

PULPRIOT



BLUSH



GET THE LOOK

PULPRIOT



CARELESS

FICKLE



@BLUSHANDMANE, @CORYHOFFMANHAIR, & @BRENTONDIALLO
ARE THE ARTISTS

GET THE LOOK

PULPRIOT



VOLATILE

FICKLE



@BLUSHANDMANE, @CORYHOFFMANHAIR, & @BRENTONDIALLO
ARE THE ARTISTS

impulse

collection

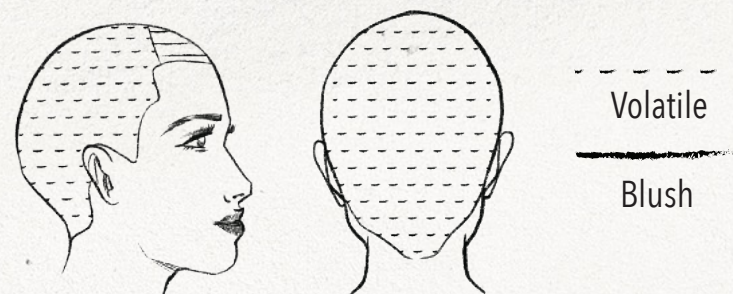
GET THE LOOKS GUIDE



DARK DESIRE



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PULP RIOT PRODUCT NEEDED:

#BlondeAF, Developer, Blush, and Volatile

PRE-LIGHTENING:

Use #BlondeAF with a 1:1.5 ratio, processing for 20-45 minutes at room temperature, checking every 5 minutes until a level 9-10 is achieved. On scalp, we recommend developers at 6, 10, 20, or 30 volume.

COLORING:

SECTIONING: Create a triangular back subsection starting to the right or left of the center part, 2-3" wide at the hairline and clip away.

VOLATILE: Apply Volatile to the majority of the hair.

BLUSH: Apply Blush to the triangular section and use mesh to separate from the darker section. Let both colors process for 25-40 minutes, no heat required.

RINSING: Rinse each section separately with cool water, starting with Volatile, then Blush, until water runs clear, do not shampoo.

STYLING & FINISHING:

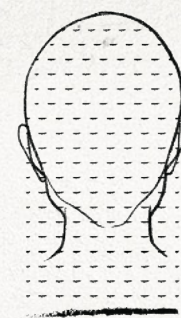
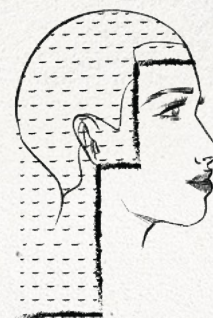
CURL ENHANCEMENT: Apply a curl cream, mousse, or gel to define your clients' natural curls. Choose products that work for their hair thickness and the level of hold they desire.

DRYING & STYLING: Using a diffuser attachment, dry the client's hair to encourage natural curl formation. Scrunch hair gently as it dries to enhance volume and definition. Use a small curling iron to redefine any curls if needed.

HIME EDIT



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Fickle

Volatile

PULP RIOT PRODUCT NEEDED:

#BlondeAF, Developer, Fickle, and Volatile.

PRE-LIGHTENING:

Use #BlondeAF with a 1:1.5 ratio, processing for 20-45 minutes at room temperature, checking every 5 minutes until a level 9-10 is achieved. On scalp, we recommend developers at 6, 10, 20, or 30 volume.

COLORING:

FICKLE: Apply Fickle to the entire head, ensuring even saturation. After processing for 20-40 minutes, rinse with cool water until water runs clear.

DIP DYE: Based on your client's desired look, carefully paint the bottom 1-3" of the hair, including the bags. For the most even results, work in ¼ - ½" sections, using a balayage board for precise color placement. For this look, connect each length with a 1" Volatile section for a face framing effect.

PROCESSING: Allow the semi-permanent colors to process for 25-40 minutes, no heat required. Rinse the sections with cool water until water runs clear, do not shampoo.

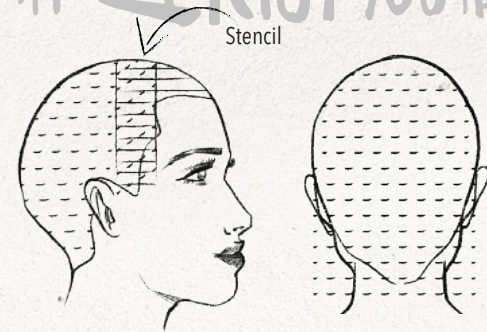
STYLING & FINISHING:

STYLING: Blow dry the hair with a round brush to bevel the ends under, finishing with a flat iron and shine spray if needed.

NOT-SO-BORING BLONDE BOB



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PULP RIOT PRODUCT NEEDED:

#BlondeAF, Developer, Fickle, and Careless.

PRE-LIGHTENING:

Use #BlondeAF with a 1:1.5 ratio, processing for 20-45 minutes at room temperature, checking every 5 minutes until a level 9-10 is achieved. On scalp, we recommend developers at 6, 10, 20, or 30 volume.

COLORING:

SECTIONING: Create a radial part from the top of one ear to the top of the other ear, going over the top of the head. Clip the front section away.

CARELESS: In $\frac{1}{4}$ - $\frac{1}{2}$ " sections, apply Careless to the hair with a brush, saturating each section evenly.

FICKLE: In $\frac{1}{4}$ - $\frac{1}{2}$ " sections, apply Fickle to the hair with a brush, saturating each section evenly.

PROCESSING: Allow both colors to process for 25-40 minutes, no heat required. Rinse with cool water until water runs clear, do not shampoo. Using a round brush, dry a $\frac{1}{2}$ " section smooth to prep for stencil application.

STENCIL: Create a $\frac{1}{4}$ " horizontal subsection within the previously colored hair that will fit on your stencil near the top of the hair to peek through. Once the hair and stencil are secure, use a stippling brush to apply Careless to the stencil openings. Ensure even and thorough application of the color within the stencil design. Allow the stenciled color to process for 20-40 minutes. Rinse the hair thoroughly with cool water until the water runs clear, do not shampoo.

STYLING & FINISHING:

STYLING: Dry and style the hair with round brush to bevel the ends to tuck under. Finish with shine spray to smooth out any frizz or flyaways.