

SS IN FOCUS

A Specialist Solution

Matrix presents Opti.care Smooth Straight, the specialist care solution for straightened or smoothed hair in a brand new avatar!

Hair straightening and smoothing have in the recent years become the go-to solutions for long term frizz-control for consumers. Women are today ready to undergo any measure in their efforts to prolong the impact of these services. Matrix, the world's leading American professional brand, has catered to these consumers with its blockbuster treatments from its specialist care range – Opti.care Smooth Straight.

This range, enriched with Shea Butter, has won the trust of many a consumer and hairdresser with its consistent performance. Now, Matrix presents Opti.care Smooth Straight in an all new premium, modern avatar!

Choose from the 2 in-salon treatments to give your straightened or smoothed hair the care it deserves!

Opti.care Nourish and Seal Treatment (60 minutes)

It is an intense nourishing in-salon treatment for straightened or smoothed hair. Armed with the power of strengthening ceramide, this treatment deeply treats the hair fibre resulting in soft, smooth, shiny and silky hair. Recommended for hair with multiple straightening services.

Opti.care Smooth and Seal Treatment (30 minutes)

This in-salon treatment is a deep nourishing maintenance treatment that helps prevent split ends in straightened or smoothed hair. It leaves the hair feeling soft and silky after every experience.

Take home the Opti.care Smooth Straight shampoo, conditioner and the professional split-end serum to maintain your perfectly smooth locks! **SS**



The all new packs of Opti.care Smooth Straight and the services are exclusively available at Matrix salons across the country!