

WHY 6-55 IS A SALON MUST-HAVE:

- CREATE DEEP PLUM TONES WITH 1 SHADE
- ADD TO 7-1 or 8-1 TO CREATE A RICH, TRENDY MUSHROOM BROWN
- ADD A DROP TO LIGHTER LEVELS (8-10) TO CANCEL OUT YELLOW UNDERTONES

WHO WILL LOVE 6-55:

- STYLISTS LOOKING FOR A BRIGHT, COOL-TONED RED VIOLET WITH DEPTH
- GREAT FOR CLIENTS WITH SCALP SENSITIVITY: FACTION8 IS FREE OF PARABENS, GLUTEN & PPD
- CLIENTS THAT WANT A PERMANENT OPTION WITH THE INTENSITY + VIBRANCY OF A SEMI-PERMANENT

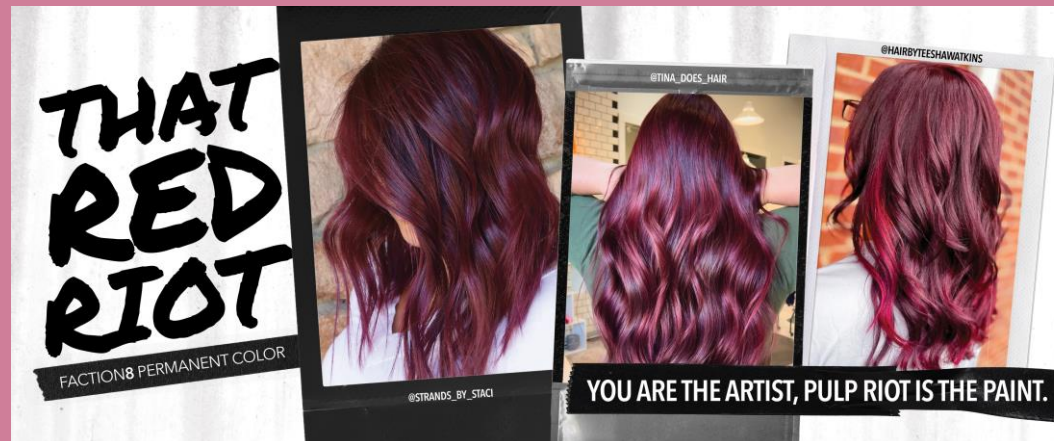
EDUCATION

STORE CLASSES - TOTAL COLOR

- CONNECT WITH STORES, DOTCOM, SBPS & LEVEL TO FIND OUT MORE
- 12 CLASSES IN APRIL - LOOK & LEARN

FREE DIGITAL LIVE INTERACTIVE CLASSES → SIGN UP

- 4/1 - COLOR BLOCKING FEATURING FACTION8 REDS
- 4/8 - RIOT INITIATION: INTRO TO CREATIVE COLOR
- 4/15 - DIGITAL SCREEN EVENT: PULP RIOT SEMIS
- 4/22 - RIOT INITIATION: INTRO TO HST & LIGHTENING
- 4/29 - SOCIAL MEDIA MASTERCLASS & PHOTOGRAPHY



+ 3X POINTS

LEVEL

LOYALTY REWARDS

ON ALL PULP RIOT

PURCHASES ALL APRIL



FACTION8 6-55



LET'S GET SOCIAL

IG: @pulpriohair

FB: Pulp Riot Hair

FB Stylists' Group: Pulp Riot Artists (official)

TikTok: pulprior

ALWAYS-ON SUPPORT TO WIN

SAMPLING (INFO ON DSA & MYLOOKUP)

- COUPON CODE SAMPLING & SWAPS
- NUKs

PAIR SAMPLING WITH EDUCATION

- STORE CLASSES (DETAILS ON LEVEL)
- FREE DIGITAL CLASS - COLOR BLOCKING FEATURING FACTION8 REDS

APRIL PROMOTIONS

- SMALL OFFER: GET 1 FACTION8 FREE WITH THE PURCHASE OF 5-23 FACTION8 SHADES
- LARGE OFFER: GET 5 FACTION8 FREE + 1 CAPE WITH THE PURCHASE OF 24 OR MORE FACTION8 SHADES

RECOMMENDED SAMPLING

STORES - GREATEST HIT FACTION8 6-55*

- ALL GURUS - 2 PER GURU
- Coupon Code - 015404S

STREET - GREATEST HIT FACTION8 6-55*

- 6 FACTION8 shades (stylist choice) + 1 Developer
- Coupon Code - 002060S

*Recommended shade