

PULPRIOT

TO DYE FOR

TRY BEFORE YOU DYE



OBJECTIVE

Grow existing PPD business by cross-selling and placing Semis, FACTION8, Lighteners and/or High-Speed Toners.

HOW IT WORKS:

- 1. Identify potential new business with recommended target lists*
- 2. Close ISMS doors with straightforward sales resources*

BENEFITS:

- 1. Reinforces relationships with existing accounts so they are less likely to go outside PPD*
- 2. Combine LEVEL points for more rewards*
- 3. Availability of business building resources to cater to ALL stylists from multiple, non-competitive PPD brands (Digital Edu, In-Person, Summit, etc.)*



PULPRIOT

Curious about the RIOT? Uniquely designed to provide hair color that complements any PPD color line in salons, Pulp Riot offers the most vivid, versatile and vibrant range of high-quality, high-performance, vegan products, never tested on animals- across semis, permanent color, toners & lighteners, all TO DYE FOR.

***Innovation for all stylists, business-building opportunities for all salons, celebrating hair artistry since Day 1.
Start your Riot Journey now -***

TRY BEFORE YOU DYE

TO DYE FOR

STOP EVERYTHING. Don't you dare try to dye without these 5 products from Pulp Riot. They will break through the noise and intensify any look.

It's giving:



TRY BEFORE YOU DYE!



PULPRIOT

#BLONDEAF POWDER LIGHTENER

*This isn't just blonde. It's
#blondeAF. They'll never say "it's
not blonde enough" AGAIN!*



PULPRIOT

***FACTION8
PERMANENT
1-0 BLACK***

***The BLACKEST BLACK. As black as my
soul. It's spooky season ready. Never
warm, insanely shiny.***



PULPRIOT

***HIGH SPEED
TONER
PLATINUM PEARL***

***Undertone? We don't know her.
Warmth stands no chance. This
platinum is ICE COLD.***



***SEMI-
PERMANENT
VELVET***

***The ONLY purple you'll ever need. Rich,
velvety, balanced.***

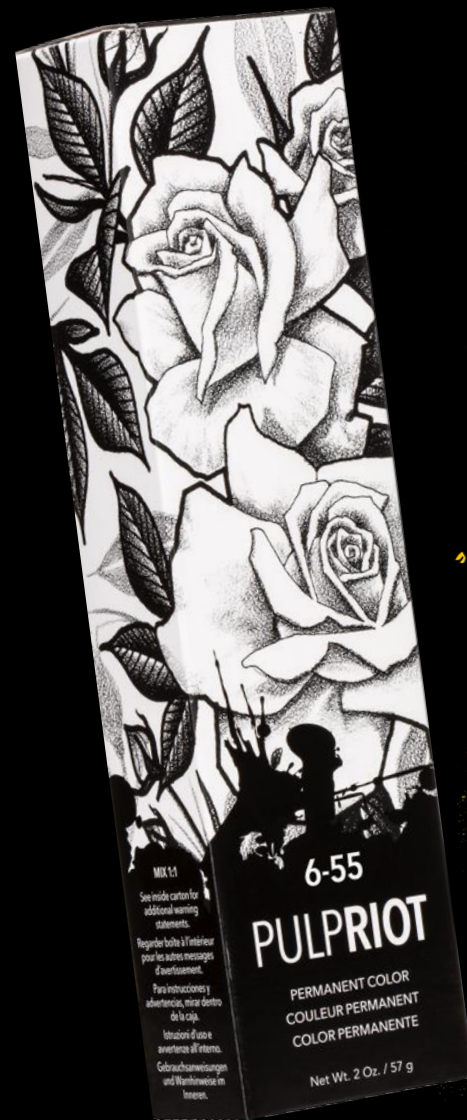
PULPRIOT



PULPRIOT

***FACTION8
PERMANENT
6-55 RED***

***Red lips are out. Red hair is IN. This is
BOLD, in-your-face traffic-stopping red.***



TO DYNE FOR

SUPPORT

✦ AWARENESS ✦

SALES PRESENTER



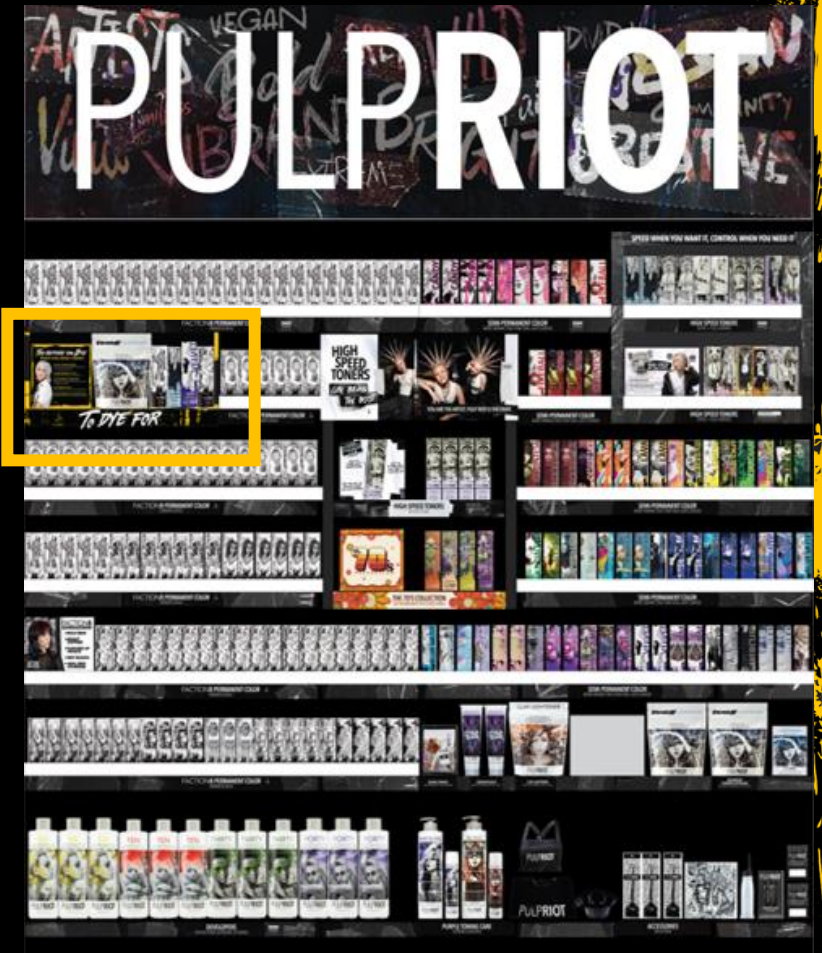
SAMPLING



E-LEARNING



DEDICATED SPOTLIGHT IN COLOR WALL



PRINTABLE COLLATERAL



BRANDED STICKERS



SOCIAL STILLs + ALWAYS-ON PAID SOCIAL



AND MORE:

- PK SHEETS
- SELL SHEET
- FB ARTISTS OFFICIAL PAGE
- PR ARTIST + CONTENT CREATOR SUPPORT
- CATEGORY MUST-HAVES

CONVERSION

NUKS, SWAPS

NEW USER KIT SALON COST FROM:
SMALL - \$131.40, 22% SAVINGS
MEDIUM - \$438, 44% SAVINGS
LARGE - \$657, 46% SAVINGS

ONGOING DEALS

RIOT STARTER PACK

- 1 x #BlondeAF (sachet) Lightener
- 1 x Velvet Semi-Permanent
- 1 x Platinum Pearl High-Speed Toner
- 1 x Faction8 6-55 Red
- 1 x Faction8 1-0 Blackest Black
- 1 x 10 Vol Developer

Salon Price: \$39
Salon Value: \$55.73

30% Salon Savings

RIOT SUPER STARTER PACK

- 1 x #BlondeAF (full-size) Lightener
- 3 x Velvet Semi-Permanent
- 3 x Platinum Pearl High-Speed Toner
- 3 x Faction8 6-55 Red
- 3 x Faction8 1-0 Blackest Black
- 2 x 10 Vol Developer

Salon Price: \$99
Salon Value: \$158.19

37% Salon Savings

FREE DIGITAL EDUCATION

INTRODUCTION TO HIGH SPEED TONING AND LIGHTENING

RIOT INITIATION

SERVICE CHEAT SHEET

#BLONDEAF = \$28.26
17.8 oz

FACTION8 1-0 = \$9.51
2 oz

FACTION8 6-55 = \$9.51
2 oz

PLATINUM PEARL HST = \$8.51
3 oz

VELVET SEMI = \$8.95
4 oz

COST PER OUNCE: \$1.61
AVG USAGE: 2.2 OUNCES/CLIENT
AVG # OF APPLICATIONS PER PACK: 8

COST PER OUNCE: \$4.76
AVG USAGE: 2 OUNCES/CLIENT
AVG # OF APPLICATIONS PER PACK: 1

COST PER OUNCE: \$4.76
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AVG # OF APPLICATIONS PER PACK: 1

COST PER OUNCE: \$2.84
AVG USAGE: 3 OUNCES/CLIENT
AVG # OF APPLICATIONS PER PACK: 3

COST PER OUNCE: \$2.24
AVG USAGE: 4 OUNCES/CLIENT
AVG # OF APPLICATIONS PER PACK: 1

PULP RIOT TV

PULP RIOT ORIGINAL FACTION8 UNIVERSITY

All the details you need on FACTION8 to get started. Conversion Charts, Formulation, How to videos and advanced techniques.

GET EDUCATED

SALON SELL-THRU SUPPORT

BASE TINT

PALETTE

BOOTS

ICE

SPACE JUNK

HAUNTED

COMET

CLOWNIN' AROUND

KEY SERVICE OPTIONS WITH HIGH SPEED TONERS

SERVICE	WHAT TO USE	HOW TO USE IT	WHAT TO USE	HOW TO USE IT
BASE BREAK	Use #BlondeAF or #BlondeAF (sachet) Lightener. Apply to dry hair. Process for 10-15 minutes. Rinse and towel dry.	Use #BlondeAF or #BlondeAF (sachet) Lightener. Apply to dry hair. Process for 10-15 minutes. Rinse and towel dry.	Use #BlondeAF or #BlondeAF (sachet) Lightener. Apply to dry hair. Process for 10-15 minutes. Rinse and towel dry.	Use #BlondeAF or #BlondeAF (sachet) Lightener. Apply to dry hair. Process for 10-15 minutes. Rinse and towel dry.
TONING	Use Faction8 1-0 Blackest Black. Apply to damp hair. Process for 10-15 minutes. Rinse and towel dry.	Use Faction8 1-0 Blackest Black. Apply to damp hair. Process for 10-15 minutes. Rinse and towel dry.	Use Faction8 1-0 Blackest Black. Apply to damp hair. Process for 10-15 minutes. Rinse and towel dry.	Use Faction8 1-0 Blackest Black. Apply to damp hair. Process for 10-15 minutes. Rinse and towel dry.

★ LOYALTY ★

LEVEL

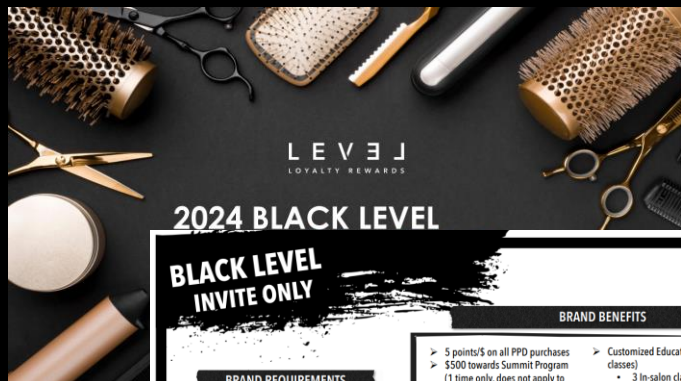
3x points on PR purchases

LEVEL
LOYALTY REWARDS

FB ARTISTS OFFICIAL PAGE



BLACK LEVEL BENEFITS



BLACK LEVEL INVITE ONLY

BRAND REQUIREMENTS

- \$35k in annual color purchases (any mix)
- FACTION8 must be main permanent color line

BRAND BENEFITS

- 5 points/\$ on all PPD purchases
- \$500 towards Summit Program (1 time only, does not apply to Alumni)
- 1st Access promo boxes for all new launches
- Quarterly Exclusive Pulp Riot Swag
- Special recognition on Salon Locator
- Salons w/ \$40k in Pulp Riot Purchases per year in Black Level Loyalty status* will be invited to a VIP Trip at PULP RIOT HQ in Los Angeles, CA (hotel and airfare for 2)
- Customized Education Plan (4 classes)
 - 3 in-salon classes
 - 1 digital Social Media Masterclass
- Virtual Brand Coaching
 - Formulation & technical coaching sessions w/ Regional Artistic Director
 - 1-hour sessions, 1 session/qtr

*must hit \$20k in Pulp Riot purchases by June 30, 2024 to qualify for VIP trip

EARNED EDUCATION

PURCHASE LEVEL (\$)		DIGITAL DEMO	IN SALON DEMO	TOTAL CLASSES
Silver	10-15K	1		1
Gold	15-25K	1	1	2
Platinum	25-35K	1	2	3
Black LEVEL	35K+	Black LEVEL Program Benefits		

AND MORE:

- Monthly promotions
- Social media EDU
- PRTV

TO DYE FOR

RIOT STARTER PACK

STORE/STREET DEALS

RIOT SUPER STARTER PACK

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1 x Faction8 6-55 Red
1 x Faction8 1-0 Blackest Black
1 x 10 Vol Developer

Salon Price: \$39

Salon Value: \$55.73

30% Salon Savings

CODE: 015283S



1 x #BlondeAF (full-size) Lightener
3 x Velvet Semi-Permanent
3 x Platinum Pearl High-Speed Toner
3 x Faction8 6-55 Red
3 x Faction8 1-0 Blackest Black
2 x 10 Vol Developer

Salon Price: \$99

Salon Value: \$158.19

37% Salon Savings

CODE: 015284S

TO DYE FOR

**TO DYE FOR
STREET SAMPLING
ALL 5 PRODUCTS OR MIX & MATCH**



**5 x DSM, PER QUARTER
(2024)**

**COUPON CODE:
015282S**

**DEDICATED
COLOR WALL
PLACEMENT**

PULPRIOT



RIOT INITIATION

FREE VIRTUAL EDU



DATE	DAY	EVENT TIMES	EVENT ID	MATERIAL CODE	EVENT NAME	ARTIST BOOKED	DIRECT LINK TO CLASS REGISTRATION ON SC.COM
2/7/2024	WEDNESDAY	2:00 PM-4:00 PM	573876	014195S	Riot Iniciación: Introducción Al Color Creativo	Delia Lozano	HTTPS://WWW.SALONCENTRIC.COM/014195S.html
2/7/2024	WEDNESDAY	12:00 PM-1:00 PM	566657	013669S	Color Blocking Featuring Moon Stone High Speed Toner	Shurie Saxelby	HTTPS://WWW.SALONCENTRIC.COM/013669S.html
2/21/2024	WEDNESDAY	11:00 AM-1:00 PM	566670	013677S	Riot Initiation: Intro To Faction8	Isabela Mifflin	HTTPS://WWW.SALONCENTRIC.COM/013677S.html
2/27/2024	TUESDAY	11:00 AM-1:00 PM	566677	013680S	Riot Initiation: Intro To Creative Color	Hailey Hernandez	HTTPS://WWW.SALONCENTRIC.COM/013680S.html
3/4/2024	MONDAY	12:00 PM-1:00 PM	571918	014113S	Color Blocking Featuring Our Semi-Permanent Colors	Cory Hoffman	HTTPS://WWW.SALONCENTRIC.COM/014113S.html
3/11/2024	MONDAY	2:00 PM-4:00 PM	571924	014119S	Riot Initiation: Intro To High Speed Toning & Lightening	Emma Scheer	HTTPS://WWW.SALONCENTRIC.COM/014119S.html
3/25/2024	MONDAY	11:00 AM-1:00 PM	571935	014129S	Riot Initiation: Intro To Faction8	Ash Preston	HTTPS://WWW.SALONCENTRIC.COM/014129S.html
4/1/2024	MONDAY	12:00 PM-1:00 PM	568455	013783S	Color Blocking Featuring Faction8 Permanent Color - Reds	Shurie Saxelby	HTTPS://WWW.SALONCENTRIC.COM/013783S.html
4/8/2024	MONDAY	2:00 PM-4:00 PM	568456	013785S	Riot Initiation: Intro To Creative Color	Kaitlin Perez	HTTPS://WWW.SALONCENTRIC.COM/013785S.html
4/22/2024	MONDAY	11:00 AM-1:00 PM	568517	013791S	Riot Initiation: Intro To High Speed Toning & Lightening	Tina Cox	HTTPS://WWW.SALONCENTRIC.COM/013791S.html
5/6/2024	MONDAY	12:00 PM-1:00 PM	573886	014198S	Color Blocking Featuring Copper Blonde High Speed Toner	Cory Hoffman	HTTPS://WWW.SALONCENTRIC.COM/014198S.html
5/13/2024	MONDAY	2:00 PM-4:00 PM	573877	014196S	Riot Initiation: Intro To Faction8	Dawn Lewis	HTTPS://WWW.SALONCENTRIC.COM/014196S.html
5/14/2024	TUESDAY	3:00 PM-5:00 PM	573887	014199S	Pulp Riot Riot Iniciación Intro A La Tonificación Y Aclarado De Alta Velocidad	Delia Lozano	HTTPS://WWW.SALONCENTRIC.COM/014199S.html
5/20/2024	MONDAY	11:00 AM-1:00 PM	573883	014197S	Riot Initiation: Intro To Creative Color	Ashley Jones	HTTPS://WWW.SALONCENTRIC.COM/014197S.html
6/3/2024	MONDAY	12:00 PM-1:00 PM	571895	014161S	Color Blocking Featuring Velvet Semi-Permanent Color	Shurie Saxelby	HTTPS://WWW.SALONCENTRIC.COM/014161S.html
6/17/2024	MONDAY	11:00 AM-1:00 PM	571907	Requested	Riot Initiation: Intro To High Speed Toning & Lightening	Sara Jane Maples	HTTPS://WWW.SALONCENTRIC.COM/- .html
6/24/2024	MONDAY	11:00 AM-1:00 PM	571914	014166S	Riot Initiation: Intro To Faction8	Alexis Stinson	HTTPS://WWW.SALONCENTRIC.COM/014166S.html

RETOUCHING SERVICE CHEAT SHEET

Assumptions:

- Medium-length hair
- Recommended mixing ratio usage

#BLONDEAF= \$28.26
17.6 oz

COST PER OUNCE: \$1.61
AVG USAGE: 2.2 OUNCES/CLIENT
AVG # OF APPLICATIONS PER PACK: 8

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TO DYE FOR

***CATEGORY
MUST-HAVES***

SEMIS

Velvet: bright, bold purple

Fireball: rich, fire-red

Acid Spill: in-your-face, yellow-green

Blush: true, bubble gum pink

Nightfall: deep, statement-blue

FACTION

1-0: opaque, cool-toned black

5-3: warm, gold brunette

6-00: opaque, cool-toned neutral

6-55: a rich, cool-tone red

10-2: soft, pastel violet to cancel yellow

HST

Platinum Pearl: sheer, perfectly-platinum

Icy: cool blonde with reflect

Golden Shimmer: soft, golden, sunkissed blonde

Rose Gold: lived-in, balancing rose

Moonstone: bright with subtle-violet undertone

TO DYNE FOR

ACTION



WHAT NEXT

- ✓ *Identify low-hanging targets: needs, pain points, preferences, motivations*
 - ✓ *PPD accounts who don't currently carry Pulp Riot semis*
- ✓ *Share value propositions: identify the key PODs and USPs*
 - ✓ *Elevator pitch*
- ✓ *Product presentation via sales presenter: highlight features, benefits, usage, visuals*
- ✓ *Social proof and customer testimonials*
- ✓ *Competitive Analysis: highlight category creativity with largest shade range, quality, price, innovation (2 collections/year)*
- ✓ *Marketing, Sales, Education strategy with campaign support*
- ✓ *Q&A and FAQs: address concerns and objections*
- ✓ *CTA: contact your local SC rep for sampling, NUKs, swaps & Edu planning*
- ✓ *Follow-up plan*