



EDUCATION GUIDE 2024

2024 CLASS MENU

BUSINESS	COLOR & BLONDING	CUTTING & DESIGN	PRODUCT KNOWLEDGE
Social Media Masterclass & Photography	Intro to Creative Color	Collection Class	The Hype is Real
Becoming a Creative Colorist	Intro to FACTION8	Cutting Your Color	Total Color
	Intro to Blonding & Toning		
	Intro to High Speed Toning & Lightening		
	Advanced Creative Color		
	All the Reds		
	Modern Blonding		
	Lighten + Create		
	Specialty Colors & Advanced Formulation		
	Paint & Jam		

Class titles above in blue denote available “Earned Education” offerings

2024 IN-SALON GUIDELINES

- Class purchase price: Based on educator and desire format. Please contact Pulp Riot Education for further details.

Earned Education Qualifying Guidelines

- Salons with spending over \$10K annually qualify for one complimentary digital class.
- Salons with spending over \$15K annually qualify for one complimentary digital class and one complimentary in-salon class.
- Salons with spending over \$25K annually qualify for one complimentary digital class and two complimentary in-salon classes.
- Salons with spending over \$35K annually qualify to be invited to Pulp Riot’s Black Level Program

2024 CLASS DETAILS

Store Studio Guidelines

- Class Length: Look and Learn is 2 Hours | Hands-In / On is 3+ Hours
- Minimum Attendance: Based on P&L break-even point

In-Salon Guidelines

- Class Length: Look and Learn is 2 Hours | Hands-In / On is 3+ Hours
- Minimum Attendance: 3
- Salon Responsible for: Model (if desired) or mannequin head(s), product for attendees

Digital Guidelines

- Digital class length: 2 hours
- Minimum attendance: 3

Class Name:

THE HYPE IS REAL

Class Description:

Pulp Riot has always existed unusually amongst the artists rather than coming down from industry. So, for stylists and salons wanting to join the Riot, this class is the perfect immersion into the Pulp family. From the story behind the brand, to the uniqueness of this incredible community, and of course, an overview of the entire Pulp Riot catalog, this class leaves artists feeling inspired, educated, and connected to THEIR brand.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Top 3 Class Takeaways

- The Pulp Riot story
- Full product overview
- Multi product technique

Class Name:

TOTAL COLOR

Class Description:

Get to know Faction 8, Pulp Riot Semis, and High-Speed Toners and how to use them to create today's top color trends. This class will build your confidence in formulating with all the tools Pulp Riot color has to offer from modern gray overage and blondes to bright bold color.

Class Format	Class Type
☒ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☒ Events

Available for CE.

Top 3 Class Takeaways

- Confidence in the full range of Pulp Riot color
- How and when to use each line
- Tips and tricks for application, formulation, and behind the chair usage

Class Name:

INTRO TO CREATIVE COLOR

Class Description:

Unlock your creativity with the semi-permanent colors that took over the industry. In this class, you'll learn to formulate custom shades to the canvas, use creative colors as toning/correcting tools, and learn both wearable and creative coloring techniques for use behind the chair.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Available for CE.

Top 3 Class Takeaways

- New Techniques
- Color Formulation
- Inspiration

Class Name:

INTRO TO FACTION8

Class Description:

Created by artists for modern day coloring, learn how FACTION8 will both work perfectly with today's techniques while producing extraordinary color results. A fun, interactive class where you will learn everything you need to know to feel comfortable with this revolutionary color line. During this program, you'll get formulation inspiration, tips on various uses, as well as see a demonstration of an on-trend color melting technique.

Available for CE.

Top 3 Class Takeaways

- Knowledge of how to use FACTION8 behind the chair
- Key benefits and advantages
- Color melting techniques

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

INTRO TO BLONDING AND TONING

Class Description:

Learn how to achieve the best blonde looks using our complete lightening system and progressive, high-speed toners, while utilizing balayage and foiling methods. During this class, you'll gain confidence in all three lighteners, knowing how to make the most out of the key features of each, to simplify use, to maximize the health of the hair, and to brighten with ease.

Available for CE.

Top 3 Class Takeaways

- Foiling technique
- Hair painting technique
- Toning

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

INTRO TO HIGH-SPEED TONING AND LIGHTENING

Class Description:

Learn how to create modern blonde looks using our complete lightening system and High-Speed Toners. In this class, you will learn how to maximize your time in the salon by diving into the versatility of our High-Speed Toners and how you can use them for extreme toning for bold color results. You will build your confidence in using our lighteners to maximize the integrity of the hair while brightening with ease.

Available for CE.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

ADVANCED CREATIVE COLOR

Class Description:

Take your knowledge to the next level with a deeper look into Pulp Riot's semi permanent colors. Learn more about using the color wheel to your advantage, color correction, and pastels & toning with an advanced demonstration of trending techniques using Pulp Riot semis.

Prerequisite: Completion of Intro to Creative Color class

Top 3 Class Takeaways

- Multiple Techniques
- Color Correction & Toning
- Advanced formulation with the color wheel

Class Format	Class Type
☒ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☒ Events

Class Name:

ALL THE REDS

Class Description:

Everyone's always after that ultimate red, so learn how to create the perfect red for every type of client that sits in your chair. Combining the powers of FACTION8 and Semi Permanent colors, expand your knowledge on using reds, coppers, and red-violets to create brightness, depth & dimension across the board

Prerequisite: Completion of Intro to Faction8 class

Top 3 Class Takeaways

- Confidence in formulation
- Expanded knowledge of warm tones
- How to add depth and create brightest reds

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

MODERN BLONDING

Class Description:

Learn modern lightening techniques using BlondeAF, Clay Lightener, and Cream Bleach. From the hottest placements that are taking over requests in the chair, to evolving the more traditional techniques into what artists can and want to use today, this class will raise the bar with all lightening services.

Prerequisite: Completion of Intro to Blonding & Toning class

Top 3 Class Takeaways

- Multiple Techniques
- When and why to use each product
- Toning formulation

Class Format	Class Type
☒ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☒ Events

Class Name:

LIGHTEN + CREATE

Class Description:

Experience the process of creating a full Pulp Riot masterpiece from consultation to completion. With this in-depth breakdown of both pre-lightening and strategic coloring, this class offers a 360 view of both Pulp Riots lightening system and color portfolio.

Prerequisite: Completion of Intro to Blonding & Toning and Total Color classes

Top 3 Class Takeaways

- Lightening for the canvas
- Mastering level and undertone
- Color selection, technique, and formulas

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☐ Digital ☐ Events

Class Name:

SPECIALTY COLORS AND ADVANCED FORMULATIONS

Class Description:

Broaden your formulation game with high-speed toners as well as FACTION8 Interstellar, boosters, and high lifts. Gain insight into formulating silvers & greys, color correction, and more of today's top looks and techniques.

Prerequisite:

Completion of Intro to Faction8 class

Top 3 Class Takeaways

- Beautiful greys & silvers
- Toning & formulation
- Multiple techniques

Class Format	Class Type
☒ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

BECOMING A CREATIVE COLORIST

Class Description:

The ultimate guide to becoming a fully booked, high-level creative colorist behind the chair. With Pulp Riot educators who have successfully transformed their clientele, stylists leave feeling confident in both building their new colorful book, and in mastering the art of creative color as an artist. With focuses on coloring with efficiency, color removal, maintaining healthy hair, and the business of creatives, this is the perfect full-circle option for deep diving into Pulp Riot semis

Top 3 Class Takeaways

- High level semi permanent product knowledge
- Booking and Pricing appointments
- Techniques and application

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Class Name:

SOCIAL MEDIA MASTERCLASS AND PHOTOGRAPHY

Class Description:

Become a social media expert with tips and tricks on posting, building clientele, branding, videos, community, and photography. Learn directly from the artists who have transformed their own careers using social, with education on successful picture taking, hash tagging, and a detailed overview of all thing's social media.

Class Format	Class Type
☒ Look & Learn ☐ Hands-In ☐ Hands-On	☒ In-Salon ☒ Store Studio ☒ Digital ☐ Events

Top 3 Class Takeaways

- Identify personal branding
- Grow following and clientele
- Confidence in Photography

Class Name:

COLLECTION CLASS

Class Description:

Pulp Riot's first ever cutting class will give you the tools you need to create an on-trend look using our newest semis. It can be customized as needed based on the needs of the salon

Class Format	Class Type
☐ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☐ Digital ☒ Events

Top 3 Class Takeaways

- Latest semis collection
- Foundational cutting theory
- Complete cut and color technique

Class Name:

CUTTING YOUR COLOR

Class Description:

Learn how to cut for your color. Discover how a haircut can enhance your color placement as well as take away from your color placement. Knowing the foundations of cutting is essential for all color placement...creative or classic.

Class Format	Class Type
☐ Look & Learn ☒ Hands-In ☒ Hands-On	☒ In-Salon ☒ Store Studio ☐ Digital ☒ Events

Top 3 Class Takeaways

- Learn the dos and don'ts of cutting for color
- Foundational cutting theory
- One complete cut and color technique

Class Name:**PAINT & JAM****Class Description:**

You are the artist, Pulp Riot is the paint. Spend some time finding what inspires you and how to use your creativity to execute your most creative work. Have fun and get inspired with our Pulp Riot semis while sipping our signature drink.

Class Format	Class Type
☐ Look & Learn	☐ In-Salon
☒ Hands-In	☒ Store Studio
☐ Hands-On	☐ Digital
	☐ Events