

2024 SAMPLING

SAMPLING PROCESS

1

INTRODUCTION

SBP meets client and reviews Pulp Riot Sales Presenter/Sell Sheet

If new client, SBP will share Pulp Riot's brand history, mantra, product range and points of distinction.

If existing client, SBP will share information regarding new/existing product offering

2

CUSTOMIZATION

SBP to determine product selection tailored to client, and places order via Mosaic

SBP introduces client to Pulp Riot TV



SBP flags account as "opportunity" in Salesforce

3

EDUCATION

Client receives custom product selection via Mosaic

SBP to follow up and introduce client to PR Edu Classes



4

IMPLEMENTATION

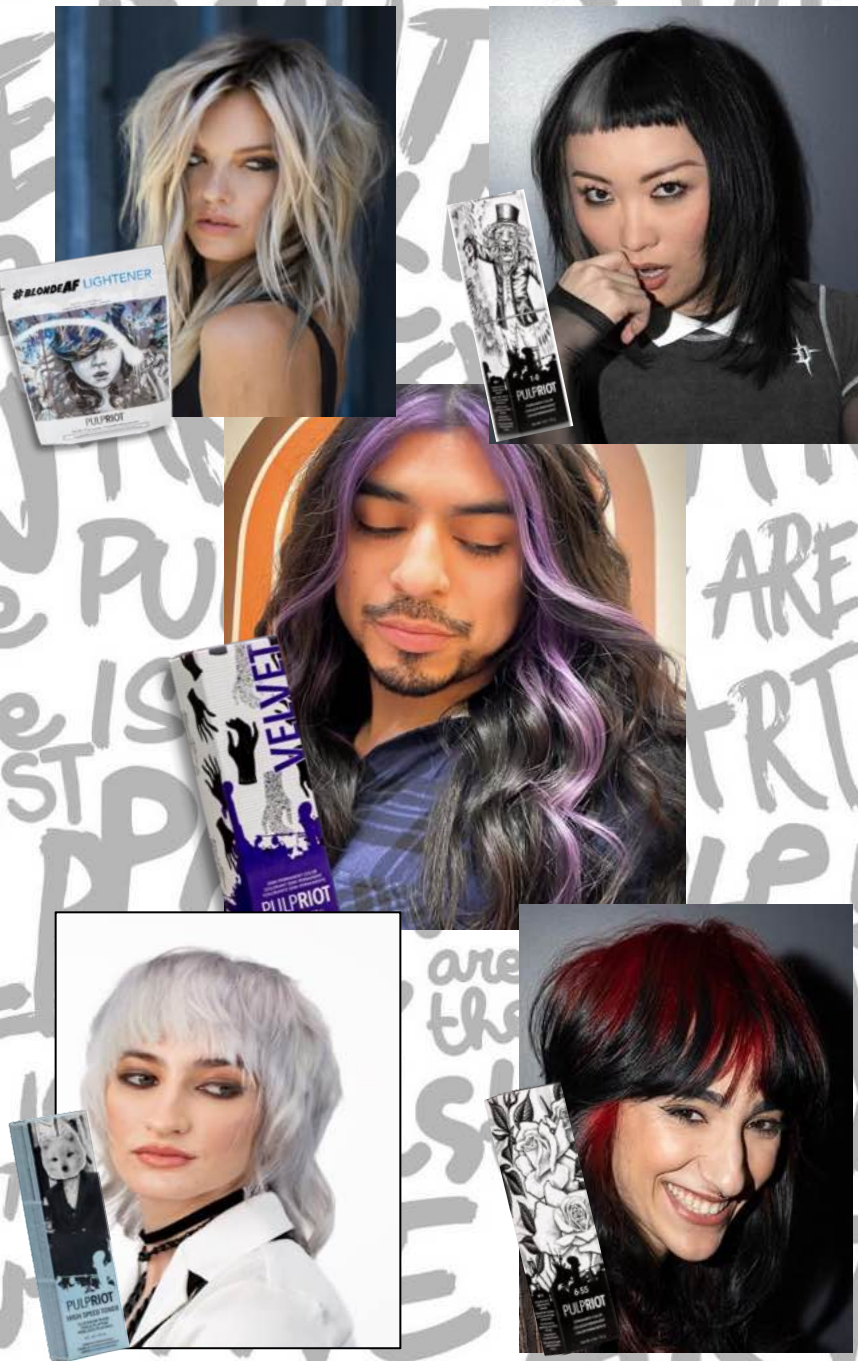
SBP to foster and cultivate strong relationship with client, ensuring a successful conversion and ongoing loyalty with New User Kits and Education Resources

OVERVIEW 2024

SAMPLING OPPORTUNITY	COUPON CODE
FACTION8: 6 Tubes + 1 Dev	002060S
FACTION8 TASTE OF FACTION8 – A PULP RIOT COLOR TRIAL PROGRAM 48 Tubes + 4 Dev + Color Book	002061S
SEMIS: 5 Tubes + 1 Blank Canvas	007242S
HIGH SPEED TONERS: 4 Tubes + 1 Dev	007243S
TO DYE FOR: 5 Skus Mix and Match	015282S
LIGHTENER: 4 Sachets + 1 Dev	002064S
LIGHTENER FULL SIZE: 1 BlondeAF Lightener + 1 Dev	016766S

BRAND APPROVAL REQUIRED FOR ALL SAMPLE CODES

- ✕ FOR APPROVAL EMAIL Dir. Business Development & DSM WITH:
- Salon Name
 - Location
 - # of Chairs
 - Salon Potential in Pulp Riot
 - Current Color Brand
 - LY Pulp Riot Sales & YTD Sales



TO DYE FOR

SAMPLE CODE: 015284S

5 SKUS

BlondeAF*

Faction8 1-0

HST Platinum Pearl

Velvet Semi Perm

Faction8 6-55

** Full Size Lightener*

Contact your Dir. Business Development for additional resources

PULPRIOT

Curious about the RIOT? Uniquely designed to provide hair color that complements any PPD color line in salons, Pulp Riot offers the most vivid, versatile and vibrant range of high-quality, high-performance, vegan products, never tested on animals- across semis, permanent color, toners & lighteners, all TO DYE FOR.

Innovation for all stylists, business-building opportunities for all salons, celebrating hair artistry since Day 1.

Start your Riot Journey now -

TRY BEFORE YOU DYE

TO DYE FOR

STOP EVERYTHING. Don't you dare try to dye without these 5 products from Pulp Riot. They will break through the noise and intensify any look.

It's giving:



TRY BEFORE YOU DYE!





SEMI

SAMPLE CODE: 007242S

5 TUBES (MIX & MATCH)

+

1 BLANK CANVAS

Why our Semis are to Dye for...



TECHNOLOGY

- QUINOA – A GLUTEN FREE SEED WITH MILD BOND-BUILDING PROPERTIES CONTAINING BOTH PROTEIN & MOISTURE
- CONDITIONERS – A CONDITIONER BASED PROPRIETARY BLEND ALLOWS FOR AN EASY BLEND & LESS PRODUCT TO FULLY SATURATE THE HAIR
- PPD, AMMONIA, PARABEN & MEA FREE
- LOW, ACIDIC PH OF 4

KEY BENEFITS

- INTENSE VIBRANCY
- INTERMIXABLE WITH OTHER PULP RIOT SEMIS
- SMOOTH VISCOSITY FOR EASE OF APPLICATION
- HELPS TO CLOSE THE CUTICLE, SMOOTH HAIR & ADD SHINE
- DESIGNED TO FADE BETTER
- LONG SHELF LIFE OF 2.5 YEARS
- VEGAN FORMULA* – NOT TESTED ON ANIMALS

MORE THAN JUST A RAINBOW

NEW TO SEMIS?

WAYS TO USE PULP RIOT SEMIS

- Broaden service offerings
- For a blended shadow root
- Gentle color option for sensitized, chemically treated hair
- Second coat/overlay over permanent or demi-permanent color for added shine, vibrancy & longevity
- Application on wet or dry
- Color shifting or enhancing tones
- Cancelling unwanted tones
- *Express* creative services - minimal work, maximum impact (i.e. "Water bowl refresh, peek a boo rainbow, color blocking")

NEW TO PULP RIOT SEMIS?

ALREADY USING SEMIS, BUT NEW TO BRAND

- For clients who want to EMBRACE THE FADE: from vibrant to a lighter pastel in weeks/months post- appointment
- Stand out with vibrant shades OR be subtle with darker, matte shades
- Large shade portfolio
- For hair that glows under blacklight (Neon Electric collection)
- Contrasting colors next to each other without bleeding
- Achieve all edgy techniques on PULPRIOT TV!



FAQ

BLANK CANVAS

WHAT IS BLANK CANVAS?

Blank Canvas is the most gentle and effective way to remove Pulp Riot Semi-Permanent Colors.

HOW DO I USE IT?

Mix 1 part Blank Canvas to 3 parts developer (6 or 10 volume developer). On occasion 20 volume might be preferred, however, the lower volumes are very effective.

HOW LONG SHOULD I LEAVE IT ON?

Check every 5 minutes until desired results are achieved, then fully shampoo and rinse out. It shouldn't take any longer than 30 minutes.

CAN IT BE USED ON NATURAL HAIR?

No. Blank Canvas should only be applied to areas that have semi-permanent colors.

HOW SOON AFTER FRESH COLOR CAN I USE BLANK CANVAS TO REMOVE COLOR?

2 weeks from initial color application.

HOW SOON AFTER USING BLANK CANVAS CAN HAIR BE RE-COLORED?

Immediately. Be sure to completely shampoo and rinse out before re-coloring.

WILL IT WORK TO REMOVE PERMANENT OR DEMI-PERMANENT HAIR COLOR?

Results may vary

WHAT ELSE DO I NEED TO KNOW?

Blank Canvas contains quinoa, argan oil, and aloe vera oil. These key ingredients give added strength, protection, and hydration to the hair.

PULPRIOT

BLANK
CANVAS

1.5 oz / 43 g

PULPRIOT



LIGHTENER

SAMPLE CODE: 002064S

4 BLONDEAF SACHETS

+

1 DEVELOPER (STYLIST CHOICE)



LIGHTENER FULL SIZE

SAMPLE CODE: 016766S

1 BLONDEAF LIGHTENER
+
1 DEVELOPER (STYLIST CHOICE)

#blondeAF LIGHTENER

HOW DO I USE PULP RIOT #blondeAF LIGHTENER?

#blondeAF Lightener can be used 3 ways! 1. On scalp, 2. In foil, or 3. Hair painting techniques.

WHAT'S THE MIXING RATIO?

1:1.5 lightener to developer. For thicker consistency mix 1:1 and for a thinner consistency mix 1:2.

WILL #blondeAF LIGHTENER SWELL IN FOILS OR WHEN LEFT IN THE COLOR BOWL?

Our #blondeAF Lightener is designed to stay true to the mixed consistency and does not expand in foil. On scalp with the heat from the head, it may swell/expand slightly.

DO I HAVE TO USE PULP RIOT DEVELOPERS WITH #blondeAF LIGHTENER?

They are designed to be used together for maximum results.

WHY IS #blondeAF LIGHTENER BLUE?

The blue color of Pulp Riot #blondeAF Lightener has slight toning properties and helps during the lifting process.

CAN #blondeAF LIGHTENER BE USED WITH BOND BUILDERS?

Yes. #blondeAF Lightener plays well with all bond builders. Please note, this can change the speed at which it will process.

CAN I MIX CLAY LIGHTENER WITH #blondeAF LIGHTENER?

Yes. You can create custom consistencies and lift by intermixing the Clay Lightener and #blondeAF Lightener.

CAN I APPLY #blondeAF LIGHTENER AT THE SAME TIME AS PULP RIOT SEMI-PERMANENT COLORS?

No. We suggest doing all of your lightening first and thoroughly cleansing and rinsing the hair (no conditioner) before applying Pulp Riot Semi-Permanent Colors. Lightener can eat away at the color molecules for semi-permanent colors, causing uneven color results.

WHAT OTHER BENEFITS DOES THE #blondeAF LIGHTENER OFFER?

#blondeAF Lightener is formulated with quinoa, which adds mild bonding properties and helps to leave the hair in good condition. This will aid you in lifting the hair quickly without all of the compromise.

FAQ

#BLONDEAF LIGHTENER





HIGH SPEED TONERS

SAMPLE CODE: 007243S

4 TUBES (MIX & MATCH)
+
1 DEVELOPER (STYLIST CHOICE)

WHY OUR TONERS ARE BADA\$\$

FAST & POWERFUL

SPEED WHEN YOU WANT IT,
POWER WHEN YOU NEED IT.

- ✗ Beautiful, bold tones in as little as 5 min
- ✗ Powerful enough to fight through or enhance undertones, helping to even out the 'canvas' while depositing color
- ✗ Progressive, oxidative dyes
- ✗ Ammonia-based, Alkaline pH
- ✗ Great longevity - lasts up to 6-8 weeks*

ULTRA-VERSATILE

TONE IT UP OR DOWN -
YOU CONTROL THE RESULTS!

- ✗ Tones deepen the longer you leave them on
- ✗ 5-10 min perfectly toned, 15-20 min bold, intense blonde
- ✗ To slow down the process or get more control, mix 1:3 or 1:4 by adding more developer
- ✗ Get similar results @ 5, 10 & 15 min** by changing the mixing ratio -
5 min 1:2 | 10 min 1:3 | 15 min 1:4



BROWN WITH

*LONGEVITY CAN BE AFFECTED BY MULTIPLE VARIABLES INCLUDING HAIR POROSITY, FREQUENCY OF WASHING, HEAT STYLING HABITS, ETC.

**RESULTS MAY VARY BASED ON HAIR CONDITION

SMALL

SAMPLE CODE: 002060S

6 TUBES (MIX & MATCH)

+

1 DEVELOPER (STYLIST CHOICE)



LARGE*

SAMPLE CODE: 002061S

UP TO 48 TUBES (MIX & MATCH) +
4 DEVELOPERS (STYLIST CHOICE) +
1 FACTION8 COLOR BOOK

**requires brand approval*

NOTE: If opportunity is \$10k+, check out **TASTE OF FACTION8: A PULP RIOT Color Trial** to support sampling with a complimentary LIVE DIGITAL DEMO CLASS





TASTE OF

FACTION 8

PERMANENT COLOR

PULPRIOT

OPPORTUNITY:

For accounts with 3+ chairs
-or-
\$10k+ incremental sales potential



COLOR TRIAL



- **SAMPLE UP TO 48 FACTION8 TUBES + 4 DEVELOPERS AND A FACTION8 COLOR BOOK**
- **RECEIVE 1 COMPLIMENTARY LIVE DIGITAL DEMO INTRO TO FACTION8**
- **AFTER COMMITMENT, RECEIVE:**
 - **1 IN-SALON CONVERSION CLASS**

F8 EDUCATION

1.

# OF CHAIRS		COLOR POTENTIAL	SAMPLE
3+	OR	\$10K+	UP TO 48 TUBES 4 DEVELOPERS FACTION8 COLOR BOOK



RECEIVE 1 COMPLIMENTARY LIVE DIGITAL DEMO CLASS



2.

SALON COMMITS TO CONVERT & BUYS \$1K in NEW USER KITS + OPEN STOCK
(OR FULL SWAP NO PURCHASE)

- AND RECEIVE -

1 IN-SALON CONVERSION CLASS



TASTE OF FACTION8

