



FACTION 8

PERMANENT COLOR

SALES PRESENTER

FACTION8

*Are your clients in search of the
**MOST VIBRANT PERMANENT
COLOR?***

*Don't risk dull reds and coppers with your
traditional permanent color lines...*

*FACTION8 delivers the highest level of vibrancy in
permanent color. The boldest reds, brightest
coppers, and most punched up violets deliver on
one key promise: vibrancy.*





WHY FACTION8?

Faction8 offers a full line of permanent color shades, but one thing is certain...

Faction8 is for clients who want vibrant color.

- *The most intense reds*
- *Ultra- rich coppers*
- *Powerhouse violets*

(...and everything in between)

FEATURES + BENEFITS



VIBRANT SHADES WITH INTENSE SHINE + PREMIUM FINISH



COOL-BASED NEUTRALS → NO MORE FIGHTING WARMTH



***CREAMY CONSISTENCY → SMOOTH & EASY APPLICATION + LASER-FOCUSED PLACEMENT
+ LESS PRODUCT NEEDED PER APPLICATION***



PACKAGING CELEBRATES ARTISTRY AND INSPIRES ARTISTS IN THE BACKROOM



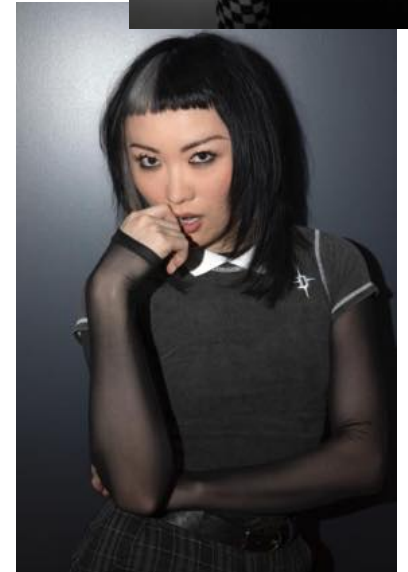
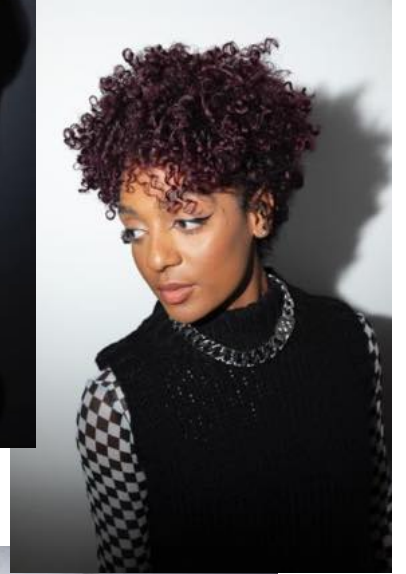
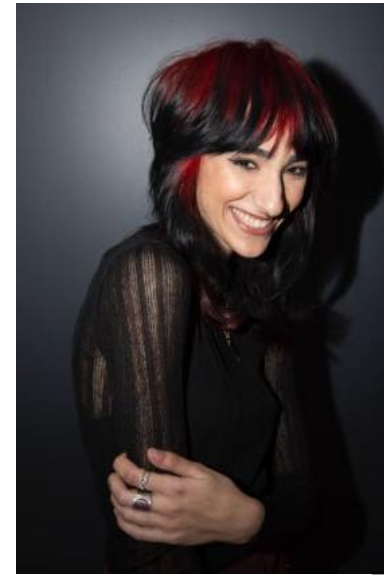
FREE OF PPD, GLUTEN & PARABENS



VEGAN FORMULAS & CRUELTY-FREE



QUINOA AS A KEY INGREDIENT TO PROVIDE MILD BOND-BUILDING PROPERTIES



TECHNICAL FEATURES

FOR THE ARTIST



Natural (-0) and Double Natural (-00) series

100% grey coverage

Blue-based Ash (-1) series

To cancel unwanted orange tones

Green-based Ash (-7) series

To cancel unwanted red tones in darker levels

Double pigments where you need it – red, copper and violet

Intense tones that won't brown out

Balanced and controlled brown (-8) series

Perfect chocolate brown – warm, but not brassy

Can be used as a demi

Toning

Can be mixed w/ Interstellar, Boosters & High Speed Toners

Have fun, get creative and achieve new shades you never thought possible

WHEN + WAYS TO USE FACTION8

- Create **BOLD, VIBRANT, PERMANENT** looks
- For **100% Grey Coverage** with 10 and 20 volume
- For clients with scalp sensitivity
- Lift up to 4 levels
- Toning or refreshing as a Demi
- For unlimited versatility where you can control tone, pigment weight & intensity (intermix F8 with high lift, interstellar, boosters & high-speed toners)
- Filling when going darker
- Seamless color melts & beautiful blends
- For the perfect, hard-to-achieve silvers and blues
- When combating warmth
- For reds on levels 3-8
- Permanent pastels (Interstellar)



SEE WHAT OUR PROS SAY!

★★★★★ · 3 years ago

Faction8 permanent color

I love it! I've used a 5N, 6N and 7N and they are true to they're level in depth with a vibrant shine. Easy to mix and apply. I will use this color line more

★★★★★ · 3 years ago

Haircolor That Will Rock Your World

Think of everything thats ever bugged you about a color line and then imagine someone creates the exact opposite. Thats faction 8! Impeccable grey coverage, vibrant and wide shade range, perfect consistency, designed for model color applications, I could go on and on. I think the best part is the community you become a part of when you use this line. Viva la Riot!

★★★★★ · 3 years ago

Faded Redhead Cure

My guests and myself included are always suffering from the faded redhead deal, as soon as I started to use this the fade of the beautiful rich red stayed past the usual fade time. I recommend that anyone who has guest who wants vibrant red hair or even rich to us this line.

★★★★★ · 4 years ago

Best color line yet!

The colors are so rich and beautiful! The reds are so vibrant and the gray coverage is phenomenal!

★★★★★ · 4 years ago

Pupl Riot fraction 8

Absolutley love this color! Its vibrant, full coverage, shine, smell.... its the full package. Leaving my clients hair feeling and looking amazing. Clients are leaving salon LOVNG their hair!

WE'VE GOT THE REDS



@imakeprettyhairx



@coloredby.angel



@coryhoffmanhair



@jacobhair

AND VIBRANT COPPERS, VIOLETS & BLACKS



@trasjourney



@kaitlin_bridget



@stephjannerie.beauty



@stephjannerie.beauty



@imakeprettyhairx



@tawni.cosmo

FACTION8 BROWNS



@tina_does_hair



@themanemichael



@stephjannerie.beauty

FACTION8 CREATIVE COLOR



@Motorcitycolormelt



@robinowensbeauty



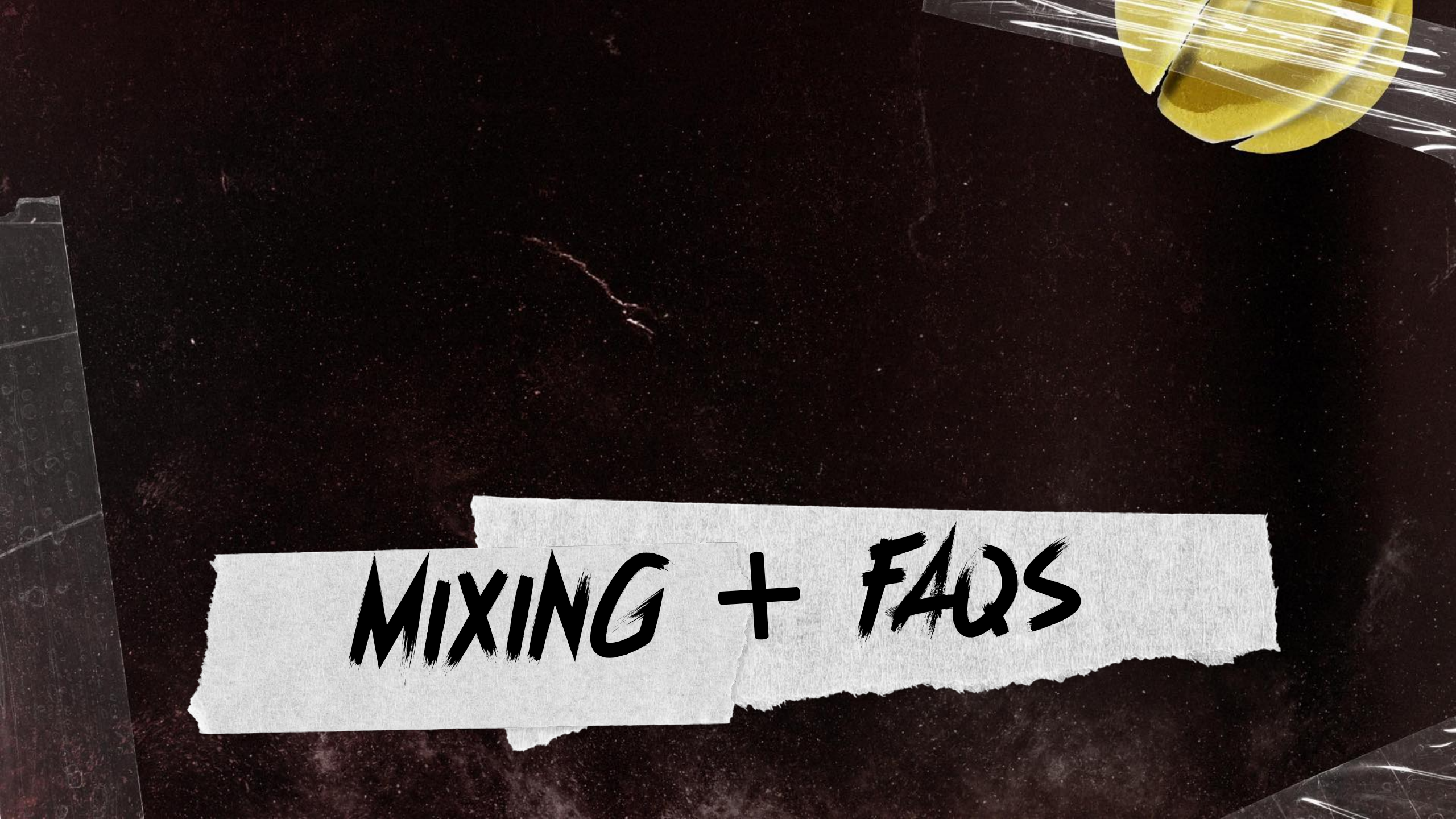
@hairbyduhsavannah



@erika_krauze



@themanemichael



MIXING + FAQs

HOW TO MIX FACTION8

- **Standard mixing**
 - Ratio 1:1
 - Apply on dry hair
 - Process 35 min
 - No heat
- **High Lift mixing**
 - Ratio 1:2
 - Apply on dry hair
 - Process 45-55 min
 - No heat
- **Boosters**
 - As an additive in your mix: only increase the developer if using more than 10g of booster (to maintain creamy consistency)
 - Using boosters on their own: Mixing ratio 1:1
- **Demi-Permanent** – *Create your own demis!*
 - Ratio 1:2 or 1:3
 - Use 6 or 10 vol



GREY COVERAGE

- **What volume developer to use**

10 vol and 15 vol are perfect for the client who has less than 25% grey and fine textured hair. Use 20 vol for medium or coarse texture.

- **Mixing ratio and processing time**

The mixing ratio is 1:1 (color : developer). For full grey coverage, leave on for 35 minutes or longer. Removing the color too early will affect coverage.

- **When to reach for -00**

If a client's hair is medium-to-coarse and they have more than 25% grey, use the double naturals.

% of grey	Ratio of Target Shade : Double Natural
25%	1:1/4
50%	1:1/2
100%	1:1

- **If in doubt, mix -00 ½ shade lighter**

The double naturals are beautiful on their own; cool-based, with perfect coverage, on every single strand the same way. That will sometimes feel



GREY COVERAGE

WITH REDS

- If over 25% grey make sure to add -00 series into your formula.
- To make sure the red doesn't pull brown, add booster into your grey coverage formula.
- 20 volume is the most used developer, but if they are resistant grey or a darker level, 25 volume is recommended. You can make 25 volume developer by mixing 20 and 30 volume together.



HOW TO CHOOSE DEVELOPER

You'll only need one set of developers to be used across all of the following Pulp Riot products: FACTION8, Lighteners, High Speed Toners, & Blank Canvas.

FOR DETERMINING THE VOLUMES OF PEROXIDE

DESIRED RESULT	PEROXIDE
DEPOSIT ONLY - TONE ON TONE	6 VOL. - 1.8%
GREY COVERAGE - TONE ON TONE	10 VOL. - 3%
GREY COVERAGE - UP TO 1 LEVEL LIGHTER	20 VOL. - 6%
GREY COVERAGE - 2-3 LEVELS LIGHTER	30 VOL. - 9%
GREY COVERAGE - 3-4 LEVELS LIGHTER	40 VOL. - 12%
LIGHTENING UP TO 4.5 LEVELS WITH HIGH LIFT COLORS	40 VOL. - 12%



INTERSTELLAR

THE GO-TO FOR SILVERS & GREYS

AN INTRO TO THE INTERSTELLAR COLLECTION

- Mixing Ratio 1:1
- Processing Time 35 minutes
- Mix with 6 or 10 volume developer
- Deposit-only fashion colors that are best on levels 8-10
- Shades can be intermixed with each other, as well as other FACTION8 colors

**PRO
TIP**

- FOR MORE PASTEL TONES, CHANGE MIXING RATIO TO 1:2 AND PROCESS 15 MINUTES



PULPriot

INTERMIXING PRODUCT

FORMULA IDEAS

**FACTION8 [INCLUDING INTERSTELLAR] & HIGH
SPEED TONERS ARE FULLY INTERMIXABLE!**

MOONSTONE TONER + VIOLET TONER + -22 (FACTION8 BOOSTER)



ICY + MOONSTONE + 12-01



FACTION8

BY PULPRIOT

FULL RANGE PERMANENT COLOR

COLOR : DEVELOPER

FACTION8
MIXING RATIO 1 : 1
PROCESS TIME 35 MIN

HIGH LIFT
MIXING RATIO 1 : 2
PROCESS TIME 45-55 MIN



	DOUBLE NATURAL -00	NATURAL -0	NATURAL/GOLD -03	ASH -1	VIOLET -2	VIOLET/VIOLET -22	GOLD -3	GOLD/COPPER -34	COPPER -4	COPPER/COPPER -44	RED/VIOLET -5	RED/VIOLET/VIOLET -55	RED -6	RED/RED -66	MATTE -7	BROWN -8
LEVELS																
10		10-0	10-03	10-1	10-2		10-3									
9	9-00	9-0	9-03	9-1	9-2		9-3		9-4							
8	8-00	8-0	8-03	8-1			8-3	8-34	8-4	8-44						8-8
7	7-00	7-0	7-03	7-1			7-3	7-34	7-4	7-44		7-55	7-6	7-66		7-8
6	6-00	6-0	6-03	6-1		6-22	6-3	6-34	6-4		6-5	6-55	6-6	6-66	6-7	6-8
5	5-00	5-0	5-03	5-1		5-22	5-3		5-4		5-5	5-55	5-6	5-66	5-7	5-8
4	4-00	4-0	4-03			4-22	4-3				4-5	4-55	4-6	4-66	4-7	4-8
3		3-0				3-22					3-5				3-7	
1		1-0		1-1												
HIGHLIFT BOOSTER				-11		-22	-33		-44		-55			-66	-77	
INTERSTELLAR	11-00	11-03	11-11	11-02	11-21											
				12-1	12-2				12-4		12-5				12-7	
	12-01			12-11	12-12											

WHAT IS IT?

Vibrant permanent color that utilizes the newest technological advances in hair color. It provides 100% grey coverage with long lasting results and leaves the hair in peak condition. The perfect consistency was created specifically for easy application, laser-focused placement, and the ultimate, seamless blend.

• HOW DO I USE IT?

In a non-metallic bowl, mix 1 part FACTION& color to 1 part Pulp Riot developer. Apply to dry, unwashed hair. Process 35 minutes, Rinse and shampoo well with Bangkok Shampoo. For High Lift colors mix 1 part of High Lift color to 2 parts developer. Process for 45 - 55 minutes. The High Lift Series is best on levels 5 and higher. We don't recommend mixing the High Lift series with other color shades.

HOW DO I GET THE BEST GREY COVERAGE ON 100% WHITE HAIR?

For optimal grey coverage on 100% white hair, we recommend mixing $\frac{1}{4}$ to $\frac{1}{2}$ of the Natural series to your formulation. Use shades from the Double Natural (-00) series for intense grey coverage.

ARE THE NATURAL SERIES WARM OR COOL BASED? DO THEY COVER 100% GREY?

They're cool based. They offer 100% grey coverage.

HOW DO I USE THE BOOSTERS IN FORMULA?

When adding a booster to your formula, you don't need to add extra developer unless it's more than 10g of booster that's being added. For example, if you used 60g of 6-0 and added 2g of -22 Booster, the developer amount would be 60g, not 62g. However, if you used 60g of 6-0 and added 10g of -22 Booster, the total developer amount would be 70g.

FAQS ...continued

WHAT DEVELOPER DO I USE?

FACTION8 is designed to be mixed with Pulp Riot developers. It creates the perfect creamy consistency for best color applications. It also helps maximize space because you're using the same developer for all Pulp Riot products that use developer. To decide which volume of developer to choose, refer to the peroxide chart.

● **CAN FACTION8 ALSO BE USED AS A DEMI-PERMANENT COLOR?**

No. It's best to apply your FACTION8 formula first, let it process, fully shampoo out, dry the hair, and then apply your semi-permanent formula.

WHAT IS THE AMMONIA CONTENT? WHY WAS FACTION8 MADE WITH AMMONIA?

1-3% and High Lift (11-series) is 3-5%.

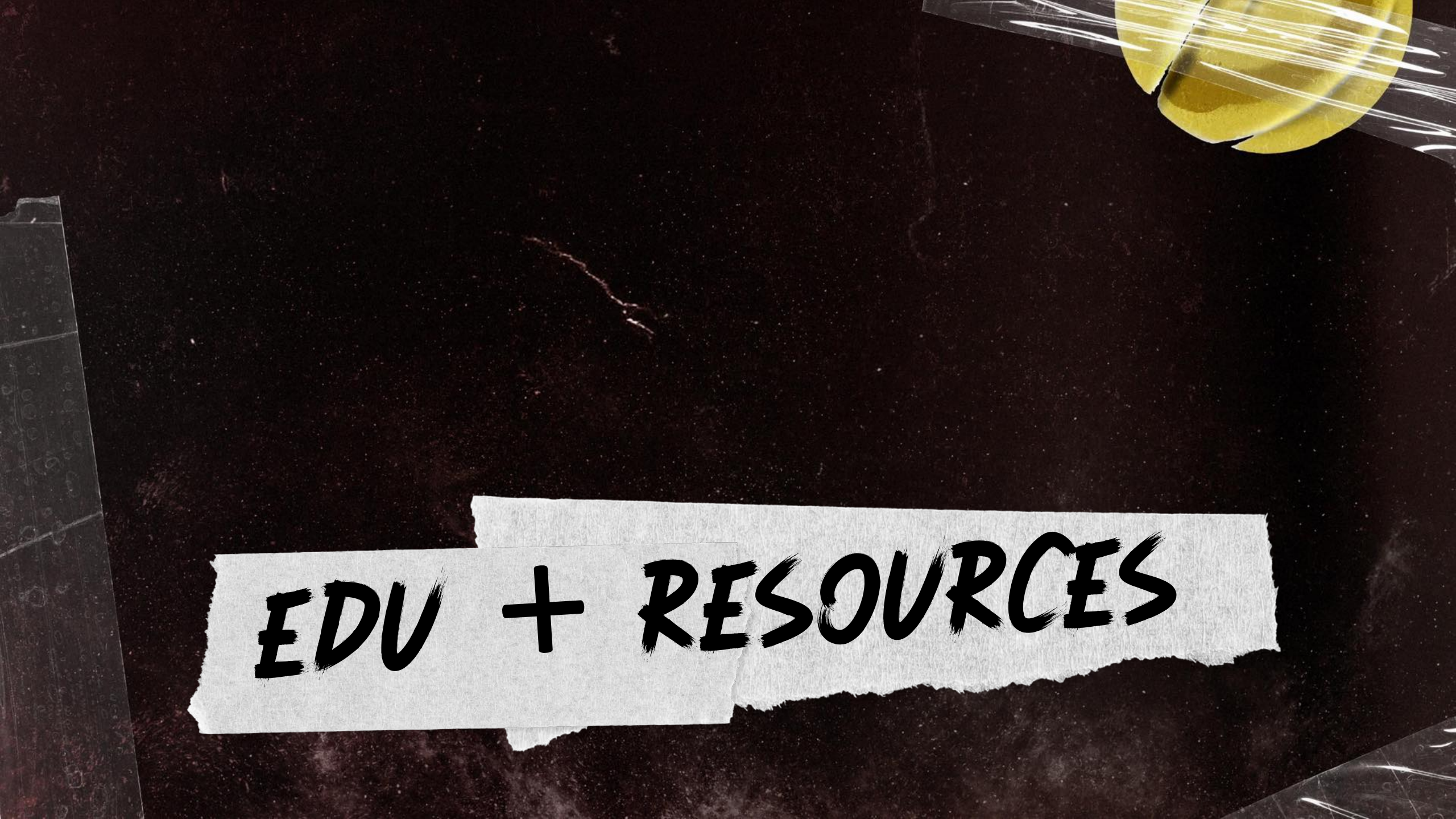
Compared to ammonia derivatives (MEA or DEA), ammonia has many benefits:

- Less of it is needed
- Less irritation
- Oxidation stops so clients don't get warmer when they go home
- Because of its recognizable smell, you always know when ammonia is out of the hair

WHAT ELSE DO I NEED TO KNOW?

Vegan formulas, animal cruelty-free, paraben-free, PPD free.

PULPRIOT



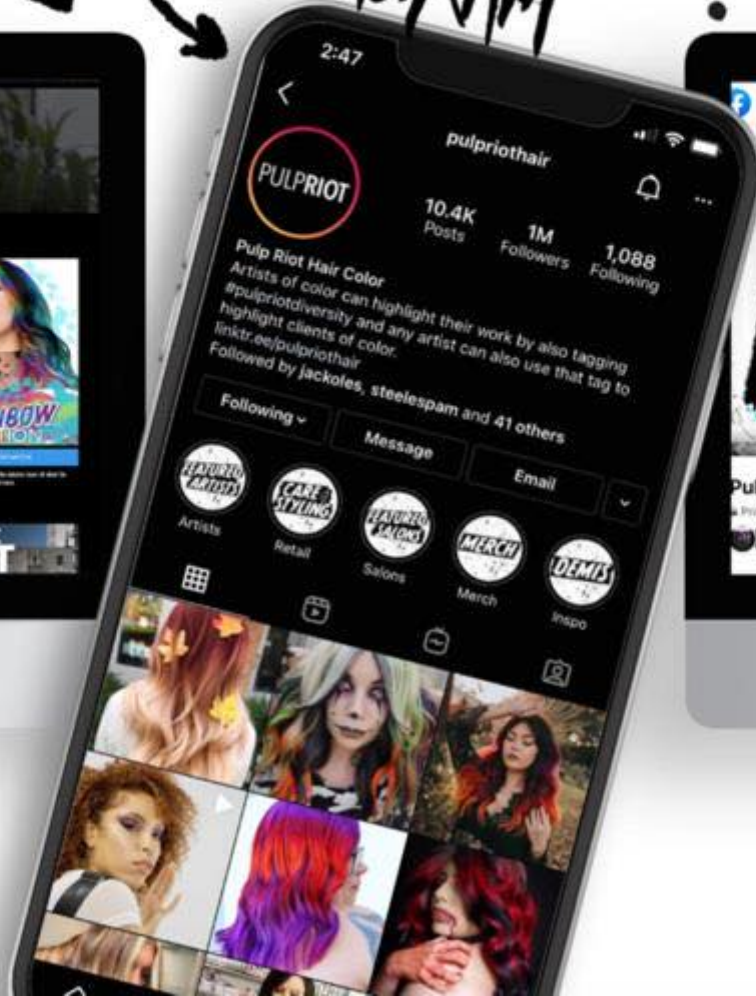
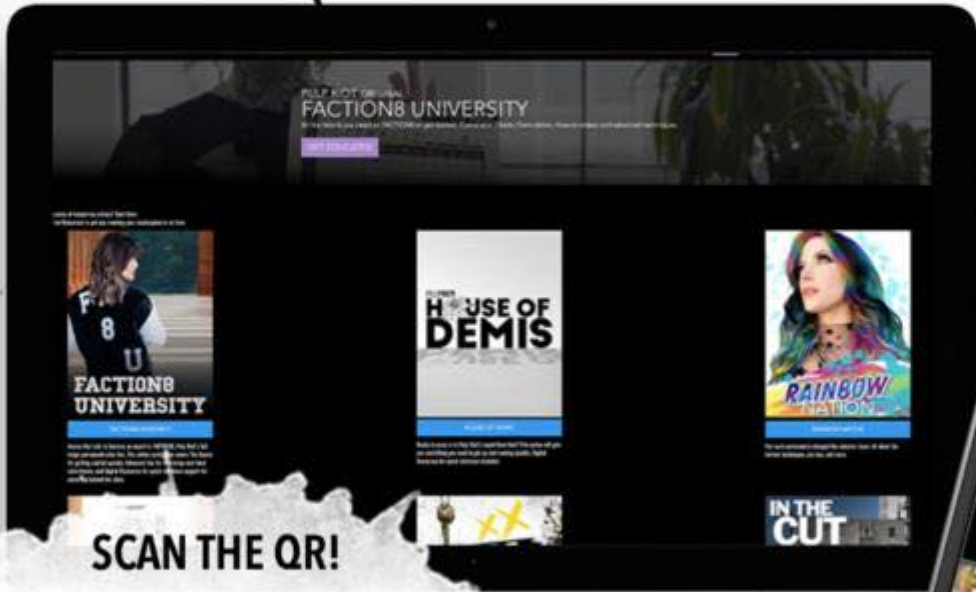
EDU + RESOURCES

COMMUNITY / WHAT'S NEXT?

PULP RIOT Television →

→ INSTAGRAM

→ FACEBOOK ARTISTS GROUP



PULPRIOT



Pulp Riot Television is the home to
FREE DIGITAL EDUCATION
taught by the top artists in the country, in 10 minutes or less.
GET EDUCATED, BE ENTERTAINED, GET INSPIRED.

[CLICK HERE](#)



FULL-RANGE PERMANENT
COLOR LINE

[CLICK HERE](#)



SOLID EDU IN 60 SECONDS
OR LESS

[CLICK HERE](#)



SEMI-PERM TECHNIQUES,
PRO-TIPS + MORE

[CLICK HERE](#)



MODERN BLONDING
TECHNIQUES

[CLICK HERE](#)



ALL THINGS COLOR
THEORY WITH CORY

[CLICK HERE](#)



NEW LAUNCHES

RIOT INITIATION

FREE LIVE DIGITAL EDUCATION

SIGN UP FOR LIVE, COMPLIMENTARY ZOOM CLASSES
EVERY MONTH
→ LEARN FORMULATION, TIPS & TRICKS AND TECHNIQUES

INTRO TO FACTION8 | DIGITAL DEMO



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.



[CLICK HERE](#) TO REGISTER OR VISIT [SALONCENTRIC.COM](https://saloncentric.com)

APPENDIX

ELEVATOR PITCH & PROBING QUESTIONS - FACTION8 PERMANENT COLOR

ARE YOU GETTING...

...the vibrancy you need from your permanent color line? How do you feel about the longevity and brightness of your reds, coppers and violets? FACTION8 is a modern, cool-based color line with the highest level of vibrancy. And, with clients becoming more ingredient-conscious, you will feel confident knowing FACTION8 is PPD Free, Vegan, Gluten-Free and cruelty-free.

STYLISTS NEW TO FACTION8

1. What do you love about your current color line? What would you change?
2. When was the last time you evaluated your entire color line?
3. How easy is it for you to combat warmth with your current color line?
4. What do you have to offer clients that are ingredient-conscious and prioritize wellness?
5. How many times throughout the day do you use the words melt, blend, paint or shadow in consultations?
6. How would you feel about trying new technology?



PULPRIOT

FACTION8 PERMANENT COLOR VS COMPETITOR

**A COOL-BASED, MODERN LINE WITH THE
MOST VIBRANT PERMANENT COLOR?**

YES PLEASE!

(vs. well-known competitors)

- ✓ **Premium shine and vibrant finish**
- ✓ **Cool base** and **creamy consistency** allowing for the best melts and blends
- ✓ Cooler compared to American lines; shinier compared to German lines
- ✓ **Straightforward, simple shade palette to reduce inventory tie-up and offer simplicity**
- ✓ **Multiple ash families** including blue, green, and violet to combat warmth.
- ✓ **PPD free, vegan, gluten-free and cruelty-free**
- ✓ **Can overlay Pulp Riot semis for added vibrancy**



PULPRIOT