



MATRIX 2015 TREND COLLECTION  
美奇丝2015发艺潮流系列

**BREAK THE RULES.  
GO BEYOND  
THE WALL.**

打破常规。不落窠臼。

**graffiti**  
NATION 街头涂鸦  
玩色造型

AMERICAN ART EVOLUTION.  
TOTAL HAIR REVOLUTION.  
美国艺术的演变。彻底的美发革命

M A T R I X

IMAGINE ALL YOU CAN BE

THE WORLD'S #1 AMERICAN PROFESSIONAL BRAND



MATRIX TREND 2015

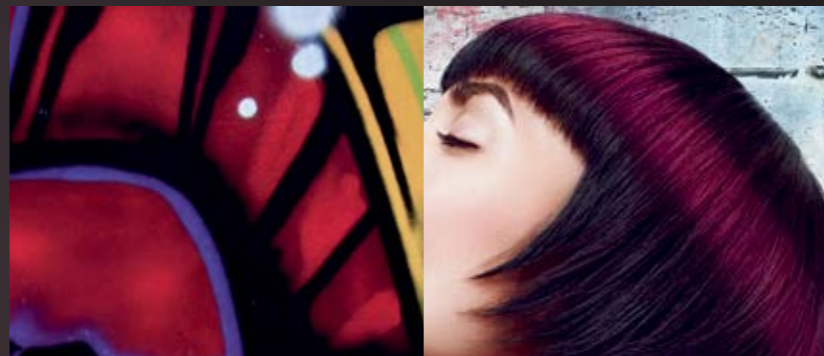
# graffiti NATION

AMERICAN ART EVOLUTION.  
TOTAL HAIR REVOLUTION.

**GRAFFITI** IS AN ONGOING, FREE-FLOWING FORM OF EXPRESSION, LIVING AND BREATHING WITH EACH SPRAY OF COLOR, EVERY PAINTED LINE. WE'RE BRINGING GRAFFITI TO BEAUTIFUL LIFE, ELEVATING THE TEXTURE AND CELEBRATING HAIR AS CANVAS IN ALL ITS SHAPES AND STYLES. WITH MATRIX, GRAFFITI EXTENDS BEYOND THE WALL, THROUGH FASHION, POSES AND, ABOVE ALL, THE RICH FLUIDITY AND DIMENSION OF THE HAIR.

**街头涂鸦** 是时下一种自由表现自我的形式，每一喷色彩、每一缕颜色瑰丽的发丝，都充满着活力不论何种发型发式，街头涂鸦都把头发当作一幅油画一样打理，提升美观。美奇丝品牌的街头涂鸦造型将突破了常规，让你悠游于时尚之中，给予您富于流动感和多维度层次感的秀发。

## GRAPHIC CUTS 轮廓鲜明的剪发



Graphic outlines boldly combined with soft, fluid cuts. For an unexpected and versatile state of the art look.

垂坠具重感的几何形外线搭配轻盈，动感的内层剪切，拥有耳目一新且丰富多变的艺术效果。

## 3D SHADING 3D渐变色发型



Transitional shading effects, edged bold and beautiful outlines, filled with surprising color choices for a new 3D feel.

颠覆传统的影映效果，唯美，精致的粗线条外轮廓，衬托出内层明暗对比，即刻呈现全新3D质感。

## STRUCTURED FLUIDITY 层层相叠的流动感发型



Rich fluidity within the confines of strong borders, the coexistence of disheveled and constructed. Always workable, never dull, just cool.

流线状的内型蜿蜒成犀利外线，蓬松却又不失规整，经久不衰，趣味盎然，就是如此之酷。



## URBAN TUNNEL

都市风卷发



## CONCRETE CHAOS

具象派乱发

COLOR  
染发

## FORMULAS 配方

NATURAL STARTING LEVEL 8 ■ 自然发8度以上

FORMULA 配方 A: Light Master 9%

FORMULA 配方 B: Wonderlight Mocha 6%

FORMULA 配方 C: Socolor 3VR + Wonderlight Clear (1 : 10)

FORMULA 配方 D: Socolor 3VR + Wonderlight Clear (1 : 20)

## TECHNIQUE 技巧



01

**01** Start by pre-lightening hair using **FORMULA A** and a virgin application technique. Process at room temperature and lift to pale yellow. Rinse, shampoo and condition with **Biolage Advanced RepairInside**.

首先使用配方A一次性预先提浅发色。在室温氧化,把颜色提浅至浅黄色。冲洗后,用BIOLAGE REPAIRINSIDE 洗发乳和护发素。

**02** Tone using a global application and **FORMULA B**. Process for 20 mins. Rinse, shampoo and condition with **Biolage Advanced RepairInside**. Blow-dry ready for the next step.

使用配方B全头上目标色,氧化20分钟。冲洗后,用BIOLAGE REPAIRINSIDE 洗发乳和护发素。吹干头发。



03

**03** Create a small circle at the highpoint of the head, clip to isolate.

**MASTERY POINT:** Create a circle that is small enough to reveal the color placement underneath.

头顶处分出一个圆形小分区,用夹子固定。

**操作重点:**分区足够小,颜色只要散开后确保能在底部若隐若现即可。

**04** Using the outer corner of the eyebrow as a guide create a parting that goes from the circle to the hairline. Repeat on the opposite side. This is section 1.

以眉毛外侧点作为引导建立分线,梳出一条从小圈弧线到发际线的分界线。另一侧相同操作。此为分区1。



05

**05** Working in section 1, start by taking a fine horizontal subsection at the hairline. Next take a horizontal slice directly above. Place a foil and apply **FORMULA C**. Use the side of the color brush, off base to blend towards the scalp. Take another fine horizontal sub section and apply **FORMULA D**. Continue through the rest of the section alternating the formulas. Once complete, process for 20mins. Rinse, shampoo and condition with **Biolage advanced RepairInside**.

分区1,发迹线处取薄片。放上锡纸涂抹配方C。用刷子的侧面,从头皮向下斜刷。

取第二片薄片,涂放配方D。继续一片隔一片形式涂放配方C与配方D。

冲洗后,用BIOLAGE REPAIRINSIDE 洗发乳和护发素。

COLOR  
染发

## SECTIONING 分区

Create a circle that starts 6cm away from the front hairline and sits slightly above the parietal ridge. This is your only section.

离前发迹线6厘米处建立圆形分区,在稍靠后于头顶脊线位置处固定。这是此发型唯一的分区。



## FORMULAS 配方

NATURAL STARTING LEVEL 5 ■ 自然发5度以上

FORMULA 配方 A: Socolor 6RV 6%. Alternatively 或者 Socolor 6VM 3%

FORMULA 配方 B: Lightmaster 9%

FORMULA 配方 C: Toner 4RV &amp; clear (equal part) optional (相等) 选择性

## TECHNIQUE 技巧



03

**01** Apply **FORMULA A** to all of the hair using a virgin application. Process up to 35 minutes. Rinse, shampoo and condition with **Biolage ColorLast**. Blow-Dry into shape.

一次性涂放方法,全头涂放配方A氧化35分钟。冲洗后,用BIOLAGE REPAIRINSIDE 洗发乳和护发素。把头发吹成型。



02

**02** Start by placing foils under the circular section and pin to secure. Next, take a fine parting around the entire circular section. Surface apply **FORMULA B** starting 5 cm away from the scalp. The shine line should be approximately 5 cm in width. Use a side brushing technique to create a soft transition. This becomes your guide.

圆形区下方区域放上锡纸涂放染膏并用发针固定。然后整个圆形分区,从底层开始分出薄片。离头皮5厘米处,涂放配方B。显色高光圈的宽度应约为5厘米宽。使用侧刷技术,使光圈边缘柔和向周边过渡。

**03** Continue working through the section in circular, fine subsections. Lay sections directly on top of one another without any foils in between to see the guide and transition in color. To maintain a consistent shine line keep hair in natural fall with minimal manipulation. Process for up to 35 minutes. Rinse, shampoo and condition with **Biolage ColorLast**. Blow-Dry into shape.

继续圆形分区,分薄子区。让这些子分区直接相互叠加,这样能看到之前涂放线与过渡色。必须让头发自然垂落来确保光圈形状。冲洗后,用BIOLAGE COLORLAST 洗发乳和护发素。氧化35分钟。把头发吹成型。



04

**04** Using a global application apply **FORMULA C** to add shine and vibrancy to prelightened area. Process for up to 20mins. Rinse, shampoo and condition with **Biolage ColorLast**.

配方C涂放在预处理的光圈区。氧化20分钟。冲洗后,用BIOLAGE COLORLAST 洗发乳和护发素。

# RIDGED FLAMES

脊顶烈焰



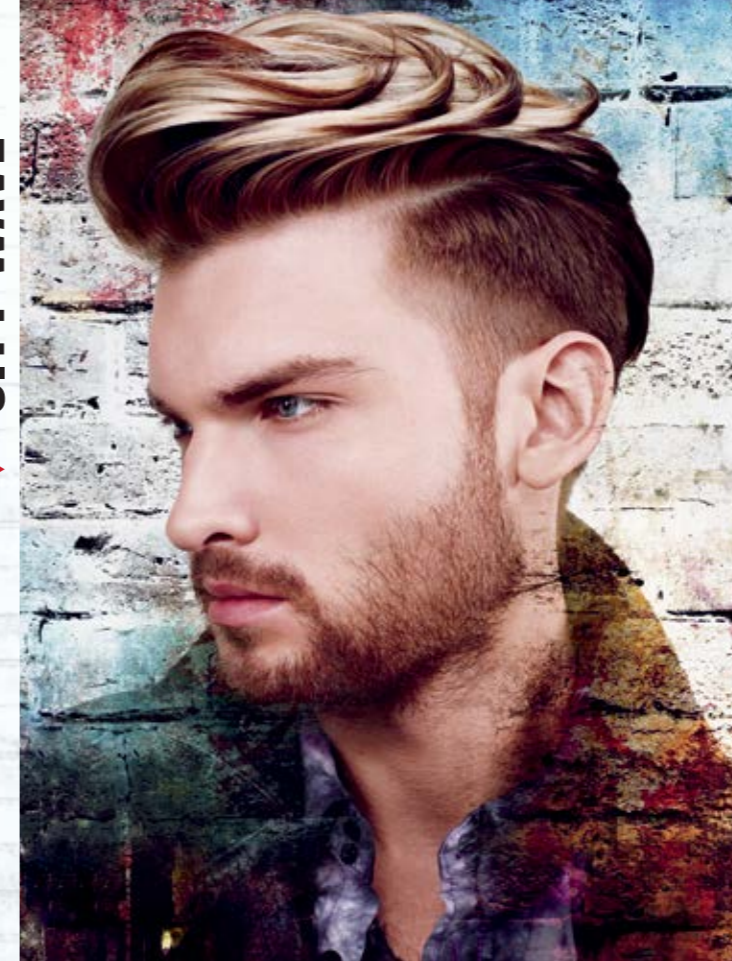
# TURN STYLE

旋绕发式



# CITY WAVE

小城风波浪卷发



# STREET KNOT

街头发髻



## COLOR 染发

### SECTIONING 分区

Start by making a section from the front center hairline to the nape. Next, make a subsection that starts at the left recession and ends at the bottom of the crown. Repeat on the opposite side. Secure (or isolate) with a clip. This is Section 3. Directly underneath Section 3, take a 3cm sub-section that mirrors the previous section and ends at the center parting. Secure with clips. This is Section 2. The remaining hair is section 1.

从前侧发迹线到颈背处分中线。然后，从左侧额角到发冠底端分出子分区。另一侧相同操作。用发夹固定。此为分区3。在分区3正下方，分出一个约3厘米宽的子分区到达中线，形状与之前分区完全相同。用发夹固定。此为分区2。剩余下的头发为区部1。



### FORMULAS 配方

NATURAL STARTING LEVEL 2 ■ 自然发2度以上  
**FORMULA 配方 A:** SoRed Red 9%

### TECHNIQUE 技巧



**01** Starting in Section 1, take a diagonal slice following the head shape. Place hair on foil and apply **FORMULA A** starting on the ends and diffusing as you reach the midlength. Repeat on the opposite side.

从分区1开始，跟随头型，斜向分片。放上锡纸，在发尾处涂放A配方。到发中处的刷线位置，用刷子柔和硬线。另一侧相同操作。



**02** Complete section 1 in a brick lay pattern using **FORMULA A**.  
 使用叠砖法涂放配方A，完成分区1。



**03** Start in the back of Section 2. Take a subsection, pinch the tips of the length and hold out at 45°. Using a side brush technique paint the hair from mid-lengths to the ends with **FORMULA A**. Continue through Section 2 until complete. Process up to 35 min. Rinse, shampoo and condition with **Biolage ColorLast**.

从分区2的后面开始。取一片子分片，捏住发尾根部，提升至45度角。从发中至发尾使用侧刷技术涂放配方A。如此操作完成整个分区2。氧化35分钟。冲洗后，用BIOLAGE COLORLAST洗发乳和护发素。

## COLOR 染发

### FORMULAS 配方

NATURAL STARTING LEVEL 7 ■ 自然发7度以上  
**FORMULA 配方 A:** Wonderlight N 9%  
**FORMULA 配方 B:** WonderBrown 5G + 7G equal part 相等3%



### TECHNIQUE 技巧



**01** In Section 1, start at the front left hairline, and place foils in diagonal sections, utilizing a micro weave and **FORMULA A**. Make sure to diffuse the color close to the scalp area. Continue through Section 1 until complete.

**MASTERY POINT:** Use side brush or vertical brush technique to create a diffused line at the scalp.

分区1，从左侧发迹线开始，斜向分区放上锡纸。挑染并涂放配方A。确保近头皮处的颜色不过于堆积。完成分区1。  
**操作重点：**侧刷或竖刷技术在近头皮处建立柔和线条。



**03** For the hair length left between the foils, apply **FORMULA A** to mid-length and ends. Process for 35 minutes.

锡纸间的头发，在头发中段与发尾涂放配方A。氧化35分钟。



**05** Part hair down center, front to back. Subsection the right side and place hair onto foil. Apply **FORMULA C** from scalp area to mid-lengths. Paint the ends of the hair with **FORMULA B** using a horizontal application. Place foil to protect and repeat same application through remaining subsections. Repeat on the opposite side until complete. Process for 20 minutes. Rinse, shampoo and condition with **Biolage ColorLast**.

前后头发向下向中间聚拢。右侧分出子区，放上锡纸。从头皮到发中段涂放配方C。发尾处水平涂放配方B。如此操作直至完成。另一侧相同操作。氧化20分钟。冲洗后，用BIOLAGE COLORLAST洗发乳和护发素。



**02** Apply **FORMULA B** to all of Section 2 and the scalp area of Section 1.  
 整个分区2与分区1的头皮处涂放配方B。

**04** Rinse, shampoo and condition with **Biolage ColorLast**. Blast dry.

冲洗后，用BIOLAGE COLORLAST洗发乳和护发素。吹干头发。

# WONDER.BROWN

REFLECTIVE BROWN COVERAGE PERMANENT COLOR

丰盈棕色持久染发膏

## SEE BROWN IN A WHOLE NEW LIGHT!

鲜艳夺目的时尚棕色彩!

**1 23 dazzling brown shades** with precise calibration of lift and rich reflective deposit  
23宝石光泽, 立体质感的时尚显棕发色

**2 Easy to use** with exclusive CoverBrown™ technology:  
Harmonize color between natural and white hair for luminous reflection  
简单的使用操作, 独有炫棕“衡盖”科技可以有效平衡白发和现有发色的差异, 染后效果富有光泽

**3 Formulated with Inner-Lipid Nourishing complex** to lock in smoothness and shine  
滋养锁护因子在染发过程中能锁住养分, 让秀发闪耀健康棕色光泽。

AMERICAN  
QUALITY  
designed for  
ASIAN  
HAIR

美国质量, 专为亚洲人  
发质研发



# WONDER.LIGHT

FASHION COLOR - MAXIMUM LIGHT

炫靓浅彩染发膏

## TURN UP THE LIGHTS

WITH THE LIGHTEST,  
BRIGHTEST COLOR OPTIONS

以亮泽的完美浅彩靓丽夺目



Achieve **up to 4 levels** of lift in just 1 step  
不需要染浅漂色, 仅一步简单超作, 发色即可染浅4度

**Long-Lasting hair color** providing intense light reflects  
染后发色持久闪耀, 无限亮泽

Exclusive **Lipid Lift technology**:  
Lightens, tones and nourishes for brighter, clearer, truer color results  
莱普肽易色专利智能科技在染浅的同时可以给头发补充养分, 强韧发质, 达到发色更鲜明饱和的染后效果

# WONDER.RED

HIGH INTENSITY REDS

卓越鲜亮红色染发膏

## NOW, THE FIERY RED SHE DREAMS OF WON'T LOSE ITS REFLECT

如今她能拥有渴望却不失闪耀亮泽的火红发彩



Ultra Sharp, Ultra Luminous, Long-Lasting red shades powered by exclusive  
**ULTRA-HD5 Technology**

独有超HD绝色艳红科技能带来生动, 艳丽, 持久饱满的红色

**Remarkably soft** as the formula conditions while coloring  
在染发过程中滋润秀发, 令其柔顺

# SOCOLOR

PERMANENT NOURISHING HAIR COLOR CREAM

持久滋养的染发膏

## BE COLOR CONFIDENT

染出最自信的发色

### So Wearable

Optimized for Asian hair  
专为亚洲发质研发

### So Reliable

Predictable with 100% Reliable results  
100%精准，绝对能取得理想发色

### So Nourishing

With 360 Kera-Protect Technology  
最滋养--360度角蛋白护发科技能在染发时全面修护秀发

### Up to 100% grey coverage

高达100%的白发遮盖



# SoRED by SOCOLOR.beauty

2-IN-1 BOOSTER + HIGHLIGHTING CREAM

2合1催化剂+挑染染发膏

Patented chromatic dye technology delivers  
**ultra-intense vibrant, long lasting reds**  
with **intense shine**

专利染色科技赋予秀发持久鲜艳的发色和完美光泽



# SOCOLOR VIOLET

NEW  
全新

## NOW, VIOLET DOES IT ALL: BIG IMPACT, REFINED EDGE

Elevate her brunette with cool violet tones.

4 New Socolor violet shades pre-adjusted for dark hair bases. From resplendent ruby plums to elegant aubergine mochas, these shades have a cool, muted edge for color that's as wearable as it is impactful—all in just one step.

如今，紫色无所不能：以震撼性优雅时髦的冷色紫调突显她的棕发色

4款全新紫色专为深色的秀发所研制的。从高贵华丽的红宝石李子色到优雅的茄子色，只需一个步骤，便能拥有这些酷炫和持久的发彩。

### NEW SHADES 新色调

|                                  |                                  |                                     |                                     |
|----------------------------------|----------------------------------|-------------------------------------|-------------------------------------|
| <b>3.26</b><br>VIOLET RED<br>紫红色 | <b>5.26</b><br>VIOLET RED<br>紫红色 | <b>5.28</b><br>VIOLET MOCHA<br>紫摩卡色 | <b>6.28</b><br>VIOLET MOCHA<br>紫摩卡色 |
|----------------------------------|----------------------------------|-------------------------------------|-------------------------------------|

# SOCOLOR GOLD

NEW  
全新

## CAST A GOLDEN GLOW ON EVEN THE DARKEST BRUNETTES

Illuminate her brunette with precious gold tones.

2 New Socolor gold shades with light lift, expertly pre-adjusted for dark hair bases. From buttery caramel to luminous honey tones, these universally flattering shades create a highly noticeable glow for the ultimate gold brunette—all in just one step.

最深的棕发色皆能闪着金色光芒

2款全新金色专为提亮深底色的头发所研制的。从蝴蝶焦糖色到蜂蜜般闪耀的色调，只需一个步骤，便能拥有这些全球极受欢迎和引人注目的金色发彩。

### NEW SHADES 新色调

|                          |                          |
|--------------------------|--------------------------|
| <b>5.3</b><br>GOLD<br>金色 | <b>7.3</b><br>GOLD<br>金色 |
|--------------------------|--------------------------|



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IMAGINE ALL YOU CAN BE

THE WORLD'S #1 AMERICAN PROFESSIONAL BRAND