



**Pinar Lacroix**

**I am a full service designer and  
creative leader offering a wide variety of  
creative services.**

Concept and Design Development  
Strategy and Brand Design  
Art Direction and Design Management  
Product Photography & Retouching  
Packaging Design & Production  
Line extensions  
Production support: Prototypes, comps,  
vendor management, mechanicals on-site  
press approvals

To see my previous work please visit my  
website [www.pinar.design.com](http://www.pinar.design.com) portfolio tab

**DESIGN CHALLENGE:** L'OREAL MATRIX needed to rebrand their ColorGraphics portfolio and repurpose this brand for younger and more edgy clientele. The look and feel needed to be completely different than all hair color products they have in their current portfolio. They also wanted to communicate fast and effective hair coloring solutions.

They had both coloring and lightening products in this product line however they were not differentiated enough.

**GOALS AND BRIEF:** Re-Brand COLORGRAPHICS portfolio by creating a new fashion forward, edgy but playful brand. Design packaging, logo advertising and make this fading brand a power-house brand with brilliant color selection with interchangeable graphics that can adapt to everchanging trends.

**BIG IDEA AND SOLUTION:** We positioned COLORGRAPHICS brand as the umbrella brand with sub-brands of “Color products” which we called LACQUER and “Lighthening Products” which we called LIFT&TONE. Created different graphic identifiers for each sub-brand, Watercolor texture for LIFT&TONE and Bright Liquid texture for LACQUER.

Positioned the sub-brand name below the umbrella brand COLORGRAPHICS, which we believed to leave room for growth to add more sub-brands with this category.

Model choices and photo-shoot was done in a playful style. Also to keep model shoot costs down, as well as to make model rights managing easier, we decided to illustrate the variation of looks. And we decided to keep the illustration style free and artsy which communicated well to hair-dressers and promoted them as “hair-artists”.

Hired and worked with Izak Zenou for these illustrations. The “squares” in the pack design are inspired from the pixels of rasterized and zoomed in image on a computer screen.

The variation of these squares communicated colors variety and richness and also allowed us to change the packaging to endless extensions.

For LACQUER we kept the squares free-flowing as this was for more edgy and free-spirited women who are not afraid to express themselves. For LIFT&TONE we kept the squares static to communicate controlled lightening and also this purposed to graphically separate and differentiate both products as sub-brands.

**IMPACT:** Sales projected \$18MM globally. Focusing on building this brand so powerful, that we also created the opportunity to design it's own Brand Guidelines.

Also this brand was so powerful as a trend that management decided to expand it into retail.

COLOR GRAPHICS: Lift&Tone Packaging



COLOR GRAPHICS: Lacquer Packaging





# FASHION COLOR IN A FLASH.

Let her express herself with a shock of brilliant color.

**NEW**  
color graphics<sup>®</sup>  
lacquer  
Semi-Permanent Color

6 INTER-MIXABLE  
ULTRA-SHINY SHADES

**Professional formulas for creative color artistry:**  
With our easy 20-minute application and up to 12 shampoos\* color life, our lacquers are loaded with vivid pigments for instant fashion results with glossy shine.

\*Results may vary depending on porosity of the hair.

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IMAGINE ALL YOU CAN BE

MATRIX.COM

# UP TO 6 LEVELS OF LIFT IN A 10 MINUTE INSTANT.\*

She wants speed. Give her customized highlights with an extra cool, cool, neutral or warm tone in one single step.

**NEW**  
color graphics<sup>®</sup>  
lift & tone  
Ultimate Customizable Lightening

IN EXTRA COOL, COOL,  
NEUTRAL & WARM

**A new era in professional lifting and toning:**  
\*Heat accelerated to achieve up to 6 levels of lift in 2 to 10 minutes. Our efficient lightening system is enhanced with conditioning Pro Vitamin B5. NEW customized toners add extra warmth or help suppress unwanted undertones. One step Mix and Go process for 7X faster results than you're used to.

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Education collateral for hair-stylists: Designed in large format posters which allows stylist to hang them as posters in the back of the salon or in their work station.




**FASHION COLOR IN A FLASH.**  
Let her express herself with a shock of brilliant color.

**color  
graphics  
lacquer**

**M A T R I X** MIX ALL THE COLORS

**APPLICATION & TIMING**



- Shampoo hair and towel dry.
- Mixing suitable disposable brushes, apply COLORGRAPHICS Lacquer color with a bowl/brush technique.
- Process without heat for 20 minutes or up to 30 minutes for more vibrant results.
- Avoid contact with the scalp.
- Apply the product only on mid-lengths and ends.

Make sure you use the correct application technique. For best results, please refer to the application guide. The application guide is available in the Matrix Color Graphics Lacquer kit. The application guide is also available in the Matrix Color Graphics Lacquer kit. The application guide is also available in the Matrix Color Graphics Lacquer kit.


**MIXING GUIDE**

	PURPLE	ROSEBERRY	MOONLIGHT	RED	ORANGE	YELLOW
	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000
<b>PURE</b>	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000
<b>ELECTRIC PASTELS</b>	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000
<b>PASTELS</b>	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000
<b>BLONDE PASTELS</b>	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000	NO. 1000 + NO. 1000

**MIX & MATCH TECHNIQUES** Use alone or mix & match any Top Accent with any Bottom Accent technique to customize your client's look!

**pick a TOP ACCENT**


**1 WHISPER & SHOUT**



- Find the natural part. For a subtle effect, place the technique over the part. For a bolder effect, place on the opposite side.
- Section out 4 panels as shown.
- Apply color to all four sections, adjusting the strength area and blending each side to suit.

Matrix, Natural Top Accent & Bottom Accent

**2 SHINE LINE**



Begin at crown and continue the technique down.


Take a horizontal section approximately 1/2" above the temples. Place the hair by placing a flat iron on top of the section. Then, take a flat iron and apply color to the hair. The color will hold the hair diagonally and will be the color of the styling and will be the color of the styling.

Working from top to bottom, take the horizontal section and the hair diagonally across the crown and down the sides. Apply color to the hair and then to the sides. The color will hold the hair diagonally and will be the color of the styling and will be the color of the styling.

Perfect the section and then apply the color to the hair.

Matrix, Natural Top Accent & Bottom Accent

**3 SHADOW ROOT**




- Section the hair into quadrants.
- Starting at the bottom of the crown, apply color 1" away from the scalp. Continue to work your way up the section until complete.
- Repeat the technique on the opposite side.
- Make sure to offset the color to the opposite side without touching the scalp. Hold the brush at a diagonal angle and make small vertical strokes to gently diffuse the section line.
- Continue in the same manner as the remaining sections until complete.

Matrix, Natural Top Accent & Bottom Accent

**pick a BOTTOM ACCENT**


**A RIBBONING**



- From nape to forehead, create a horizontal section that reaches the top of the crown. Slide the top section.
- Create diagonal sections as shown. Using the ColorGraphics Lacquer, take the hair into a flat and create a ribbon of color from the crown to the ends. The color will hold the hair diagonally and will be the color of the styling and will be the color of the styling.
- Work each side to suit, incorporating the changes in the same manner.

Matrix, Natural Top Accent & Bottom Accent


**B DIP DYE**



- From nape to forehead, create a horizontal section that reaches the top of the crown. Slide the top section. Create the section and apply color to the ends. The color will hold the hair diagonally and will be the color of the styling and will be the color of the styling.
- Working from top to bottom, take the horizontal section and apply color to the ends. The color will hold the hair diagonally and will be the color of the styling and will be the color of the styling.
- Perfect the section and then apply the color to the hair.

Matrix, Natural Top Accent & Bottom Accent

**C OMBRE**




- From nape to forehead, create a horizontal section that reaches the top of the crown. Slide the top section. Create the section and apply color to the ends. The color will hold the hair diagonally and will be the color of the styling and will be the color of the styling.
- Working from top to bottom, take the horizontal section and apply color to the ends. The color will hold the hair diagonally and will be the color of the styling and will be the color of the styling.
- Perfect the section and then apply the color to the hair.

Matrix, Natural Top Accent & Bottom Accent

## UP TO 3 LEVELS OF LET IN A MINUTE INSTANT.\*




The want a pop of color? Give her a tonal highlight wash in water, milk, oil, cream or we can mix it in as a single step.



**color graphics**  
lift & tone

**MATRIX**  
MADE IN ALL THE BEST OF US

## MIXING & APPLICATION


+

+


**POWDER LIFTER**  
2 SCOOPS

**PINK PRIMER**  
2 SCOOPS  
(for all hair)


**PINK TONER**  
2 SCOOPS  
(darken up to 3 levels)  
(lighten up to 1 level)

**3 - HOW MUCH WATER?**

**FOR UP TO 3 LEVELS OF TONE: ADD ABOUT 10 TIMES AS MUCH.**

Use less water if you are mixing in a smaller amount.  
 • Use more water if you are mixing in a larger amount.  
 • Use more water if you are mixing in a darker shade.  
 • Use more water if you are mixing in a lighter shade.  
 • Use more water if you are mixing in a different texture.  
 • Use more water if you are mixing in a different product.


**HOW MUCH PINK PRIMER/TONER?**



## TONER SELECTION


**EXTRA COOL**

- Softens orange tones
- For extra cool highlights




**COOL**

- Softens yellow tones
- For cool highlights




**NEUTRAL**

- Balances natural tones
- For natural sun-kissed looks



**WARM**


- Enhances red and copper tones
- For strawberry blonde looks



## LUNCHTIME HIGHLIGHT TECHNIQUES

### 1 SURFACE GLOW

DIRECT ENDOGENOUS COVERAGE: HIGHLIGHTS




- Create a diamond-shaped section on top of the head.
- Begin on the side of the part, take a diagonal slice and apply product from root to tip. Continue to take sections moving down the crown, making each 3 cm square in size. There should be approximately 5-7 holes in total.

MICHEL, BROWNE LORENZ EXTRA COOL, TONER

### 2 HALO GLOW

INDIRECT ENDOGENOUS COVERAGE: HIGHLIGHTS




- Begin by taking a soft side part.
- Starting on the left side at the ear, take a thin horizontal slice. Place foil underneath and apply formula from root to ends.
- Continue to take horizontal slices and work in the same manner leaving approximately 2 cm spaces between each slice. Complete entire head. Repeat on opposite side. There should be 8-10 holes in total depending on hair density.

MICHEL, BROWNE LORENZ COOL, TONER

### 3 OMBRE GLOW

SOFT ILLUMINATION: HIGHLIGHTS




- Leave out a 5 cm thick rectangular section on the right side. It should be placed directly over the natural part. This will allow us to create a diffused line.
- Start in the front. Take a diagonal slice and gently bend back to create a U-shape. Work the product out to the end length. Lay a section directly on top.
- Repeat the formula from neck and work the product out to the end length. Lay a section directly on top.
- Repeat throughout the top of the head and back to complete the look. There should be a total of 12-14 holes depending on hair density.

MICHEL, BROWNE LORENZ WARM, TONER

### 4 FACE GLOW

FACE ILLUMINATION: HIGHLIGHTS



- Begin by taking a tight side part. Starting on the right side at the ear, take a thin diagonal slice. Place foil underneath and apply formula from root to ends.
- Continue to take diagonal slices and work in the same manner leaving approximately 2 cm spaces in between foils. Complete section.
- Repeat on opposite side. There should be a total of 8-10 holes depending on hair density.

MICHEL, BROWNE LORENZ COOL, TONER

\*When used as instructed on clean, dry hair.

For all techniques: Process according to directions. Flow, shampoo and condition before styling.

Mixing Guide Fan: Designed for hair-colorists to carry easily while they create formulas and new color combinations. This format also allows interchangeability to react to changing brands. Inspired from the pantone color book.



Technical Sheets to be created for everchanging trends.

## Brand Guidelines



color  
graphics®  
lift & tone

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HAIR LOOK ILLUSTRATION BY ISAK ZENOU

color  
graphics®  
lift & tone

OMBRE GLOW

HAIR LOOK ILLUSTRATION BY ISAK ZENOU





IMMULATION

ColorGraphics® Powder Lifter  
ColorGraphics® Promoter  
V (2.4%) + ColorGraphics®  
Neutral Toner.



1. Leave out a 5 cm thick rectangular section on top of the head. It should be placed directly over the natural part. This will remain uncolored.



2. Start in the front. Take a diagonal slice and gently back comb to create a diffused line.



3. Paint the formula from the ends and work the product up to the mid length. Lay a clean foil directly on top



4. Repeat throughout the top of the head and back to complete the application leaving approximately 5 cm between foils. There should be a total of 12-16 foils depending on hair density.

[illegible]



# THE SOFT SIDE OF EDGE: PASTELS PERFECTED.

Let her express herself with  
fashion pastels in a flash.



## Professional formulas for creative color artistry:

Instant pastel perfection. These lacquers are loaded with uniquely crafted pigments, so you get immediate pastel results and glossy shine in one easy 20-minute application. And with up to 12 shampoos\* color life, they're just the right fashion color for just the right length of time.

\*Results may vary depending on porosity of the hair.

M A T R I X  
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# SPRAY ON THE SHIMMER. BRING OUT THE SHINE.

Wow her with sparkling dimension  
for a glimmering finish.



NEW  
**color  
graphics**  
top coat

2 SHIMMERING SHADES

**Professional pigments for creative color artistry.**

Get creative in a flash! These shimmering topcoats spray on for instant, easy sparkle and shine. Use as a sealer to add dimension or alone to create a dazzling effect. The final look is playful, polished, and totally perfected.

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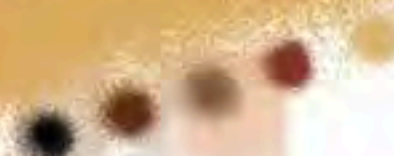
# ROOTS TAKE COVER! ULTRA-LIGHT SPRAY FOR MAJOR COVERAGE.

Wow her in between color services with professional root coverage that's never heavy.



NEW  
**color  
graphics®**  
cover-up

5 CONCEALING SHADES



## Professional pigments for the ultimate touch-up.

Stretch your color longer with this quick and easy root-blending wonder. Cover-Up sprays an ultra-light color veil with buildable pigments for foolproof, natural color-matching—**never sticky, never heavy**. This gentle mist is a perfect professional tool for your clients' in-between color visits, and can be used for at-home maintenance, too.

BEFORE

AFTER

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