



PULFRIOT

THE LINE UP



SEMI PERMANENT



PULP RIOT SEMI-PERMANENT COLORS

Pulp Riot Semi-Permanent Colors are easier to apply, more vibrant, last longer, and fade better. Create custom colors by mixing shades.

YOU ARE THE ARTIST
HAIR IS THE CANVAS
PULP RIOT IS THE PAINT



@DOUG_THEO &
@HAIRBYKASEYOH
ARE THE ARTISTS

•VEGAN
FORMULAS

•4oz TUBES
(118ML)

*No animal derived ingredients



PULPRIOT SEMI-PERMANENT SWATCH CHART

SEMI-PERMANENT BEST PRACTICES

STEP 1: PICK YOUR COLOR

Vibrant and bold, all of our semis can be used on their own, intermixed to create your ideal shade, or pastelized by mixing them with our CLEAR Semi-Permanent Color.

STEP 2: FIND YOUR CANVAS

This swatch chart will help you see how color looks on each level of hair. Use it to select a semi shade, or when comparing to the level canvas you're applying color to.

STEP 3: START PAINTING

Apply **Semi-Permanent Color** to clean, dry hair. Leave on for 25-40 min at room temperature. No developer needed, use straight out of the tube.

STEP 4: RESET

Change up your colors with ease. **Blank Canvas** is the most gentle and effective way to remove **Pulp Riot Semi-Permanent Color**.

STEP 5: REPEAT!



THE ORIGINALS

AFTERMATH



TRAGIC



SMOKE



SEA GLASS



MERCURY



SORCERY



CLEOPATRA



DEVIANT



ABSINTHE



JAM



AQUATIC



AREA 51



CANDY



GUARDIAN



COUNTESS



SATIRE



LILAC



POWDER



FIREBALL



BLUE MOUSE



ELIXIR



NEVERMORE



DECOY



BLUSH



LEMON



LAVA



PYRO



NEMESIS



NUCLEAR



NIGHTFALL



CUPID



NOIR



NEONELECTRIC

FANTASY

RAVEN

NEOPOP

FIND THIS AND MORE ON



BLANK CANVAS

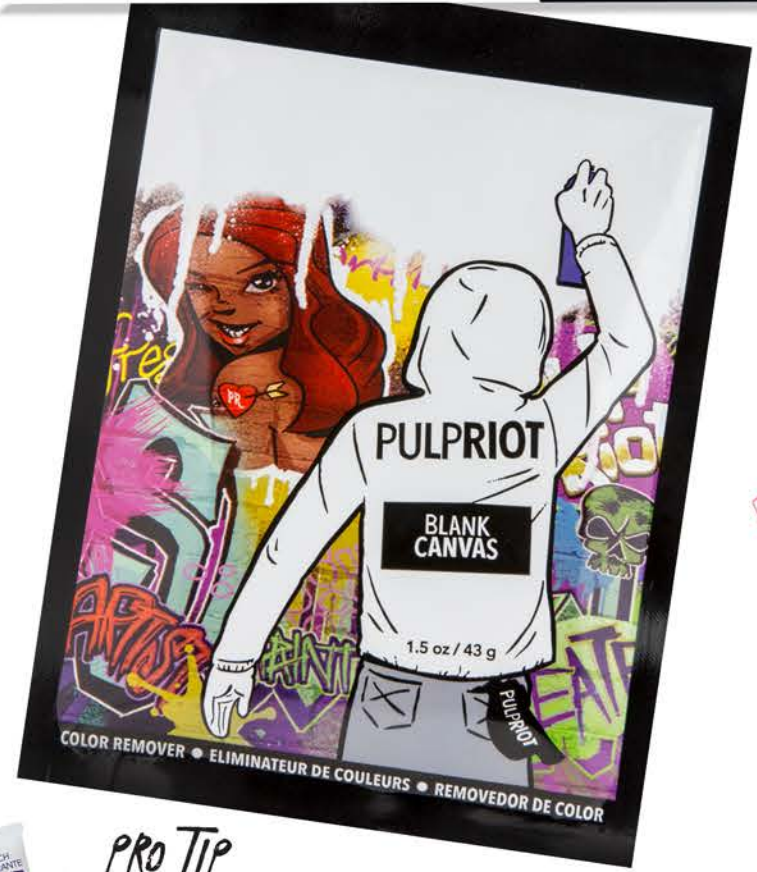
SEMI-PERMANENT COLOR REMOVER



SAME
GIRL,
SAME
HEALTHY
HAIR



MIXING RATIO	1:3
RECOMMENDED DEVELOPERS	6 or 10 volume
PROCESSING TIME	Up to 20 min.



PRO TIP
















COLOR WHEEL HACK



Brittany Holland
September 20, 2019 · 66

In case you've wondered about Blank Canvas but have never used it. You weren't quite sure how well it really worked because you've used other semi permanent color removers in the past and didn't want to risk it..... Blank Canvas is magic. I lightened her regrowth with blondeAF and 20vol. Shampooed, and applied blank canvas with 6vol on wet hair. This particular client has been blue for months and I've overlaid it numerous times!!! Her hair is still in awesome condition and ready for some new color. How crazy is that? Now, go stock up on that sh*t! 🤪



SEMIS EDUCATION



INTRO TO CREATIVE COLOR

In Salon & Digital - Demo Only

Unlock your creativity with the semi-permanent colors that took over the industry. In this two hour class, you'll learn to formulate custom shades to the canvas, use creative colors as toning/correcting tools, and learn both wearable and creative coloring techniques for use behind the chair.

Prerequisite: None



TOTAL COLOR

In Salon & Digital - Demo Only

Everything you need to know about FACTION8, Liquid Demis, and Semi-Permanent colors. Featuring a demo, formulation of each product line, and when and why to use them behind the chair. Perfect for becoming a full range Pulp Riot artist or salon.

Prerequisite: None



ADVANCED CREATIVE COLOR

In Salon & Digital - Hands On & Demo

Take your knowledge to the next level with a deeper look into Pulp Riot's semi-permanent colors. Learn more about using the color wheel to your advantage, color correction, pastels & toning, coloring extensions, and an advanced demonstration of today's top techniques using Pulp Riot creative colors.

Prerequisite: Intro to Creative Color or Total Color

**A complimentary condensed Intro to Liquid Demis class is available as a 30 min add-on to any other class.*

PULPRIOT

NUKS | SEMIS

SMALL INTRO

**BUY: ANY 12 SEMI SHADES
GET FREE [\$30.15 VALUE]:**

- 2 - Semi-Permanent Color (Any)
- 1 - Six Volume Developer
- 1 - Blank Canvas Sachet

**COST: \$97.68
VALUE: \$127.83**

**30.87%
SAVINGS**

LARGE INTRO

**BUY: ANY 38 SEMI SHADES
GET FREE [\$116.42 VALUE]:**

- 10 - Semi-Permanent Color (Any)
- 1 - Six Volume Developer
- 6 - Blank Canvas Sachet

**COST: \$309.32
VALUE: \$425.74**

**37.64%
SAVINGS**



LIGHTENING



#BLONDEAF LIGHTENER

Pulp Riot **#blondeAF** Lightener is for in-foil, on scalp, and hair painting techniques. Lifts 9+ levels without compromise. Lifting hair doesn't have to be scary anymore. Get **FAST LIFT** without compromising the hair.

- Gentle on the scalp with minimal irritation.
- Doesn't swell in foils.

500 g / Net. Wt. 17.65 fl oz
42.5 g / Net. Wt. 1.5 fl oz



CLAY LIGHTENER

Pulp Riot **Clay Lightener** is perfect for balayage enthusiasts. This lightener contains a kaolin clay that forms a protective shell around the hair, which enables you to keep the lightener from transferring to hair you don't intend to lighten. This allows expert control and precision when you balayage.

IT ACTUALLY LIFTS

Many clay lighteners don't do much lifting, however ours actually lifts 7+ levels.

500 g / Net. Wt. 17.65 fl oz

***TIP: ADD #BLONDEAF
LIGHTENER INTO
CLAY LIGHTENER
FOR EVEN MORE LIFT**



Vegan and Not Tested on Animals

Our lighteners contain quinoa! A gluten free seed with mild bonding properties which deliver moisture and protein to the hair, allowing you to lift without compromise.

***TIP: CAN BE MIXED WITH ALL BOND BUILDERS.**

NEW CREAM BLEACH

Pulp Riot's Cream Bleach offers 9+ levels of lightening. This cream-based formula infused with both quinoa and arginine (an amino acid) results in a creamy consistency for ease of mixing and application with predictable results for both on and off scalp lightening.

- Doesn't dry out.
- Can be applied with a bottle or brush & bowl.

250ml / 8.5 fl oz



@ALEXISBUTTERFLYLOFT IS THE ARTIST



PULPRIOT

THE PERFECT BLONDE

STEP 1 LIGHTEN

CLAY LIGHTENER

#BLONDEAF LIGHTENER

CREAM BLEACH
CRÈME DÉCOLORANTE

PULPRIOT

PULPRIOT
8.5 fl. oz. / 250 mL



PULPRIOT
MOON STONE



PULPRIOT
LIQUID
DEMI

9-1
ASH

STEP 3 MAINTAIN



BARCELONA

toning shampoo
shampoo tonifiant / champú
PULPRIOT
295 mL net / 10 fl. oz.



BELFAST

toning conditioner
conditionneur neutralisant
PULPRIOT
10 fl. oz. / 295 mL

STEP 2 TONE



BLONDING EDUCATION



INTRO TO BLONDING & TONING

In Salon & Digital - Demo Only

Learn how to achieve the best blonde looks using our complete lightening system and progressive, high speed toners, while utilizing balayage and foiling methods. During this class, you'll gain confidence in all three lighteners, knowing how to make the most out of the key features of each, to simplify use, to maximize the health of the hair, and to brighten with ease.

Prerequisite: None



MODERN BLONDING

In Salon & Digital - Hands On & Demo

Learn modern lightening techniques using blondeAF, Clay Lightener, and Cream Bleach. From the hottest placements that are taking over requests in the chair, to evolving the more traditional techniques into what artists can and want to use today, this class will raise the bar with all lightening services. In addition, stylists will learn to achieve the perfect tone and healthiest results, using the new Liquid Demis.

Prerequisite: Intro to Blonding & Toning

**A complimentary condensed Intro to Liquid Demis class is available as a 30 min add-on to any other class.*

PULPRIOT

NUKS | LIGHTENING



SMALL INTRO

BUY:

- 2 - #BlondeAF
- 1 - Clay Lightener
- 1 - Cream Bleach (New)

GET FREE [\$24.64 VALUE]:

- 1 - Twenty Volume Developer
- 1 - Icy Toner
- 1 - Rose Gold Toner

COST: \$100.23
VALUE: \$124.87

**19.73%
SAVINGS**

LARGE INTRO

BUY:

- 3 - #BlondeAF
- 2 - Clay Lightener
- 1 - Cream Bleach (New)
- 1 - Six Volume Developer
- 1 - Twenty Volume Developer
- 1 - Thirty Volume Developer
- 1 - Barcelona Shampoo (Liter)
- 1 - Belfast Conditioner (Liter)

GET FREE [\$92.88 VALUE]:

- 4 - Icy Toner
- 2 - Rose Gold Toner
- 1 - Silver Toner
- 1 - Violet Toner
- 1 - Ash Toner
- 1 - Natural Toner
- 1 - Moonstone Toner (New)
- 1 - Pale Pink Toner (New)

COST: \$247.31
VALUE: \$340.19

**27.30%
SAVINGS**

STREET SWAPS | LIGHTENERS



PURCHASE THE
MEDIUM INTRO

YOU RECEIVE UP TO:

**4 BAGS
TO SWAP**

- Open - no limit
- Available all year
- All channels

COST:
\$109.09

PURCHASE THE
LARGE INTRO

YOU RECEIVE UP TO:

**6 BAGS
TO SWAP**

- Open - no limit
- Available all year
- All channels

COST:
\$247.31

**NEW
TO 2021:
LIGHTENER
SWAPS**

**FULL SWAP OUTS WITH
NO PURCHASE**

- 2 per POD, per month
- Up to 4 Bags & 4 Developers
- Approval needed by PulpRiot
- TDMs have fuel budget
- Street only

TONERS



PULPRIOT HIGH SPEED TONERS



POWERED BY:

- **QUINOA OIL:** Strength and elasticity.
- **PLANT BUTTERS:** High-gloss and shine.
- **COCONUT & LINSEED OILS:** Hydration.

Vegan and Not Tested on Animals | 3 oz. 90 mL tubes

WHAT IT IS

Create rich, beautiful tones in as little as 5 minutes on pre-lightened hair, levels 8-10. Tones deepen the longer you leave them on, giving the artist complete control over the color results. Our toners are intermixable for detailed shade customization.

HOW TO USE

Mixing ratio is **1:2 toner to developer**.
Mix with Pulp Riot 6 or 10 volume developer.
(Generally, 6 volume will be your go-to. Reach for 10 volume if their hair is very coarse.)

To slow down the process and give you more control, change the ratio to **1:3** or **1:4** by adding more developer. Apply to dry or damp hair with a color brush or by bottle. Let process for 5 to 20 minutes, depending on how deep a tone you want. Fully shampoo out and rinse.



**LASTS
6-8 WEEKS**



PULPRIOT HIGH SPEED TONERS

PREDICTABLE &
CUSTOMIZABLE RESULTS

- STEP 1** PICK YOUR TONER
STEP 2 COMPARE YOUR CANVAS LEVEL
STEP 3 PROCESS TO PREFERENCE

STARTING CANVAS



WHAT IT IS

Create rich, beautiful tones in as little as 5 minutes on pre-lightened hair, levels 8-10. Tones deepen the longer you leave them on, giving the artist complete control over the color results. Our toners are intermixable for detailed shade customization.

HOW TO USE

Mixing ratio: 1:2 TONER TO DEVELOPER

Mix with Pulp Riot 6 or 10 volume developer. (Generally, 6 volume will be your go-to. Reach for 10 volume if the hair is very coarse.)

Apply to dry or damp hair with bowl & brush or a bottle. Let process for 5 to 20 minutes, depending on how deep a tone you want. Fully shampoo out and rinse.

PRO TIP

To slow down the process, give you more control, or to pastelize your results, change the ratio to 1:3 or 1:4 by adding more developer.

POWERED BY

QUINOA OIL: Strength and elasticity.

PLANT BUTTERS: High-gloss and shine.

COCONUT & LINSEED OILS: Hydration.

Vegan and Not Tested on Animals
3 oz. 90 mL tubes

LASTS 6-8
WEEKS

IMAGES ARE COLOR GUIDES ONLY AND SUBTLE VARIATIONS MAY OCCUR IN PRINT OR ON SCREEN

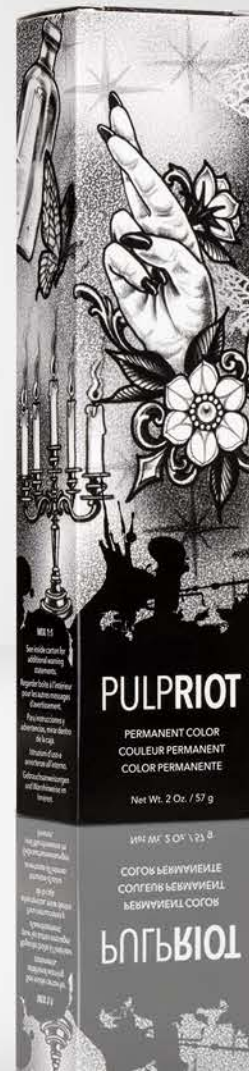


GET
EDUCATION

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FACTION 8

PERMANENT COLOR



WHY FACTION8

- Technology changes. Other lines were created in the 70's, 80's, & 90's. FACTION8 is the only permanent color offering consistency that is created specifically for today's techniques. This gives the artist an easy application, laser-focused placement, and the ultimate, seamless blend.
- Pulp Riot is the only color line created in a hair salon by real stylists who work behind the chair. So there are zero degrees of separation between the ones creating the products and the ones using it.
- These are modern tones for modern techniques created by real artists. **We are now the fastest growing color brand in the industry worldwide!**



THINGS TO KNOW ABOUT FACTION8

- The **blend**
- It's **cool** based when you want it to be
- The **vibrancy**
- **One set** of developers
- **100%** grey coverage





FACTION8

BY PULPRIOT

FULL RANGE PERMANENT COLOR

COLOR : DEVELOPER

FACTION8

MIXING RATIO 1 : 1

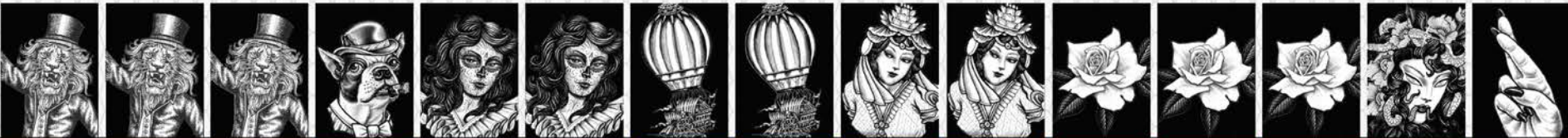
PROCESSTIME 35 MIN

HIGH LIFT

MIXING RATIO 1 : 2

PROCESSTIME 45-55 MIN



LEVELS															
	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 -6	RED/RED -66	MATTE -7	BROWN -8
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		7-6	7-66		7-8
6	6-00	6-0	6-03	6-1		6-22	6-3	6-34	6-4		6-5	6-6	6-66	6-7	6-8
5	5-00	5-0	5-03	5-1		5-22	5-3		5-4		5-5	5-6	5-66	5-7	5-8
4	4-00	4-0	4-03			4-22	4-3				4-5	4-6	4-66	4-7	4-8
3		3-0				3-22					3-5			3-7	
1		1-0		1-1											
BOOSTER				-11		-22	-33		-44		-55		-66	-77	
		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										

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FACTION8 EDUCATION



INTRO TO FACTION8

In Salon & Digital - Demo Only

Discover the biggest color launch in the history of the beauty industry - FACTION8 by Pulp Riot. 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 2-hour Look and Learn you'll get formulation inspo, tips on various uses, as well as see a demonstration of an on-trend color melting technique.

Prerequisite: None



TOTAL COLOR

In Salon & Digital - Demo Only

Everything you need to know about FACTION8, Liquid Demis, and Semi-Permanent colors. Featuring a demo, formulation of each product line, and when and why to use them behind the chair. Perfect for becoming a full range Pulp Riot artist or salon.

Prerequisite: None



SPECIALTY COLORS & ADVANCED FORMULATION

In Salon & Digital - Demo Only

Broaden your formulation game with high-speed toners as well as FACTION8 Interstellar, boosters, and high lifts. Gain insight into formulating silvers and greys, color correction, and more of today's top looks and techniques.

Prerequisite: Intro to FACTION8 or Total Color



ALL THE REDS

In Salon & Digital - Hands On & Demo

Everyone's always after that ultimate red. With this class, learn how to create the perfect red for every type of client that sits in your chair. Combining the powers of FACTION8, Liquid Demis, and Semi-Permanent colors, expand your knowledge on using reds, coppers, and red-violets to create brightness, depth & dimension across the board.

Prerequisite: Intro to FACTION8 or Total Color

**A complimentary condensed Intro to Liquid Demis class is available as a 30 min add-on to any other class.*

PULPRIOT

NUKS | FACTION8

STYLIST INTRO

**BUY: ANY 12 FACTION8 SHADES
GET FREE [\$19.28 VALUE]:**

- 1 - Twenty Volume Developer
- 1 - Thirty Volume Developer

**COST: \$102.24
VALUE: \$121.52**

**15.87%
SAVINGS**

GREATEST HITS INTRO

**BUY: ANY 38 FACTION8 SHADES
GET FREE [\$154.86 VALUE]:**

- 10 - FACTION8 (fixed mix)
- 1 - Twenty Volume Developer
- 2 - FACTION8 Color Book
- 1 - FACTION8 Color Chart
- 1 - FACTION8 Window Cling

**COST: \$323.76
VALUE: \$470.16**

**31.14%
SAVINGS**

ALL IN INTRO

**BUY: ANY 124 FACTION8 SHADES
GET FREE [\$744.96 VALUE]:**

- 40 - FACTION8 (fixed mix)
- 2 - Twenty Volume Developer
- 2 - Thirty Volume Developer
- 2 - Forty Volume Developer
- 4 - #BlondeAF Lightener (Sachet)
- 2 - Bangkok Shampoo (Liter)
- 2 - Tokyo Conditioner (Liter)
- 2 - Los Angeles Tousle Spray
- 2 - Copenhagen Leave-In Conditioner
- 2 - Munich Hair Serum
- 2 - FACTION8 Color Book
- 1 - FACTION8 Color Chart
- 1 - FACTION8 Window Cling

**COST: \$1,056.48
VALUE: \$1,801.44**

**41.35%
SAVINGS**



STREET SWAPS | FACTION8



PURCHASE THE
GREATEST HITS INTRO
- 48 SHADES -

YOU RECEIVE UP TO:
**48 TUBES
TO SWAP**

- Open - no limit
- Available all year
- All channels

COST:
\$323.76

PURCHASE THE
ALL IN INTRO
- 164 SHADES -

YOU RECEIVE UP TO:
**500 TUBES
TO SWAP**

- Open - no limit
- Available all year
- All channels

COST:
\$1,056.48

FULL SWAP OUTS WITH
NO PURCHASE

- 2 per POD, per month
- Min 300 / Max 1000 tubes
- Need to be 75% Faction8
- Approval needed by PulpRiot
- TDMs have fuel budget
- Street only



THE STORY

WHY LIQUID DEMIS?

We understand what stylists and salon owners want because we're stylists and salon owners who create products and actually use them every day in the salon. Our new demi-permanent color line has a unique creamy liquid consistency which is perfect for today's coloring techniques. Similar to our **FACTION8** permanent color line, our demi line is a cool, based color line when it comes to its naturals, ashes, violets and browns, and it provides warmth when you want it with the golds, reds and coppers.

FACTION8 has experienced tremendous and unprecedented growth, with each month more and more salons fully converting to our permanent color line. Up until now, we have not had a demi-permanent color line solution to support our **FACTION8** line that won't "bump" their natural color, so they continue to use other brand's demi-permanent color offerings. Now artists and salons have a full range of Pulp Riot products to use behind the chair.

PULPRIOT

KEY POINTS

No Lift - Ammonia free, acidic colors that can be used to refresh without breaking the base.

Consistency - The consistency is designed intentionally for today's modern techniques, allowing total artist control from seamless blends to quick gloss applications.

Healthy Results - While other liquid color lines leave the hair feeling rough and dry, 98.4% of Pulp Riot Liquid Demi users say their hair felt more conditioned.

High Shine & Radiance, where other demis often fall short.

Translucent Reflection

PULPRIOT



LIQUID DEMI

PULPRIOT DEMI-PERMANENT LIQUID COLOR

COLOR : DEVELOPER

MIXING RATIO 1 : 1

STANDARD PROCESS TIME: 20 MIN.

(Depending on coverage/technique)

INSTRUCTIONS: In a non-metallic bowl or applicator bottle, mix 1 part Demi-Permanent Liquid Color to 1 part Liquid Demi Developer*. Apply to damp or dry hair. Standard process time: 20 minutes, without heat.

*For use only with our specifically-formulated Demi-Permanent Developer

PRO TIPS

- Process under 20 min. for softer color deposit, without heat.
- Process for a total of 40 min. to help blend grey (20 min with cap, under dryer, and an additional 20 min. without heat).

LEVELS

10

9

8

7

6

5

4

3

2

1



CLEAR
0-0



NATURAL
-0



NATURAL / GOLD
-03



ASH
-1



ASH/ASH
-11



VIOLET
-2



GOLD
-3



COPPER
-4



RED/VIOLET
-5



RED
-6



MATTE
-7



BROWN
-8



9-0



9-03



9-1



9-11



9-2



9-3



9-4



8-1



8-11



8-2



7-0



7-03



7-4



7-8



6-0



6-03



6-1



6-3



6-6



5-7



5-8



4-03



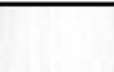
4-5



3-0



3-2



0-0



BOOSTER



-22



-33



-44



-66

GET
EDUCATION



IMAGES ARE COLOR GUIDES ONLY AND SUBTLE VARIATIONS MAY OCCUR IN PRINT OR ON SCREEN

USE FACTION8 & LIQUID DEMIS TOGETHER

- FACTION8 and Liquid Demis blend together perfectly to offer the ultimate results for your everyday clients.
 - **100% grey root coverage** with FACTION8 permanent color.
 - **Optimized health** of the ends of your clients' hair with the moisturizing, acidic Liquid Demis.
 - **Consistent, long term results:** the repeated layering of any permanent color on mids and ends can lead to darkening over time. Use Liquid Demis to refresh previously colored hair and control depth variation long term.
- Save time behind the chair. Melt with Liquid Demis on either wet or dry hair, and with either a bottle or brush - offering flexible and quick application options.
- FACTION8 and Liquid Demis use the same numbering system, making formulation easy and natural for artists of all experience levels.



@DOUG_THEO
IS THE ARTIST



DEMIS EDUCATION

INTRO TO LIQUID DEMIS

In Salon & Digital - Demo Only

Discover Pulp Riot's newest creation, Pulp Riot Liquid Demi Permanent color. As with FACTION8, Pulp Riot demis were created by stylists and salon owners with modern coloring techniques in mind.

In this 2-hr interactive class, you'll learn how to be successful using liquid demis with all different application methods and uses, plus see a demonstration of an on-trend color technique.

Prerequisite: None



ALL THE REDS

In Salon & Digital - Hands On & Demo

Everyone's always after that ultimate red. With this class, learn how to create the perfect red for every type of client that sits in your chair. Combining the powers of FACTION8, Liquid Demis, and Semi-Permanent colors, expand your knowledge on using reds, coppers, and red-violets to create brightness, depth & dimension across the board.

Prerequisite: Intro to FACTION8 or Total Color



TOTAL COLOR

In Salon & Digital - Demo Only

Everything you need to know about FACTION8, Liquid Demis, and Semi-Permanent colors. Featuring a demo, formulation of each product line, and when and why to use them behind the chair. Perfect for becoming a full range Pulp Riot artist or salon.

Prerequisite: None



**A complimentary condensed Intro to Liquid Demis class is available as a 30 min add-on to any other class.*

PULPRIOT

NUKS | DEMIS

STYLIST INTRO

**BUY: ANY 16 LIQUID DEMI SHADES
GET FREE [\$20.43 VALUE]:**

- 1 - Liquid Demi (Ash 6-1)
- 1 - Liquid Demi (Brown 7-8)
- 1 - Liquid Demi Developer (33oz)
- 1 - Liquid Demi Color Chart

**COST: \$100.00
VALUE: \$120.43**

**20.43%
SAVINGS**

SALON INTRO

**BUY: ANY 50 LIQUID DEMI SHADES
GET FREE [\$126.09 VALUE]:**

- 15 - Liquid Demi (Fixed Mix)
- 2 - Liquid Demi Developer (33oz)
- 1 - Liquid Demi Color Chart
- 1 - Liquid Demi Color Book

**COST: \$312.50
VALUE: \$438.59**

**28.75%
SAVINGS**



STREET SWAPS | DEMIS



PURCHASE THE
SMALL INTRO
- 16+ SHADES -

YOU RECEIVE UP TO:
**10 BOTTLES
TO SWAP**

- Open - no limit
- Available all year
- All channels

COST:
\$100.00

PURCHASE THE
LARGE INTRO
- 50+ SHADES -

YOU RECEIVE UP TO:
**60 BOTTLES
TO SWAP**

- Open - no limit
- Available all year
- All channels

COST:
\$312.50

**FULL SWAP OUTS WITH
NO PURCHASE**

- 2 per POD, per month
- Min 100 / Max 300 Bottles
- Approval needed by Pulpriot
- TDMs have fuel budget
- Street only

CARE & STYLING



PULPRIOT

CARE AND STYLING THE CHEAT SHEET



©STEPHSTYLES THE ARTIST



BOSTON + SINGAPORE Volumizing Shampoo & Conditioner

- Body building & volumizing
- Doesn't weigh down hair
- Sulfate free luxurious lather



SHANGHAI + SAN FRANCISCO Moisturizing Shampoo & Conditioner

- Hydrates hair
- Lightweight
- Helps prevent split ends
- UV Filter



BANGKOK + TOKYO Color-Safe Shampoo & Conditioner

- Formulated with quinoa, aloe & ginseng
- Anti-frizz
- Doesn't weigh down hair
- Conditions, protects, strengthens



BARCELONA + BELFAST Toning Shampoo & Conditioner

- Makes blondes more cool & icy
- Suitable for color treated hair
- Non-drying
- Restores vitality & hydration to hair



BUDAPEST Clarifying Shampoo

- Infused with quinoa & vitamin B5
- Non-drying
- Suitable for color treated hair
- For all hair types
- Sulfate free



SANTA BARBARA Intensive Hair Mask

- Infused with quinoa, giving smooth, shiny & silky finish
- Hydrates over-styled, over-processed hair
- Helps prevent dryness, frizz & brittleness
- Suitable for color treated hair



COPENHAGEN Leave-In Conditioner

- Lightweight formula
- Contains aloe & pro-vitamin B5
- Smooths & detangles



DUBAI Hair Plumper

- Plumps hair strands to give the appearance of thicker hair
- Helps maintain hair density without stiffness
- Volumizes, smooths & adds shine
- UV Filter



GLASGOW Sea Salt Spray

- Contains sea salt & sea kelp extract
- Light hold
- Non-drying
- Light sheen



HANOI Curl Cream

- Adds moisture & promotes shine
- Enhances natural curls
- Non-sticky
- Strong, flexible hold
- UV Filter



ISTANBUL Blow Dry Spray

- Decreases frizz & blow dry time
- Provides a light hold
- Smoothing formula conditions, volumizes & helps provide heat protection



LIVERPOOL Root Lifter

- Non-flaky
- Non-drying
- Non-sticky
- Suitable for color treated hair



LOS ANGELES Tousle Finishing Spray

- Soft hold
- Non-drying
- Next day hair look
- Lightweight formula



MEMPHIS Shine Mist

- Adds luster
- Reduces frizz
- UV Filter



MUNICH Hair Serum

- Adds shine without weighing down hair
- Moisturizing - tames frizz & smooths hair
- Thermal protectant



BERLIN Dry Shampoo

- Anti-static
- Non-drying
- Lightweight
- No Residue



TORONTO Firm Hold Hairspray

- Non-flaky
- Non-drying
- Humidity resistant
- No product build up



TRIPOLI Thermal Protectant

- Helps protect from heat damage up to 450°
- Frizz control
- Non-drying
- Non-sticky
- Flexible hold



ZURICH Flexible Hold Hairspray

- Non-flaky
- Non-drying
- Humidity resistant
- No product build up



← GET STARTED HERE

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VEGAN.
NOT TESTED ON ANIMALS.

STYLING EDUCATION



INTRO TO STYLING & CARE

In Salon - Hands On Only

Digital - Demo Only

Learn details about each styling product and how to use them effectively. Experience the products hands on with a mannequin and engage in a group teach back for a complete interactive experience while better understanding their use behind the chair.

Prerequisite: None

**A complimentary condensed Intro to Liquid Demis class is available as a 30 min add-on to any other class.*

PULPRIOT

TRY ME INTRO KIT

BUY:

- 1 - Liverpool Root Lifter
- 1 - Zurich Flexible Hold Hairspray
- 1 - Munich Hair Serum
- 1 - Los Angeles Tousle Spray
- 1 - Glasgow Sea Salt Spray
- 1 - Copenhagen Leave-In Conditioner
- 1 - Berlin Dry Shampoo
- 1 - Bangkok Color-Safe Shampoo (10oz)
- 1 - Tokyo Color-Protecting Conditioner (10oz)
- 1 - Barcelona Toning Shampoo (10oz)

COST: \$99.00
VALUE: 145.19

**28.02%
SAVINGS**

NUKS | STYLING

MEDIUM INTRO

BUY: 24+ ANY CARE & STYLING [Excludes Liters], GET FREE [\$86.40 VALUE]:

- 1 - Liverpool Root Lifter
- 1 - Berlin Dry Shampoo
- 1 - Munich Hair Serum
- 1 - Bangkok Color-Safe Shampoo (10oz)
- 1 - Copenhagen Leave-In Conditioner
- 1 - Tokyo Color-Protecting Conditioner (10oz)

COST STARTING AT: \$308.40
VALUE UP TO: \$510.72

**SAVINGS UP TO
28.02%**

LARGE INTRO

BUY: 48+ ANY CARE & STYLING, GET FREE [\$255.19 VALUE]:

- 1 - Liverpool Root Lifter
- 1 - Zurich Flexible Hold Hairspray
- 1 - Munich Hair Serum
- 1 - Santa Barbara Intensive Hair Mask
- 1 - Berlin Dry Shampoo
- 1 - Bangkok Color-Safe Shampoo (10oz)
- 1 - Tokyo Color-Protecting Conditioner (10oz)
- 1 - Barcelona Toning Shampoo (10oz)
- 1 - Belfast Toning Conditioner (Liter)
- 1 - Budapest Clarifying Shampoo (Liter)

COST STARTING AT: \$616.80
VALUE UP TO: \$848.64

**SAVINGS UP TO
41.37%**



STREET SWAPS | CARE & STYLING



PURCHASE THE
MEDIUM INTRO
- 24+ SHADES -

YOU RECEIVE UP TO:
**24 BOTTLES
TO SWAP**

- Open - no limit
- Available all year
- All channels

COST:
\$308.40

PURCHASE THE
LARGE INTRO
- 48+ SHADES -

YOU RECEIVE UP TO:
**60 BOTTLES
TO SWAP**

- Open - no limit
- Available all year
- All channels

COST:
\$616.80

100 BOTTLE SWAP
NO PURCHASE

- 2 per POD, per month
- Approval needed by PulpRiot
- TDMs have fuel budget
- Street only



YOU ARE
THE ARTIST

PRIOT

IS THE PAINT