



HIGH SPEED TONER HIGH INTENSITY BLONDES



4 NEW BLONDE TONES WITH EXTREME RESULTS

DO YOU HAVE CLIENTS TODAY THAT...

- x **DON'T WANT TO WAIT?** THEY WANT TO GO AS BLONDE AS POSSIBLE IN ONE VISIT?
- x **ARE EXTREME?** WANT THE BOLDEST OR COOLEST BLONDE NO MATTER THE COST?
- x **WANT THE LATEST TRENDING BLONDE TONE?** OR CHANGE UP THE TONE OF THEIR BLONDE OFTEN?



**WHAT HIGH SPEED
TONERS CAN DO FOR YOU...**

**WANT TO TAKE TONING TO THE EXTREME?
HIGH SPEED TONERS CAN GET YOU THERE.**

POWER	SPEED	VERSATILE	COMPLIMENTARY
These toners pack a punch	Results in as little as 5 minutes	12 intermixable shades	To what you already carry in salon



HIGH SPEED TONER
**HIGH INTENSITY
BLONDES**

WHAT DOES THIS MEAN FOR YOU IN SALON?

OPTIMIZED SERVICES

Extreme color

Powerful deposit for rich, bold color results in one application

RAPID TONING

Neutralize, brighten, enhance, or deposit in just 5 minutes.



CUSTOMIZATION

VERSATILE

Create different tones or leave on longer for deeper results*



CUSTOM SHADES MIXED IN EQUAL PARTS & PROCESSED FOR 5 MIN.

*Depending on the mixing ratio, developer used, & processing time

COMPLIMENTARY

The alkaline toner to live next to your acidic demi



Level 10.

MORE
SATURATION
AT 20 MIN!

HIGH SPEED TONERS = POTENTIAL FOR MORE SERVICES = MORE \$\$

WHAT YOUR CLIENTS WILL REQUEST IN 2023

COPPER IS HAVING A MOMENT

HAIR COLOR COPPER*

60K, +22% YoY

BROWN REDDISH HAIR COLOR*

20K, +4% YoY

BROWN COPPER HAIR COLOR*

10K, +49% YoY

COPPER HAIR COLOR DYE*

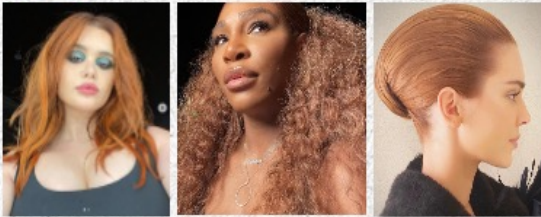
4K, +25% YoY

GINGER COPPER HAIR COLOR*

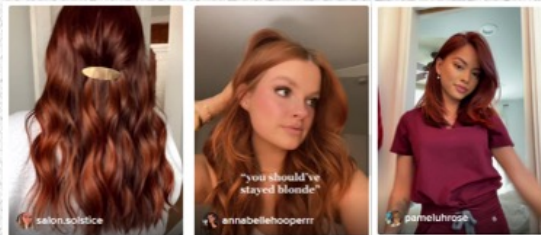
4K, +52% YoY



#COPPERHAIR 1.5M POSTS
#COPPERHAIRCOLOR 205K POSTS



#COPPERHAIR
104.2M VIEWS



BUT COOL BLONDE IS HERE TO STAY



#PLATINUMBLONDE
1.8M POSTS



HAIR COLOR SEARCH
TERM ON THE RISE:
HAIR COLOR,
ASH BLONDE

Google

x 20K Volume

x +170% YoY

TRENDING BLONDE TONES



**WE GOT YOU WITH
OUR NEW TONER CAMPAIGN**

4 NEW BLONDE TONES WITH EXTREME RESULTS

UP FOR A QUICKIE? IT ONLY TAKES 5 MINUTES.

INTENSE & FAST

High power + high speed - take toning to the extreme in just 5 minutes

BADA\$\$ BLONDE

4 new hardcore toners: Golden Shimmer, Copper Blonde, Platinum Pearl, & Lilac Chill

Ultra versatile

As bold as you want - 5 min. perfectly toned, 15-20 min. bold, intense blonde

AND OF COURSE...

As always, 100% vegan formulas* & never tested on animals

*Vegan formula: no animal derived ingredients



HIGH SPEED TONER

HIGH INTENSITY BLONDES

WHAT'S HOT & COOL ABOUT THE NEW TONERS



GOLDEN SHIMMER



COPPER BLONDE



PLATINUM PEARL



LILAC CHILL

GOLDEN SHIMMER



(Gold base) for enhancing gold and yellow undertones to help create buttery, bright, warm and/or balanced blondes



HIGH SPEED TONER **HIGH INTENSITY BLONDES**

COPPER BLONDE



(Copper base) for enhancing orange, gold, and yellow undertones to help create light copper tones for pre-lightened blondes



HIGH SPEED TONER **HIGH INTENSITY BLONDES**

PLATINUM PEARL



(Grey/Violet base) use to create pastel, cool iridescent platinum tones on pre-lightened blondes



HIGH SPEED TONER **HIGH INTENSITY BLONDES**

LILAC CHILL



(Violet base) best for adding cool violet tones to the hair while eliminating unwanted yellow undertones



HIGH SPEED TONER **HIGH INTENSITY BLONDES**

WHY OUR TONERS ARE BAD@\$\$

TECHNOLOGY

- x **POWERED BY - QUINOA OIL: STRENGTH & ELASTICITY | PLANT BUTTERS: HIGH-GLOSS & SHINE**
COCONUT & LINSEED OILS: HYDRATION
- x **PROGRESSIVE, OXIDATIVE DYES**
- x **ALKALINE pH**

KEY BENEFITS

- x **BOLD COLOR RESULTS IN AS LITTLE AS 5 MINUTES**
- x **POWERFUL ENOUGH TO FIGHT THROUGH OR ENHANCE UNDERTONES,**
HELPING TO EVEN OUT THE 'CANVAS' WHILE DEPOSITING COLOR
- x **TONES DEEPEN THE LONGER YOU LEAVE THEM ON**
- x **FLEXIBLE PROCESSING TIME & MIXING RATIOS**
- x **12 INTERMIXABLE SHADES FOR MAXIMUM CUSTOMIZATION**
- x **LASTS 6-8 WEEKS**
- x **VEGAN FORMULA - NOT TESTED ON ANIMALS**



KEY SERVICE OPTIONS WITH HIGH SPEED TONERS

SERVICE	WHAT IT IS	WHEN TO USE IT	WHAT TO USE	HOW TO USE IT
BASE BREAK	Slightly lightening the natural base (up to 1 level) without using bleach to soften the appearance of regrowth between highlight or bleaching services.	On virgin hair all over as an introduction to hair color or as a seasonal pick-me-up.	Any High Speed Toner.	Mix with 10 Vol & process for 5 min. Choose the mix ratio based on speed of application.
		On highlighted hair that needs a quick bump or refresh between services.	Moon Stone, Natural, Platinum Pearl, or Golden Shimmer.	Mix with 6 or 10 Vol in a 1:3 ratio and process for 5 min.
TONING	Minimizing, enhancing, or depositing tones to create an even canvas after lightening services.	After bleaching all over or following highlights to enhance or neutralize warm undertones. Can also be used to deposit fashion tones.	Any High Speed Toner.	Mix with 6 or 10 Vol & process from 5-20 minutes depending on the level of deposit desired. Choose the mix ratio based on speed of application.
		Prior to applying a semi-permanent vivid shade to help ensure even saturation.	PRO TIP: When using before a vivid, match the tone of the High Speed Toner to the desired vivid shade. For example, use Lilac Chill or Icy before applying Velvet.	

BASE BREAK BETWEEN HIGHLIGHTS

Toned with Golden Shimmer 1:2 with 6 Vol for 5 min.



ENHANCE WARM UNDERTONES AFTER PRE-LIGHTENING

Pre-lightened to level 8 & toned with Copper Blonde 1:2 with 6 vol for 5 min.



PRE-TONE BEFORE USING A VIVID

CONTROL

LEVEL 9.5

PRE-TONED

LILAC CHILL

VIVID OVERLAY

BLUSH

6 VOL 1:2, 5 MIN.

WANT BLONDE TONES WITH EXTREME RESULTS?

GET THE LOOK: FORMULA BREAKDOWNS

IRIDESCENT PLATINUM BLONDE

BEFORE

AFTER

PLATINUM PEARL

NATURAL STARTING LEVEL: 7

PLATINUM CARD: #blondeAF 1:2
starting with 6 Vol, increasing developer
strength throughout application

TONE: Platinum Pearl High Speed Toner
1:2 & 6 Vol

BRIGHT, BUTTERY BLONDE

BEFORE

AFTER

GOLDEN SHIMMER

NATURAL STARTING LEVEL: 6 with
some previous pre-lightened strands

FOILYAGE & BABYLIGHTS: #blondeAF
1:2 & 20 Vol

TONE & BASE BREAK: Golden Shimmer
High Speed Toner 1:2 & 6 Vol

PULPRIOT HIGH SPEED TONERS

PREDICTABLE &
CUSTOMIZABLE RESULTS

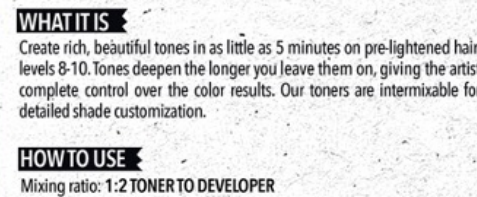
- STEP 1 PICK YOUR TONER
STEP 2 COMPARE YOUR CANVAS LEVEL
STEP 3 PROCESS TO PREFERENCE

STARTING CANVAS



GET
EDUCATION

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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 & LINSÉED OILS: Hydration

Vegan formula 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

12 DIFFERENT TONERS INCLUDING 4 NEW TONERS...

Golden Shimmer (Gold base) For enhancing gold and yellow undertones to help create buttery, bright, warm and/or balanced blondes. Use alone, or as a pre-tone service to support warm vivid shades to natural warm end results.

Copper Blonde (Copper base) For enhancing orange, gold, and yellow undertones to help create light copper tones for pre-lightened blondes. Use alone, or as a pre-tone service to support warm vivid shades or natural warm end results.

Platinum Pearl (Grey/violet base) Use to create pastel, cool iridescent platinum tones on pre-lightened blondes. Beautiful on its own or as a pre-tone service before applying our semi-permanent colors for added longevity.

Lilac Chill (Violet base) Best for adding cool violet tones to the hair while eliminating unwanted yellow undertones. Beautiful on its own or as a pre-tone service before applying our semi-permanent colors for added longevity.



& 8 EXISTING TONERS...

Icy (Blue/violet base) For achieving the perfect platinum on pre-lightened blondes.

Violet (Violet base) Best for cancelling yellow undertones. Process longer for a highly pigmented pastel violet tone.

Silver (Blue base) Creates a silver platinum on pre-lightened blondes. Process longer for a deep silver tone.

Ash (Olive base) Best for cancelling any unwanted warmth in the hair and creating a beautiful ash blonde.

Natural (Violet base) Gives the perfect sun-kissed tone with balanced reflection of cool and subtle warmth.

Rose Gold (Red & gold base) The essential rose gold for pre-lightened blondes. Leave it on longer for a deeper rose gold tone.

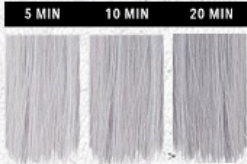
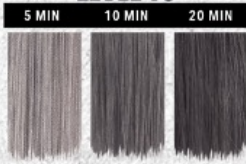
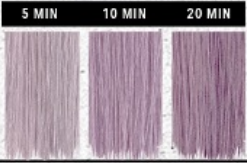
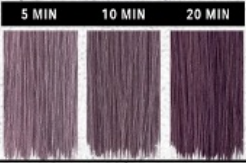
Pale Pink (Pink base) Best for creating soft baby pink tones in the hair. Beautiful on its own or as a pre-tone service before applying out semi-permanent colors for added longevity.

Moon Stone (Violet base) Best for cancelling unwanted pale-yellow undertones. Gives an almost metallic pale violet reflection.



FAQS

How do the new shades with similar bases compare to the existing shades?

PLATINUM PEARL			ICY		
MORE SHEER: BEST FOR USE ON LEVEL 10			BEST FOR USE ON LEVELS 8,9,10		
LEVEL 10 			LEVEL 10 		
LILAC CHILL	VIOLET		MOON STONE	NATURAL	
COOL VIOLET TONES	PINKISH VIOLET TONES		METALLIC VIOLET TONES	BALANCED VIOLET TONES	
LEVEL 10 	LEVEL 10 	LEVEL 10 	LEVEL 10 		

What's the benefit to using alkaline-based toners?

Pulp Riot High-Speed Toners are alkaline-based and have the power to fight through or enhance undertones, helping to even out the 'canvas' while depositing color.

FAQS

What are the featured ingredients?

Quinoa Oil – Strength & Elasticity | Plant Butters – High-gloss & shine | Coconut & Linseed Oils – Hydration

The existing High Speed Toners can be intermixed to create custom hues. Can the new High Speed Toners be intermixed, too?

Yes! The new High Speed Toners can be mixed with each other and with existing High Speed Toners for a variety of end results.

How about mixing with Semi-Permanent colors?

Application, processing and rinsing of the High Speed Toners and any other oxidative processes should be completed before applying Pulp Riot Semi-Permanent Colors. Pulp Riot Semi-Permanent Colors and High Speed Toners should not be mixed with one another.

How are High Speed Toners mixed, processed, and used?

Mix in a 1:2 ratio with Pulp Riot 6 or 10 volume developer (1-part High Speed Toner: 2-parts Pulp Riot Developer). Apply to dry or damp hair with bottle or bowl & brush. Let process at room temperature 5-20 minutes, depending on how deep a tone you want. Do not use heat. Fully shampoo out and rinse.

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

FAQS

What hair types are High Speed Toners best suited for?

High Speed Toners are best for use on pre-lightened hair, levels 8-10.

What determines the developer and mix ratio to use?

High Speed Toners are designed to be used with Pulp Riot 6 or 10 volume developer and can be mixed in a 1:2, 1:3, or 1:4 ratio. Together the volume of developer used, and the mix ratio will determine processing speed and the level of deposit. For the densest, deepest toning use a 1:2 mix ratio with 6 volume developer; for the sheerest, most pastel toning a 1:4 mix ratio with 10 volume developer is recommended.

What determines the processing time?

High Speed Toners are progressive, meaning they will deepen over time. You will see results in 5 minutes or less. For additional depth and tonal deposit allow to process for up to 20 minutes.

How long will High Speed Toners last?

Like any hair color, longevity can be affected by multiple variables including hair porosity, frequency of washing, heat styling habits, etc. Pulp Riot High Speed Toners can last up to 6-8 weeks.

FAQS

What's the difference between applying damp or dry?

While applying to damp hair is often faster and can save crucial minutes behind the chair, applying to dry hair can provide more even, longer lasting results. Hair color deposition will not be diluted when applied to dry hair.

How do the new shades with similar bases compare to the existing shades?

IF YOU APPLY COLOR SLOWLY...	IF YOU APPLY COLOR QUICKLY...
Try using bottle for speed	You're the pro: use either bowl & brush or bottle
Applying to damp hair could be faster	Apply to damp hair or dry hair
Start the application in the back in case rinsing in case rinsing is necessary	Start the application in the area where most toning is needed
Use 10 volume	Use either 6 volume or 10 volume developer. 6 volume will have faster deposit
Use a 1:3 or 1:4 mixing ratio	Use a 1:2, 1:3, or 1:4 mixing ratio
PRO TIP: ISOLATE FINE HAIR AT THE HAIRLINE AND APPLY LAST TO AVOID OVER-DEPOSIT	