

PULPRIOT LIGHTENERS COMPARISON



#blondeAF

Clay Lightener

Cream Bleach

WHEN TO REACH FOR IT

Most versatile, all around, go-to lightener

For classic hand painting & balayage

A lift that's gentle on the scalp

USE

- On scalp
- In foils
- Hand painting

- Balayage
- Foilayage
- Added to #blondeAF to maximize both lift & control

- On scalp
- In foils
- Hand painting
- Targeted lightening

MIXING RATIO

RECOMMENDED

1:1.5

1:2

1:1.5

THINNER

1:2

1:2.5

1:2

THICKER

1:1

1:1.5

1:1

RECOMMENDED DEVELOPER

STANDARD

6, 10, 20, 30, & 40 vol

20, 30, & 40 vol

6, 10, 20, 30, & 40 vol

ON SCALP

6, 10, 20 & 30 vol

6, 10, 20, & 30 vol

6, 10, 20, & 30 vol

PROCESSING TIMES

45-55 min

Up to 60 min

20-50 min

LIFTING POWER

9+ levels

7+ levels

9+ levels

KEY FEATURES

- Doesn't swell
- Gentle on scalp
- Powerful lift
- Contains quinoa

- Doesn't dry out or transfer
- Clay lightener that actually lifts!
- Quinoa, argan oil, & safflower oil offer gentle lift

- Most gentle on scalp
- Quick, easy application using bottle or brush
- Powerful lift for a cream lightener
- No oily residue
- Contains quinoa & arginine