

♥ ♥ ♥ PULPRIOT ♥ ♥ ♥

Sin City COLLECTION



THE NEW PULP RIOT PAINT IS BETTER THAN EVER

INTRODUCING OUR NEWEST SEMI COLLECTION

The Sin City Collection features 5 new shades created in collaboration with Pulp Riot Educator & NAHA winner SaraJane Maples. The new shades are the first in our NEW semi base that feature Anti-Overworking Technology, and now with vibrancy and longevity up to 50 washes!

COLLECTION INSPIRATION

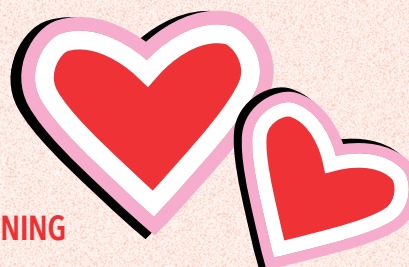
Pulp Riot is back with yet another unique & ownable collection that's inspired by the iconic "Sin City" in Las Vegas, NV & the unconventional weddings that take place there. Atypical, a little crazy, colorful and some might say where "unpolished meets glam".

NEW BASE, WHO'S THIS?

Say "I do" to the new Pulp Riot - there's nothing semi about this semi! Why you'll love our new vivid formula:

- ♥ **NO OVERWORKING: ANTI-OVERWORKING TECHNOLOGY**
- ♥ **LASTS LONGER: NOW UP TO 50 WASHES****
- ♥ **INCREASES HYDRATION: 2X MORE***
- ♥ **MAKES HAIR STRONGER: 3X MORE STRENGTH* AFTER PRE-LIGHTENING**
- ♥ **3X LESS BREAKAGE* AFTER USE**
- ♥ **IMPROVED SATURATION: BETTER APPLICATION FOR EFFICIENT PRODUCT USAGE**

*vs. non-conditioning shampoo, ** vs. previous formula



KEEP AN EYE OUT FOR YOUR FAVORITE SHADES FEATURING THE NEW BASE IN 2025!



OVERWORKED



COMPETITOR FORMULA

WHAT'S OVERWORKING?

When semi colors are worked into the hair, they can often turn white, requiring additional product to be applied to ensure proper saturation of the hair fiber. Pulp Riot's new formula base is "anti-overworking," meaning as it's worked into the strands it will not turn white. Because of its optimized texture, application is efficient, and less product is required for re-application from overworking.



NOT OVERWORKED



NEW PULP RIOT FORMULA



NEW SHADES & HOW TO USE THEM: YOU ARE THE ARTIST, PULP RIOT IS THE PAINT. Below are some helpful tips to customize the new shades. **MIX AND MATCH:** Pulp Riot Semi-Permanent colors in both the current and new base can all be mixed with each other to create custom colors. Shade performance will be as you expect.

SIN CITY COLLECTION SHADE	FOR MORE DEPTH	FOR MORE VIBRANCY	FOR LESS DEPTH	FOR LESS VIBRANCY	HOW IT COMPARES TO
 BLUE TUX Recommended for levels 8-10 A light blue shade supported by a touch of violet.	MIX WITH: ICED SKATER	MIX WITH: TRAGIC	MIX WITH: CLOUDED	MIX WITH: ASTEROID	 CLOUDED Recommended for levels 8-10 A rich teal shade with blue/green tones
 DESERT CANYON Recommended for levels 8-10 A marigold shade with the perfect marriage of yellow & orange tones.	MIX WITH: SHAG RUG	MIX WITH: LEMON	MIX WITH: LEMON	MIX WITH: DISCO BALL	 LEMON Recommended for levels 8-10 A true, bright yellow.
 ELOPED Recommended for levels 8-10 A peachy yet vibrant pink rose that's balanced - not too warm, not too cool.	MIX WITH: FIRST BASE	MIX WITH: CANDY	MIX WITH: DISCO BALL	MIX WITH: GHOSTBLOOD	 CLEOPATRA Recommended for levels 7-10 A muted rose gold with peach undertones.
 SNAKE EYES Recommended for levels 6-10 An intense, saturated kelly green.	MIX WITH: SLITHER	MIX WITH: ACID SPILL	MIX WITH: GUARDIAN	MIX WITH: ABSINTHE	 FLY TRAP Recommended for levels 8-10 A mid-level bright green with yellow undertones.
 VINTAGE VEGAS Recommended for levels 6-10 A saturated, rustic brick red with hints of chocolate.	MIX WITH: COUNTESS	MIX WITH: FIREBALL	MIX WITH: PYRO	MIX WITH: NOIR	 PYRO Recommended for levels 7-10 A deep, cool toned red.



SaraJane Maples, 2019 NAHA winner & educator based in Florida, was the obvious choice for this unconventional wedding inspired collection. "Creating this collection with Pulp Riot has been a highlight of my career! This collection blends my two favorite things seamlessly: deconstructed styling and soft vivid colors."

- SARAJANE MAPLES | SHE/HER | @blushandmane

LEARN MORE!

