



FREQUENTLY ASKED QUESTIONS

For Chrystofer Benson's Virtual Classroom session on April 1st, 2013

HOW IS COLORINSIDER DIFFERENT THAN TRADITIONAL PERMANENT HAIRCOLOR?

COLORINSIDER is unique in that it offers all the benefits of a permanent professional color without ammonia and with minimal levels of alkaline agents. It covers up to 100% grey, lifts up to 3 levels and offers maximum color impact with outstanding hair protection*. Color has full-power, sharp-focused tones and provides deeply saturated coverage on up to 100% grey. The hair fiber has a perfectly polished, even, reflective finish. No ammonia means no odor for a pleasant application and exceptional client comfort.

*Respects the essential amino acids and lipid balance of natural hair.

HOW DOES COLOR INJECTION ODS2 WORK?

COLORINSIDER's Color Injection ODS2 utilizes the latest Oil Delivery System (ODS) Technology to boost the active color ingredients (dye intermediates, MEA and H₂O₂) when applied to hair. It ensures hair fiber protection along with unparalleled color quality, maximizing the effectiveness of the haircolor system.

WHAT IS THE ALKALI USED?

COLORINSIDER uses low levels of MEA (monoethylamine) as its alkaline agent and does not use ammonia. Unlike ammonia, MEA does not have a strong odor. MEA is a common alkaline agent that can be found in most permanent and demi-permanent water-based haircolors.

WHAT IS THE LIPIDIC LAYER?

The lipidic layer is found on the surface of natural hair. Lipids protect the hair, cuticle and cortex, from deterioration due to exterior factors. When hair is damaged, lipids could be missing which can undermine protection. COLORINSIDER respects the essential lipidic balance of natural hair.

WHO IS THE COLORINSIDER CLIENT?

The COLORINSIDER client wants best-in-class haircolor, a comfortable odor-free salon experience and highly conditioned, shiny results.

WHY IS COLORINSIDER CALLED A PRECISION PERMANENT COLOR?

COLORINSIDER is called a precision permanent color because unlike less rich and creamy

permanent haircolors, COLORINSIDER stays precisely where it is placed — a precise end result begins with a precise application. In addition, the palette has been precisely calibrated for depth and richness or light and brightness as needed, while staying true-to-tone.

HOW IS COLORINSIDER MIXED?

COLORINSIDER is mixed in a 1:1 ratio with COLORINSIDER Oil-Cream Developer.

CAN COLORINSIDER BE MIXED WITH OTHER MATRIX HAIRCOLOR BRANDS?

No. COLORINSIDER cannot be mixed with any other haircolor brands due to the unique nature of the ODS2 technology.

WHY ARE SHADES NAMED BY NUMBER AND BY LETTER?

COLORINSIDER will keep the standard Matrix letters, accompanied by a numeric system as well to aid colorists around the globe who may be more comfortable with a numeric system. This numeric system will help to universally describe tonality of each shade. COLORINSIDER shades are named for their performance on white hair so the results are easy to predict.

HOW DO I DESCRIBE THE COLOR RESULT OF COLORINSIDER?

Shades are true to a traditional European level system and full-bodied, yet still dimensional.

Matrix's signature 'pre-adjusted tone' at each level still exists, yet there is more alignment within each family making it easier for the colorist to navigate and readily predict the end result at every level. Shades are calibrated to be intuitive to the stylist: deep and rich where they are needed, light and multi-reflective where expected.

ARE COLORINSIDER SHADES BLENDED?

Yes. Every COLORINSIDER shade has some amount of pre-adjusted base whether it be more for grey coverage shades or less for vibrant shades. Each shade has been specifically calibrated for its optimal purpose.

WHY ARE THERE NEUTRAL SHADES AND NEUTRAL WARM SHADES?

COLORINSIDER has a Neutral (.0) family that is cooler in tone and a Neutral Warm (.03) family that is warmer in tone. Both families can be used to cover grey up to 100%. In addition, these families can be mixed with other shades in the palette for customized results. It is recommended to mix cool tones with the Neutral (.0) family and warm tones with the Neutral Warm (.03) family.

HOW DO YOU FORMULATE ON 50% AND HIGHER GREY HAIR AND ACHIEVE NATURAL RESULTS?

50-75 % grey your formula should be 50% of either: N, NW or Gold Series
75-100% grey your formula should be 75% of either: N, NW or Gold Series

WHAT ARE THE BENEFITS OF THE COLORINSIDER LEVEL SYSTEM?

COLORINSIDER is formulated with a European level system, rather than an American

level system (which is used with MATRIX SOCOLOR). This offers results that are deeper and more full-bodied in the darker levels, yet still maintain a quality of dimension. In addition the European level system is more in line with many international brands, to make predicting results for first-time users easier.

IF I USE THE SAME SHADE OF COLORINSIDER AS SOCOLOR, WILL THE RESULT BE THE SAME?

No. While some shades might be similar, tones of the families have been adjusted in terms of intensity and vibrancy and in some families the tone has been slightly adjusted to provide the latest modern taste of color. For example: The fundamental N (.0) series of COLORINSIDER is cooler than SOCOLOR. If you are looking for a close match tonally to the SOCOLOR N's, try using the NW (.03) family.

WHAT IS THE DIFFERENCE BETWEEN COLORINSIDER AND SOCOLOR?

SOCOLOR and COLORINSIDER are two different permanent haircolor lines that feature different technologies, palettes, ingredients, viscosities and tastes of color.

CAN I APPLY COLORINSIDER WITH AN APPLICATOR BOTTLE?

The best way to apply the mixture is with a bowl-and-brush for precise placement of the formula. We don't recommend traditional bottle application as you might end up displacing some of the color while spreading it across the scalp area with your thumb.

WHAT IS THE DIFFERENCE BETWEEN COLORINSIDER AND COLOR SYNC? GLOSS SYNC?

COLORINSIDER is a precision permanent color which allows up to 3 levels of lift and up to 100% full grey coverage. Color Sync is an alkaline demi-permanent color predominantly mixed with 10 Volume Matrix Cream Developer and 20 Volume Matrix Cream Developer with Extra Coverage shades for up to 75% blended grey coverage. Color Sync will shift the hair's natural pigment, yet is not designed for permanent levels of lift. Gloss Sync is a non-alkaline demi-permanent haircolor mixed with 10 Volume Matrix Cream Developer that provides a sheer veil of color deposit and will not provide any lift.

ARE THE SHADES INTERMIXABLE?

Yes, it is possible to mix shades within the COLORINSIDER palette, except for the RR+ shades. RR+ shades use a different technology including HD5 dyes for increased vibrancy and exceptional color clarity. It is therefore imperative that RR+ shades only be used alone – they must not be used in combination with any other shades.

HOW DO I USE THE CLEAR SHADE?

Clear can be used alone to provide lift on natural hair without depositing tone or mixed with other shades to dilute and customize the results. Since the level of alkalinity does not change from level to level, adding Clear to a formula will not provide any extra lift, just less deposit of tone. For more lift, use a higher volume of COLORINSIDER Oil-Cream Developer.

HOW DO YOU RECOMMEND USING COLORINSIDER CLEAR FOR BASE ADJUST?

- Identify the client's natural level. Select a color 1 level lighter than the desired final result and use 10 Volume COLORINSIDER Oil-Cream Developer.
- Apply the formula quickly to the new growth.
- Time for 5-15 minutes, checking frequently
- Rinse thoroughly. Cleanse and condition using Matrix Biolage or Total Results™ shampoo and conditioner.

DOES ADDING CLEAR TO MY FORMULA AFFECT MY LEVEL AND TONE?

Adding Clear to your formula will reduce the tonal deposit when mixed with other tonal series, when used alone it will lighten without adding any tone.

DO I NEED TO DO A SKIN ALLERGY TEST WITH COLOR INSIDER?

Yes. A skin allergy test is required as it is with all other haircolor. Instructions for the skin allergy test are in the handbook (pg. 23-24), swatch book and on the packaging.

SHOULD APPLICATION BE DONE ON WET OR DRY HAIR?

COLORINSIDER must be applied to dry hair only. Water on the hair reduces the effectiveness of the ODS2 system. Results cannot be guaranteed on damp hair.

WHAT IS THE PROCESSING TIME?

The standard processing time for COLORINSIDER is 35 minutes at room temperature. Processing longer than 35 minutes will result in a deeper color result.

CAN I USE COLORINSIDER TO REFRESH THE MID-LENGTHS AND ENDS?

Yes, however Gloss Sync is the ideal refresher if looking to refresh with a demi-permanent color.

SHOULD I EMULSIFY BEFORE RINSING?

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

DO I NEED TO APPLY COLORINSIDER WITH GLOVES?

Yes. Follow all safety instructions as with any other haircolor product.

CAN HEAT BE USED FOR PROCESSING?

No. COLORINSIDER has been developed to work at room temperature. Do not use heat.

CAN I USE COLORINSIDER AS SAME DAY AS A RELAXER SERVICE?

No. it is recommended to wait 14 days before performing a permanent haircolor service on relaxed hair.

CAN MATRIX CREAM DEVELOPER BE USED WITH COLORINSIDER?

No. COLORINSIDER has its own designated developer and has been formulated specifically for use with COLORINSIDER Oil-Cream Developer.

WHAT HAPPENS IF I MIX COLORINSIDER WITH ANY DEVELOPER OTHER THAN COLORINSIDER DEVELOPER?

Any other traditional water-based developers will not activate the color correctly, including Matrix Cream Developer.

SHOULD THE COLORINSIDER DEVELOPER BE STORED UPSIDE-DOWN?

COLORINSIDER has a very rich, thick consistency. Once the bottle is half-used, store upside down in the developer stand provided to make pouring easier.

HOW IS THE APPLICATION DIFFERENT BETWEEN COLORINSIDER AND SOCOLOR?

COLORINSIDER has a very rich, thick consistency and stays precisely where it is placed – therefore a precise end result begins with a precise application. This color will not spread further over time or ‘seep through’ despite moving the hair around. For optimal results using COLORINSIDER, it is strongly recommended to take 1/8 inch fine sub-sections and apply the color thoroughly. Although the viscosity of the product lends itself to an easy, controlled fast application, if a spot is missed it will not get colored. When cross-checking the sections separate the hair from the mid-lengths or ends rather than at the scalp, using the tip of your brush. If product is ‘pushed’ out of the way by cross-checking, the result could be uneven.