CONVERSION GUIDE
PULP RIOT → MYDENTITY

#mydentity™ @Guy_Tang

PULP RIOT SEMI	#MYDENTITY SEMI
Mercury	Charcoal
Lilac	Lavender Lust
Blush	Pink Diamond
Seaglass	Mint Of Steel
Powder	Arctic Blue
Clear	Sheer Power
Absinthe	Green Aurora
Nightfall	Blue Mystique
Velvet	Purple Raven
Candy	Pink Possession
Cupid	Magenta Magic
Fireball	Crimson Spell
Lava	Phoenix Fire
Lemon	Lightning Bolt
Jam	Violet Sorcery
Aquatic	Ocean Reign

PULP RIOT PERM	#MYDENTITY PERM
4.00	3NI
5.00	4NI
6.00	6NI
7.00	7NI
8.00	8NI+9NI
9.00	9NI + 10NI
1.0	1NI
3.0	3NI + 1NI
4.0	3NI
5.0	4NI
6.0	6NI
7.0	7NI
8.0	8NI+9NI
9.0	9NI+10NI
10.0	10NI

PULP RIOT PERM	#MYDENTITY PERM
4.03	3NI
5.03	4NI
6.03	6NI
7.03	7NI
8.03	8NI
9.03	9NI
10.03	10NI
5.1	4NI
6.1	6NI
7.1	7NI
8.1	8NI
9.1	9NI + 8NI
10.1	10NI + 9NI
9.2	3/4 10A + 1/4 8SP
10.2	3/4 10A + 1/4 10SP
3.22	1/2 5MR + 1/2 3MV + Aqua Blue Booster
4.22	1/2 5MR + 1/2 3MV
5.22	1/2 6MR + 1/2 3MV
4.3	3/4 6NI + 1/4 7GG
5.3	3/8 6NI + 3/8 7NI +1/4 7GG
6.3	3/4 7NI + 1/4 7GG
7.3	3/4 8GI + 1/4 8NI
8.3	3/4 8GI + 1/4 9NI
9.3	3/4 8GI + 1/4 10NI
10.3	3/4 10NI + 1/4 8GI
6.34	3/4 7CRC + 1/4 7GG
7.34	3/4 7CRC + 1/4 Naked Glow 9
8.34	3/4 7CRC + 1/4 Naked Glow 9
5.4	5BB + 6CRC
6.4	1/4 7CRC + 3/4 7NI

PULP RIOT PERM	#MYDENTITY PERM
7.4	1/4 7CRC + 3/4 Naked Glow 8
8.4	1/4 7CRC + 1/4 Naked Glow 8 + 1/4 Naked Glow 9
9.4	1/4 7CRC + 3/4 Naked Glow 9
3.5	1/4 4NI + 1/4 5BB +1/4 6CRC
4.5	3/4 6NI + 1/8 5BB + 1/8 6CRC
5.5	3/4 5BB + 1/8 7NI + 1/8 7CRC
6.5	3/4 5BB + 1/8 8NI + 1/8 7CRC
4.6	3/4 4NI + 1/4 6CRC
5.6	3/4 5NI + 1/4 6CRC
6.6	1/2 7NI + 1/4 7GG +1/2 7CRC
7.6	1/2 9NI + 1/4 8GI + 1/4 7CRC
4.66	3/4 6CRC +1/4 6NI
5.66	3/4 7CRC + 1/4 7GG
6.66	Naked Blush 7 + 9R
7.66	Naked Blush 7 + 10RG
3.7	4NI + 5BB
4.7	5NI + 5BB
5.7	6NI + 5BB
6.7	7NI + 8BB
4.8	3/4 6NI +1/4 7GG
5.8	3/4 6NI + 1/4 7NI
6.8	1/4 7GG + 3/4 7NI
7.8	3/4 8GI + 1/4 8NI
8.8	3/4 8GI + 1/4 9NI

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PULP RIOT DEMI	#MYDENTITY DEMI
4.00	3A
5.00	3A+ 5NI
6.00	3A+ 6NI
7.00	6A + 8NI
8.00	8NI
9.00	10NI + 8NI
1.0	1A
3.0	1A + 3A
4.0	3A
5.0	3A + 5NI
6.0	3A+ 6NI
7.0	6A + 8NI
8.0	8NI
9.0	10NI + 8NI
10.0	10NI
4.03	3A
5.03	3A + 5NI
6.03	3A+ 6NI
7.03	6A + 8NI
8.03	8NI
9.03	10NI + 8NI
10.03	10NI
5.1	3A + 5NI
6.1	3A+ 6NI
7.1	6A + 8NI
8.1	8NI
9.1	10NI + 8NI
10.1	10NI
9.2	10NI + 8NI
10.2	10NI
4.3	5NI + 7GI
5.3	6NI + 5NI +7GI

PULP RIOT DEMI	#MYDENTITY DEMI
6.3	6NI + 7GI
7.3	6NI + 8NI + 7GI
8.3	8NI + 7GI
9.3	Naked Glow 9 + 10NI + 8NI
10.3	Naked Glow 9 + 10NI
6.34	Naked 9 + 7CRC
6.66	Naked Blush 7 + 7RG
7.66	Naked Blush 7 + 9RG
3.7	3A + 5BB
4.7	5A + 5BB
5.7	6A
6.7	6A +7BB
4.8	3/4 6NI + 1/4 7GI
5.8	6NI + 7GI
6.8	3/4 6A + 1/4 7GI
7.8	8NI + 7GI
8.8	9NI + 7GI

CONVERSION GUIDE
KENRA COLOR → MYDENTITY

#mydentity @GUY_TANG

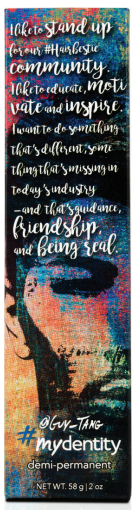
#Mydentity by Guy Tang offers an assortment of **pre-blended**, completely **customizable** color designed with ultimate creativity in mind! Create shades that enable you to easily recreate the most iconic, but also natural, wearable salon looks. #Mydentity color is created by your #hairbestie Guy Tang to be true to tone and more opaque! **Miru-Style X-HP™** delivers x-treme heat protection—**up to 232°C**— to radically reduce the damaging effects of thermal styling. **Advanced VibraRiche™** technology for hair color provides two times the shine — that shine, though! Exclusive **Keratin & Argan Seed Oil Blend** ensures hair is protected and conditioned. YASSS #hairbesties!

PERMANENT



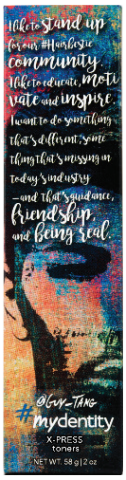
#Mydentity Permanent (1:1) hair color offers **100% gray coverage** in the NI series, which has a cool base to control any unwanted warmth—no hot roots! Get long-lasting results with these rich pre-blended shades, which can be used on their own or intermixed. Recreate iconic hair color with our **fashion shades** such as CRC or RR, which offer tones that will shine and never brown out! The permanent line covers all the core shades without being redundant so you can have total creative control to customize your clients' hair color to create countless looks.

DEMI-PERMANENT



#Mydentity Demi-Permanent (1:2) shades are formulated without ammonia, sitting at an **average pH of 6.9**. This closes the cuticle and will ensure you will never break the base. No PARANORMAL HAIRTIVITY situations! #Hairbesties will create hair that will look and feel healthy with **added shine** from **VibraRiche™** technology. Get that SHINE BAND! Create many custom looks with these intermixable shades, including my **signature shades ROSE GOLD, SILVER SMOKE and LAVENDER LUST** for beautiful tones. From blending grays to having built-in heat protection, every client will enjoy their color as it evolves.

DEMI-PERMANENT



#Hairbesties, our intermixable five-minute **X-PRESS Toners (1:2)** were created for quick, damp application. These are great for **instant toning** and layering for **added pigment**, increasing **longevity**. You all know I love X-PRESS Toners. My fave is Eclipse! These seven shades will give you a full range of options that will not break the base! These toners sit at a level 9, except for Eclipse, which sits at a level 6. **#Hairbestie Tip:** Eclipse is the perfect quick SHADOW ROOTAGE.

PERMANENT



Dual Booster Color Max has unique tones to customize, boost, **correct or neutralize** both Permanent or Demi-Permanent shades. They also can be used for direct application for a more impactful color.

SEMI-PERMANENT



Super Power Direct Dyes offer maximum longevity and depth like no other. All shades can be intermixed, used on their own for extremely pigmented color or added to **Vibrant Pastel direct dyes** to customize shades for any individual. These **vibrant tones** have a consistency that will allow easy application and **great spreadability**. This line offers the full range without having to stock numerous shades.

{#Hairbestie Tip: Our color boxes are color coordinated for ease of use! White box = **Perm**, Black box = **Demi**, and Colorful boxes = **Semi}**

SEMI-PERMANENT

