

MAXIMUM COLOR IMPACT

ZERO AMMONIA . ZERO SMELL

INJECT COLOR INSIDE WITH 100% MORE EFFICIENCY*

- UP TO 100% GREY COVERAGE
- NATURAL LOOKING RESULTS
- PERMANENT COVERAGE WITH OUTSTANDING HAIR PROTECTION**

ColorInsider is an optional range for salons looking to maximize their color service. It offers a new way of promoting ammonia-free coloring, allowing clients to experience zero odor, saturated coverage and exceptional client comfort during their service.

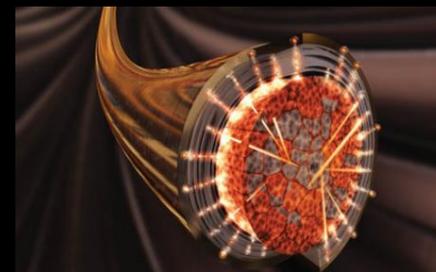
WHAT IS COLORINSIDER?

Demand among hairstylists and salon clients has never been greater for an ammonia-free hair color experience that produces high quality results.

ColorInsider is a no-ammonia, precision permanent hair color that maximizes high-definition color results with minimum stress to the hair's cuticle for outstanding shine. The beautiful shade palette offers vibrant reds, cool modern neutral tones, and rich browns, all with 100% grey coverage. Plus, since there is no ammonia (which means no odor!) your hair will be smoother and shinier than before.

Maximum color impact. Minimal alkalinity.
The future of hair color is here!

**BENEFIT FROM
COLORINSIDER'S
BREAKTHROUGH
COLOR INJECTION ODS²
TECHNOLOGY!**



Oil propels color actives directly to the hair's core.

Maximizes color impact with minimum levels of alkaline agent.

HIGH RESOLUTION COLOR

- Full-power sharp reflects
- Deeply saturated coverage up to 100% on grey

PERFECTLY POLISHED FINISH

- Helps preserve the hair fiber integrity for an even, reflective finish

PRECISION CALIBRATED PALETTE

- Optimum balance of base + reflect
- Predictable, true-to-tone shades

ZERO AMMONIA, ZERO ODOR

- Pleasant application, exceptional client comfort



* COLORINJECTION ODS² TECHNOLOGY maximizes the efficiency of the hair color delivery system. It provides the same level of lift with 20 volume developer compared to Matrix's leading non-ODS hair color delivery system with 40 volume developer with the same level of alkaline agent.

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