



PULFRIOT

For years, people have been creating products for stylists, who have never spent a day working behind the chair. Our founders, David & Alexis Thurston created and tested Pulp Riot products inside of Butterfly Loft, their hair salon in Los Angeles, California. And we continue to do so with our stylist team to this day. Alexis says,

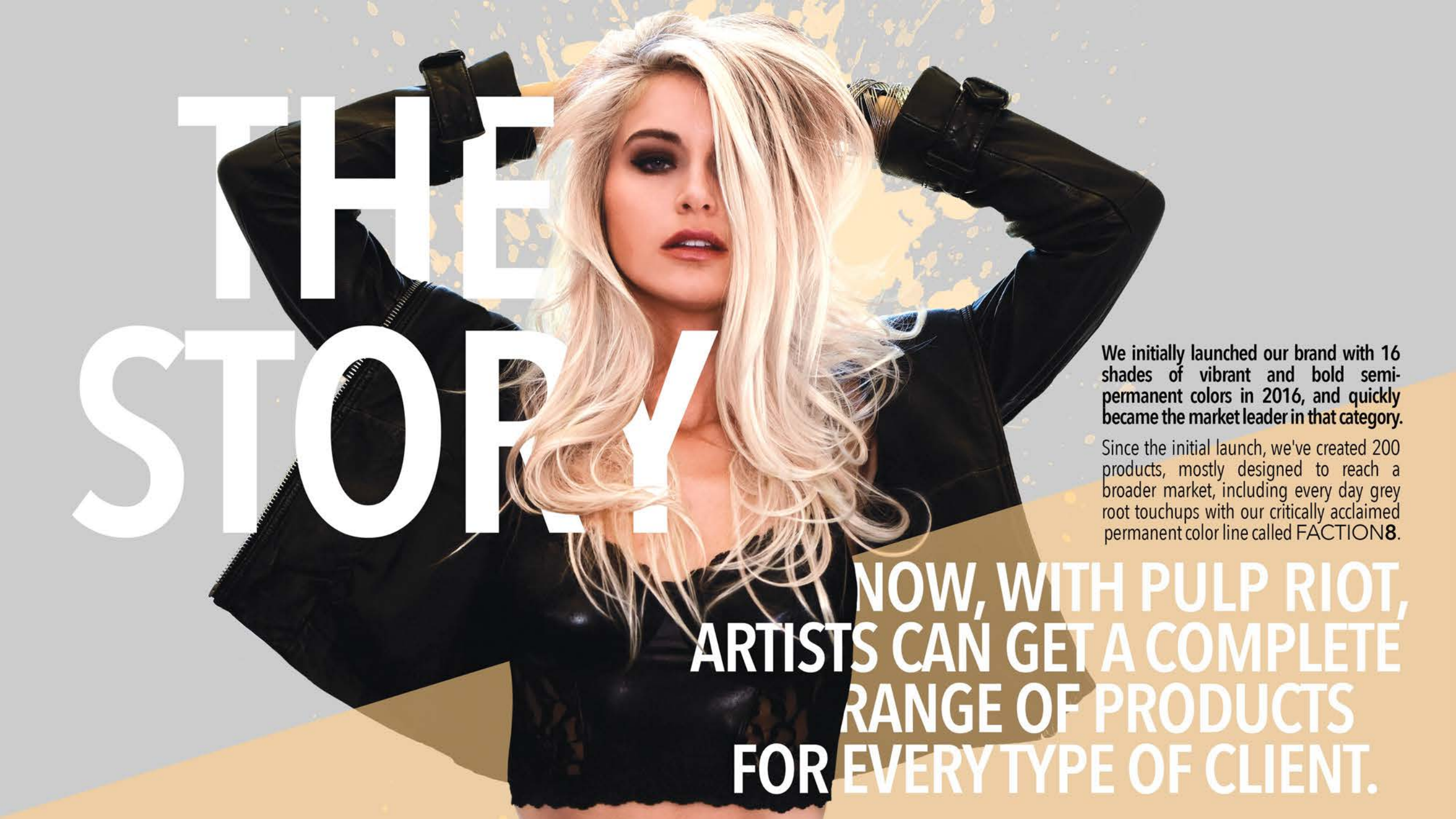
"THE MAGIC HAPPENS WHEN THERE ARE ZERO DEGREES OF SEPARATION BETWEEN THOSE CREATING THE PRODUCTS & THE ARTISTS WHO USE THE PRODUCTS EVERY DAY IN THEIR SALONS."

Born during the digital revolution, Pulp Riot has emerged as the professional beauty brand with the highest level of engagement on social media, which enables us to carry out our mission of giving artists a global platform to gain more exposure and to be more successful, to deliver superior and accessible streaming education, and to link the industry worldwide through our digital network. We've always said "While other brands are trying to figure out how to utilize the digital world, it's simply part of our DNA. This allows us to reach right through phones across the world and educate, entertain, and inspire artists across the globe."

When we launched Pulp Riot in 2016, it was just the two of them creating products inside of their salon. Now, an army of artists across the world march alongside them, and together they've been responsible for disrupting a stagnant industry, putting the power back into the hands of the artist. The result? Pulp Riot is the fastest growing professional color brand worldwide.

WHO
WE ARE





THE STORY

We initially launched our brand with 16 shades of vibrant and bold semi-permanent colors in 2016, and quickly became the market leader in that category.

Since the initial launch, we've created 200 products, mostly designed to reach a broader market, including every day grey root touchups with our critically acclaimed permanent color line called FACTION8.

NOW, WITH PULP RIOT,
ARTISTS CAN GET A COMPLETE
RANGE OF PRODUCTS
FOR EVERY TYPE OF CLIENT.



WE'VE GROWN FAST

**THE FASTEST-GROWING
COLOR COMPANY
IN THE U.S. FOR THE
PAST 4 YEARS**

WE'VE GROWN SO FAST,
L'OREAL PURCHASED US
AFTER ONLY TWO YEARS

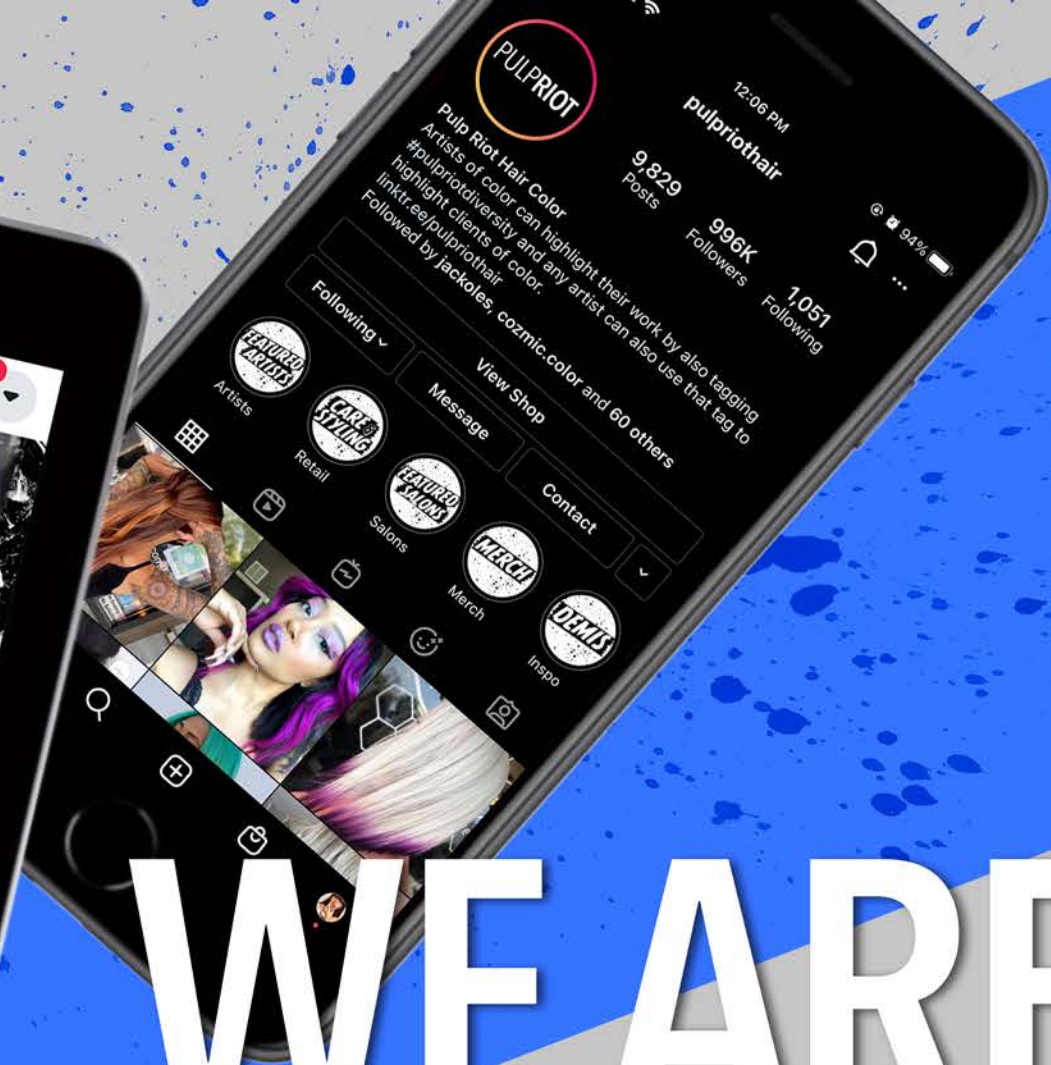
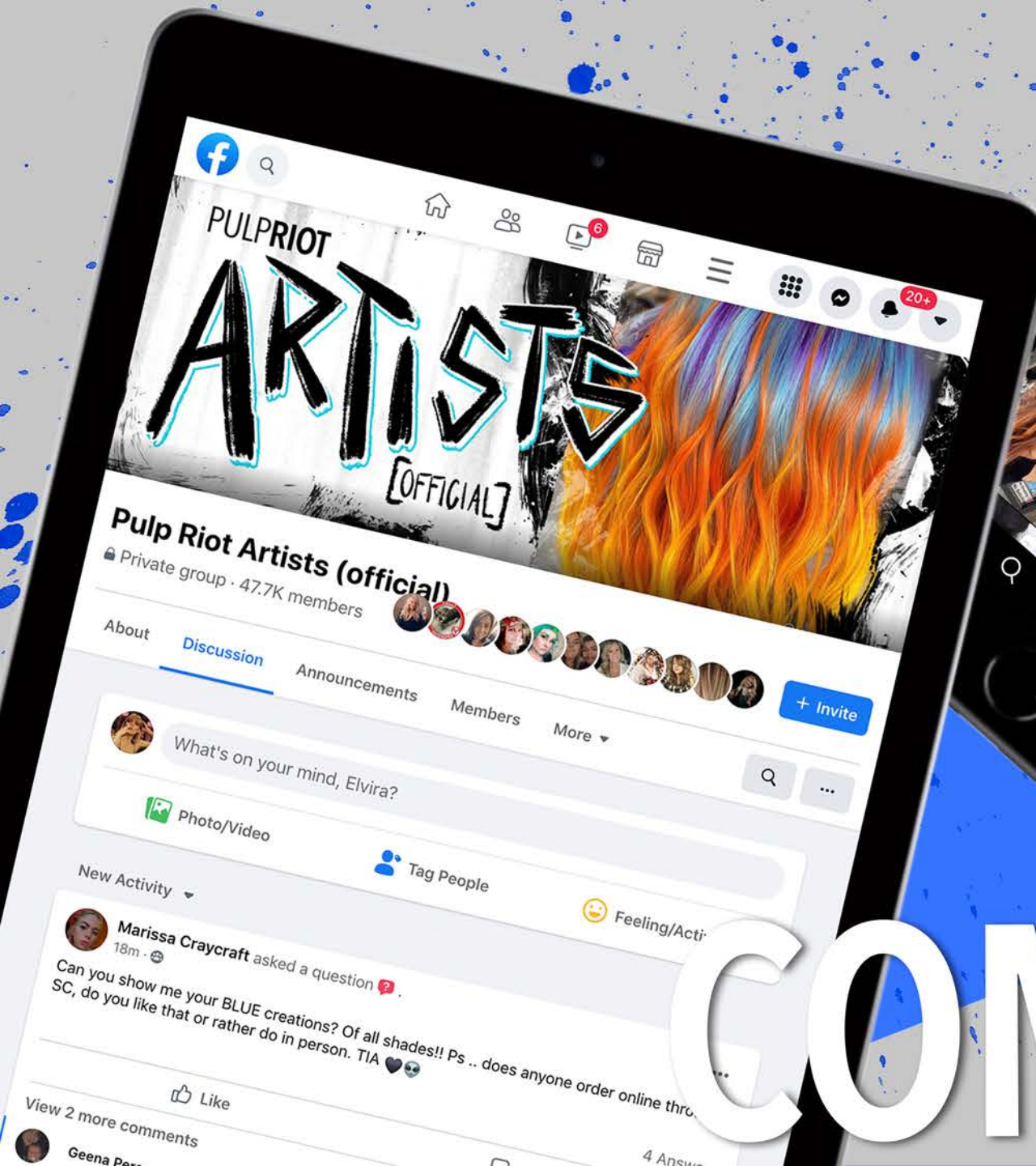
And with the founders still running the
company, we have the speed of a
startup combined with the firepower of
the biggest beauty brand in the world.

GLOBAL GROWTH

855 STORES
1193 SALES
CONSULTANTS
62,000
CUSTOMERS PER MONTH

and working our
way across the globe.





WE ARE A COMMUNITY



WHAT DO PEOPLE LOVE ABOUT US?

- Vegan
- Inspiring Packaging
- Not Tested on Animals
- Gluten & Paraben Free

**CREATED IN
A SALON BY
HAIRSTYLISTS,
REVOLUTIONARY
CONTENT, INDUSTRY
BEST EDUCATION
AND...**

IT'S
COOL

