



 matrix
colour **GOES ON** **Tour**

Matrix Colour Goes On Tour!



What Can You Expect?

- ♥ Cross-Country Education Store Tour
- ♥ new! **Transformative techniques** powered by our artists + advocates
- ♥ Stylist **Hacks** + Prize Giveaways
- ♥ **Empower EVERYONE** to grow their colour business



Agenda

Agenda Summary

10.30am – 4.00pm	
Bus + Store Presentations + Activities	



On the Bus

Live Model

10.45am: Social Post
11.15am: Consultation
12 Noon: Colour Technique
1.00pm: Removal + Toning*
1.30pm: Haircare + Styling*
2.30pm: Get the Social Shot*
3.30pm: Final Showcase*
4.00pm: Model + Mannequin Finale

Spin the Wheel Competition

1. 11.00am,
2. 12.30pm,
3. 2.00pm
4. 3.30pm

Meet the Store Team

1. 11.45am
2. 2.00pm
3. 3.15pm

Question time

1. 11.30am
2. 1.15pm
3. 3.00pm

Education Spotlight

1. 2.15pm



In the Store

Toning Technologies

1. 10.45am
2. 11.45am
3. 12.45pm
4. 2.15pm
5. 3.30pm

Formula Trends

1. 11.30pm
2. 12.30pm
3. 1.30pm
4. 2.45pm

Education Spotlight

1. 11.00am
2. 12 noon
3. 1pm
4. 3pm

Meet the Store Staff

1. 1.45pm
2. 3.15pm

The Colour + Lightening Lab

1. 11.15pm
2. 12.15pm
3. 1.15pm
4. 2.30pm
5. 3.45pm

Mannequin Finale

1. 4.00pm

* Times are estimated based on development times and can vary slightly



Activities



On the Bus

Live Model

See every aspect of the live model done by one of our artistic ambassadors including how they drive customer engagement with social media and get the perfect shot

Spin the Wheel Competition

Win exciting prizes with the spin the wheel

Question time

Have any burning questions answered by our artistic ambassador

Meet the Store Team

Meet the store staff interviews

Education Spotlight

Showcasing up and coming education, including store hubs, launch sessions, local courses and what's on at our London Academy



In the Store

Toning Technologies

Quick Toning Techniques demonstrated on mannequins

Education Spotlight

Showcasing up and coming education, including store hubs, launch sessions, local courses and what's on at our London Academy

The Colour + Lightening Lab

Find the perfect lightener from our range with this hands on session of mixing and applying

Formula Trends

Formulating for Success with this hands on session working with quad head mannequins

Meet the Store Staff

Get to know the store staff

Mannequin Finale

A final look at all the mannequins and the hands on from the workshops



Artist + Ambassador Teams

						
Date	Distributor Store	Location	On the Bus		In the Store	
Thursday 25th April	Synergy Salon Supplies	Aberdeen	Michelle Summers-Davies	Jayne	Niamh Hayden	Rachel

