

THE RIOT LINE

MARCH 2024
GREATEST HITS



COSMIC COLLECTION

MARCH HIT: EXOPLANET
OUT OF THIS WORLD MAGENTA

PULPRIOT
GREATEST
HIT



WHY I'M A SALON MUST-HAVE:

PERFECT BALANCE OF PINK, PURPLE & RED TONES

1. Endless creativity: use it alone OR mix w/ Candy or Cupid for intense vibrancy.
2. Mix with Cleopatra or Blush to soften vibrancy.
3. Experiment: add to mid-level reds (4-7) to create cool/deep reds; add to 7-1 or 8-1 to create a rich mushroom brown

TARGET CUSTOMERS WHO'LL LOVE EXOPLANET

- Clients/stylists looking for a bright, mesmerizing magenta
- Stylists looking for super saturated results and the perfect balance of pink, purple & red tones to enhance their semi-permanent portfolio
- Clients/stylists wanting a vegan + PPD, Ammonia, Paraben & MEA Free semi-permanent color line
- Intense vibrancy and more pigmented for deeper overall deposit
- Clients looking for unmatched true-to-tone fade with their semi-permanent services

ALWAYS-ON SUPPORT TO WIN

SAMPLING (INFORMATION ON DSA + MYLOOKUP)

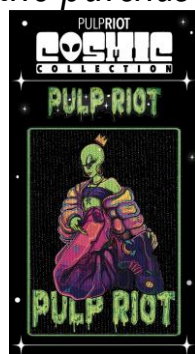
- Coupon Code Sampling & Swaps
- NUKs

PAIR SAMPLING WITH EDUCATION

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

MARCH PROMOTIONS

- 1) Get 1 of each FREE: Cosmic pin & patch + BlondeAF Sachet with the purchase of 4-7 Semis
- 2) PLUS, get 1 set of Comic Collection swatches with the purchase of 8 or more Semis



MARCH

LEVEL
LOYALTY REWARDS

3X POINTS

on all Semi-Permanent purchases!!

PULPRIOT

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EVENTS

RIOT INITIATION



MARCH 4th

9 AM PST / 12 PM EST

Pulp Riot Color Blocking Featuring Our Semi-Permanent Colors (saloncentric.com)

*For more free digital education classes, scan QR code to sign up.

EXTRATERRESTRIAL ABDUCTIONS DAY DIGITAL EVENT

MARCH 20th

10AM PST/1PM EST

-Tiktok livestream event

-For more info, check out @pulpriothair on IG

STYLIST SOCIAL CONTEST

**WIN a pair of custom
Cosmic Doc Martens**



SHOP & LEARN

MARCH 20th

20% Full Brand (6+ tubes min)

RECOMMENDED SAMPLING

Stores - Greatest Hits Exoplanet

- 2 per beauty guru - 015404S

Street - 1 Greatest Hits Exoplanet

PLUS 5 Semi shades (stylist choice)

+ 1 Blank Canvas sachet

- (coupon code - 007242S)

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