

HIGH SPEED TONERS FAQ SHEET

WHAT ARE THE 10 HIGH SPEED TONER SHADES AND HOW CAN THEY BE DESCRIBED?

NEW

DIRTY PINK (Pink/Blue-Violet base) Provides the perfect dusty, iridescent pink. Cool violet undertones create an intentional lived-in finish. Beautiful on its own or as a pre-tone service before applying our semi-permanent colors for added longevity. Use to enhance naturally warm undertones.

RIOT HACK – Can be used to balance/neutralize unwanted green tones from the hair.

RIOT HACK – Great replacement for discontinued Pale Pink Toner.

CURRENT COOL / NEUTRALIZING SHADES

ICY (Blue/Violet base): For achieving the perfect platinum on pre-lightened blondes.

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.

MOON STONE (Violet base): Best for cancelling unwanted pale yellow undertones. Gives an almost metallic pale violet reflection.

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.

CURRENT WARM / ENHANCING SHADES

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 or 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.

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

HOW DOES THE NEW DIRTY PINK TONER COMPARE TO EXISTING SHADES WITH A SIMILAR BASE?

DIRTY PINK VS. ROSE GOLD

DIRTY PINK (PINK/BLUE-VIOLET BASE)						ROSE GOLD (RED & GOLD BASE)					
COOL, PINK TONES WITH IRIDESCENCE FOR A LIVED-IN FINISH.						WARM TONES BLENDED TO ENHANCE WARMTH WITHOUT DEPOSITING ANY BRASS.					
DIRTY PINK LEVEL 8 5 MIN 10 MIN 20 MIN LEVEL 10 5 MIN 10 MIN 20 MIN						ROSE GOLD LEVEL 8 5 MIN 10 MIN 20 MIN LEVEL 10 5 MIN 10 MIN 20 MIN					
											

WILL HIGH SPEED TONERS SHIFT THE NATURAL BASE?

Yes, they can. To minimize warmth, it's recommended to use a shade with a neutralizing tone such as Platinum Pearl to minimize yellow undertones or Icy to minimize yellow/orange undertones. Conversely, toners can be used to enhance undertones. For example, Copper Blonde and Golden Shimmer can provide bright, vibrant warm tones when combined with the underlying pigment that's been exposed during the lifting process.

WHAT ARE ALKALINE TONERS AND WHAT ARE THE BENEFITS TO USING THEM?

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. Alkaline toners have the ability to lift the natural level of pigmented hair. How much lift is achieved depends on multiple factors including, but not limited to, density, hair texture, natural level, hair porosity, etc. Additionally, the level of lift can change based on the developer strength and processing time.

WHAT HAIR TYPES ARE HIGH SPEED TONERS BEST SUITED TO?

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

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 DIRTY PINK TONER BE INTERMIXED, TOO?

Yes. The new Dirty Pink Toner can be mixed with existing High Speed Toners for a variety of end results.

WHAT 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.

RIOT HACK—To slow down the process, giving you more control, change the mix ratio to 1:3 or 1:4 by adding more developer. To pastelize your results, change the mix ratio to 1:3 or 1:4 with a 5 minute processing time.

HOW DOES THE VARIATION IN MIX RATIO AND DEVELOPMENT TIME EFFECT THE END RESULT?

Our toners are high speed, not high stress. You control the speed! Get similar results

at 5, 10, & 15 minutes* - just change the mix ratio and/or processing time. *Results may vary based on hair condition.

VARIOUS MIX RATIOS/TIMING WHEN USING 6 VOL DEVELOPER	5 MINUTES 1:2 MIX RATIO	10 MINUTES 1:3 MIX RATIO	15 MINUTES 1:4 MIX RATIO
ICY			
ASH			
LILAC CHILL			
COPPER BLONDE			
DIRTY PINK			

WHAT DETERMINES THE DEVELOPER AND MIX RATIO TO USE?

High Speed Toners are designed to be used with Pulp Riot 10 or 6 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 full processing time; for the sheerest, most pastel toning use a 1:4 mix ratio with 10 volume Developer with the shortest development time 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.

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.

WHAT'S THE BEST WAY TO APPLY HIGH SPEED TONERS?

If you apply color slowly	If you apply color quickly
Try using a bottle for speed	You're the pro: Use either bowl & brush or bottle
Applying to damp hair could be faster	Apply to damp or dry hair
Start the application in the back 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
RIOT HACK : Isolate fine hair at the hairline, or very porous hair, and apply last to avoid over-deposit.	

HOW LONG WILL HIGH SPEED TONERS LAST?

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

WHAT TYPES OF SERVICE CAN I USE HIGH SPEED TONERS FOR?

SERVICE	WHAT IT IS	WHAT TO USE	WHEN TO USE IT	HOW TO USE IT
BASE BREAKING	Slightly lightening the natural base (up to 1 level) without using bleach that can soften the appearance of regrowth between highlight or bleaching services.	Any High Speed Toner depending on if you choose to neutralize or enhance warm undertones.	On virgin hair all over as an introduction to hair color or as a seasonal pick-me-up.	Mix with 10 volume and process for 5 minutes. Choose a 1:3 or 1:4 mix ratio.
TONING	Deposit minimizing or enhancing tones to create an even canvas after lightening services.	Any High Speed Toner.	After bleaching all over or following highlights to enhance or neutralize warm undertones.	Mix with 6 or 10 volume and process from 5-15 minutes depending on the level of deposit desired. Choose the mix ratio based on speed of application.
PRE-TONING	Deposit minimizing or enhancing tones to create an even canvas after lightening services before applying a vivid shade.	Any High Speed Toner; RIOT HACK : Match the tone of the High Speed Toner to the desired vivid shade. For example, use Lilac Chill or Icy before applying Velvet.	Prior to applying a semi-permanent shade to help ensure even saturation.	Mix with 6 or 10 volume and process from 5-15 minutes depending on the level or deposit desired. Choose the mix ratio based on speed of application.
BRIGHTENING	Slightly lightening the previously toned base without using bleach that can refresh the look of faded bleached or highlighted hair.	Any High Speed Toner depending on if you choose to neutralize or enhance warm undertones.	On highlighted hair that needs a quick 'bump' or refresh between services.	Mix with 6 or 10 volume in a 1:3 or 1:4 ratio and process for 5 minutes.