

product picks

LEAVE IT TO THE EXPERTS

Always wanted to flaunt sleek, fuss-free hair but steered clear of straightening services? Now it's possible to undergo them fearlessly and not worry about post-treatment haircare. Let MATRIX take charge of your hair's health with the newly launched premium treatments from their specialist care range—Opti.care Smooth Straight, designed specially to take care of straightened hair or smoothed hair. Enriched with Shea Butter, the range now comes to you in its all new premium, modern avatar!

Care for your straightened or smoothed hair with expert, specialist solutions from MATRIX.

The product has won the trust of hairdressers and consumers for years as it delivers unparalleled and consistent results for straightened or smoothed hair.

OPTI.CARE SMOOTH STRAIGHT

Specialist care that helps control and smoothen chemically straightened or smoothed hair, while also preventing split ends

Enriched with: Shea butter

In-Salon Care Treatment

- **Opti.care Nourish and Seal Treatment (60mins)**
An intense nourishing in-salon treatment, this treatment deeply treats hair fiber resulting in soft, smooth, shiny and silky hair.
- **Opti.care Smooth and Seal Treatment (30mins)**
It is a deep nourishing treatment that helps prevent split ends and leaves the hair feeling soft and silky after every experience.



Home care:

Try the Opti.care shampoo, conditioner and split-end serum to maintain your perfectly smooth locks!

The all new packs of OPTI.CARE SMOOTH STRAIGHT and its services are exclusively available at MATRIX salons across the country!