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