dark Natural Blonde



508 Medium Natural Blonde

Grey't Naturals Warms Series



504W Dark Natural Warm Brown



506W Light Natural Warm Brown



508W Medium Natural Warm Blonde

Ultra Light Blonde Series



UL-N Ultra Light Natural Blonde



UL-PN Ultra Light Palest Natural Blonde



UL-A Ultra Light Ash Blonde



UL-PA Ultra Light Palest Ash Blonde



UL-L Ultra Light Lilacwood Blonde



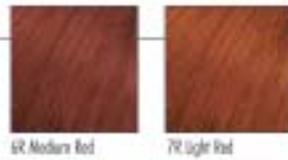
Iridescent Blonde Series



Gold Series



Red Series



Copper Gold Series



Red Violet Series



Violet Red Series



Grey't Naturals Reds Series



encouragement/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/connections

challenges/unlimited/empower
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potential/sensitivity/beauty/energy
confidence/potential/performance
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challenges/unlimited/empower
radiant/excitement/optimism

growth/attitude/success/fulfillment
dream/education/renewal/vision
appreciation/opportunity/glamour

4

CHAPTER

Formulating Confidently with the Four Basic Rules

Determine the Natural Base Level (Rule 1)

Determine the Level You Wish to Achieve (Rule 2)

Determine the Tonal Value Desired (Rule 3)

Determine the Volume of Developer Needed (Rule 4)



4. Formulating Confidently with the Four Basic Rules

Although following the Four Basic Rules takes only seconds, it is the most important step to ensuring perfect SoColor results with every application. The Rules remind you of the decisions you must make with every haircolor formula from a virgin application to a corrective tint-back.

Four Basic Rules for Using SoColor:

1. Determine the natural base level you are starting with.
2. Determine the level you wish to achieve.
3. Determine the tonal value desired.
4. Determine the volume of developer needed.

Rule #1: Determine the Natural Base Level You Are Starting With

Before you can effectively select your color, you must determine your starting point. This means accurately analyzing the natural base level of the client's hair.

The SoColor Consultation Center offers a simple way to determine the natural base level of your client's hair. To begin, take a clean, dry subsection of hair and hold so it lifts away slightly from the scalp. Choose one of the swatches numbered 1 through 11 and place it so it matches the growth direction of the subsection. Continue taking swatches and when you find a match, you've identified the client's natural base level. Always check in several areas — crown, nape, and hairline — to get a true reading of the natural level.

Note: If the client's natural base level falls between two SoColor levels, base your formulation on the darker of the levels if lifting and the lighter of the levels if depositing.

two

Rule #2: Determine the Level You Wish to Achieve

It is very important to talk to clients about their expectations of the coloring service. When deciding on levels, there are four results that can be achieved with a permanent haircolor.

- a. You can lighten the natural hair up to four levels.
- b. You can darken the hair.
- c. You can match the natural level.
- d. You can change the tone.

three

Rule #3: Determine the Tonal Value Desired

The next factor in color selection is choosing the tone or hue you wish to achieve. For example, does your client prefer cool or warm tones? Would beige or red tones be more flattering to her eyes and complexion?

The SoColor Collection is formulated for optimal results on pigmented hair. To neutralize the warmth found in the natural underlying pigmentation of the hair, the SoColor Neutral Series has been developed with a cooler base.

Balancing Warm Tones and Cool Tones

A basic rule of haircolor is that cool (ash) tones neutralize warm (red or gold) tones and warm tones neutralize cool tones. The cooler the tone the more effectively it can eliminate warmth. For example, the SoColor Ash Ash Series cools more than the Ash Series.

When coloring grey hair or hair with predominantly cool tones, we suggest adding warmth to the hair or the results will be too cool (ashy) or drab.

The Effect of Natural Pigmentation on Tonal Results

Selecting the proper tone is essential to achieving beautiful color results. Generally, the hair's natural underlying pigmentation is predominantly red, red-gold or gold. As the oxidation process of a permanent haircolor lightens the natural pigmentation, these undertones dominate.

SOCOLOR NEUTRALIZATION CHART

DESCRIPTION OF NATURAL COLOR LEVEL	NATURAL COLOR LEVEL NUMBER	NATURAL UNDERLYING PIGMENTATION	TO NEUTRALIZE USE
Extra Light Blonde Plus	11	Pale Yellow	Light Ash Blonde
Extra Light Blonde	10	Pale Yellow	Light Ash Blonde
Light Blonde	9	Yellow	Light Ash Blonde
Medium Blonde	8	Gold	Medium Ash Blonde
Dark Blonde	7	Light Orange	Dark Ash Blonde
Light Brown	6	Dark Orange	Light Ash Brown
Medium Brown	5	Red Orange	Medium Ash Brown
Dark Brown	4	Red	Dark Ash Brown
Darkest Brown	3	Red Brown	Dark Ash Brown
Natural Black	2	Dark Red Brown	Dark Ash Brown
Black	1	Dark Red Brown	Dark Ash Brown

The final haircoloring result is a combination of the artificial color molecules and the natural underlying pigmentation of the hair.

EXAMPLE

Haircolor tone	Natural hair contribution	Combined result
warm	warm	warm/warm
neutral	warm	warm
cool	warm	neutral
cool/cool	warm	cool

The tone you select must either neutralize and cool the natural underlying pigmentation or enhance and brighten it. The chart on page 30 identifies the underlying pigmentation that is predominant in each natural haircolor level and how to neutralize it.

Rule #4: Determine the Volume of Developer Needed

Once you have determined the client's natural base level, as well as the level and tone you wish to achieve, it is very easy to determine the volume of developer needed.

If you are lifting, determine how many levels you want to lift — one, two, three or four. This will indicate which SoLite Creme Developer strength to use — 10, 20, 30 or 40 Volume.

If you are going from a lighter level to a darker level, we recommend using SoLite 10 Volume Creme Developer to achieve more color deposit and less lightening action.

In general: For every 10 volumes of developer used, you will achieve up to one level of lightening action (lift).

Developer Volume	Lightening Action
10 Volume	Up to 1 Level
20 Volume	Up to 2 Levels
30 Volume	Up to 3 Levels
40 Volume	Up to 4 Levels

Note: The ability to lift or deposit is different in every level of SoColor. Lighter colors have more lift; darker colors have more deposit. Therefore, lifting capacity will vary from level to level, especially when mixed with high volumes of developer.

Examples of Lifting

Example:

Client's Natural Level 5 – Medium Brown
Desired Level 7 – Dark Blonde
Desired Tone CG – Copper Gold

You are lifting two levels, therefore your formula would be:

7CG – Dark Copper Golden Blonde
SoLite 20 Volume Creme Developer

Example:

Client's Natural Level 6 – Light Brown
Desired Level 9 – Light Blonde
Desired Tone G - Gold

You are lifting three levels, therefore your formula would be:

9G – Light Gold Blonde
SoLite 30 Volume Creme Developer

Note: These lifting formulas would be applied to the scalp area where the warmth of the body increases lightening action. The formulas must be adjusted for the mid-lengths and ends. For directions, see Chapter 5, Mixing, Applying and Timing.

Examples of Depositing

Example:

Client's Natural Level	6 – Light Brown
Desired Level	6 – Light Brown
Desired Tone	RB – Red Brown

You are staying at the same level, therefore your formula would be:

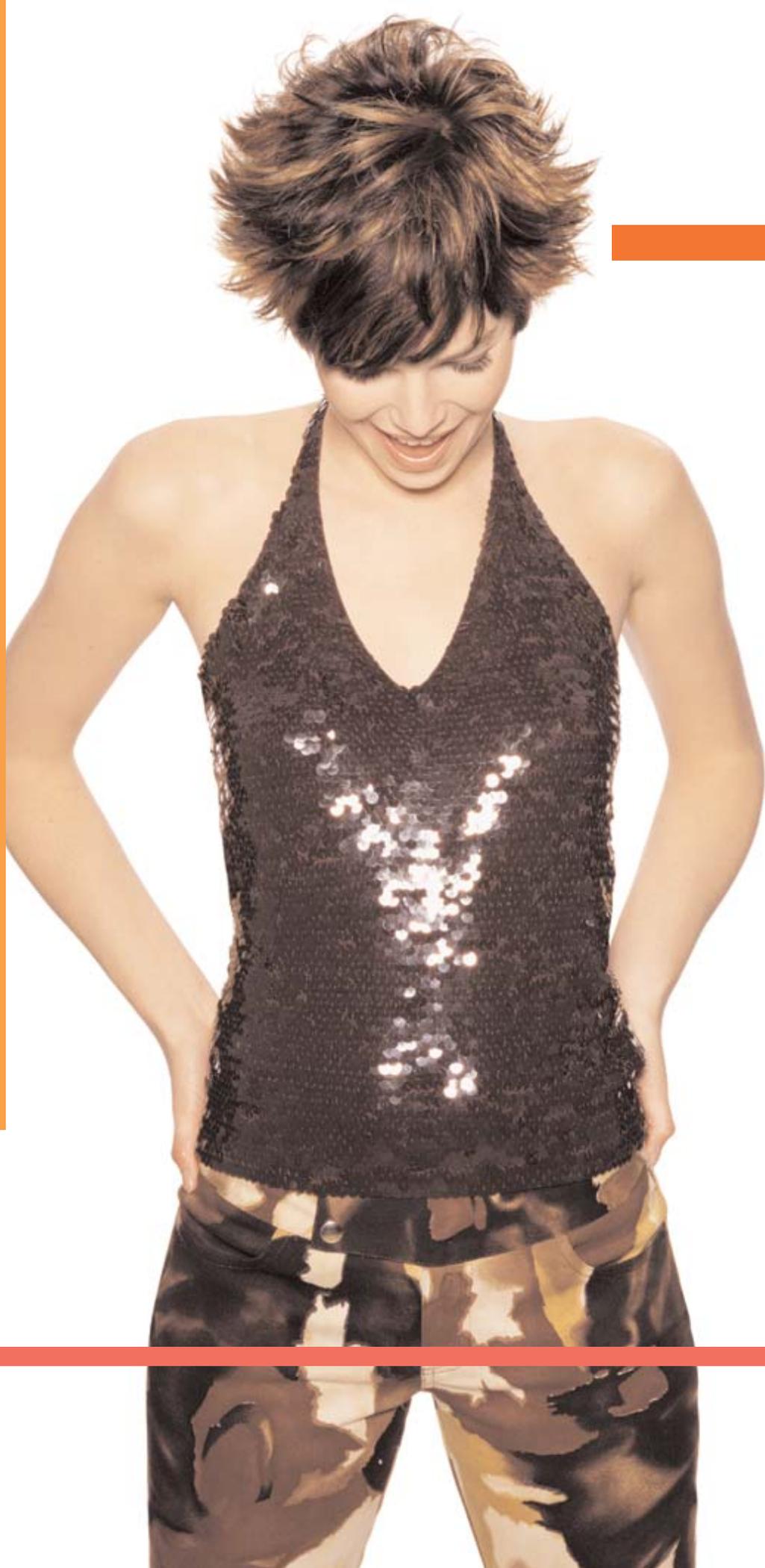
6RB – Light Red Brown
SoLite 10 Volume Creme Developer

Example:

Client's Natural Level	6 – Light Brown
Desired Level	5 – Medium Brown
Desired Tone	W – Warm

You are going down one level, therefore your formula would be:

5W – Medium Warm Brown
SoLite 10 Volume Creme Developer





CHAPTER

Mixing, Applying and Timing

Mixing SoColor

Timing SoColor

SoColor Applications

Virgin Applications When Lightening

Virgin Applications When Matching the
Natural Base or Going Darker

Retouch Applications



Each tube of SoColor contains three ounces. Measurements in 1/2-ounce increments are on the back of the tube.

5. Mixing, Applying and Timing SoColor

SoColor enhances your professionalism as it eliminates guesswork. The rich base mixes easily into a creamy formula that requires professional brush application. This precise method of application surrounds every strand of hair in color and ensures even results. SoColor is easy to apply and delivers rich, radiant haircolor.

Mixing SoColor

SoColor gives you unlimited flexibility because the colors can be mixed together without fear of off tones. SoColor is always mixed in equal proportions with SoLite Creme Developer.

Standard mixing proportions* for SoColor colors are:

1½ oz. SoColor

1½ oz. SoLite Creme Developer

*average retouch

Timing SoColor

Standard timing for SoColor is 30 minutes except:

- Coloring with the UL Series—timing is 45 minutes.
 - Coloring grey or exceptionally resistant hair with the SoColor Collection timing may require up to 45 minutes.
-

SoColor Applications

SoColor Haircolor has a creamy consistency and is applied with a color brush.

Note: Always strand test to preview results. You should always do a preliminary test on your client at least 48 hours before each application to determine if he or she is allergic, or has developed an allergy, to the formula you will be using. For directions, refer to the Standard Haircolor Tests in the Appendix.

Note: Gloves should be worn when opening, mixing and applying any haircolor product.

Virgin Applications When Lightening

There are two methods that can be used depending on the results you wish to achieve. Both are designed to counterbalance the increased lightening action that occurs in the warm zone of the scalp. Method One is recommended when lightening the hair one to two levels. Method Two is recommended when lifting three to four levels with SoLite 30 or 40 Volume Creme Developer or when using the Ultra Light Series.

Method One: Lightening One to Two Levels

1. Divide the client's hair into four sections.
2. Apply the SoColor formula to the scalp area staying within 1/2 inch of the scalp.
3. Immediately mix a fresh batch of color formula using one of the two methods that follow. Apply evenly through the mid-lengths and ends.
 - a) Mix fresh formula using the next higher volume of developer.
Example: If 10 Volume were used at the scalp area, the formula for the mid-lengths and ends would be:
 - 1 1/2 oz. SoColor
 - 1 1/2 oz. SoLite 20 Volume Creme Developer
 - b) Mix fresh formula adding Extra Blonding Creme.**
Example: If 20 Volume were used at the scalp area, the formula for the mid-lengths and ends would be:
 - 1 1/2 oz. SoColor
 - 1/2 oz. SoColor Extra Blonding Creme
 - 2 oz. SoLite 20 Volume Creme Developer
4. Lift the hair throughout processing to aid air circulation and maintain even oxidation.
5. Wipe a strand clean to check progress.

** Maximum amount of Extra Blonding Creme to use is 1/2 oz.



Basic SoColor mixing and application instructions are printed on the inside of the SoColor carton.

Method Two: Lightening Three to Four Levels

1. Divide the client's hair into four sections. Apply the SoColor formula to the mid-lengths and ends first, starting 1/2 inch from the scalp. Do not oversaturate the hair with color. Time for 15 minutes or until you see a definite color change.
2. Towel blot any excess product with an absorbent towel.
3. Mix a fresh batch of formula. Apply it to the scalp area and out over the mid-lengths and ends again. Work formula through to be sure all strands are covered.
4. Lift the hair throughout processing to allow air circulation and even oxidation.
5. Wipe a strand clean to check progress.

Virgin Applications When Matching the Natural Base Level or Going Darker

1. Divide the client's hair into four sections. Take thin partings and apply formula to the scalp area.
2. Work formula through mid-lengths and ends to be sure all strands are covered.
3. Wipe a strand clean to check progress.

Note: If the ends are porous, apply SoColor on the ends for the last 5 to 15 minutes only.

Retouch Applications

1. Divide the hair into four sections and apply SoColor to the new growth area only.
2. Time for 30 to 45 minutes.

Refreshing mid-lengths and ends: Method 1

1. Apply remaining color from retouch to mid-lengths and ends.
2. Time for 5 to 15 minutes. Wipe a strand clean to check progress.

Refreshing mid-lengths and ends: Method 2

1. Mix a SoColorizing formula in the same level and tone as the scalp formula, and apply color to mid-lengths and ends.

SoColorizing Basic Formula:

- 1 oz. SoColor
- 1 oz. Solite 10 Volume Creme Developer
- 1 oz. Essentials 5+ Protopak Restructuring Treatment

For more details, see Chapter 11, SoColor Techniques.

2. Time for 5 to 15 minutes. Wipe a strand clean to check progress.

Removing Haircolor Stains

Any noticeable stains on the skin can be gently, yet effectively removed by using NoStain Hair Color Stain Remover. Apply NoStain to a cotton ball and wipe gently over the skin until the stains are gone.

Rinsing SoColor

Add a little lukewarm water to the formula and work into a lather. Rinse thoroughly with warm water until the water runs clear.

Shampoo gently with the appropriate Matrix shampoo, then condition.



encouragement/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/connections

challenges/unlimited/empower
radiant/excitement/attitude
wisdom/success/fulfillment/dream
education/renewal/appreciation
opportunity/glamour/enlighten
solutions/acceptance/upbeat



potential/sensitivity/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/connections
challenges/unlimited/empower
radiant/excitement/optimism

growth/attitude/success/fulfillment
dream/education/renewal/vision
appreciation/opportunity/glamour

6

CHAPTER

Coloring Grey Hair with Confidence

“Coverage” versus “Blending”

The Four Basic Rules for Grey Coverage

The Grey’t Naturals Series

Coloring Grey Hair with the SoColor Collection

Pre-Softening Techniques

Mixing the Grey’t Naturals Series and SoColor Collection



6. Coloring Grey Hair with Confidence

Now that more than half the U.S. population is over forty years of age, coloring grey hair has become one of the most requested salon services. SoColor offers natural-looking results while leaving grey hair beautifully conditioned. The SoColor Grey't Naturals Series provides perfect coverage for clients with more than 50% grey hair. Additionally, the SoColor Collection colors offer a limitless range of levels and tones for custom-coloring grey hair.

“Coverage” versus “Blending”

In order to give your clients the results they want, it is important to understand the difference between “coverage” and “blending” of grey hair. Most hairdressers would define “coverage” as results that leave every hair approximately the same color. “Blending” would be defined as a result in which the white hair is less deeply colored than the darker hair, creating a highlighted effect. On hair that is less than 50% grey, full coverage is virtually impossible unless the hair is darkened beyond the natural level. Very natural results can be achieved, however, by not lightening or using a high volume of developer.

There are two options for coloring grey

1. For best coverage when hair is more than 50% grey, the SoColor Grey't Naturals Series is recommended.
2. When blending is desired, SoColor Collection colors can be used.

The Grey't Naturals are specifically designed for coverage of hair that is more than 50% grey. There are no formula adjustments or additives needed. This special series will meet all your needs for exceptional coverage of grey.

Whichever you choose, the Grey't Naturals or any of the SoColor Collection colors, follow the Four Basic Rules of SoColor when formulating.



The Four Basic Rules for Grey Coverage

Rule #1: Determine the natural base level you are starting with and the percentage of grey.

- Use the Consultation Center Neutral swatches to determine the natural base level. Use the 50% Reference Swatch to determine the percentage of grey.
- Take into consideration the texture, tenacity and porosity of the hair.

Rule #2: Determine the level you wish to achieve.

- Does the client want to be lighter, darker or stay at the same level?

Rule #3: Determine the tonal value desired.

- Does the client want Neutral, Warm or Red tones?

Rule #4: Determine the volume of developer needed.



The Grey't Naturals Series

The Grey't Naturals Series is designed specifically for clients with more than 50% grey hair. It offers exceptional grey coverage without having to formulate or use additives and intensifiers.

The colors in the Grey't Naturals Series can be easily identified by the number and letter.

- The number "50" identifies the series as one that is formulated for hair over 50% grey.
- The next number after the "50" identifies the level. Example - "506".
- The letter identifies the tone. Example - "506-W".

There are three Grey't Naturals tonal series.

No letter = Natural

W = Warm

R = Red

Selecting a Grey't Naturals Level

Note: Do not attempt to lighten over two levels. This will result in lack of coverage and will produce a blended effect with unwanted warm tones.

% of Grey or White Hair	Grey't Naturals Series Selections
Up to 50%	Use one level lighter than desired level
Over 50%	Use level desired

Mixing Grey't Naturals

The Grey't Naturals Series colors perform best when mixed with SoLite 20 Volume Creme Developer.

Mix:*

1½ oz. Grey't Naturals Series color

1½ oz. SoLite 20 Volume Creme Developer

Note: A strand test is recommended. A standard preliminary test is required at least 48 hours before each application to determine if your client is allergic, or has developed an allergy, to haircolor products. Refer to Standard Haircolor Tests in the Appendix.

* Average retouch application

Grey't Naturals Application and Timing

Follow the standard application instructions found in Chapter 5: Mixing, Applying and Timing SoColor. Time for 30 minutes. For best results on coarse, resistant hair, time for 45 minutes.

Retouching with Grey't Naturals

Apply color formula to the new growth. Refresh the mid-lengths and ends for 5 to 10 minutes or as needed. Check progress by wiping a strand clean.

Note: Grey't Naturals colors are formulated with extra pigments to ensure better grey coverage. To avoid a drab result when refreshing the Grey't Naturals Warm and Red Series, it may be necessary to adjust with a small amount of Color Additions.

- Grey't Naturals Warm Series—add up to ¼ oz. Gold Color Additions.
- Grey't Naturals Red Series—add up to ¼ oz. Red Orange Color Additions.

Coloring Grey Hair with The SoColor Collection

The SoColor Collection colors (not Grey't Naturals) are specially designed to work with naturally pigmented hair and will give a blended effect on grey hair. Therefore, when using a SoColor Collection color on grey hair, special attention must be paid to the percentages of grey. Adjustments are recommended to:

1. adjust the level
2. adjust the tone for over 50% grey.

Follow the Four Basic Rules and adjust your formula as follows:

1. **Adjust the level (deepen)** based on the percent grey.

% of Grey	To achieve the desired level use:
Up to 50%	Level desired
Over 50%	One level darker

Note: To avoid brassiness and to achieve best blending of grey, do not attempt to lighten more than two levels.

2. **Adjust the tone (add warmth)** with up to 1/2 oz. for every 1 1/2 oz. of SoColor. If hair is over 50% grey, add additional warm tones to the formula:

Blondes and Red Blondes: Add gold tones

Browns and Red Browns: Add red-orange tones

Note: Do not use the "Ash" Series for blending of grey.

Selecting the Volume of Developer

Use SoLite 20 Volume Creme Developer for most standard applications with a SoColor Collection color. SoLite 10 Volume Creme Developer can be used for maximum deposit on fine hair.

Application and Timing

Follow the standard mixing and application procedure. Time for 45 minutes.

Application Hints

- Start application where the hair is greyest or most tenacious.
 - Be sure to keep hair saturated with color.
 - For coarse, resistant hair, time for a full 45 minutes.
-

Pre-Softening Techniques

SoColor gives excellent grey coverage. If pre-softening is necessary for very coarse, resistant hair, mix the following colors with equal parts SoLite 20 Volume Creme Developer.

If coloring with:

Levels 1 through 5. pre-soften with 7G

Levels 6 through 8. pre-soften with 9G

Levels 9 through 10. pre-soften with 11W

1. Apply to areas where hair is resistant.
2. Process 15 minutes.
3. Blot with an absorbent towel and proceed to apply the final color formula.

Note: Pre-softening is not recommended for hair under 75% grey as the results could appear overly warm.

Mixing the Grey't Naturals Series and SoColor Collection

Mixing the Grey't Naturals Series with the SoColor Collection can give you an unlimited palette of colors, allowing you to be as creative as you like. Because the Grey't Naturals Series colors are formulated for a high percentage of grey, they deposit deeper. If mixing this series with other SoColor shades and you desire "coverage" of grey, always select a SoColor color one level darker than the Grey't Naturals Series color.

Example:

1 oz. SoColor 5CG Medium Copper Golden Brown

1 oz. Grey't Naturals 506 Light Natural Brown

2 oz. SoLite 20 Volume Creme Developer

A large, stylized number '7' in a light orange color, positioned on the left side of the page. It is partially overlaid by a horizontal dashed white line.

7

CHAPTER

Creating Beautiful Blondes with Confidence

The Four Basic Rules for Creating Beautiful Blondes

How to Achieve Cool Blondes

How to Achieve Warm or Red Blondes

Refreshing Mid-Lengths and Ends

Achieving Perfect SoColor Ultra Light and Ultra Light Palest Blondes

7. Creating Beautiful Blondes with Confidence

SoColor makes glamorous, single-process blondes an achievable reality. The exceptional variety of blonde shades in SoColor Levels 7 through 11 gives you incredible flexibility. The results are unsurpassed for lightness and coolness of color. SoColor makes it easy to fulfill a client's dream of becoming blonde.

The Four Basic Rules for Creating Beautiful Blondes

Rule #1: Determine the natural base level you are starting with.

- It is important to determine the exact natural level.
- Properly analyze the texture, tenacity and porosity of the hair.

Rule #2: Determine the level you wish to achieve.

- Maximum lightening is four levels.
- Lifting more than two levels will expose natural warmth.

Rule #3: Determine the tonal value desired.

- When blonding, remember that the final haircoloring result is a combination of the artificial color molecules and the natural underlying pigmentation of the hair.



SOCOLOR NEUTRALIZATION CHART

DESCRIPTION OF NATURAL COLOR LEVEL	NATURAL COLOR LEVEL NUMBER	NATURAL UNDERLYING PIGMENTATION	TO NEUTRALIZE USE
Extra Light Blonde Plus	11	Pale Yellow	Light Ash Blonde
Extra Light Blonde	10	Pale Yellow	Light Ash Blonde
Light Blonde	9	Yellow	Light Ash Blonde
Medium Blonde	8	Gold	Medium Ash Blonde
Dark Blonde	7	Light Orange	Dark Ash Blonde
Light Brown	6	Dark Orange	Light Ash Brown
Medium Brown	5	Red Orange	Medium Ash Brown
Dark Brown	4	Red	Dark Ash Brown
Darkest Brown	3	Red Brown	Dark Ash Brown
Natural Black	2	Dark Red Brown	Dark Ash Brown
Black	1	Dark Red Brown	Dark Ash Brown

How to Achieve Cool Blondes

The SoColor Ash Ash, Ash or Iridescent Series should be chosen when attempting to lift without warm or golden undertones in the final color results. In most cases, the Ash Series with the proper developer volume will give you the cool tones you are looking for.

- High lifting with 30 or 40 Volume SoLite Creme Developer may require additional toning using Violet Color Additions. Refer to Chapter 9: SoColor Additives.

How to Achieve Warm or Red Blondes

- When lifting and depositing red or warm tones, take advantage of the underlying pigmentation of the hair.
- To avoid brassiness when using 30 or 40 volume developer, even when a warm result is desired, a neutral series should be considered. This will minimize brassiness while allowing natural warm tones to dominate.

Rule #4: Determine the volume of developer needed.

- Select the proper SoLite Creme Developer to achieve the final results.

Application and Timing

Apply SoColor blonde formulas using the standard application procedures found in Chapter 5: Mixing, Applying and Timing. To achieve maximum lift, apply heavily in very thin sections and time up to 45 minutes.

A standard preliminary test is required at least 48 hours before each application to determine if your client is allergic, or has developed an allergy, to haircolor products. Refer to the Standard Haircolor Tests in the Appendix.

Refreshing Mid-Lengths and Ends During a Retouch

When using 30 or 40 volume developer at the new growth, avoid over-lightened ends by applying a refresh formula with SoLite 10 Volume Creme Developer to the mid-lengths and ends. Check progress by wiping a strand clean.

SoColor Extra Blonding Creme

SoColor Extra Blonding Creme can be added to any SoColor blonde formula to achieve up to one extra level of lifting ability. **Always add extra developer in proportion to the amount of Extra Blonding Creme added to the formula.**

Achieving Perfect SoColor Ultra Light and Ultra Light Palest Blondes

SoColor offers unsurpassed single-process blonding with the SoColor Ultra Light Blondes and Ultra Light Palest Blondes.

The Ultra Light Blonde Series

This unique series provides maximum lightening and toning to deliver four levels of lift without brassiness. It is ideal for coarse, hard-to-lighten hair.

UL-A Ultra Light Ash Blonde - for Levels 5 and 6

UL-N Ultra Light Natural Blonde - for Levels 6 and 7

UL-I Ultra Light Iridescent Blonde for Level 6

The Ultra Light Palest Blonde Series

The Ultra Light Palest Blonde Series provides maximum lightening and sheer, pale blonde results. It is ideal for fine-textured, easy-to-lighten hair.

UL-PA Ultra Light Palest Ash Blonde - for Levels 6 and lighter

UL-PN Ultra Light Palest Natural Blonde - for Levels 6 and lighter

Note: The texture, tenacity and porosity of the hair will influence your ability to achieve successful results when using the Ultra Light and Ultra Light Palest Blonde colors.

Special Mixing Instructions

The Ultra Light Blonde and Ultra Light Palest Blonde Series are always mixed with **DOUBLE** the amount of **SoLite 40 Volume Creme Developer**.

Example :

1½ oz. UL-N Ultra Light Natural Blonde

3 oz. SoLite 40 Volume Creme Developer

A standard preliminary test is required at least 48 hours before each application to determine if your client is allergic, or has developed an allergy, to haircolor products. Refer to the Standard Haircolor Tests in the Appendix.

Timing

Timing is always 45 minutes.

Virgin Application of the Ultra Light and Ultra Light Palest Blonde Series

1. Starting ½ inch from the scalp, apply UL-N Ultra Light Natural Blonde to the mid-lengths and ends first.

Mix:

1½ oz. Ultra Light Blonde Series Color

3 oz. SoLite 40 Volume Creme Developer

2. Time 15 minutes or until you see a definite color change.
3. Towel blot excess formula.
4. Mix a fresh batch of the Ultra Light Blonde Series color in the tone desired with DOUBLE the amount of SoLite 40 Volume Creme Developer and apply to the scalp area and out over the mid-lengths and ends.
5. Time for 45 minutes.

Note: When working color through to the ends, do not pack hair tightly.

Retouch Application

1. Apply the Ultra Light formula to the new growth area only.
2. Time for 45 minutes.
3. To refresh the mid-lengths and ends if needed, choose a SoColor Collection color in the proper level and tone to balance the new growth with the mid-lengths and ends. Mix with SoLite 10 Volume Creme Developer. **Do not use an Ultra Light formula to refresh the mid-lengths and ends.**
4. Strand test for proper timing.

Application Tips for the Ultra Light and Ultra Light Palest Blonde Series

- Take small, fine partings and apply the Ultra Light formula to saturate, using a controlled manner. As you work through the mid-lengths, apply generously.
- Analyze the hairline carefully. If the hair is a finer texture than the rest, do not apply a UL-N or UL-A formula to this area. Use UL-PN to avoid over-coloring or wait and apply your UL-N or UL-A formula for the last 10 to 15 minutes only.
- The Ultra Light Blonde Series is perfect for highlighting. When using foil, do not over-saturate to avoid expansion of the color product.
- For creative applications that do not require foil, make sure the hair is thoroughly saturated and product stays moist.

When Not to Use the Ultra Light and Ultra Light Palest Blonde Series

- **To refresh the mid-lengths and ends.**
- On natural base levels darker than 5 Medium Brown.
- For toning bleached hair, removing color or lightening previously colored hair.
- For SoColorizing.
- To intermix with other SoColor colors. Only intermix within the UL Series.





8

CHAPTER

Achieving Radiant Reds with Confidence

The SoColor Red Series

The Four Basic Rules for Creating Radiant Reds

Changing to a Red Tone

Formulating Tips for Refreshing Porous Hair



8. Achieving Radiant Reds with Confidence

Red haircolor creates real fashion impact and always makes a lasting impression. SoColor offers an exciting collection of beautiful red tones. From subtle to striking, SoColor reds give you a wide variety of creative options for achieving rich, long-lasting haircolor.

The SoColor Red Series

RB = Red Brown/Blonde

R = Red

CG = Copper Gold

RR = Red Red

RV = Red Violet

VR = Violet Red

The Four Basic Rules for Creating Radiant Reds

Rule #1: Determine the natural base level.

- Analyze the percentage of grey plus the texture, tenacity and porosity of the hair.

Rule #2: Determine the level you wish to achieve.

- Do you want to go lighter, darker or just change the tone?

Note: Staying within two levels of lift provides the truest red results.

Rule #3: Determine the tonal value desired.

- Identify the SoColor Red Series desired.

Rule #4: Determine the volume of developer needed.

- Select the volume of developer needed to achieve the desired level of lift or deposit.

Changing to a Red Tone

When changing to a red tone on color-treated hair, you may have to remove the previous color first. Refer to "Removal of Color" in Chapter 10: Correcting Haircolor with Confidence. Strand test for refreshment timing.

Application and Timing

Use the standard application procedures found in Chapter 5: Mixing, Applying and Timing. Timing for a virgin application is 30 to 45 minutes. A preliminary test is required at least 48 hours before each application to determine if your client is allergic, or has developed an allergy, to haircolor products. Refer to Standard Haircolor Tests in the Appendix.

Refreshing Mid-Lengths and Ends

Strand test to determine proper refreshment timing.

Effects of Porosity

The consistency and durability of your final result will depend on the porosity of the hair. Excessive porosity can contribute to fading.

Formulating Tips for Refreshing Porous Hair

- Intensify the red pigments by adding 1/8 oz. of color from a SoColor Red Series to every one ounce of your remaining formula before applying color to the mid-lengths and ends.

For every 1 oz. of formula:	Add 1/8 oz. of:
RV	6RR
VR	5RR
RB	6R or 7R
R	7RR or 8RR
RR	7RR or 8RR
CG	7CG or 9CG

- If the mid-lengths and ends are faded more than two levels, it will be necessary to replace color pigments by filling the hair before the color application. Refer to the section “Pre-Filling the Hair and Tint-Backs” in Chapter 10: Correcting Haircolor with Confidence.
- For more suggestions on how to customize your SoColor Red formula, refer to Chapter 9: SoColor Additives.

encouragement/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/connections

challenges/unlimited/empower
radiant/excitement/attitude
wisdom/success/fulfillment/dream
education/renewal/appreciation
opportunity/glamour/enlighten
solutions/acceptance/upbeat



potential/sensitivity/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/connections
challenges/unlimited/empower
radiant/excitement/optimism

growth/attitude/success/fulfillment
dream/education/renewal/vision
appreciation/opportunity/glamour



9

CHAPTER

SoColor Additives

SoColor Extra Blonding Creme

Color Additions



9. SoColor Additives

SoColor Additives offer several ways to expand your creativity and customize your haircoloring services. These unique formulas allow you to boost the lifting ability of your color formula, adjust the tonal effects of your formulations and neutralize unwanted warmth. Like all SoColor products, they are easy to use and deliver predictable results.

SoColor Extra Blonding Creme

Sometimes when lightening the client's hair, the natural underlying pigmentation is too dominant to achieve the desired level of lightness or brightness. SoColor Extra Blonding Creme is an additive that provides up to one extra level of lift in your color formulations. With it, you can achieve lighter blondes, brighter reds and richer browns.

- The SoColor Extra Blonding Creme tube contains two ounces of product and is conveniently marked in 1/2-ounce increments for easy measuring.
- SoColor Extra Blonding Creme mixes easily into SoColor and can be used with all volumes of SoLite Creme Developer.
- It is ideal for virgin applications or highlighting techniques when extra lifting action is needed along the mid-lengths and ends.
- It lightens "gold bands" that sometimes occur from retouches of single-process lightening services. Refer to Chapter 10: Correcting Haircolor with Confidence.
- For brighter reds and richer browns, Extra Blonding Creme will help to diffuse the natural amount of brown pigment found in the hair.

Mix :

1½ oz. SoColor

½ oz. Extra Blonding Creme

2 oz. of the proper SoLite Creme Developer

Note: Color applications and timings do not change.



Important:

- Do not add more SoColor Extra Blonding Creme than recommended. A larger quantity will not achieve more lift.
- Do not use SoColor Extra Blonding Creme alone.
- Add extra developer in proportion to the quantity of Extra Blonding Creme added to a SoColor formula.

Color Additions

Color Additions expands your color creativity with five beautiful colors that mix easily into permanent color. Used in small amounts, these versatile additives let you customize color formulations with tonal effects that you can predict and control.

Gold. Adds rich, golden tones and enhances grey coverage in blonde and lighter levels of color.

Red Orange. Increases warm or copper tones and improves grey coverage in brown or darker levels of color.

Red. Adds a true red tone to any level. Especially recommended for mid to darker levels.

Violet. Increases ash tone and reduces gold and brassiness in blonde Levels 7 to 11 without affecting the level of the formula.

Blue. Increases ash tone and reduces warmth in brown Levels 1 to 6 without affecting the level of the formula.

Color Additions provides versatility to:

- Create customized color formulations.
- Achieve improved coverage of grey.
- Intensify tone or neutralize undesirable tones.
- Adjust tones for porous, faded ends.



Mixing Instructions

When mixing Color Additions with SoColor, remember the importance of the Four Basic Rules. Of primary importance is Rule #4 — determining if you want lift or deposit.

For maximum deposit and increased tone:

Mix:

1½ oz. SoColor
Up to ¼ oz. Color Additions
1½ oz. SoLite Creme Developer

To lighten hair while increasing tonal deposit:

Mix:

1½ oz. SoColor
Up to ¼ oz. Color Additions
1¾ oz. SoLite Creme Developer

Note: Always add extra developer to equal the amount of Color Additions when lightening.

Timing: Use standard SoColor timing. Wipe a strand clean to check progress on porous mid-lengths and ends.

Using Color Additions with the Ultra Light Blonde Series

Violet Color Additions only can be used in small amounts with UL-N Ultra Light Natural Blonde. Remember to double the amount of SoLite 40 Volume Creme Developer.

Additional Notes:

- Color Additions should not be used with bleaching formulas.
- Do not use Color Additions alone.
- Gold and Red Orange Color Additions can be added to the color formula prior to refreshing ends. However, if the mid-lengths and ends are faded more than two levels, filling the hair is recommended prior to coloring.
- Up to ¼ oz. is the suggested amount of Color Additions to add to a SoColor formula.
- Color Additions can be added to a SoColor toner formula sparingly to adjust and increase toner options. Use up to one inch of Color Additions for 2 oz. of toning formula. Add half a capful of SoLite 10 Volume Creme Developer.
- Do not use Color Additions on the mid-lengths and ends for a virgin application using method two (page 38). To do so could result in too much tone.

10

CHAPTER

Correcting Haircolor with Confidence

Adjusting Formulas for Different Porosities

Pre-Filling the Hair and Tint-Backs

Removal of Color

Eliminating Off-Tones

Removing a Gold Band

10. Correcting Haircolor with Confidence

The Four Basic Rules help to make you a confident colorist not only when doing basic applications but in the way you approach corrective color. In this chapter, you will learn how to identify corrective coloring situations and master procedures that eliminate complications and ensure professional results.

Adjusting Formulas For Different Porosities

Sometimes you are faced with fading of color between retouches. Often, this is a direct result of increased porosity along the length of the hair. Recent chemical services, overexposure to the environment and improper use of thermal styling equipment can all contribute to excessive porosity.

Healthy hair

Holds red, orange and gold
Needs ash to neutralize

Porous hair

Holds ash
Needs red, orange or gold to neutralize

When coloring hair with porous ends, expect the faded areas to appear cooler or more ash. To counteract this problem, adjust the color with warm tones prior to pulling through the mid-lengths and ends or refresh with a no-lift Matrix haircolor.

If fading on the porous hair is within two levels of the desired final result, adjust your formula using the following guidelines.

If coloring with:	Add 5 inches (1/8 oz.) of the following Series for every 1 oz. SoColor:
Neutral, Warm, Beige	7G, 7CG, 7R
Gold	7CG, 9CG
Red Brown/Blonde	7G, 7CG, 9CG, 6R, 7R
Copper Gold, Red, Red Red	7CG, 9CG, 6R, 7RR, 8RR
Red Violet	6RR, 6R
Violet Red	6RR

Note: The Ash Ash, Ash and Iridescent Series are not recommended on porous hair. Use a neutral or warmer tone. If fading is over two levels, it will be necessary to pre-fill.

Pre-Filling the Hair and Tint-Backs

Filling the hair is necessary in the following instances:

- When the hair is not holding the desired haircolor and fades quickly.
- When the hair has faded over two levels.
- Prior to a tint-back. (When returning to the natural level or going darker more than two levels.)

In each case, you must replace the depleted pigmentation. Without this step, the color result could appear dull, drab and muddy, and would fade quickly from the hair. In order to ensure even, durable color, the depleted pigment must be replaced by pre-filling the hair.

Step 1: Determine Where You Are

Identify the levels of color that exist in the client's hair by using the SoColor Consultation Center swatches as guidelines.

Step 2: Determine Where You Are Going and the Missing Pigment

Determine the level and tone of the desired result. Then, identify the natural underlying pigmentation that is missing in the lightened mid-lengths and ends using the Natural Underlying Pigmentation chart on the next page.



To analyze for pre-filling, identify the levels of color using swatches from the SoColor Consultation Center as in the example shown here.

Description of natural color level	Natural color level number	Natural underlying pigmentation
Extra Light Blonde Plus	11	Pale Yellow
Extra Light Blonde	10	Pale Yellow
Light Blonde	9	Yellow
Medium Blonde	8	Gold
Dark Blonde	7	Light Orange
Light Brown	6	Dark Orange
Medium Brown	5	Red Orange
Dark Brown	4	Red
Darkest Brown	3	Red Brown
Natural Black	2	Dark Red Brown
Black	1	Dark Red Brown

Step 3: Choose the Proper SoColor Filler

1. Determine the level of the desired result.
2. Determine the porosity factor of the hair ("porous" or "over-porous/lightened").

SoColor Filler Guidelines

When tinting back to	Level	Porous	Over-porous/Lightened (or for Reds)
Light Blonde	9	1 oz. 9G	1 oz. 9G + 5 inches (1/8 oz.) 9CG
Medium Blonde	8	1 oz. 9G	1 oz. 9G + 5 inches (1/8 oz.) 9CG
Dark Blonde	7	1/2 oz. 7R + 1/2 oz. 9G	1/2 oz. 7R + 1/2 oz. 9G + 5 inches (1/8 oz.) 7CG
Light Brown	6	1 oz. 7R	1 oz. 7R + 5 inches (1/8 oz.) 7CG
Medium Brown	5	1/2 oz. 6R + 1/2 oz. 7R	1/2 oz. 6R + 1/2 oz. 7R + 5 inches (1/8 oz.) 6RR
Dark Brown	4 or darker	1 oz. 6R	1 oz. 6R + 5 inches (1/8 oz.) 6RR

Step 4: Mix SoColor Filler Formula

Always mix equal amounts of filler formula with 5 volume developer*.

***To create 5 volume developer:** Mix one part SoLite 10 Volume Creme Developer with one part Essentials Instacure Leave-In Treatment or distilled water.

Step 5: Tint-Back Procedure

1. Lightly mist the mid-lengths and ends with water or Instacure Leave-In Treatment.
2. Apply filler formula sparingly to porous and lightened areas.
3. Time 15 minutes.
4. Remove excess filler with an absorbent towel.
Optional: Rinse the filler formula with lukewarm water. Do not shampoo. Towel dry.
5. Mix final SoColor formula using SoLite 10 Volume Creme Developer.
6. Apply color formula from scalp to ends.
7. Time for 20 to 30 minutes. Check progress.

Note: Avoid using the Ash Ash, Ash or Iridescent Series for tint-back services as the results on porous hair will be too cool. Select the Warm or Neutral Series.

Removal of Color

Occasionally, it may be necessary to remove a color that is too dark such as when the client requests a lighter shade.

Remember: Color does not remove color.

To remove color, the hair must be lightened to the underlying pigment stage of the desired result. Never lighten beyond a pale yellow as that may cause unnecessary damage to the hair. If in doubt about the stage of lift needed, refer to the Natural Underlying Pigmentation Chart on page 66.

For color removal, we recommend Color Erase Color Remover. It is an ideal choice for all types of haircolor removal because it's fast, mild and effective, leaving the hair in optimum condition for recoloring.

When used on permanent haircolor, Color Erase eliminates the previously applied color. This will reveal the underlying pigmentation created when the permanent haircolor lightened the natural haircolor.



On semi-permanent colors, Color Erase will remove the color deposit. Some lightening of the natural pigment may occur. If Color Erase is mixed with warm water, lightening will be very minimal and may not be noticeable. However, when Color Erase is mixed with SoLite 10 or 20 Volume Creme Developer, lightening of the natural pigment will be more noticeable and recoloring may be necessary.

Mixing and Timing

Color to be removed:	Desired Result:	Approximate Time:	Mixture:
Slight excess of tint or excess of unwanted tones	Slight color removal	5 to 10 minutes	1 packet with 2 fl. oz. warm water
Light Shades: Dark Blonde and up	Light to moderate removal up to 1 level	5 to 15 minutes	1 packet with 2 fl. oz. warm water or 2 ½ fl. oz. 10 Volume SoLite
Medium Shades: Light Brown through Dark Brown	Moderate color removal up to 2 levels	10 to 15 minutes	1 packet with 2 ½ fl. oz. 20 Volume SoLite Developer
	Maximum color removal up to 3 or 4 levels	10 to 20 minutes	
Dark Shades: Dark Brown through Black	Moderate color removal up to 3 or 4 levels	10 to 20 minutes	1 packet with 2 ½ fl. oz. 20 Volume SoLite Developer
	Maximum color removal	15 to 30 minutes or longer	

Hints

- Do not apply Color Erase directly to the scalp.
 - We do not recommend using the Ash Ash, Ash or Iridescent Series after color removal because the hair may be more porous and the results may be too cool. If you want cool results, use the Neutral Series.
 - Remember to lighten to the underlying pigment stage of the desired result. Refer to the Natural Underlying Pigmentation Chart on page 66.
 - To help maintain moisture balance and normal porosity, recommend the appropriate Matrix shampoos, treatments and conditioners for at-home use.
-

Eliminating Off-Tones

Off-tones can be the result of a variety of conditions:

- Improper formula selections with results that are too warm or too cool.
- Colors that are too drab resulting from pulling ash tones through porous hair.
- Environmental factors such as mineral or chlorine build-up or excessive fading from too much sun.

Carefully analyze the hair to determine the cause of the off-tone and the solution.

- Is the off-tone due to a previous color application?
- Is the off-tone due to environmental influences?
- Does a color removal service need to be performed to correct the off-tone?

Remember: Ash (cool) tones will neutralize red and gold (warm) tones. Red and gold (warm) tones will neutralize ash (cool) tones.

Techniques to Eliminate Off-Tones

Begin by shampooing and towel drying the hair until damp. Then refer to the following chart.

Problem:	Solution:
Brassy casts or too much warmth due to fading from the sun.	Select a SoColor Ash Series that is one level lighter than the desired result. Mix with SoLite volume* 5 or 10 volume Developer.
Greenish casts	For Blonde - Levels 7-11: Select a SoColor G or CG Series color. For Brown - Levels 4-6: Select a SoColor Red or CG Series color. Mix with 5 Volume* or 10 Volume Developer. Apply quickly and watch for proper neutralization. (Pre-fill the hair if mid-lengths and ends are over-lightened more than two levels.)

***To create 5 Volume Developer:** Mix one part SoLite 10 Volume Creme Developer with one part Essentials Instacure Leave-In Treatment or distilled water.

Removing a Gold Band

It is important for blonde clients to return for retouches every three weeks (four weeks maximum), or the new growth will go beyond the warm zone of the scalp. This makes it difficult to achieve maximum lift and often results in a gold band.

1. To remove a gold band, apply your standard SoColor formula to the new growth.
2. Apply your SoColor formula mixed with Extra Blonding Creme to the gold band. For information on Extra Blonding Creme see Chapter 9: SoColor Additives.
3. Time for 5 to 15 minutes. Check for the desired results.
4. Rinse. Shampoo and condition with the appropriate Matrix shampoo and conditioner.

11

CHAPTER

SoColor Techniques

SoColorizing: A Hint of Tint

Breaking the Base

SoColor as a Toner



11. SoColor Techniques

Every client who walks through the door, whether male or female, can benefit from SoColorizing. This simple technique delivers beautiful, hint-of-tint results in just fifteen minutes or less. SoColorizing is the ideal way for new colorists to get acquainted with all the SoColor shades. It can also be used to break the base of a client's haircolor.

With all of these techniques, a standard preliminary test is required at least 48 hours before each application to determine if your client is allergic, or has developed an allergy to haircolor products.

SoColorizing: A Hint of Tint

Use SoColorizing to:

- Introduce clients to subtle haircoloring.
- Increase body and shine while delivering all-over conditioning.
- Blend small amounts of grey.
- Tone bleached hair.

Note: Do not use the SoColor Ultra Light and Ultra Light Palest Blonde Series for SoColorizing.

SoColorizing Basic Formula:

1 oz. SoColor

1 oz. SoLite 10 Volume Creme Developer

1 oz. Essentials 5 + Protopak Restructurizing Treatment

To Achieve a "Hint-of-Tint" with No Line of Demarcation

1. Identify the client's natural level. Staying within the same level, choose a SoColor tone that will achieve the desired result.
2. Pre-shampoo with a Matrix clarifying shampoo. Towel dry the hair.
3. Mix color with SoLite 10 Volume Creme Developer and 5+ Protopak.

4. Apply the SoColorizing formula quickly, starting slightly off the scalp and working out through the mid-lengths and ends.
5. Time 5 to 15 minutes.
6. Rinse. Shampoo with the appropriate Matrix shampoo.

Note:

- When using the RR, VR, RV or CG Series of colors, there will be a line of demarcation due to the difference in tone.
- Using a color darker than the natural base will leave a line of demarcation.
- When using the Grey't Naturals Series, expect the color to appear deeper.

Breaking the Base

This technique is used to slightly lighten the natural haircolor when a client has highlights with extensive regrowth.

1. Identify the client's natural level. Select a color nearest to the final result and use SoLite 20 Volume Creme Developer.
2. Pre-shampoo the hair with Matrix clarifying shampoo. Towel dry.
3. Apply the following formula quickly to the new growth.
 - 1 oz. SoColor
 - 1 oz. SoLite 20 Volume Creme Developer
 - 1 oz. Essentials 5+ Protopak Restructurizing Treatment
4. Time for 5 to 15 minutes.
5. Rinse. Shampoo with the appropriate Matrix shampoo

SoColor as a Toner

SoColor offers a wide variety of colors that will provide slightly more color deposit than a toner on any stage of lightening. Whether you desire cool blondes, warm blondes or rich reds, SoColor offers the perfect level and tone for your needs.

Mixing, Application and Timing

Mix equal parts selected SoColor color and a 5 volume developer.

To create 5 volume developer: Mix one part SoLite 10 Volume Creme Developer with one part Essentials Instacure Leave-In Treatment or distilled water.

Example:

1½ W Extra Light Warm Blonde

¾ oz. SoLite 10 Volume Creme Developer

¾ oz. Essentials Instacure Leave-In Treatment or distilled water

Virgin Application

1. Apply SoColor toner mixture from scalp to ends over pre-lightened hair.
2. Time 20 to 30 minutes. Wipe a strand clean to check timing.

Retouch Application

1. Apply SoColor toner mixture to pre-lightened scalp area.
2. Time for 20 to 30 minutes.
3. Refresh mid-lengths and ends for 5 to 15 minutes.

Note:

- If mid-lengths and ends are over-lightened or over-porous, add 1/8 oz. of SoColor 9G to remaining formula prior to pulling through to the ends.
- Always perform a strand test.
- Never use the Ultra Light Blonde Series as toners.

Suggested SoColor Toner Formulations*

SoColor Level (depth)	Stage of Lightening Required	Cool Tone	Neutral Tone	Beige		Golden Tone	Red Tone
				Cool	Warm		
11 (Extra Light Blonde Plus) 10 (Extra Light Blonde)	Pale Yellow	11A 11A + 9	10 9	10B + 11A	10B + 11W	11W + 9G	11W + 9G + 1/4 oz. 7R
9 (Light Blonde)	Yellow	9A	9 or 9A	8B + 9	10B + 8W	9G + 9	11W or 9G + 7R
8 (Medium Blonde)	Gold	7A + 8A	8A	8B + 9A	8B + 8W	8W	9G + 7R or 9G + 1/8 oz. 8RR
7 (Dark Blonde)	Light Orange	N/A	7A	7A + 8B	8B	N/A	7RB, 7RR or 8RR. For softer tone add 7W

*Always mix with equal amounts of 5 volume developer (one part SoLite 10 Volume Creme Developer with one part Essentials Instacure Leave-In treatment or distilled water).

encouragement/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/connections

challenges/unlimited/empower
radiant/excitement/attitude
wisdom/success/fulfillment/dream
education/renewal/appreciation
opportunity/glamour/enlighten
solutions/acceptance/upbeat

potential/sensitivity/beauty/energy
confidence/potential/performance
brilliance/opportunity/courage
solutions/purpose/connections
challenges/unlimited/empower
radiant/excitement/optimism

growth/attitude/success/fulfillment
dream/education/renewal/vision
appreciation/opportunity/glamour



APPENDIX

Most Frequently Asked Questions

Standard Haircolor Tests

The Chemistry of Haircolor

How SoColor Works

Glossary

Most Frequently Asked Questions

How do you convert to SoColor from another brand of haircolor?

When changing a client to SoColor from another permanent haircolor product, use the Four Basic Rules and the SoColor Consultation Center.

1. Determine the natural level of the color-treated hair.
2. Determine the level of the color-treated hair.
3. Determine the tone.
4. Select the volume of developer needed.

The Consultation Center makes it very easy to create a SoColor formula that will match the client's current color. Trust your eyes when making a comparison, then follow the procedures for a retouch application.

If I am mixing a combination of colors, how do I know what the final level will be?

To determine the final level when you mix several colors, add the level numbers together and divide by the number of parts used.

Example:

Formula is one part (1/2 oz.) 7 Dark Blonde and two parts (1 oz.) 10 Extra Light Blonde.

$$7 + 10 + 10 = 27$$

Divide 27 by 3 (number of parts used) and you get 9

$$27 \div 3 = 9$$

Your formula is a Level 9.

How do you measure a small amount of SoColor?

When mixing or adding small amounts of SoColor or Color Additions to your formula, dispense the following measurements of color into the bowl.

5 inches of color = 1/8 oz.

10 inches of color = 1/4 oz.



Note: There is a series of lines on the inside bottom of the SoColor bowls. Each line measures one inch. To measure, squeeze SoColor out of the tube in a line to the length you need.

How do you convert from a double-process application to an Ultra Light Series?

Consider the following:

- The difference in porosity between the bleached hair and the area with the Ultra Light application will result in a line of demarcation. To blend, use a filler to replace the missing pigmentation on the bleached hair, and follow with the appropriate formula to match the scalp area.
- Careful application techniques at the new growth area are a must. Do not overlap.
- Selection of the UL-Series color is important. Do not use UL-A. To do so will create an off-tone band.

What do I need to consider when foiling with the Ultra Light Series?

When using the Ultra Light or Ultra Light Palest Blonde Series with foil, the color must be applied carefully. Use enough product to cover the hair strand, but do not over-saturate. During oxidation, the oxygen release could create some expansion of the color product at the base of the foil packette.

Can a heat source be used to process SoColor?

SoColor is formulated to work at room temperature using the heat generated by the scalp. Processing SoColor with a hair dryer or heat lamp will give unpredictable results.

Standard Haircolor Tests

A preliminary test is required at least 48 hours prior to each application of haircolor.

It is recognized that some persons are allergic to haircoloring products. Allergies can develop or worsen suddenly even though your client has been coloring her hair for some time. In certain rare cases, the allergic reaction can be serious. Therefore, to help reduce the risk of an allergic reaction for your client, you must always perform this simple preliminary test 48 hours before each and every application.

Performing a Preliminary Test

1. With soap and water, wash an area about the size of a quarter on the inside of your client's forearm. Pat dry with absorbent cotton.
2. Prepare a test composition by mixing 1 part of exact shade (or mixture of shades) to be used with 1 part of the appropriate SoLite Creme Developer. For Ultra Light Blonde shades, mix 1 part of exact shade with 2 parts of SoLite 40 Volume Creme Developer.
3. Apply mixture to test area, using an absorbent cotton-tipped applicator.
4. Let test spot dry. Do not wash, cover or disturb for 48 hours.
5. Examine test area periodically over 48 hours. If no reaction has occurred, proceed with haircoloring.

IMPORTANT:

a) Alert your client if any abnormal reactions such as redness, burning, itching, swelling, skin abrasions, eruptions or irritations appear at or around the test area or any place the product has come into contact with the skin at any time up to a few days after application that he or she should rinse the affected area with warm water. Do not use this or any other haircolor product until after consulting a physician.

b) IMMEDIATE REACTIONS: If any reactions including breathing problems, tightening of the chest, heart palpitations, lightheadedness, itching, flushing, bumps or swelling away from the place the product has come into contact with the skin, occur during or shortly after application of the preliminary test or while using the product, rinse immediately with lukewarm water, discontinue use, and obtain medical attention immediately. Alert the client not to use this or any other haircolor product again until after consulting a physician.

CAUTION: SoColor must not be used for coloring eyelashes or eyebrows; to do so may cause blindness. If product or mixture accidentally gets into eyes, rinse promptly and repeatedly with cool water and seek medical attention. If client wears contact lenses, they should be removed before rinsing with water. Do not apply to children. Keep all haircolor products out of the reach of children. See inside of carton for more safety instructions.

Taking a Strand Test to Preview Results

When taking a strand test, mix five inches ($\frac{1}{8}$ oz.) of the exact SoColor formula you will be using with $\frac{1}{8}$ oz. of the proper SoLite Creme Developer. For the Ultra Light Series, mix $\frac{1}{8}$ oz. of the shade plus $\frac{1}{4}$ oz. SoLite 40 Volume Creme Developer. Apply the color mixture thoroughly from the scalp to the ends on a strand large enough to view color results. Time for 30 to 45 minutes, checking every 10 minutes. Rinse thoroughly and dry.

The Chemistry of Haircolor

Types of Haircolor

Direct Dyes

- Pigments are already formed and colored.
- Since no oxidation is needed, no mixing with peroxide is required.
- These dyes adhere to the outside of the cuticle or penetrate slightly into the hair fiber.
- Direct dyes are usually used in temporary colors such as shampoos, conditioners, styling products or semi-permanent colors.
- When formulated in a Temporary type of color product, this type of dye will last just from shampoo to shampoo.
- When formulated in a Semi-Permanent type of color product, this type of dye can last up to 6 or 8 shampoos.

Oxidation Dyes

- Oxidation dyes are colorless and need to be activated by peroxide.
- They are small molecules that penetrate deeply into the cortex where they oxidize into larger molecules and are held in the hair.
- These types of dyes are used in Permanent haircolor and in Deposit-Only / Demi-Permanent haircolor.
- The use of oxidative dyes provides long-lasting haircolors.
- After the use of these types of dyes, the hair cannot return naturally to its original color.

Haircolor Categories

Temporary Haircolor

- Direct dyes
- Acidic pH
- Deposit outside hair shaft
- Wash out by shampooing (unless hair is porous)

Semi-Permanent Haircolor

- Direct dyes
- Acidic to alkaline pH adjusted to the type of direct dye used
- Slightly penetrates the outer cortex layer
- Lasts up to eight shampoos

Demi-Permanent Haircolor

- Oxidation dyes only – Option 1
- Oxidation dyes plus direct dyes – Option 2
- Acidic to alkaline pH
- Needs a catalyst to activate pigment formation from oxidation dyes
- Penetrates into cortex
- No lightening of the natural color
- Long-lasting colors
- Also known as No-Lift colors

Permanent Haircolor

- Oxidization dyes
- Alkaline pH
- Needs a catalyst to activate pigment formation
- Penetrates into the cortex
- Lightens the natural color and deposits a new color at the same time
- Provides long-lasting results and best coverage of gray

How SoColor Works

To understand why SoColor performs so well, it is helpful to understand the coloring process.

Haircolor Chemistry

Permanent haircolor is primarily composed of three parts:

- base (creme, gel or liquid)
- alkaline agent (ammonia or ammonia substitute)
- color molecules (dye intermediates)

Oxidative or permanent haircolors produce haircolor through a chemical reaction that occurs inside the hair fiber. When the three haircolor parts are combined with the hydrogen peroxide contained in the developer, the right environment is created for this reaction to occur.

Let's look at these elements separately so you can see how they work together in SoColor.

The Haircolor Base

The "base" is a combination of ingredients that supports the dye intermediates and the alkaline agent. It is also responsible for the form of the product (creme, gel or liquid) and some of its performance (conditioning, lift, mixing ease, moistness, etc.)

SoColor has an extra-moisturizing, organic honey creme base that colors, conditions and protects hair during the haircoloring process. Unique, honey-based conditioners seek out hair that needs conditioning to deliver just the right amount for each client's needs. The rich base has a thick, creamy consistency which requires professional application with a color brush. It envelopes each strand of hair in color, penetrating to the cortex where color is formed. SoColor always stays where you apply it, never running or dripping. The moisture-rich formula delivers uniform lifting action, resulting in more even color deposit.

The Alkaline Agent

Ammonia is an alkaline agent. It is a gas, diluted in water, that evaporates quickly. All oxidative (permanent) haircolors utilize some form of alkaline agent which serves several functions. It causes the hair fiber to swell, allowing the dye intermediates to penetrate into the cortex of the hair. In combination with peroxide, it promotes lightening. Ammonia is one of the most efficient alkaline agents; low levels produce just the right amount of lifting required in permanent haircoloring.

The Developer

When developer containing hydrogen (peroxide) is added to permanent haircolor, a chemical reaction called "oxidation" takes place. The process of oxidation begins reducing or lightening the hair's natural pigmentation. At the same time, deposit of the artificial pigmentation occurs.

SoColor is designed to be used with Matrix SoLite Creme Developers. Four different volumes of concentration allow you to select the precise lifting or depositing action needed to achieve your desired coloring results.

SoLite Developers create a creamy consistency that won't drip or run when added to haircolor and bleaching products. They are enriched with extra moderating and buffering agents. Advanced stabilizing agents deliver optimized working efficiency and shelf life.

The Color Molecules

As the oxidation cycle progresses, a chemical reaction takes place, causing the color to form inside the hair fiber. First, the dye intermediates penetrate into the cortex of the hair. Then, they undergo chemical changes and begin to react with each other to form new, colored molecules. These new molecules are extremely large — too large to easily escape through the cuticle — and are held inside the hair. This makes the haircolor process permanent.

Glossary

acid - a class of compounds which react with alkali to form salt and have a pH below 7.

additive - a substance which is added to another substance to serve a special purpose. In haircolor, additives are often used to adjust the tone of a haircolor formula or to increase the lightening action.

alkali/alkaline agents - a class of compounds which react with acids to form salts and have a pH above 7.0.

ammonia - an alkaline agent commonly used in permanent haircolor and bleach preparations; opens the cuticle to promote penetration; interacts with the developer to oxidize color molecules and provide lift.

base (natural base level) – the natural color of a client's hair.

break the base - to slightly lighten the natural haircolor when a client has highlights with extensive regrowth.

catalyst - a substance that modifies and especially increases the rate of a chemical reaction.

demi-permanent haircolor - deposits color molecules into the hair fiber. Requires a catalyst but does not alter the natural underlying haircolor.

deposit - part of the haircoloring process that infuses color molecules into the hair shaft.

developer - the oxidizing agent that activates the haircoloring process.

dye intermediates (also known as oxidation dyes) - compounds that are capable of undergoing oxidation by hydrogen peroxide, to produce colored dye molecules.

filler - a color formulation used to replace missing natural pigmentation in hair.

gold band - a line of gold that occurs when a client's regrowth area has grown beyond the warm zone of the scalp, causing a retouch to lighten unevenly.

highlighting - the use of color or bleach to lighten selected areas of the hair.

intensifier - a substance which can be added to a haircolor formula to brighten the results.

level - a measurement of the degree of lightness or darkness in a haircolor.

lift - the lightening action of a haircolor; or the process of lightening the hair's natural pigment.

molecule - the smallest unit of any substance having all the properties of the substance.

natural base level - the natural color of a client's hair.

natural underlying pigmentation - a combination of two natural pigments (black-brown and red-gold) that create the perception of natural haircolor. Hair that lacks these natural pigments is perceived as white. The proportion of these two colors in a strand of hair determines whether the hair is dark or light and also brown, red or blonde.

neutral - haircolor having no predominant warm or cool tones.

neutralize - to counterbalance an action. For example, to neutralize excessive warmth of color.

oxidation - the combination of a substance with oxygen. Oxidation is the process that lightens hair during coloring or bleaching.

oxidative haircolor - having the ability to lift and deposit color in the same process through oxidation.

patch test - a skin test designed to determine an individual's sensitivity to certain chemicals.

permanent haircolor - having the ability to lift and deposit color in the same process through oxidation.

pH - unit used in expressing both acidity and alkalinity on a scale whose value runs from 0 to 14 with seven representing neutrality.

pigment/pigmentation - a substance responsible for producing a specific color.

porosity - the hair's ability to absorb moisture.

porous - open in structure. Hair that is porous has a raised cuticle. The more open the cuticle, the more porous the hair, and therefore, the more readily it will accept moisture.

pre-fill - a haircoloring process used to replace missing natural pigmentation in hair.

pre-soften - to prepare resistant hair for better penetration of haircolor.

resistant - hair with a cuticle that is difficult to penetrate and may require longer processing time.

semi-permanent haircolor - self-penetrating haircolor that does not need peroxide and generally lasts up to eight shampoos.

single process - a haircoloring process which lifts and deposits color during the same application.

strand test - a test that consists of applying haircolor to a small section of hair to preview results, timing and application.

temporary haircolor - haircoloring products that deposit color on the outside of the hair shaft, have no lasting effect and are generally removed by shampooing.

tenacity - describes the ease with which the cuticle can be penetrated. The more tenacious the hair, the more difficult it is to penetrate the cuticle.

texture - represents the size or diameter of the hair shaft. Texture can be divided into three main classifications: fine, medium, coarse.

tint-back - a haircoloring process designed to return lightened hair to the natural level or darker.

virgin hair - normal hair which has had no bleaching, coloring, texturizing or chemical treatment.

volume of developer - a measurement of the concentration of hydrogen peroxide in water. The higher the concentration, the more the lightening action.



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