

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.

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 base shades feature Anti-Overworking Technology.

Because of its optimized texture, application is efficient, and less product is required for re-application from overworking. 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.



SWATCH CHART CHEAT SHEET

EXOPLANET 810	CUPID 610	BLUSH 810	CANDY 810	ELOPED 810	FIRST BASE 810	CLEOPATRA 710	NUCLEAR 710
COUNTESS 710	FIREBALL 610	PYRO 710	LAVA 810	SHAG RUG 610	VINTAGE VEGAS 610	DESERT CANYON 810	LEMON 810
ACID SPILL 810	SNAKE EYES 610	FLY TRAP 810	ABSINTHE 610	AQUATIC 610	BLUE MUSE 810	TRAGIC 810	BLUE TUX 810
ICED SKATER 810	ASTEROID 810	NIGHTFALL 610	SORCERY 710	NEVERMORE 810	DARK MATTER 810	VELVET 610	ELIXIR 810
LILAC 810	LAVA LAMP 610	DEVIANT 710	JAM 610	GHOSTBLOOD 910	SMOKE 810	NOIR 610	CLEAR FOR ALL LEVELS

OUR NEW FORMULA

- X LASTS UP TO 50 WASHES*
- X NO MORE OVERWORKING
- X FADES TRUE TO TONE
- X SHINES BRIGHTER: 86% MORE SHINE**
- X 3X LESS BREAKAGE***
- X 40+ INTERMIXABLE SHADES
- X VEGAN FORMULA**** PPD, MEA, AND PARABEN FREE

*VS. PREVIOUS FORMULA

**VS. UNWASHED HAIR

***VS. NON-CONDITIONING SHAMPOO

****VEGAN FORMULATION: NO ANIMAL DERIVED INGREDIENTS

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

