

@blushandmane @coryhoffmanhair @brentondiallo are the artists

impulse

collection

4 New Shades!



NATURAL SHADES THE PULP RIOT WAY THAT
WON'T OVERWORK AND LASTS UP TO 50 WASHES.

NATURAL ≠ BORING

YOU ARE THE ARTIST.
PULP RIOT IS THE PAINT.



RECOMMENDED LEVELS:

6

9

IMPETUOUS

**RICH BROWN: RICH, WARM CHOCOLATE
BROWN WITH BRONZE UNDERTONES**



RECOMMENDED LEVELS:

5

8

CARELESS

DARK UMBER: ROBUST BROWN WITH
AMBER AND MAHOGANY TONES



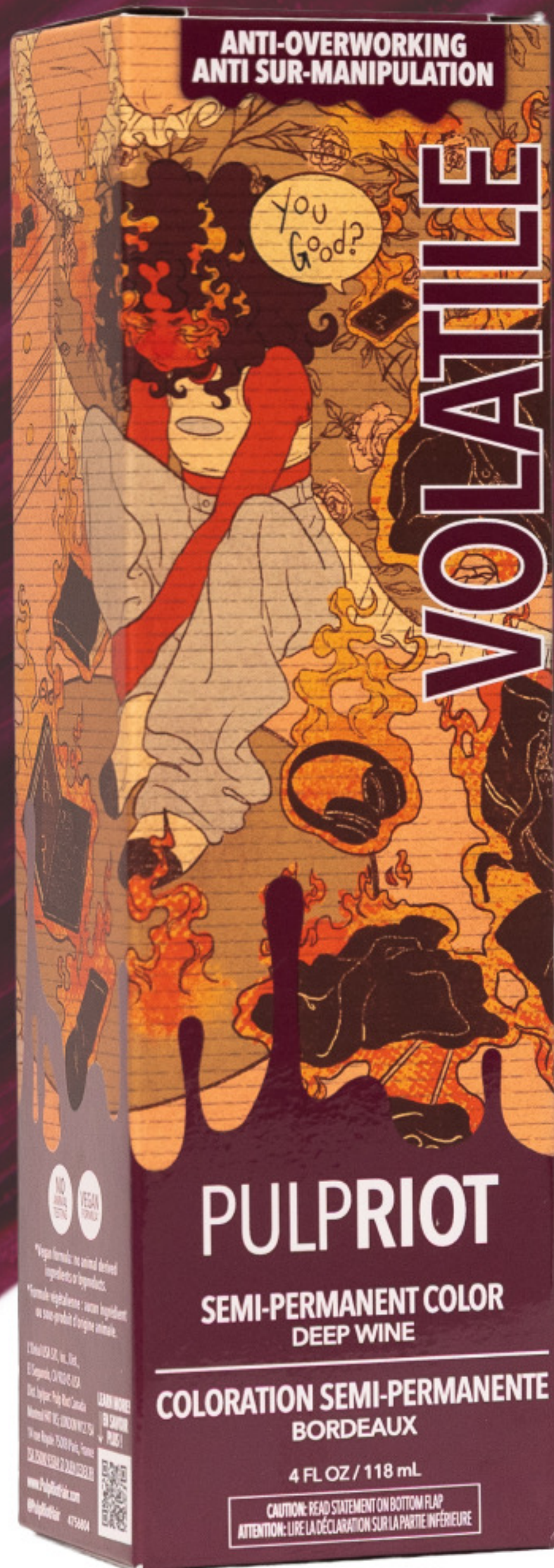
RECOMMENDED LEVELS:

9

10

FICKLE

**CHAMPAGNE BLONDE: A CHAMPAGNE
BLONDE THAT'S LIGHT GOLD WITH
HINTS OF COPPER**



RECOMMENDED LEVELS:

5

8

VOLATILE

DEEP WINE: DARK VIOLET-MAHOGANY
WITH A TOUCH OF RED

NEW IMPULSE COLLECTION FAQ

WHAT'S THE NEW SEMI COLLECTION FROM PULP RIOT?

Introducing our 4 new shades, the Impulse collection! These uniquely designed shades are designed with your vivid clients' needs in mind to go natural. Natural ≠ Boring

WHAT'S THE INSPIRATION FOR THE IMPULSE COLLECTION?

Pulp Riot is back with a new take on semi-permanent color. Our clients LOVE vivids, it's not impulsive for them to go colorful... but it is impulsive for them to go NATURAL.

WHAT ARE THE SHADES IN THE COLLECTION & HOW ARE THEY DESCRIBED?

Because this is our first 'natural' collection, these shades cannot be compared to any existing shades in current Pulp Riot semi-permanent portfolio. The Impulse Collection offers completely new shades that can be used alone or mixed with other Pulp Riot semi-permanent shades for ultimate customization.

- X **FICKLE** - A champagne blonde that's light gold with hints of copper
- X **IMPETUOUS** - Rich, warm chocolate brown with bronze undertones
- X **VOLATILE** - Dark violet-mahogany with a touch of red
- X **CARELESS** - Robust brown with amber and mahogany tones

WHY NATURAL TONES?

Our Impulse Collection is for your color chameleon clients who crave change without the commitment of a permanent color. We're here to support you and your client in their next impulsive color decision.

DO THEY WORK LIKE OG SEMIS? HOW ARE THEY USED?

Yes. Like all our semis, the Impulse Collection shades are designed to be used directly from the tube; there is no mixing with developer. Apply to clean, dry hair. Leave on for 25-40 minutes at room temperature. Rinse thoroughly without shampooing.

FORMULA BASE BENEFITS:

- X **NO OVERWORKING: ANTI-OVERWORKING TECHNOLOGY**
- X **LONG LASTING: UP TO 50 WASHES**
- X **CONDITIONS BETTER: 12X MORE***
- X **INCREASES HYDRATION: 2X MORE***
- X **86% MORE SHINE****
- X **MAKES HAIR STRONGER: 3X MORE STRENGTH* AFTER BLEACHING**
- X **3X LESS BREAKAGE* AFTER USE**
- X **OPTIMIZED SATURATION FOR EFFICIENT PRODUCT USAGE**

*vs. non-conditioning shampoo; **vs. unwashed hair

PULPRIOT

WILL PULP RIOT SEMIS CONTINUE TO BE VEGAN?

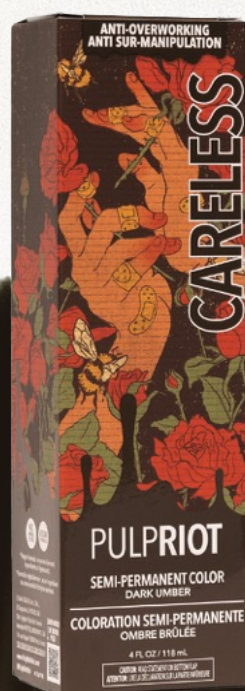
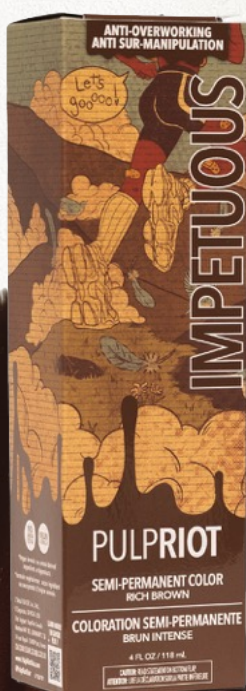
Yes, all Pulp Riot formulas are vegan with no animal derived ingredients or byproducts.

HOW CAN I MIX THE IMPULSE SHADES TO CUSTOMIZE TO MY CLIENTS' NEEDS?

NEW SHADES & HOW TO USE THEM: YOU ARE THE ARTIST, PULP RIOT IS THE PAINT. Below are some helpful tips to customize the new shades.
MIX AND MATCH: Pulp Riot Semi-Permanent colors in both the current and new base can all be mixed with each other to create custom colors. Shade performance will be as you expect.

IMPULSE COLLECTION SHADE	FOR MORE DEPTH	FOR MORE VIBRANCY	FOR LESS DEPTH	FOR LESS VIBRANCY	HOW IT COMPARES TO
 FICKLE Recommended for levels 9-10 A champagne blonde that's light gold with hints of copper.	MIX WITH: CLEOPATRA	MIX WITH: ELOPED	MIX WITH: CLEAR	MIX WITH: GHOSTBLOOD	 GHOSTBLOOD Recommended for levels 9-10 Balanced blend of violet and blue perfect for toning
 IMPETUOUS Recommended for levels 6-9 Rich, warm chocolate brown with bronze undertones.	MIX WITH: VINTAGE VEGAS	MIX WITH: NUCLEAR	MIX WITH: CLEAR	MIX WITH: NOIR	 SHAG RUG Recommended for levels 6-10 Rich warm copper with gold undertones
 VOLATILE Recommended for levels 5-8 Dark violet-mahogany with a touch of red.	MIX WITH: LAVA LAMP	MIX WITH: JAM	MIX WITH: NEVERMORE OR CLEAR	MIX WITH: SMOKE	 VINTAGE VEGAS Recommended for levels 6-10 Rustic brick red with hints of chocolate
 CARELESS Recommended for levels 5-8 Robust brown with amber and mahogany tones.	MIX WITH: NOIR	MIX WITH: VINTAGE VEGAS	MIX WITH: SHAG RUG	MIX WITH: NOIR	 LAVA LAMP Recommended for levels 6-10 Muted eggplant with blue/purple tones complimented by soft pink & violet hues

NOTE: Because IMPULSE COLLECTION shades are tonally unique, mixing with another Pulp Riot semi permanent shade other than Clear will result in a tonal shift. How much of a shift will depend on the mixing ratio. For example, adding Cleopatra to Fickle will shift the tone making it more pink; the more Cleopatra used, the deeper and more rosy-pink the outcome.



PULPRIOT SEMI-PERMANENT CHEAT SHEET



*SHADES REPRESENTED ARE EXAMPLES OF COMPLIMENTARY TONES
AND NOT INCLUSIVE OF ALL SHADES AND/OR SHADE COMBINATIONS

HOW TO USE:

MIXING:

X SHADES ARE DESIGNED TO BE USED DIRECTLY FROM THE TUBE; THERE IS NO MIXING WITH DEVELOPER.

X ALL SHADES ARE INTERMIXABLE WITH EACH OTHER.

TIMING:

X LEAVE ON FOR 25-40 MINUTES AT ROOM TEMPERATURE.

APPLICATION:

X APPLY SEMIS TO CLEAN DRY HAIR.

X AFTER LIGHTENING, SHAMPOO AT LEAST TWO TIMES. THE SMALLEST AMOUNT OF RESIDUE CAN CREATE SPOTTINESS. AVOID CONDITIONER AND OTHER PRODUCTS, AS THEY CREATE A BARRIER TO THE COLOR'S SATURATION.

X OUR FORMULA FEATURES ANTI-OVERWORKING TECHNOLOGY. OVERWORKING MAY LEAD TO HOLLOW OR SPOTTY RESULTS. USE A GENEROUS AMOUNT OF COLOR AND APPLY IN SMALL SECTIONS.

X CROSS-CHECK YOUR APPLICATION BY PULLING YOUR SECTIONS APART, LOOKING FOR ANY REMAINING BLONDE AREAS.

RINSING:

X RINSE THOROUGHLY WITHOUT SHAMPOOING IN COOL WATER.

X WHEN HIGH CONTRASTING COLORS ARE NEXT TO EACH OTHER, TO AVOID BLEEDING WHILE RINSING, HOLD THE LIGHTER PIECES OUT OF THE SHAMPOO BOWL UNTIL ALL THE DARKER COLOR HAS BEEN RINSED.

Use the color wheel to determine the right shade to neutralize or cancel unwanted tones.

Warm tones will enhance warm undertones; Cool tones will neutralize.

TONING	
PALE GREEN	PALE PINK
PALE VIOLET	PALE YELLOW
PALE BLUE	PALE ORANGE

HEAVY PIGMENT	
GREEN	RED
VIOLET	YELLOW
BLUE	ORANGE

Choose a tone opposite the color wheel with the appropriate depth. The amount of pigment in your canceling shade matters.

GREY SCALE			
NOIR	SMOKE	GHOSTBLOOD	CLEAR
SHADE TONALITY			

Deepen, pastelize, & mute shades using the grey scale.

Remember to adjust your formula based on the shade tonality.

Clear can be used two ways! To dilute your colors, making them lighter (more pastel), or by itself to add shine.



PULPRIOT

SWATCH CHART CHEAT SHEET

NEW NATURALS!

impulse
collection

EXOPLANET



CUPID



BLUSH



CANDY



FIRST BASE



CLEOPATRA



ELOPED

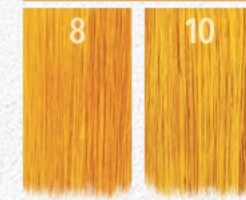


FICKLE

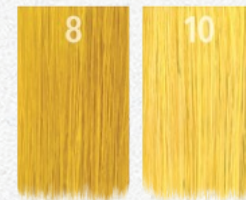
NEW!



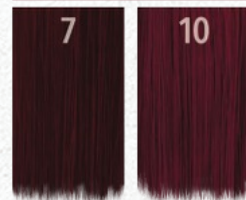
DESERT CANYON



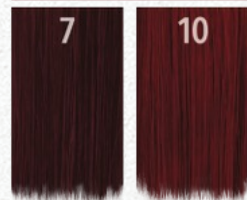
LEMON



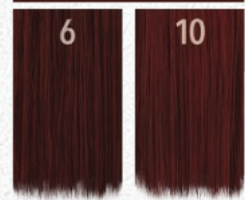
COUNTRESS



PYRO



VINTAGE VEGAS



FIREBALL



NUCLEAR



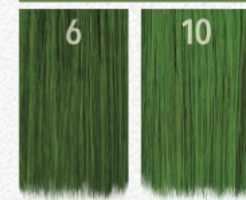
LAVA



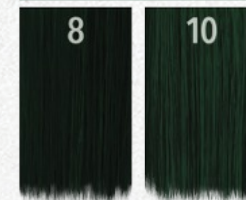
ACID SPILL



SNAKE EYES



FLY TRAP



ABSINTHE



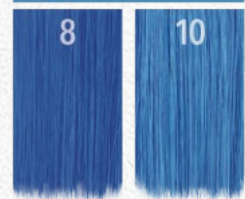
AQUATIC



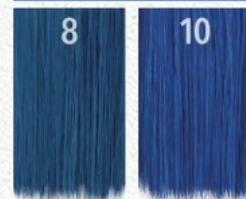
BLUE MUSE



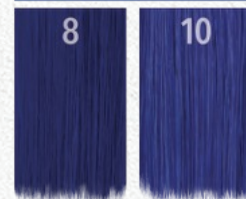
BLUE TUX



TRAGIC



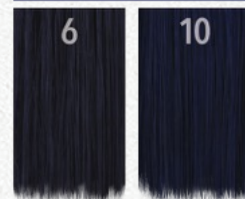
ICED SKATER



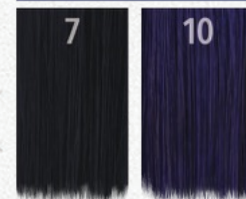
ASTEROID



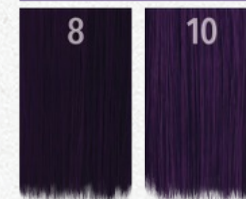
NIGHTFALL



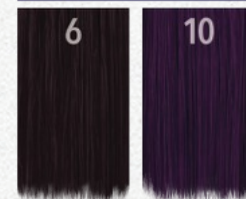
SORCERY



DARK MATTER



VELVET



ELIXIR



LILAC



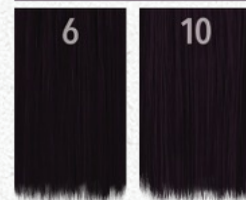
NEVERMORE



JAM



LAVA LAMP



SHAG RUG



IMPETUOUS

NEW!



CARELESS

NEW!

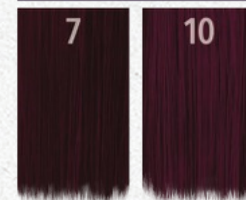


VOLATILE

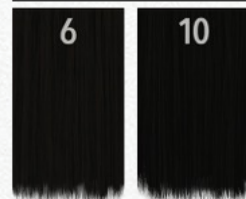
NEW!



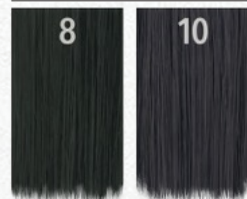
DEVIANT



NOIR



SMOKE



GHOSTBLOOD



CLEAR



FOR ALL
LEVELS

ALL SHADES SHOWN ON THE DARKEST AND LIGHTEST RECOMMENDED LEVELS FOR USE
IMAGES ARE COLOR GUIDES ONLY AND SUBTLE VARIATIONS MAY OCCUR IN PRINT OR ON SCREEN

YOU ARE THE ARTIST PULPRIOT IS THE PAINT YOU ARE THE ARTIST PULPRIOT IS THE PAINT