

VERO K-PAK® | AGE  
COLOR | DEFY

JOICO



# NEW ILLUMINATING FORMULAS

For a Youthful Glow

Gray Coverage Formulation Guide

# YOUTHFUL GRAY COVERAGE STARTS HERE...

Bring back the glorious look and feel of youthful hair with Vero K-PAK Color Age Defy, our first haircolor proven to reverse the key signs of maturing hair. With every color service, Vero K-PAK Color Age Defy offers 100%, natural-looking gray coverage plus three age-defying benefits:

- Restores hair to optimal condition
- Recovers youthful luster and vibrancy
- Renews soft, manageable texture

## AGE-DEFYING SCIENCE

Like skin, the natural aging process affects hair. Over time, your clients may notice their hair has become:

- Visibly more gray
- Coarse and wiry
- Dull and "flat" looking
- Brittle and prone to damage

**Vero K-PAK Color Age Defy** responds to the effects of aging on hair with two scientific breakthroughs:

## 3-DEFENSE TECHNOLOGY

A deep-penetrating blend of time-released lipids, essential amino acids, and bio-mimetic ceramides soften and smooth the hair structure for renewed luster, extraordinary condition, and manageability that makes styling a breeze.

## AWARD WINNING QUADRAMINE COMPLEX®



The award-winning technology that has made K-PAK Deep-Penetrating Reconstructor stylists' favorite hair repair treatment for more than 17 consecutive years! It repairs, strengthens, and protects strands from the inside out during processing for unmatched condition and healthier-looking hair.



## DID YOU KNOW?

- The graying process can start as early as the mid-20s, even though it primarily occurs in the 40s and 50s.
- Like skin, hair is affected by changes in the body's chemistry as we age, particularly after the age of 40.
- The chronological aging of hair causes it to grow differently and turn gray.
- As hair loses pigment, its texture can change, making it more difficult to manage and color.
- A decline in the body's production of lipids and essential amino acids leads to an undesirable change in texture and vibrancy that often leaves hair dull, brittle, coarse, and wiry.
- Each hair follicle has a finite ability to produce melanin, which gives hair its color. Without melanin, hair becomes non-pigmented or gray.

# GIVE IT A GLOW...

WANT TO KNOW ONE OF THE QUICKEST AND LONGEST-LASTING WAYS TO HELP GRAYING CLIENTS RECOVER THEIR YOUTHFUL RADIANCE?

## IT'S OUR NEW ILLUMINATING FORMULAS!

Designed to flatter a wide range of skin tones, these lit-from-within shades cast a gorgeous glow that instantly brightens complexions, helping minimize the visible signs of aging. Follow this guide to get glowing now.



**DUNE BLONDE**  
Warms up  
Beige/Olive  
complexions

Beige/Olive  
Skin Tones

**Formula:** 1 oz Age Defy 7NN+ + 1 oz (30 ml) Age Defy 6BG+ + ¼ oz (7 ml) Age Defy Clear with 2 ¼ oz (70 ml) 20 Volume Veroxide



**SEA SALT BLONDE**  
Balances  
Fair/Light  
complexions

Fair/Light  
Skin Tones

**Formula:** 1 ½ oz (45 ml) Age Defy 10NN+ + ½ oz (15 ml) Age Defy 9MB+ with 2 oz (60 ml) 20 Volume Veroxide



**GINGERSNAP**  
Flatters  
Fair/Alabaster  
complexions

Fair/Alabaster  
Skin Tones

**Formula:** 1 oz (30 ml) Age Defy 8GC+ + 1 oz (30 ml) Age Defy 8NGC+ with 2 oz (60 ml) 20 Volume Veroxide



**COOL, BLUE BRUNETTE**  
Highlights  
Porcelain/Ivory  
complexions

Porcelain/Ivory  
Skin Tones

**Formula:** 1 oz (30 ml) Age Defy 4NA+ + 1 oz (30 ml) Age Defy 5NPA+ with 2 oz (60 ml) 20 Volume Veroxide

Vero K-PAK Age Defy provides complete, preformulated gray coverage, making it a fantastic option for clients with hair that's 50% or more gray. It's all due to a perfectly blended, premixed formula with a more concentrated level of dye molecules. When formulating, be aware that due to Vero K-PAK Age Defy's heavier pigmentation, results may appear 1-2 levels darker, if applied to hair that is less than 50% gray.

## FORMULATION GUIDELINES

### STEPS FOR GRAY COVERAGE

1. Determine the client's Natural Level (NL) and percentage of gray. The key factor in superior gray coverage is to correctly determine how much gray is in the hair. Examine all areas of the regrowth or scalp area: the temple, the front hairline, the crown, the nape and sides. The formulation will depend on what you observe throughout the client's regrowth or scalp area. If the natural level is seen first, your client is less than 50% gray. If the gray is seen first, your client's 50% or more gray.
2. Determine the client's Desired Level (DL).
3. Determine the client's Desired Tone (DT). To achieve this tone, first determine the RPC at the desired level.
4. Determine the appropriate gray coverage base to either enhance or neutralize the RPC.
5. Determine the proper volume Veroxide. 20 Volume (6%) provides optimal gray coverage.

Client Scenario #1	Formulation Option #1	Formulation Option #2
Natural Level - 5 Desired Level - 7 Grey Percentage - 75% Desired Tone - Cool	1 oz Vero K-PAK Age Defy 7NPA+ + 1 oz Vero K-PAK 20 Volume (6%) Veroxide (cool, gray-blue natural results)	1 oz Vero K-PAK Age Defy 7NA+ + 1oz Vero K-PAK 20 Volume (6%) Veroxide (cool, balanced natural results)
Natural Level - 6 Desired Level - 8 Grey Percentage - 50% Desired Tone - Warm	1 oz Vero K-PAK Age Defy 8MB+ + 1oz Vero K-PAK 20 Volume (6%) Veroxide (mocha latte natural results)	1 oz Vero K-PAK Age Defy 8NGC+ + 1 oz Vero K-PAK 20 Volume (6%) Veroxide (rich, balanced, golden copper, natural results)
Natural Level - 3 Desired Level - 5 Grey Percentage - 25% Desired Tone - Cool	1 oz Vero K-PAK Age Defy 7NPA+ + 1 oz Vero K-PAK Age Defy 7NA+ + 2 oz Vero K-PAK 20 Volume (6%) Veroxide (perfect for hair that is coarse, resistant and pulls extra warmth)	1oz Vero K-PAK Age Defy 7NA+ + ¼ oz Vero K-PAK Color 7A + ¼ oz Vero K-PAK Color INB + 1 ¼ oz Vero K-PAK 20 Volume (6%) Veroxide (cool, balanced natural results to fight hair that pulls extreme amounts of warmth)

### ADDITIONAL GRAY COVERAGE INFORMATION

1. Lifting more than two levels is not recommended when attempting to lighten the Natural Level and cover gray at the same time. A cooler series would be required if refinement of unwanted RPC is desired.
2. Always start the application in the most resistant gray area.
3. If the client has an area that is vastly different in its percentage of gray, consider using two different formulas to achieve an even tonal and level result.
4. For maximum gray coverage, process a full 45 minutes.

## TECHNIQUES FOR SUCCESS

1. When applying Vero K-PAK Age Defy to retouch area, take ¼ inch sections for maximum control and saturation. Start retouch application along the facial hairline and in the back-nape area as this tends to be the most resistant area of the head.
2. Not all gray customers want a natural end result. Some are looking for 100% gray coverage in a dynamic, vibrant shade. Because Vero K-PAK Age Defy is completely compatible with our Vero K-PAK permanent crème color series, there is no limit to the shades you can formulate.

For a vibrant, show-stopping red on 75% gray hair, try:

1 oz Vero K-PAK Age Defy 7NN+ + ¼ oz Vero K-PAK Color 5XR + 1 ¼ oz Vero K-PAK K 20 Volume (6%) Veroxide

For a head turning copper on 50% gray hair, try:

1 oz Vero K-PAK Age Defy 7GC+ + 1oz Vero K-PAK Color 7RC + ½ oz Vero K-PAK Color INC +  
2 oz Vero K-PAK 20 Volume (6%) Veroxide

3. Some clients with super resistant hair will require an added boost in opacity for 100% gray coverage. Have no fear, Vero K-PAK Age Defy has just the tool for your arsenal: **Gray Controller. Adding this to your Vero K-PAK Age Defy formula will darken or deepen your formula and add more opacity.**

Tips for formulating with Gray Controller:

- Shift your formula 1–2 levels lighter when using Gray Controller.
  - Only add up to 25% of your total formula of Gray Controller.  
For example: Client has 50% gray, natural level 5, desired level and tone is a level 7 golden dark blonde. Client has extremely resistant hair and sparse gray hairs are showing.
  - OLD formula: 1 oz Vero K-PAK Age Defy 7NG+ + 1 oz Vero K-PAK 20 Volume (6%) Veroxide  
**NEW** formula: 1 oz Vero K-PAK Age Defy 8NG+ + ¼ oz Vero K-PAK Age Defy Gray Controller +  
1 oz Vero K-PAK 20 Volume (6%) Veroxide
4. For clients who want to keep their grays but desire improved manageability and added shine, use Vero K-PAK Age Defy Clear Controller to provide her with all the anti-aging benefits without any pigment.

### MIXING, TIMING AND POST-COLOR SERVICE



#### MIXING:

Mix 1 part Vero K-PAK Color Age Defy to  
1 part Vero K-PAK 20 Volume (6%) Veroxide.

**TIMING:** Process for 45 minutes.

#### POST-COLOR SERVICE

Vero K-PAK Age Defy does not need to be shampooed after processing. Simply rinse well, towel dry, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse and towel dry. Complete with K-PAK Intense Hydrator for 5 minutes and then rinse again.

# VERO K-PAK<sup>®</sup> | AGE COLOR | DEFY



Download the **NEW** JoiColor System App or visit **JOICO.COM** to learn exclusive techniques.



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the **joi** of healthy hair