

# GLOSSING + TONING

## KEYS FOR GLOSSING + TONING

- The lightening process will expose undertones, as shown in this chart.
- Try these formulas, designed to neutralize the undertone and achieve different results.

LEVEL	10 EXTRA LIGHT BLONDE	9 VERY LIGHT BLONDE	8 LIGHT BLONDE	7 BLONDE
<b>UNDER TONES</b>	VERY PALE YELLOW	PALE YELLOW	YELLOW	YELLOW/ORANGE
<b>COOL+ BLONDES</b>	9-11 + 0-0 ASH/ASH CLEAR	9-11 ASH/ASH	8-11 ASH/ASH	8-11 + 6-1 ASH/ASH ASH
<b>COOL BLONDES</b>	9-2 + 0-0 VIOLET CLEAR	9-2 VIOLET	8-1 + 8-2 ASH VIOLET	8-1 + 6-1 ASH ASH
<b>NATURAL BLONDES</b>	9-0 + 0-0 NATURAL CLEAR	9-0 NATURAL	9-2 + 7-0 VIOLET NATURAL	8-2 + 6-0 VIOLET NATURAL
<b>WARM BLONDES</b>	9-03 + 0-0 NATURAL/GOLD CLEAR	9-03 NATURAL/GOLD	9-03 + 7-03 NATURAL/GOLD NATURAL/GOLD	7-0 NATURAL

## PRO TIP

Use CLEAR 0-0 to dilute tones & achieve lighter color results.

1/2oz CLEAR 0-0 + 1oz DEMI = 1 LEVEL LIGHTER

1oz CLEAR 0-0 + 1oz DEMI = 2 LEVELS LIGHTER

1.5oz CLEAR 0-0 + 1oz DEMI = 3 LEVELS LIGHTER

# SERVICES + BENEFITS

## SERVICES

### TONING WITH BLONDES

For removing any unwanted undertones in the hair.

### COLOR REFRESH

For pulling color through ends with root touch up.

### COLOR CORRECTION

For cancelling unwanted tones or changing color drastically.

### SHADOW ROOT & COLOR MELT

For adding depth at the root and achieving desired color blend.

### LOW LIGHTING

For adding depth & dimension.

### GLOSSING

For adding depth and shine.

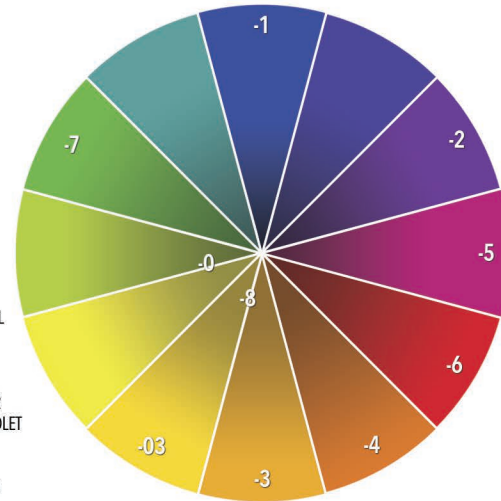
### BLEACH & TONE

For toning all-over blondes.

## BENEFITS

- Innovative, no-lift, ammonia-free, acidic color line.
- The unique, creamy consistency allows for complete artist control, perfect for modern techniques like seamless color-blending and "stay-put" shadow-rooting.
- Conditioned results, radiant shine, and translucent reflection.
- The perfect support tool for our permanent color line FACTION8, with the same numbering system.
- Fully customizable formulations.

# COLOR HART



- 0 NATURAL
- 1 ASH
- 2 VIOLET
- 3 GOLD
- 4 COPPER
- 5 RED/VIOLET
- 6 RED
- 7 MATTE
- 8 BROWN

# FAQ

## WHAT IS IT?

Pulp Riot Demi-Permanent Liquid Color is an innovative no-lift, ammonia free color line. Formulated with our signature complex of Quinoa, Vitamin E, Grapeseed Oil, Rosemary, Avocado Oil, and Sunflower Oil to help provide conditioned results, radiant shine, and translucent reflection.

## DOES IT HAVE ANY SPECIAL FEATURES OR BENEFITS?

Our Demi-Permanent Liquid Color Line features a unique, creamy texture which is ideal for today's modern coloring techniques. This consistency is perfect for achieving seamless color-blending, and 'stay put' shadow rooting. Use on its own or as a support tool for our FACTION8 Permanent Color Line.

## HOW DO I USE IT?

In a non-metallic bowl or applicator bottle, mix 1 part Liquid Demi 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 minutes for softer color deposit, without heat.
- Process for a total of 40 minutes to help blend grey (20 minutes with cap, under dryer, and an additional 20 minutes without heat).

## IS IT THE SAME LEVEL/BASE NUMBERING SYSTEM AS FACTION8?

Yes. The numbering system matches the FACTION8 Permanent Color Line, making it easy to use and the optimal color-support tool.

## IS IT VEGAN AND ANIMAL CRUELTY-FREE?

Yes. All Pulp Riot products have been, and will continue to be, vegan, and not tested on animals.

## HOW DO I USE CLEAR (0-0)?

Clear can be used to dilute any of our Demi-Permanent colors (including boosters), or used on its own to create extra shine. When using Clear, the same mixing ratio (1:1) applies, with our specifically-formulated Liquid Demi Developer.

## WILL IT 'BUMP' MY NATURAL HAIR COLOR?

No. Our Demi-Permanent Liquid Color is an acidic, no-lift formulation. It will not shift your natural hair color.

PAIRS WITH OUR SPECIFICALLY FORMULATED LIQUID DEMI DEVELOPER



# CHEAT SHEET





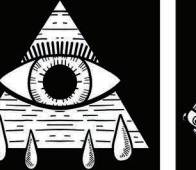
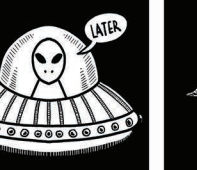


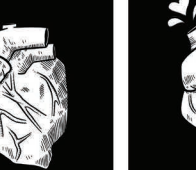
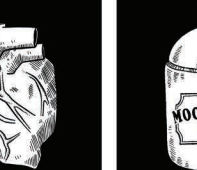
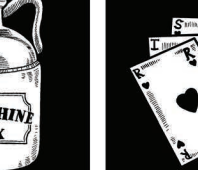





# LIQUID DEMI

# PULPRIOT DEMI-PERMANENT LIQUID COLOR

LEVELS

											
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

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).

10

9

8










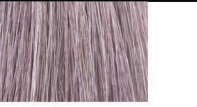






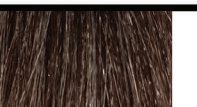






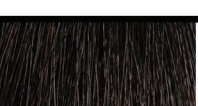
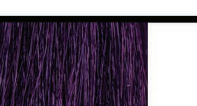

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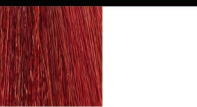
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BOOSTER

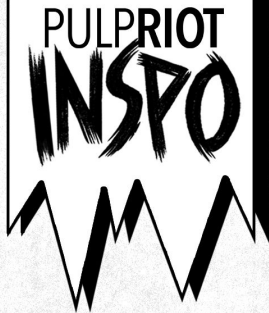
				
	-22	-33	-44	-66

GET EDUCATION



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





# MIXING INSPO

# DEMI-PERMANENT LIQUID COLOR

**Canvas:** Level 9  
YELLOW BLONDE

Mixed Using: Liquid Demi  
Developer (1:1), for 20 min.



## ASH MELT

Roots: 6-1 + 8-1  
(EQUAL PARTS)  
Ends: 9-2 + 0-0

## ASH/VIOLET

Roots: 6-1 + -22  
Ends: 8-2 + -22

## BROWN

Roots: 5-8  
Mids: 7-8  
Ends: 7-8 + 0-0

## GOLD

Roots: 4-03 + 6-03  
(EQUAL PARTS)  
Mids: 6-03  
Ends: 9-03

## COPPER

Roots: 7-4 + -44  
Ends: 9-4 + -44

## SILVERY MELT

Roots: 6-1 + 8-11  
Ends: 9-1 + 9-11



# FAQ

# DEMI-PERMANENT

## LIQUID COLOR

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**Pro Tip:** For grey blending, process up to 40 minutes.

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

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### IS IT VEGAN AND ANIMAL CRUELTY-FREE?

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### WHAT ARE SOME WAYS I CAN USE THE DEMI-PERMANENT LIQUID COLOR LINE?

- No-Lift Coloring
- Grey Blending
- Color Shifting
- Color Refreshing
- Low Lighting
- Canceling Brass
- Shadow Rooting
- Color Correction
- Adding Dimension
- Glossing
- Toning
- Color Melting

Weight: 2 oz | 60 mL Bottle

# PULPRIOT

