

PULPRIOT SEMI-PERMANENT CHEAT SHEET



*SHADES REPRESENTED ARE EXAMPLES OF COMPLIMENTARY TONES AND NOT INCLUSIVE OF ALL SHADES AND/OR SHADE COMBINATIONS

HOW TO USE:

MIXING:
Shades are designed to be used directly from the tube; there is no mixing with developer. All shades are intermixable with each other.

TIMING:
Leave on for 25-40 minutes at room temperature.

APPLICATION:
Apply semis to clean dry hair. After lightening, shampoo at least two times. The smallest amount of residue can create spottiness. Avoid conditioner and other products, as they create a barrier to the color's saturation.

Our new Sin City Collection shades feature **Anti-Overworking Technology**.
For all other shades, use a generous amount of color and apply in small sections. Avoid overworking the color, which may lead to hollow or spotty results. Cross-check your application by pulling your sections apart, looking for any remaining blonde areas.

RINSING:
Rinse thoroughly without shampooing. When high contrasting colors are next to each other, to avoid bleeding while rinsing, hold the lighter pieces out of the shampoo bowl until all the darker color has been rinsed.

Use the color wheel to determine the right shade to neutralize or cancel unwanted tones. Warm tones will enhance warm undertones; cool tones will neutralize.

TONING	
PALE GREEN	PALE PINK
PALE VIOLET	PALE YELLOW
PALE BLUE	PALE ORANGE

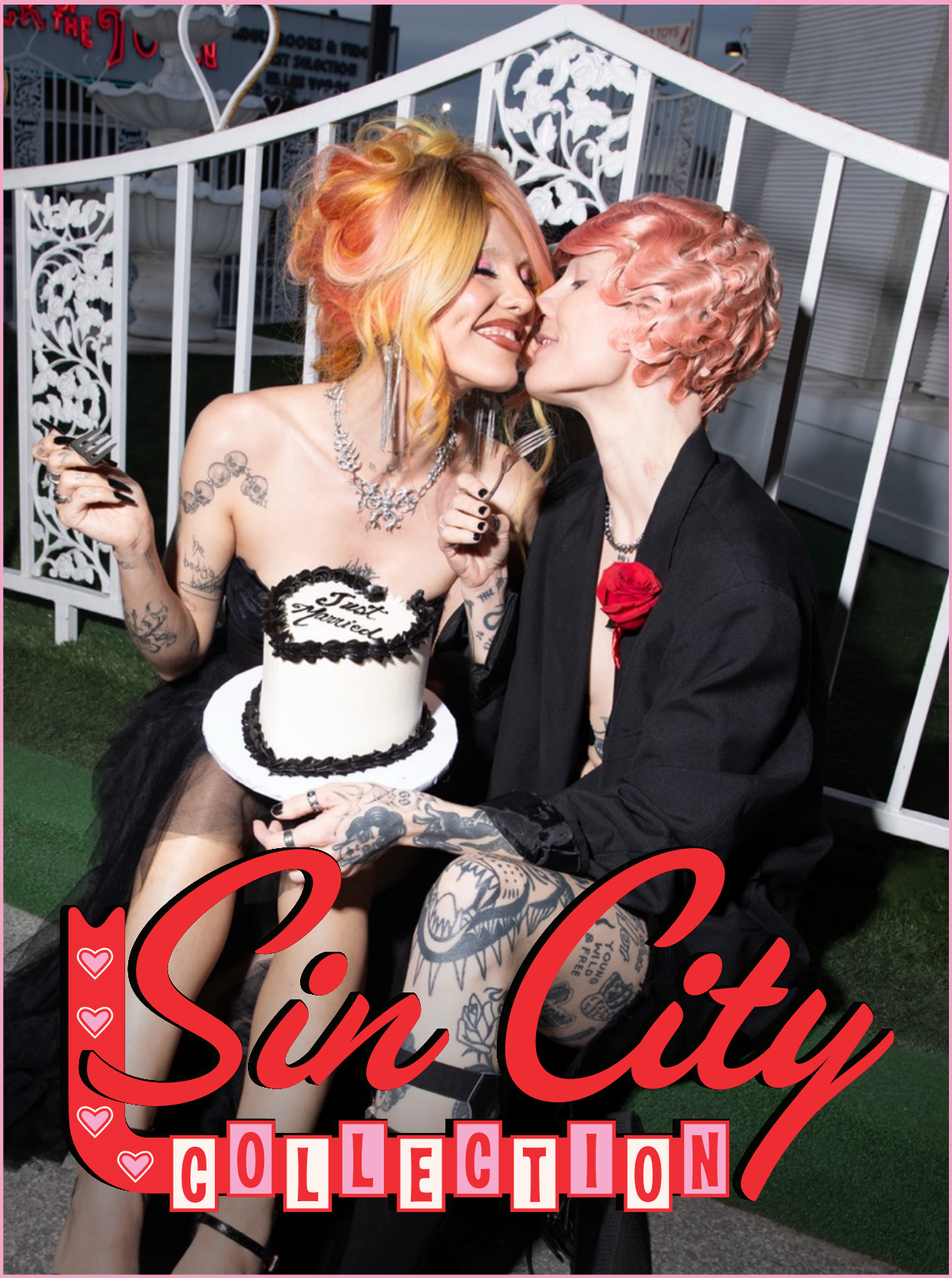
HEAVY PIGMENT	
GREEN	RED
VIOLET	YELLOW
BLUE	ORANGE

Choose a tone opposite the color wheel with the appropriate depth. The amount of pigment in your canceling shade matters.

GREY SCALE			
NOIR	SMOKE	GHOSTBLOOD	CLEAR
SHADE TONALITY			

Deepen, pastelize, & mute shades using the grey scale. Remember to adjust your formula based on the shade tonality. Clear can be used two ways! To dilute your colors, making them lighter (more pastel), or by itself to add shine.

PULPRIOT



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SEMI-PERMANENT
SWATCH CHART

			EXOPLANET	CUPID	BLUSH	CANDY	FIRST BASE
			8 10	6 10	8 10	8 10	8 10
SANDSTORM	CLEOPATRA	COUNTESS	BLOODSHOT	FIREBALL	PYRO	LAVA	SHAG RUG
8 10	7 10	7 10	6 10	6 10	7 10	8 10	6 10
NUCLEAR	DISCO BALL	DESERT SKY	LEMON	ACID SPILL	FAR OUT	FLY TRAP	ABSINTHE
7 10	9 10	9 10	8 10	8 10	9 10	8 10	6 10
SLITHER	AQUATIC	BLUE MUSE	CLOUDED	TRAGIC	ICED SKATER	ASTEROID	NIGHTFALL
6 10	6 10	8 10	8 10	8 10	8 10	8 10	6 10
DARK WATER	SORCERY	COSMIC DAZE	NEVERMORE	DARK MATTER	VELVET	ELIXIR	LILAC
6 10	7 10	8 10	8 10	8 10	6 10	8 10	8 10
MYSTIC FOG	LAVA LAMP	DEVIANT	JAM	GHOSTBLOOD	SMOKE	NOIR	CLEAR
6 10	6 10	7 10	6 10	9 10	8 10	6 10	FOR ALL LEVELS

ALL SHADES SHOWN ON THE DARKEST AND LIGHTEST RECOMMENDED LEVELS FOR USE | IMAGES ARE COLOR GUIDES ONLY AND SUBTLE VARIATIONS MAY OCCUR IN PRINT OR ON SCREEN

INTRODUCING OUR NEW
SIN CITY COLLECTION



NEW FORMULA
BASE FEATURES:

NO OVERWORKING

ANTI-OVERWORKING
TECHNOLOGY

LONGER LASTING

NOW UP TO 50 WASHES*

BETTER CONDITIONING

12X MORE**



GET MORE EDUCATION

*vs. previous formula; **vs. non-conditioning shampoo