



 matrix
**SoColor
Cult**
Semi-Permanent Color



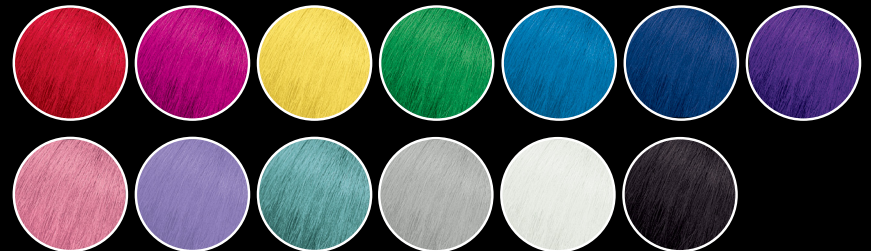
in with the bold

SoColor Cult

Vibrant, Vivid Color Lasts
Up To 20 Washes + Leaves Hair
5x More Conditioned

- ✓ High-chromatic dyes provide vibrant, long-lasting color results
- ✓ Conditioning color infused with citric acid applies like a rich hair mask

13 Mixable Semi-Permanent Colors



- ✓ Vegan Formula
- ⊘ No Odor
- ⊘ Ammonia-Free



Long-Lasting

Semi-Permanent Color

Long-Lasting Semi-Permanent Color



Pastels



Dustys

Grays



Color Eraser



Vibrant Vivid Color

Lasts Up To 20 Washes + Leaves Hair 5X More Conditioned



High-chromatic dyes provide vibrant, long-lasting color results

Conditioning color infused with citric acid applies like a rich hair mask

Longevity Key

The key below shows an example of how each technology fades with 10, 20 & 30 washes!

Semi*



*swatches shown on white

Long-Lasting Semi's

Level Tool

10

8

6

Must-Have's

red hot

flamenco fuchsia

10

8

6

10

8

6

lucky duck yellow

clover green

10

8

6

10

8

6

admiral navy

royal purple

10

8

6

10

8

6

retro blue

10

8

6

Dusty's

dusty teal

10

8

6

Gray's

disco silver

clear

10

8

6

10

8

6

*violet-based gray

black

10

8

6

*blue-based black

Pastel's

bubblegum pink

lavender macaron

10

8

6












10

8

6

Mixing Guide

Don't worry, there is still a comprehensive, mixable palette that can be used to mix + match + create shades that have been discontinued.

	Shade Deleted	Mixing Recommendation
	Orange Alert	20g Lucky Duck Yellow, 1 drop Red Hot
	Starfish Coral	5 parts clear, 1 drop Flamenco Fuschsia
	Mermaid Teal	5 parts Dusty Teal, 1 drop Retro Blue
	Blooming Orchid	3 parts Lavender Macaroon, 1 part Flamenco Fuchsia
	Stonewash Denim	3 parts Disco Silver + 1 part Lavender Macaroon + drop to ribbon of Black depending on amount weighed out
	Sweet Mint	3 parts clear, 1 part Dusty Teal
	Dusty Blue	5 parts Disco Silver + 1 part Retro Blue + drop or ribbon of Black depending on the amount weighed
	Dusty Purple	1.5 parts Disco Silver + 1 part Lavender Macaroon + drop to ribbon of black depending on amount weighed out
	Aqua Bay	3 parts Disco Silver + 1 part Retro Blue
	Tropical Violet	3 parts Disco Silver + 1 part Royal Purple + drop or ribbon of Black depending on the amount weighed
	Sparkling Rose	We don't have an exact match, but for a similar beautiful soft pink, warm shade, mix 3 parts Bubblegum Pink + 2 parts clear + 1 drop Red Hot



decode the look

Cherry On Top

Artist: **Alfredo Lewis** @alfredo_lewis

Formula A:

15g (1 scoop) **Light Master** Pre-Bonded
1oz (30ml) 20 Volume (6%) Matrix Cream Developer

Formula B:

SoColor Cult Flamenco Fuchsia

Formula C:

SoColor Cult Bubblegum Pink

Section It:

- Isolate the front hairline, then divide the remaining hair into 4 quadrants.

Pre-Lighten It:

- In the front hairline section, apply **Formula A** in back-to-back foils to create a money piece.
- Once complete, move to the front left quadrant and begin by taking a ¼" diagonal back slice above the ear. Place section on a foil and apply **Formula A**, being sure to saturate completely. Then fold and secure the foil.
- Leaving ½" between sections, take another ¼" diagonal back slice + place on a foil. Repeat the same application as the previous section + apply **Formula A**.
- Continue dropping down sections + applying **Formula A** until the entire front quadrant is complete. Then repeat on the opposite side.
- Process at room temperature until the hair reaches Pale Yellow (or up to 50 minutes). Then rinse, shampoo, and condition with **Unbreak My Blonde**.

Color It:

- Using the same sectioning as the previous steps, isolate the front hairline then divide the remaining hair into 4 quadrants.
- In the front hairline section, apply **Formula B** to the base.
- Once the base application is complete, take ¼" sections + apply **Formula C** to the mids + ends, using your pointer + middle finger to melt the two formulas together to create a seamless transition.
- Continue applying **Formula C** to the mids + ends until the front hairline section is complete.
- After completing the front hairline section, move to the front left quadrant + take a ½" slice to isolate the same section that was previously lightened. Apply **Formula B** to the section and saturate completely.
- Continue applying **Formula B** to the pre-lightened pieces until both front quadrants are complete.
- Process for 20 minutes at room temperature, then rinse, shampoo, and condition with **Keep Me Vivid**.

Kayla's Hair Matrix

3

starting level

DR

underlying
pigment

diameter



pattern

Before



4

starting level
Level 4

R

underlying pigment
Red



diameter
Medium



pattern
Wavy

After



8

end level
Level 8

MOR

end reflect
**Medium
Orange Red**



diameter
Medium



pattern
Wavy

decode the look

Fuego

Artist: Constance Robbins @constancerobbins

Formula A:

½ oz (15g) **SoColor** Pre-Bonded HDRV
½ oz (15g) **SoColor** Pre-Bonded HDRR
1 oz (30ml) 10 Volume (3%) Matrix Cream Developer

Formula B:

½ oz (15g) **SoColor** Pre-Bonded HDRV
½ oz (15g) **SoColor** Pre-Bonded HDRR
1 oz (30ml) 20 Volume (6%) Matrix Cream Developer

Formula C:

SoColor Cult Red Hot

Formula D:

15g **SoColor Cult** Lucky
Duck Yellow
15g **SoColor Cult** Red Hot

Section It:

- Divide the hair into 4 quadrants.

Color It:

- Starting in the back left quadrant, use ¼" sections + apply **Formula A** to the base. Complete the quadrant, then repeat throughout the head until the base application is complete.
- Lightly mist **Instacure** on the previously lightened hair, then move to the back left quadrant and take a ¼" section. Apply **Formula B** to the mids, melting up into **Formula A** at the base.
- Continue applying **Formula B** to the mids until the line of demarcation, then use your pointer + middle finger to slightly melt **Formula B** into the first 2-3" of previously lightened hair to create a seamless transition.
- Process for 30 minutes at room temperature, then rinse, shampoo, and condition with **Color Obsessed**.

Melt It:

- Dry the hair, then re-section into 4 quadrants.
- Starting in the back left quadrant, use the same ¼" sections as the previous application and apply **Formula C** to the remaining previously lightened mids, blending up towards the previously colored hair.
- Then, within the same section, apply **Formula D** to the ends, using your index + middle fingers to melt each formula together to create a seamless result.
- Continue working up through the back quadrant, applying **Formula C** to the mids and melting into **Formula D** on the ends until complete, then repeat the application through the remaining quadrants until all previously lightened hair has been colored.
- Process for 30 minutes at room temperature, then shampoo, rinse, and condition with **Keep Me Vivid**.

Before



9

starting level
Level 9

Y

underlying pigment
Yellow

•

diameter
Fine/Medium

|||

pattern
Straight

After



10

end level
Level 10

LCB+

end reflect
**Extra Light
Cool Blonde**

•

diameter
Fine/Medium

|||

pattern
Straight

decode the look Utopia

Artist: **Pati Rodriguez** @pati.rodriguez

Formula A:

15g (1 scoop) **Light Master Pre-Bonded**
1 oz (30ml) 20 Volume (6%) Matrix Cream Developer

Formula B:

1 oz (30g) **SoColor Pre-Bonded 6RR**
1 oz (30ml) 20 Volume (6%) Matrix Cream Developer

Formula C:

½ oz (15g) **SoColor Sync Pre-Bonded 8V**
½ oz (15g) **SoColor Sync Pre-Bonded 8AA**
½ oz (15g) **SoColor Sync Pre-Bonded 8AG**
1½ oz (45ml) 10 Volume (3%) Matrix Cream Developer

Formula D:

1 oz (30g) **SoColor Sync Pre-Bonded 10PV**
1 oz (30g) **SoColor Sync Pre-Bonded 10PA**
2 oz (60ml) 10 Volume (3%) Matrix Cream Developer

Formula E:

30g **SoColor Cult Lavender Macaroon**
30g **SoColor Cult Flamenco Fuchsia**

Section It:

- Separate the top from the bottom by using a horizontal parting that starts at the front temple + extends to the back of the head, ending at the opposite side of the head at the front temple.
- In the top section, separate the front from the back by using a vertical parting beginning at the top of the head + extending to the top of the ear. Then repeat on the opposite side.
- In the top back section, sub-divide the hair into 2 quadrants by using a vertical parting that starts at the top of the head and extends down to the horizontal parting.
- In the top front section, use horizontal partings to create a mohawk section at the top of the head.

Pre-Lighten It:

- Starting in the back right quadrant, perform a partial highlight service by taking a ¼" diagonal back section with a regular stitch. Place section on a foil, then apply **Formula A** to the section, saturating completely. Fold and secure the foil once complete.
- Leaving ¼" between sections, take another ¼" diagonal back section with a regular stitch and place on a foil. Repeat the same application as the previous section and apply **Formula A**.
- Continue dropping down sections + applying **Formula A** until the entire back right quadrant is complete. Then repeat application on the opposite side.
- Move to the front right quadrant and continue applying **Formula A** using the same ¼" diagonal back sections as the previous quadrants. Work up through the front quadrant until you reach the mohawk section, then repeat on the opposite side.



decode the look

Utopia (Cont'd)

Artist: **Pati Rodriguez** @pati.rodriguez

Pre-Lighten It (continued):

- Starting at the back of the mohawk section, take a ¼" horizontal section with a regular stitch. Place section on a foil, then apply **Formula A**. Once complete, fold and secure the foil.
- Leaving ¼" between sections, take another ¼" horizontal section with a regular stitch and place on a foil. Repeat the same application as the previous section and apply **Formula A**.
- Continue working through the mohawk section towards the front hairline until complete.
- Process until the hair reaches pale yellow, or up to 50 minutes at room temperature. Then rinse, shampoo, and condition with **Unbreak My Blonde**.

Color It:

- After drying the hair, use the same horizontal parting as the previous application to re-section the hair into top and bottom sections. Then, subdivide the top section into 4 quadrants.
- Beginning in the bottom section, use ¼" vertical partings to apply **Formula B** to the base.
- Once the base application within the bottom section is complete, process for 10 minutes, then move to the top section and use ¼" diagonal sections to apply **Formula C** to the base. Continue working through all 4 quadrants within the top section until complete.
- Once the base application is complete, continue working in the top section and apply **Formula D** to the mids + ends, melting into **Formula C** at the base. Continue working through all 4 quadrants within the top section until complete.
- Process for an additional 20 minutes at room temperature (30 minutes total), then rinse, shampoo, and condition with **Color Obsessed**.
- After drying the hair, use the same horizontal parting as the previous application to re-section the hair into top and bottom sections.
- Beginning in the nape, take a ¼" horizontal section and apply **Formula E** from base to ends.
- Without leaving any hair between sections, drop down another ¼" horizontal section and continue applying **Formula E** from base to ends, being sure to saturate completely.
- Continue taking ¼" horizontal sections and applying **Formula E** from base to ends, working upwards through the bottom section until complete.
- Process for 30 minutes at room temperature, then rinse, shampoo, and condition with **Keep Me Vivid**.

Before



9

starting level
Level 9

Y

underlying pigment
Yellow



diameter
Medium



pattern
Straight

After



5

end level
Level 5

MCB

end reflect
**Medium
Cool Blue**



diameter
Medium



pattern
Straight

decode the look

Under The Sea

Artist: **Cynthia Lumzy** @cynthialumzy

Formula A:
20g **SoColor Cult** Admiral Navy

Formula B:
30g **SoColor Cult** Lucky Duck Yellow
30g **SoColor Cult** Clover Green

Formula C:
30g **SoColor Cult** Royal Purple

Formula D:
20g **SoColor Cult** Retro Blue
20g **SoColor Cult** Dusty Teal
20g **SoColor Cult** Clear

Formula E:
30g **SoColor Cult** Lucky Duck Yellow

Section It:

- Using horizontal partings, subdivide the hair into 9 sections.
Pro Tip: Adjust the width of your sections based on how much of each color you want to see.

Color It:

In this technique you will begin your application at the nape + work from bottom to top, moving up through each section until you reach the top of the head.

- Starting in the nape, take a 1/4" horizontal section and place on a foil. Apply **Formula A** to the entire section from the base down through the ends, saturating completely.
- Continue working through the section, applying **Formula A** from base to ends, until the entire section is complete.
- Move up to the next section and apply **Formula B** from base to ends, taking fine sections to ensure proper saturation. Continue applying **Formula B** from base to ends until entire section is complete.
Pro Tip: Use foil or plastic wrap between sections to prevent color transfer during application.
- In the next section, apply **Formula C** from base to ends until entire section is complete.
- Then move to the next section and apply **Formula D** from base to ends using the same application as the previous sections until entire section is complete.
- In the next section, use the same application method as previous sections to apply **Formula E** from base to ends.
- Then move to the next section and apply **Formula D** from base to ends using the same application as the previous sections.
- Continue working up through the head and, in the next section, apply **Formula C** from base to ends.
- Move to the next section and apply **Formula B** from base to ends using the same application method as all previous sections.
- Beginning in the final section at the top of the head, use fine sections to apply **Formula A** from base to ends.
- Process for 30 minutes at room temperature, then rinse, shampoo, and condition with **Keep Me Vivid**.

Cult Formulation Information

Semi-Permanent Dyes



- ✔ For brightest results
- ✔ For versatility + clients that always want something new
- ✔ For overlays over demi's to provide extra color + shine
- ✔ For pre-toning + corrective filling
- ✔ For brightest results
- ✔ For same day as texture services
- ✔ For delicate hair, since there's no disruption to the hair

How Should I Remove A Semi-Permanent (Direct) Dye?



The Color Eraser

Seamlessly remove color

Color to be removed	Mixture	Timing approx
Direct Dyes	1 packet of SoColor Cult Color Eraser with 2 fl. oz. of warm deionized water	5-30 minutes

What If I Don't Have The SoColor Cult Color Eraser?

Light Master



Color to be removed	Mixture	Timing approx
Direct Dyes	2 scoops of Light Master + 2 fl. oz. of warm deionized water	5-10 minutes

*results are not guaranteed to be as effective as the SoColor Cult Color Eraser



Complete Your SoColor Cult Service Offerings

With these additional ranges from Matrix



Light Master

Versatile lightening powder offering up to 8 levels of lift for on or off scalp application

- Technology allowing up to 8 levels of lift
- Perfect for all lightening techniques
- Can be used with up to 30 volume developers for on scalp application
- Compatible + enhanced with Light Master Oil + Freehand Additives
- Adjustable techniques



Light Master Pre-Bonded

Pre-mixed lightening powder with Bonder Inside that offers up to 8 levels of lift for on or off scalp application.

- Technology allowing up to 8 levels of lift
- Pre-mixed with Bonder so no additives needed
- Perfect for all lightening techniques
- Can be used with up to 30 volume developers for on scalp application



Curl Lights

Curl Pattern Preserving Lightening System with creamy texture that applies easily, looks + feels caring on curls.

- Formula infused with beeswax and ceramides
- Provides up to 5 levels of lift in 15 minutes

In With The Bold

Get these looks with SoColor Cult Semi



by @constancerobbins



by @pati.rodriguez



by @cynthialumzy



Shade Chart



Semi
Direct dye color coats
the outside of the hair fiber



The Color Eraser
Seamlessly remove color

Usage:

- Mix in bowl—then place in applicator bottle for best results
- Apply quickly and efficiently to desired areas
- Process accordingly (see chart) and shampoo out

	Semi-Permanent
Usage	Virgin + Pre-Lightened Hair
Longevity	Long-Lasting
Vibrancy	Brightest
Conditioning	5X More Conditioned Vs. Pre-Lightened Hair
Starting Level	8-10
Mixing Ratio	Direct Dyes
Timing	Up To 30 Minutes

Color to be removed	Mixture	Timing approx
Direct Dyes	1 packet of SoColor Cult Color Eraser with 2 fl. oz. of warm deionized water	5-30 mins
Oxidative: light shades of tint from level 7-9	1 packet of SoColor Cult Color Eraser with 2 fl. oz. of warm deionized water	10-20 mins
Oxidative: medium shades of tint from level 4-6	1 packet of SoColor Cult Color Eraser with 2 1/2 fl. oz. 20 Vol. Matrix Cream Developer	20-30 mins or 30-35 mins
Oxidative: dark shades of tint from level 1-4	1 packet of SoColor Cult Color Eraser with 2 1/2 fl. oz. 20 Vol. Matrix Cream Developer	50 mins to 1 hour

Longevity Key / Semi*

The key below shows an example of how each technology fades with 10, 20 & 30 washes!

*swatches shown on white



FAQs

SoColor Cult



What Is SoColor Cult?

A curated palette of semi-permanent vivid shades.

What Do You Need To Know About Semi-Permanent Shades?

- Intermixable direct dyes
- Do not require a developer
- Vivid appearance will be determined by the SoColor Cult formula chosen & the level it is applied to
- Acidic formula for conditioned results

How Do You Apply SoColor Cult Semi-Permanent Shades?

- Apply SoColor Cult directly to pre-lightened clean, towel-dried hair. The lighter your starting level the brighter your end result will be.
- Apply with bowl and brush. Avoid direct application to scalp as staining MAY occur.
- For best results apply to hair that is 80-100% dry.
- Can be applied to natural and previously colored hair.
- Process at room temperature for 20 minutes. For more vibrancy, process for 30 minutes. Do not use heat.

Can SoColor Cult Semi-Permanent Shades Be Intermixed?

Yes, all 13 SoColor Cult shades can be intermixed.

How Long Can I Expect The Semi-Permanent Shades Last?

Semi shades can last up to 20 shampoos when treated for properly. Texture, porosity + the shade selected will effect the lastingness of the shade selected.

Do I Need To Pre-Lighten?

To create fashion shades, in many cases, pre-lightening will be necessary when using the semi-permanent haircolor. We recommend Light Master for all your lightening needs. Keep in mind over-lightening the hair MAY shorten the life of your fashion tone. See chart below for guide on.

How Can I Use SoColor Clear?

SoColor Cult Clear semi-permanent color is ideal when looking to provide high shine or to dilute your shade and make more pastel.

Do I Need To Shampoo The Semi-Permanent Color From The Hair?

No, the semi-permanent shades rinse very well from the hair.

What Are Some Creative Ways To Use SoColor Cult Black Semi-Permanent?

- SoColor Cult Black semi-permanent can be used alone to create a blue-black shade. Additionally, this shade is ideal to deepen any of your Cult fashion shades.
- SoColor Cult Black when added to vibrant shades creates deeper, richer tones, when added to pastel shades it will help produce a smoky result.
 - Add SoColor Cult Black in drops until your formula has reached the desired depth and tone.

