

THE RIOT LINE

FEBRUARY 2024

GREATEST HITS HIGH SPEED TONERS

**PULPRIOT
GREATEST
HIT**

FEBRUARY HIT: MOON STONE
GIVE BRASS THE BOOT



WHY I'M A SALON MUST-HAVE: TOUGH ON YELLOW

1. Great for creating bright, reflective blondes
2. Violet base, best for cancelling unwanted, pale yellow undertones
3. Great for pre-toning before using a pastel or cooler tone semi-permanent

TARGET CUSTOMERS WHO'LL LOVE MOON STONE

- Stylists looking for a versatile toning option, create different shades and levels with just 1 tube
- Extreme toning to lighten and brighten in ONLY 5 minutes!
- Progressive toning that deepens based on processing times (up to 20 mins)
- Clients/stylists wanting a vegan + cruelty-free Toner option
- Stylists that want that perfect alkaline toner to help lift & deposit, base break and/or pre-tone prior to semis
- Stylists looking for that perfect alkaline color to sit next to your acidic demi line

ALWAYS-ON SUPPORT TO WIN

SAMPLING (INFORMATION ON DSA + MYLOOKUP)

- Coupon Code Sampling & Swaps
- NUKs

PAIR SAMPLING WITH EDUCATION

- FREE Riot Initiation Digital Class
 - Color Blocking Featuring Moonstone
- Pulp Riot TV (tv.pulpriothair.com)

FEBRUARY PROMOTIONS

- 1) Get (1) 10 volume Developer FREE with every 3 High Speed Toners purchased
- 2) Buy 1 Get 1 50% off all Lighteners

LOYALTY

- LEVEL 3x Points on all Toners & Lighteners purchases

EVENTS

RIOT INITIATION

7 FEB

9 AM PST / 12 PM EST

RECOMMENDED SAMPLING

Stores - Greatest Hits Moonstone

- 2 per beauty guru - 015404S

Street - 4 High Speed Toner shades

(stylist choice) + 1 Developer (stylist choice)

- (coupon code - 007243S)



PULPRIOT