

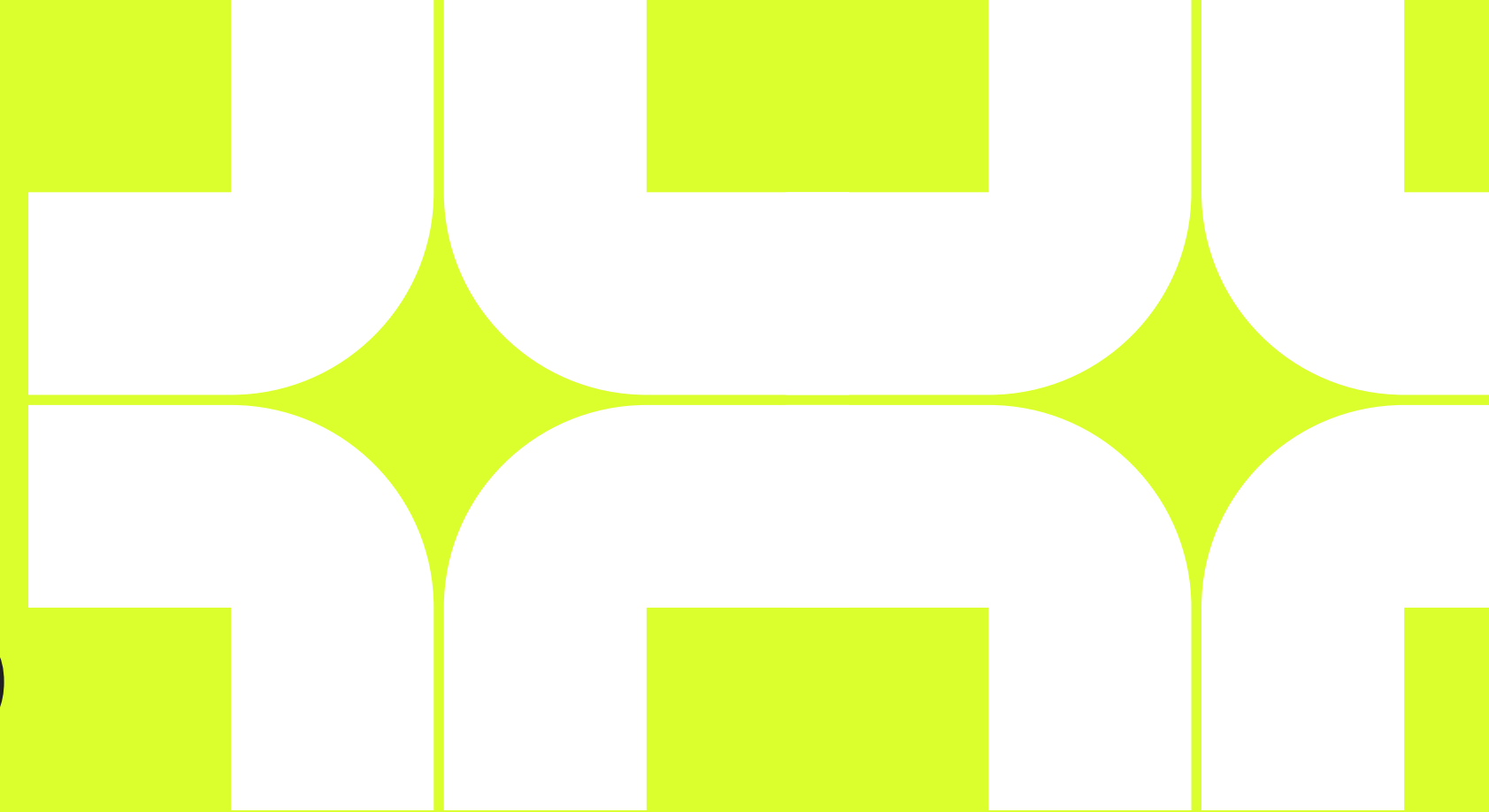
# SOHO

PRESENTED BY: **MASTERS OF BALAYAGE**

**WHERE *EVERY* SHADE  
IS YOUR NEW  
*FAVORITE.***



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# ABOUT SOHO

A professional color line by Masters of Balayage, inspired by New York's SoHo district. This vibrant area sparked the vision for SOHO: a color line that embodies the district's bold spirit and transformative energy, delivering stunning, reliable results.

With SOHO we aim to empower stylists with a cleaner, high-performance color system that elevates creativity and client satisfaction.

# PROBLEM 01

Inconsistent color results.

## SOLUTION 01

SOHO:

- Fade-Resistant Perfection: Rich, vibrant hues that last.
- Superior 100% Gray Coverage: Natural results, never fake.
- Lived-In Grow Out: Effortless transitions between appointments.
- Blue/Violet Base: Flawlessly neutralizes warmth at every level.

# PROBLEM 02

Made with harsh chemicals or create damage.

## SOLUTION 02

SOHO:

- Alkaline-based color for better longevity, performance, and smoother grow-outs.
- PPD-free, resorcinol-free, and ammoniated for long-lasting vibrancy and lift.
- Naturally resistant to pH breakdown. No bond builder needed.



# PROBLEM 03

Poor education/support from brands.

# SOLUTION 03

SOHO:

- Masters of Balayage continually churns out educational tutorials, as well as provides in house support direct from the MOB team.
- No distributors to go back and forth with. Order direct.

# PROBLEM 04

Lack of profitability and inventory control.

# SOLUTION 04

SOHO:

- Offering both a high and low viscosity developer, SOHO can transform from a permanent to a demi with ease minimizing the need for multiple color lines and promoting additional storage in your salon.

# THE BREAKDOWN

01

## PERMANENT + DEMI IN ONE

PERMANENT COVERAGE  
35 MINUTES



1:1

02

## 1 TUBE = 2 FUNCTIONS

DEMI / TONER  
20 MINUTES

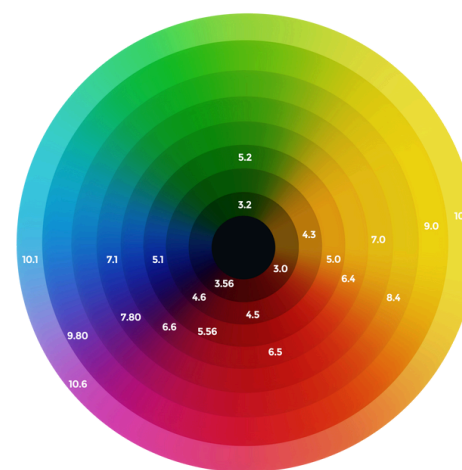


1:2

03

## 59 SHADES

Cool based essentials.



04

## DEVELOPERS SYSTEM

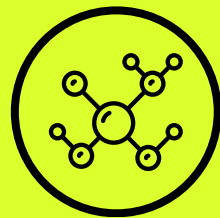


# PREMIUM INGREDIENTS

INFUSED WITH  
PREMIUM INGREDIENTS  
FOR PERFORMANCE  
AND HAIR HEALTH:



Meadowfoam seed oil: adds shine without weight.



Wheat & soy amino acids: strengthen hair, reduce frizz, and improve elasticity.



Brown seaweed extract: deeply hydrates and enhances shine.



Chestnut seed extract: repairs, protects, and seals the cuticle.

# PERFORMANCE + RESULTS



100% gray coverage with cool base naturals that blend: not blotch.



Blue-based ash series (not green!) provides true control over warmth/brass.



Gold tones are clean and rich, not brassy or muddy.



True-to-level shades for predictable lift and deposit - no surprises.



Vibrant, dimensional red series with radiant shine.



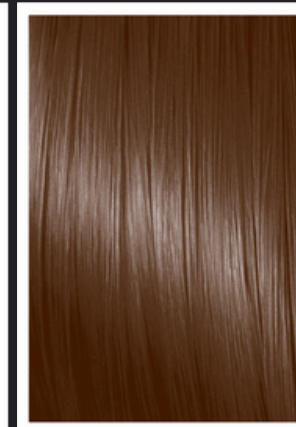
# RESULTS



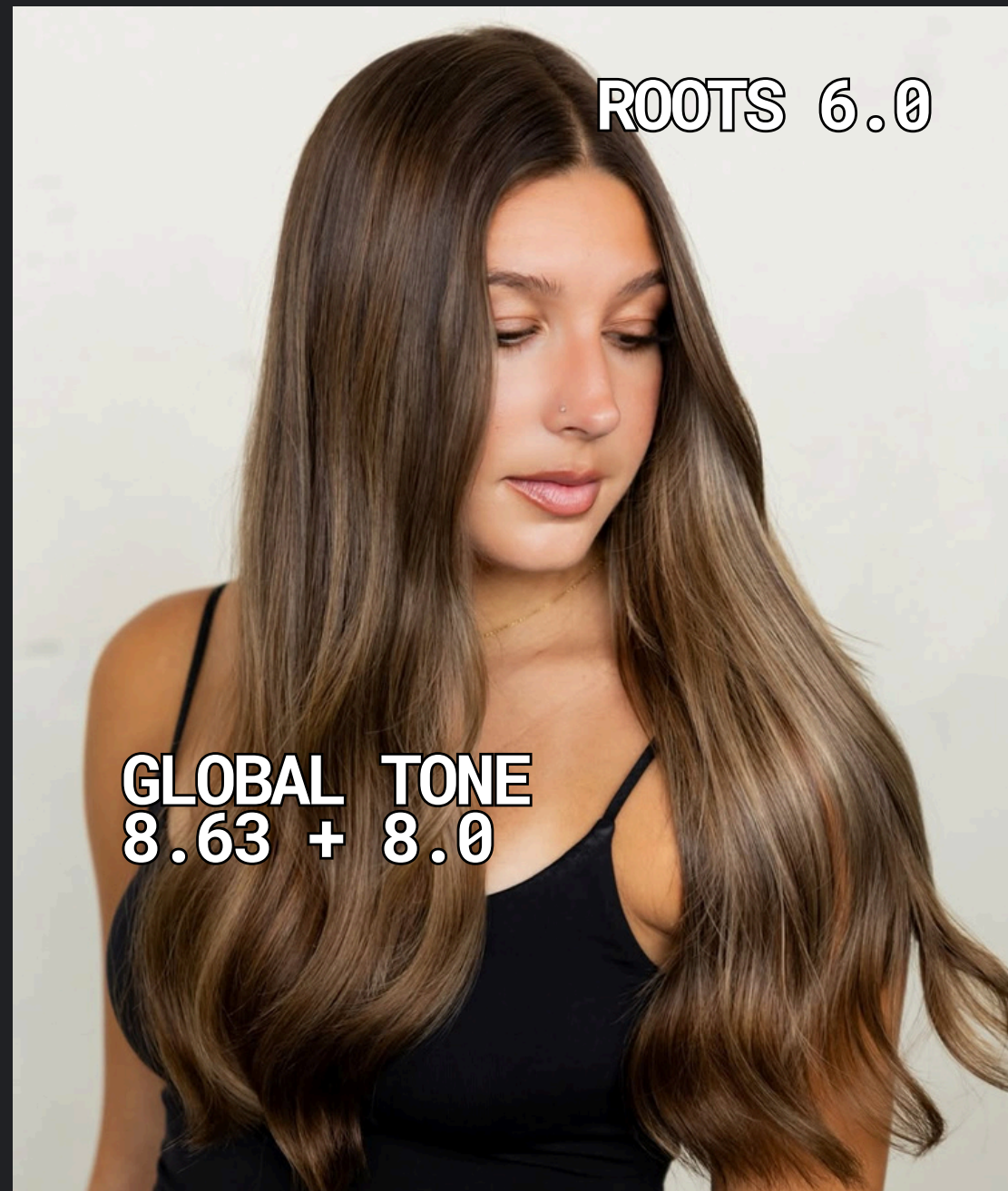
**SOHO 6.0**  
Natural Series.



**SOHO 8.0**  
Natural Series.

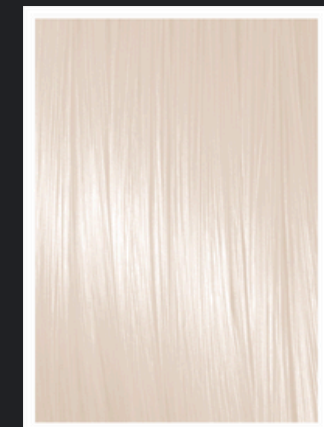


**SOHO 8.63**  
Violet Gold Series.

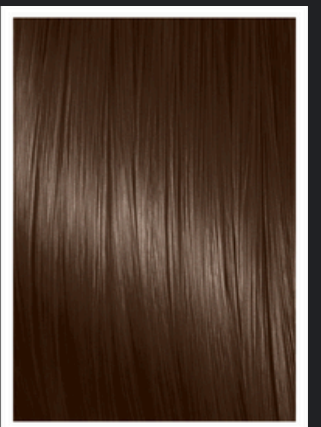




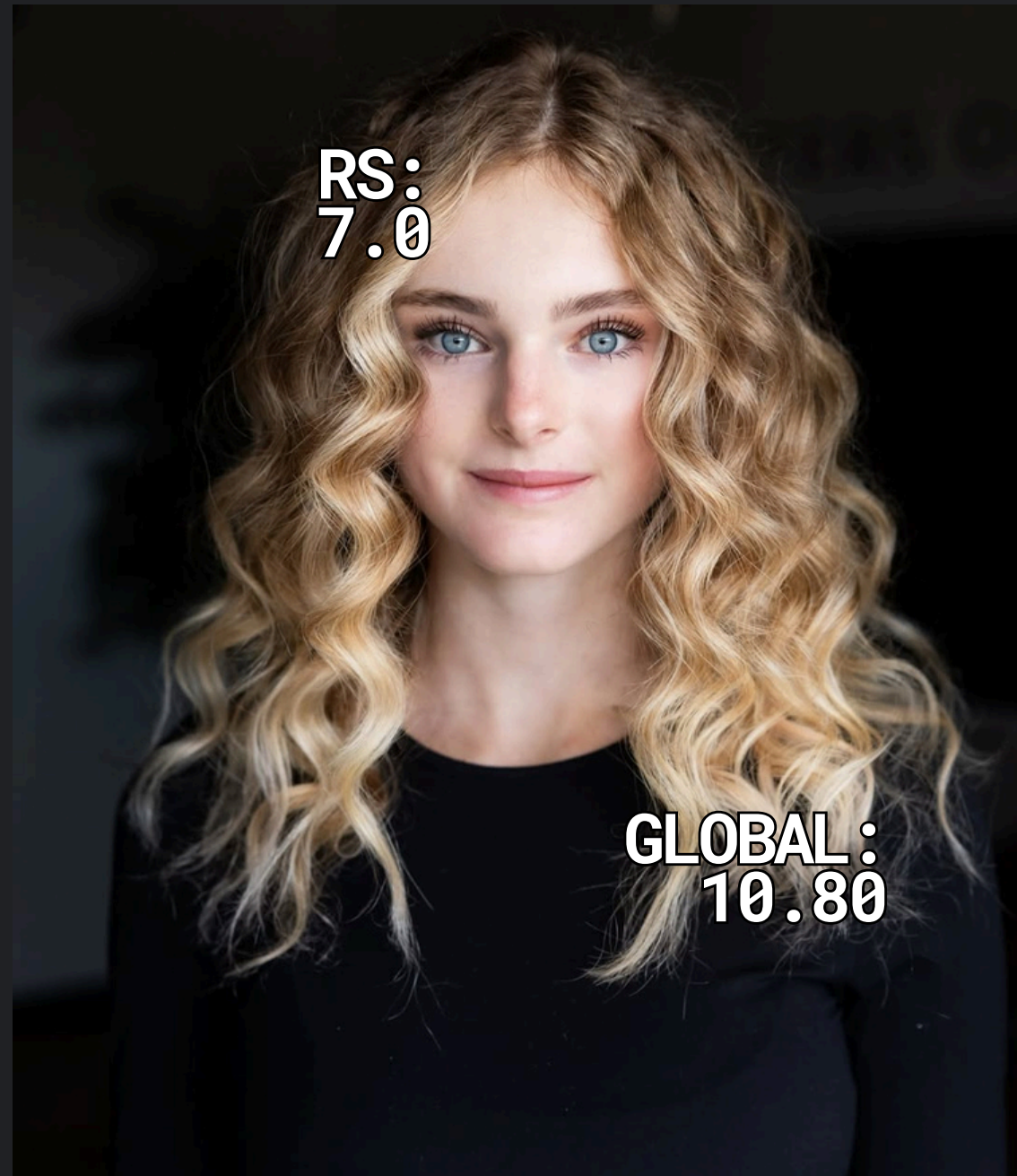
# RESULTS



**SOHO 10.80**  
Pearl Natural Series.



**SOHO 7.0**  
Natural Series.





# RESULTS



**SOHO 9.0**  
Natural Series.



**SOHO 10.6**  
Violet Series.

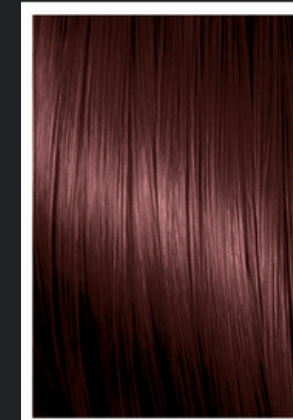


**SOHO 10.80**  
Pearl Natural Series.

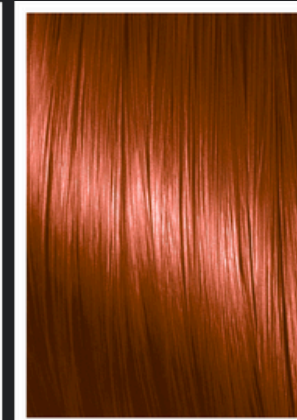




# RESULTS



**SOHO 6.4**  
Copper Series.



**SOHO 8.4**  
Copper Series.

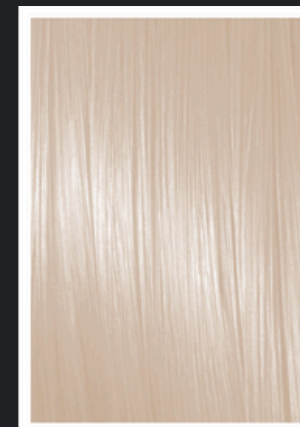


**SOHO 8.63**  
Violet Gold Series.

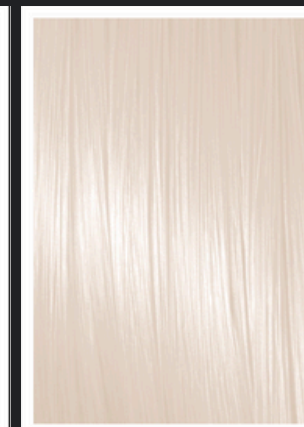




# RESULTS



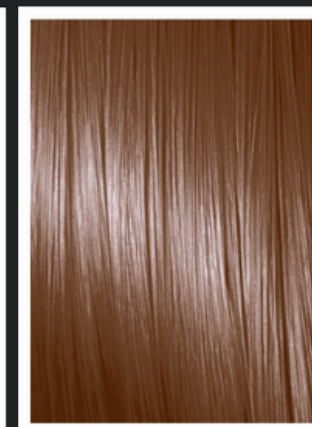
**SOHO 9.80**  
Pearl Natural Series.



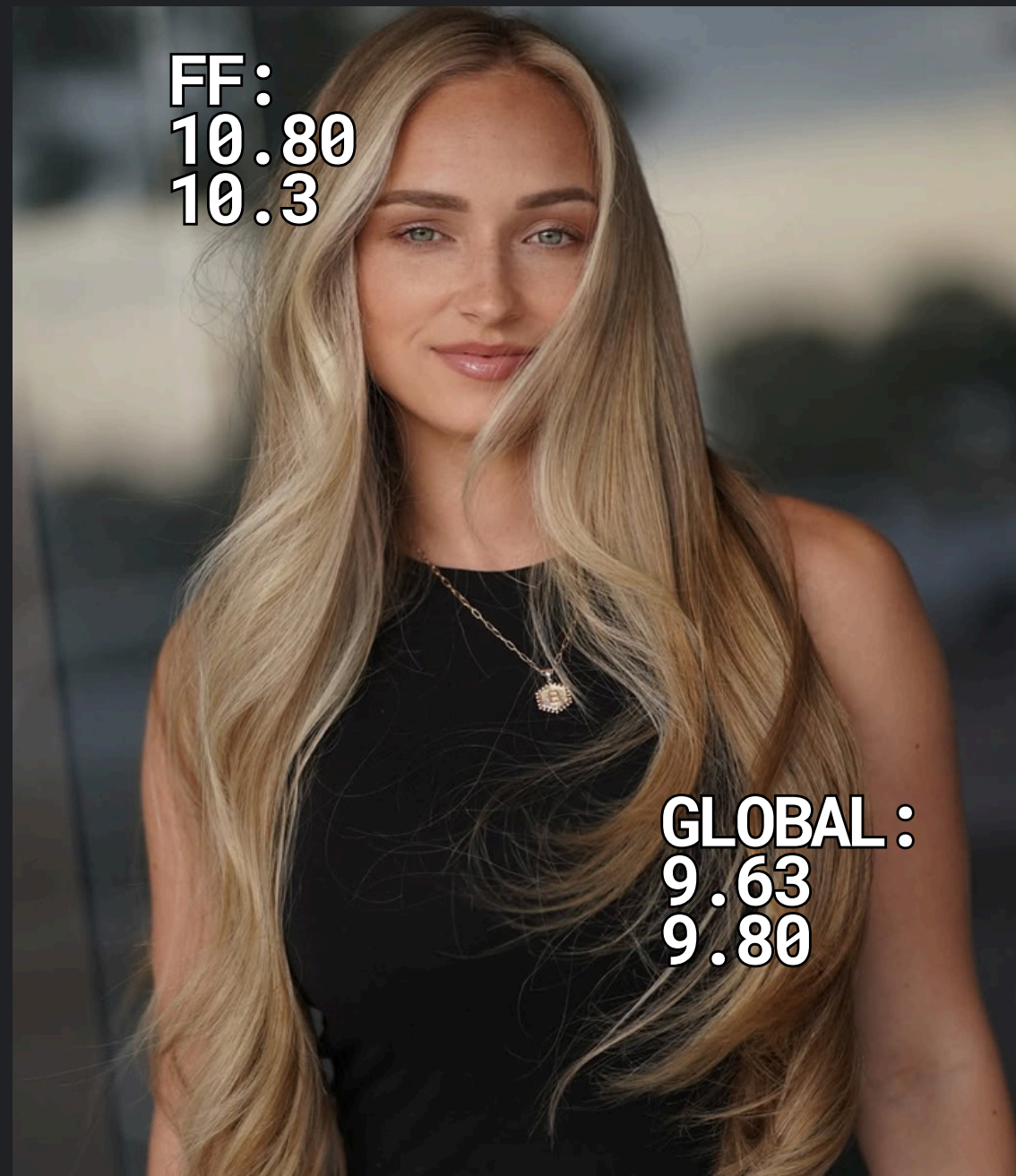
**SOHO 10.80**  
Pearl Natural Series.



**SOHO 10.3**  
Gold Series.



**SOHO 9.63**  
Violet Gold Series.



# EDUCATION + SUPPORT



## MASTERS OF BALAYAGE SUPPORT POST SOHO ONBOARDING



TRAINING (IN-SALON, ONLINE, CERTIFICATION)



WEEKLY SOHO FORMULA DROPS THROUGH MOB EMAIL SUBSCRIPTION



# WHY SWITCH TO SOHO



## MADE BY STYLISTS FOR STYLISTS

- Created by Masters of Balayage for real-world salon needs.
- Designed to simplify your back bar and streamline inventory.
- No more juggling multiple color lines.
- Full artistic expression. Makes being a creative easy.



## LUXURY CLIENT EXPERIENCE

- Signature fragrance “SOHO Bloom” with notes of bergamot, mandarin, jasmine, rose, cedarwood, and musk.
- No harsh chemical smell—just a clean, upscale salon vibe.
- Unique packaging with cobblestone texture and snake motif, symbolizing transformation and creative power.



## LOW RISK. HIGH REWARD.

- Try before you go all in:
  - Complete Kit: 59 shades.
  - No bond builders required, lowering service cost.
  - Highly customizable + easy-to-learn system = fast stylist adoption.
  - Stylish branding + premium experience = higher client satisfaction and loyalty.

# PRICING



**COMPLETE  
INTRO KIT  
\$464**

# ROI FOR SALON OWNERS

Switching to SOHO isn't just about performance. It's a strategic move that directly improves profitability, brand image, and team efficiency. Here's how:

## **LOWER PRODUCT COST = HIGHER MARGIN**

- 2-in-1 functionality (permanent + demi-permanent) means fewer SKUs, fewer tubes to purchase, and complete inventory control.
- No need for separate bond builders (saves cost per service).
- Longer tube life: True-to-tone pigment saturation means you use less product per application.
- Starter kits and intro offers provide an affordable onboarding path with low financial risk.
- Example: Switching to SOHO can save a salon thousands annually in backbar costs depending on volume.

## **FASTER SERVICES = MORE CLIENTS**

- Smooth consistency and clean formulas reduce application and processing time.
- No remixing or layering across different lines = faster decision-making and quicker services.
- Pre-blended tones eliminate the need for overly complex formulations.
- Time saved per appointment = potential to fit more clients per stylist, per week.

# ROI FOR SALON OWNERS

→ **STREAMLINED  
INVENTORY = REDUCED  
WASTE**

- One universal line simplifies inventory tracking and ordering.
- Lower risk of product spoilage or unused shades sitting idle.
- Developers with high/low viscosity serve multiple application techniques—less clutter, more control.
- Fewer SKUs = use less storage space + less working capital tied up in stock.

→ **ELEVATED BRAND  
PERCEPTION**

- Luxury fragrance experience and custom packaging position your salon as premium.
- Clients associate SOHO with exclusivity, attention to detail, and thoughtful care—leading to:
  - Higher client satisfaction
  - More repeat business
  - More word-of-mouth referrals

→ **EMPOWERED  
STYLISTS = HIGHER  
RETENTION**

- Stylists feel confident with easy-to-use formulations and consistent results.
- Being trained on one high-performance, artist-designed line builds loyalty and buy-in.
- Reduces training time for new hires and supports a strong team culture.



# ROI FOR SALON OWNERS

## PREDICTABLE PERFORMANCE = FEWER REDOS

- No unexpected brass or over-warm results = fewer corrective services.
- Shades deposit true to level with stable color fade—less client dissatisfaction.
- Cool base naturals offer superior gray blending without hot roots or muddy ends.

BENEFIT	FINANCIAL IMPACT
Lower product waste	✓
Less need for add-ons (e.g., bond builders)	✓
Faster services	✓
Reduced training time	✓
Elevated pricing potential	✓
Improved client retention & referrals	✓

# GET STARTED

01  
—



**SCHEDULE A  
FREE SOHO  
DEMO**

[CLICK HERE.](#)

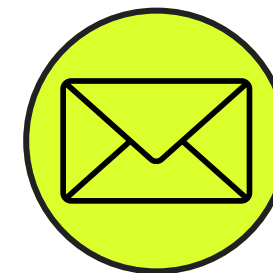
02  
—



**ORDER YOUR  
COMPLETE SOHO  
INTRO KIT**

[CLICK HERE.](#)

03  
—



**EMAIL MOB  
TECHNICAL  
SUPPORT**

MOBPRO@MASTERSOFBALAYAGE.COM

# FOUNDER STORY

In 2014, before Masters of Balayage was even an idea, Ryan and Jeni Weeden got engaged in New York City. As they wandered through the iconic SoHo district, they were captivated by its vibrancy, edge, and unmistakable charm. That moment left a lasting impression: a spark that would later ignite something much bigger.

Two years later, in 2016, Masters of Balayage was born. Ryan envisioned an educational platform that would change the hair industry, while Jeni brought it to life through social media and artistic direction. Together, they transformed a dream into a movement.

The spirit of SoHo, the very neighborhood that helped shape their love story, continued to inspire them. It eventually became the namesake for SOHO, a professional color line designed to embody everything that district stands for: boldness, transformation, and elevated beauty.

At MOB, every product tells a story. From our luxurious developers to NOVA 9 and bespoke extensions, SOHO is no exception.

The SOHO logo carries deep meaning. The snake symbolizes transformation and renewal, mirroring how each shade reinvents hair with elegance and power. Interwoven with soft peonies, the same flowers from Ryan and Jeni's wedding, the design honors both love and artistry. SOHO isn't just a color line, it's a tribute to a city that became part of their journey.

After years of meticulous research and innovation, SOHO was crafted to raise the standard in hair color. Whether you're seeking rich brunettes, fiery reds, or flawless platinum blondes, SOHO delivers with precision, artistry, and soul.



# JOIN THE SOHO REVOLUTION



[www.mobprofessional.com](http://www.mobprofessional.com)



[www.mastersofbalayage.com](http://www.mastersofbalayage.com)



[mobpro@mastersofbalayage.com](mailto:mobpro@mastersofbalayage.com)