

**SAMPLING**



# OVERVIEW | 2024

| SAMPLING OPPORTUNITY                                                                          | COUPON CODE |
|-----------------------------------------------------------------------------------------------|-------------|
| FACTION8: 6 Tubes + 1 Dev                                                                     | 002060S     |
| FACTION8 TASTE OF FACTION8 – A PULP RIOT COLOR TRIAL PROGRAM<br>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     |

## 1. BRAND APPROVAL REQUIRED FOR ALL SAMPLE CODES

**X** FOR APPROVAL EMAIL Dir. Business Development & DSM WITH:

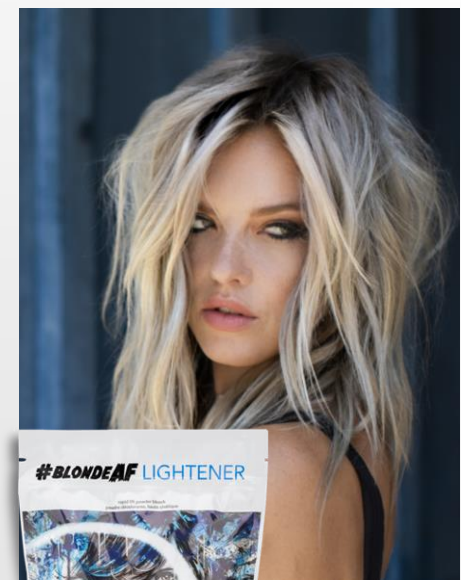
- Salon Name
- Location
- # of Chairs
- Salon Potential in Pulp Riot
- Current Color Brand
- LY Pulp Riot Sales & YTD Sales

## 2. ADD SAMPLE CODE TO FLOW ORDER IN MOSAIC

**X** HANDLING FEE MAY APPLY IF ORDER CONTAINS ONLY SAMPLES

**X** SALONCENTRIC ACCOUNT NUMBER REQUIRED

# TO DYE FOR



SAMPLE CODE: 015284S

## 5 SKUS

BlondeAF  
Faction8 1-0  
HST Platinum Pearl  
Velvet  
Faction8 6-55

Contact your Dir. Business Development for additional resources



# SEMIS

SAMPLE CODE: 007242S

**5 TUBES**  
**+**  
**1 BLANK CANVAS**



*Contact your Dir. Business Development for additional resources*

# LIGHTENER



SAMPLE CODE: 002064S

**4 SACHETS  
+  
1 DEVELOPER**

*Contact your Dir. Business Development for additional resources*



# HIGH SPEED TONERS

SAMPLE CODE: 007243S

**4 TUBES**  
+  
**1 DEVELOPER**



Contact your Dir. Business Development for additional resources

# FACTION8

SMALL

SAMPLE CODE: 002060S

6 TUBES OF F8  
+  
1 DEVELOPER



LARGE\*

SAMPLE CODE: 002061S

UP TO 48 TUBES OF F8 +  
4 DEVELOPERS +  
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**



Contact your Dir. Business Development for additional resources





*TASTE OF*

# FACTION 8

*PERMANENT COLOR*

PULPRIOT



# COLOR TRIAL

## OPPORTUNITY:

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



- **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**



# 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





# BEST PRACTICE TIMELINE

