

JOICO

VERO K-PAK[®] COLOR SYSTEM

RESOURCE GUIDE

the **joi** of healthy color

VERO K-PAK[®] COLOR SYSTEM



Repair and protect hair as you color with Vero K-PAK,[®] the only haircolor featuring Quadramine Complex. This system, adored by colorists around the globe, delivers stunning vibrancy, excellent condition, predictability and long-lasting color results every single time.

TABLE OF CONTENTS

4	HAIRCOLOR BASICS How Haircolor Works The Laws of Color Remaining Pigment Contribution (RPC)	34	JOICOLOR SYSTEM SUPPORT PRODUCTS & BACKBAR TREATMENTS Defy Damage ProSeries K-PAK Professional Hair Repair System Base Breaker Lighteners
10	VERO K-PAK COLOR Swatch Chart The Vero K-PAK Color Wheel Permanent Crème Color Technology Xtra Red Series Fashion Series High Lift Series Ultra High Lift Series Toners & Demi-Permanent Instant Gloss Toners Intensifiers/Corrector Veroxide VeroGlaze No Lift Crème Developer	42	COLOR INTENSITY Semi-Permanent Color Color Butter Eraser
24	VERO K-PAK COLOR AGE DEFY Swatch Chart Technology	48	HOME MAINTENANCE
28	VERO K-PAK CHROME Swatch Chart The Vero K-PAK Chrome Color Wheel Demi-Permanent Crème Color Activator Crème Developer	52	FORMULATION GUIDELINES Preparation for Haircolor Services Formulation Gray Coverage Application Color Refresh Guide Corrective Color Repigmentizing (Filling) Advanced Formulation Four Salon Situations
		64	GLOSSARY

HAIRCOLOR BASICS





HOW HAIRCOLOR WORKS

Knowing what makes up haircolor, its categories and its bases, will provide you with confidence and options.

THE THREE KEY INGREDIENTS IN PERMANENT HAIRCOLOR

AMMONIA (pH 9-11)

Swells the hair shaft, raises the pH and opens the cuticle to allow the penetration of the haircolor molecules.

HYDROGEN PEROXIDE (pH 3.5 TO 3.8)

Supplies the oxygen needed to fuel the oxidation process.

The oxidation process in haircoloring performs two tasks:

- A.** Decolorizes the melanin granules (natural pigment) in the cortex
- B.** Develops the intermediate dyes to produce new haircolor

INTERMEDIATE DYES

The oxidative dyes used to produce permanent haircolor.



THE FOUR CATEGORIES OF HAIRCOLOR

TEMPORARY

SEMI-PERMANENT

DEMI-PERMANENT

PERMANENT



- Not mixed with developer
- Lasts approximately one shampoo
- Does not alter melanin (natural pigment)



- Coats the cuticle
- Not mixed with developer
- Lasts approximately 4 to 20 shampoos
- Uses large, direct dyes
- Does not alter melanin (natural pigment)



- Penetrates the cuticle and slightly penetrates the cortex
- Mixed with low volume developer
- Lasts approximately 4 to 12 weeks, depending on hair porosity
- Deposit-only haircolor
- Can be acidic or alkaline
- Gray blending ability
- Combination of direct and indirect dyes

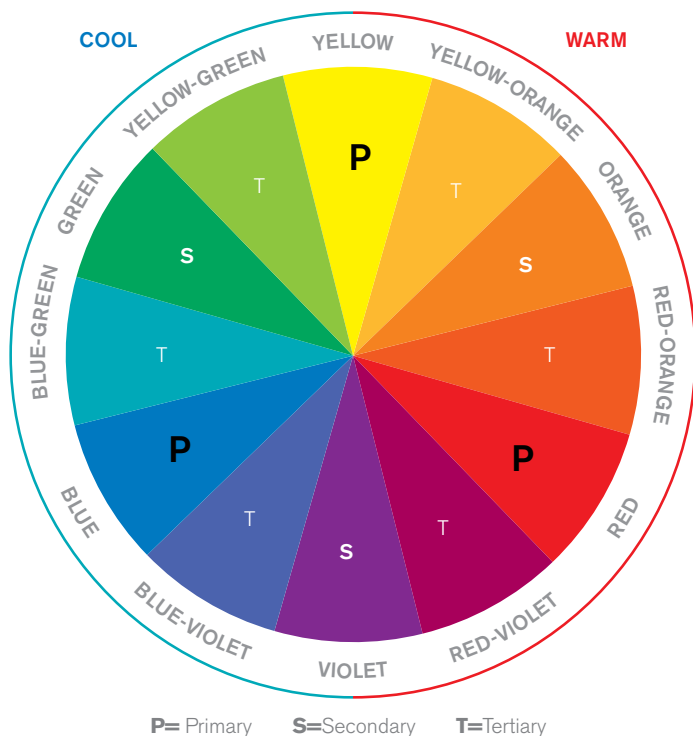


- Fully penetrates the cortex
- Mixed with 10 Volume (3%), 20 Volume (6%), 30 Volume (9%) or 40 Volume (12%) developer
- Can lighten hair
- Full gray coverage
- Permanently alters the melanin (lightens natural pigment)



THE LAWS OF COLOR

Mixing haircolor is based on the laws of color. They are the same laws that artists follow when mixing paints. Mastering these laws will provide you with the artistic freedom to create unique and brilliant haircolor for every client.



THE COLOR WHEEL

PRIMARY COLORS

Every color imaginable can be formed by mixing the three primary colors: yellow, red and blue. Mixing all three primary colors together (in varying proportions) creates brown.

Primary colors are classified as either warm or cool tones. Blue, the only cool-toned primary color, dominates red and yellow, which are warm-toned primary colors. Warm primary colors, when mixed with blue, become cool secondary colors. (Please see following section for Color Wheel)

SECONDARY COLORS

Two primaries mixed together in equal proportions creates a secondary color.

TERTIARY COLORS

Mixing a primary and a neighboring secondary in equal proportions creates a tertiary color.

MIXING COLOR

PRIMARY

- **Yellow**
Gives shine while reflecting light
- **Red**
Brightest primary; gives unsurpassed vibrancy
- **Blue**
Gives depth to color while absorbing light

SECONDARY

- **Orange**
 - Yellow + Red
 - Strongest and only warm secondary
- **Violet**
 - Red + Blue
 - Cool secondary due to blue overpowering warm primaries
- **Green**
 - Blue + Yellow
 - Coolest secondary due to blue overpowering warm primaries

TERTIARY

- **Yellow-Orange**
 - Yellow + Orange
 - Warm
- **Red-Orange**
 - Red + Orange
 - Warm
- **Red Violet**
 - Red + Violet
 - Warm
- **Blue-Violet**
 - Blue + Violet
 - Cool
- **Blue-Green**
 - Blue + Green
 - Cool
- **Yellow-Green**
 - Yellow + Green
 - Cool






REMAINING PIGMENT CONTRIBUTION (RPC)

The RPC is crucial because it influences the tonal selection when lifting. You may choose to either **enhance** or **refine (neutralize)** the RPC by working with the Color Wheel. The first primary removed is blue, which exposes the warmer red and yellow tones under it. Varying shades of red/brown are seen when lifting from darker levels.

The RPC changes from level to level starting at Level 4.

LEVEL

REMAINING PIGMENT

11	Palest Blonde	Yellow/White	
10	Pale Blonde	Pale Yellow	
9	Light Blonde	Yellow	
8	Medium Blonde	Yellow-Orange	
7	Dark Blonde	Orange	
6	Light Brown	Red-Orange	
5	Medium Brown	Red	
4	Dark Brown	Red-Violet	
3	Darkest Brown	Violet	
2	Ebony Brown	Blue-Violet	
1	Black	Blue	



REFINEMENT EXAMPLE 1



Natural Level = 4
Desired Level = 6

RPC at Desired Level = Red-Orange
Refine (Neutralize) With = Blue-Green

REFINEMENT EXAMPLE 2



Natural Level = 5
Desired Level = 7

RPC at Desired Level = Orange
Refine (Neutralize) With = Blue

Note: Always remember the RPC has the ability to override pigmentation at the same working level.

VERO K-PAK[®] COLOR

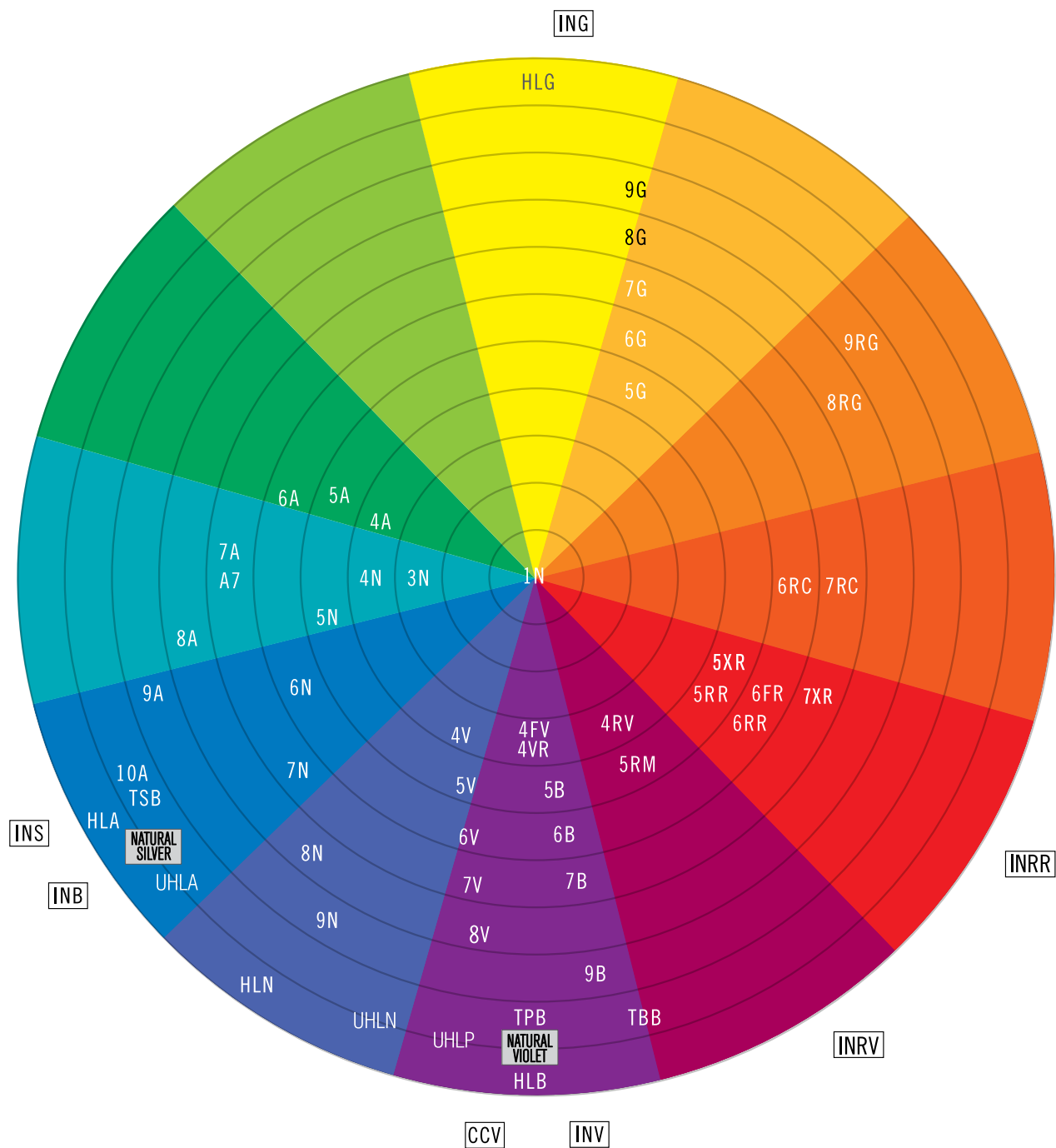
PERMANENT CRÈME COLOR





LEVEL	N NATURAL SERIES	A ASH SERIES	G GOLD SERIES	R RED SERIES		XR XTRA RED SERIES	B BEIGE SERIES	V VIOLET SERIES	F FASHION SERIES	TONER SERIES	INTENSIFIER/ CORRECTOR
ULTRA HIGH LIFT	UHLN	UHLA					UHLB				
HIGH LIFT	HLN	HLA	HLG				HLB			TSB	INB
10 VERY LIGHT BLONDE	10N	10A	10G				10B			TBB	INS
9 LIGHT BLONDE	9N	9A	9G	9RG			9B			TPB	ING
8 MEDIUM BLONDE	8N	8A	8G	8RG			8B	8V			
7 DARK BLONDE	7N	7A	7G	7RC		7XR	7B	7V			INRR
6 LIGHT BROWN	6N	6A	6G	6RC	6RR		6B	6V	6FR		INRV
5 MEDIUM BROWN	5N	5A	5G	5RM	5RR	5XR	5B	5V			INV
4 DARK BROWN	4N	4A		4RV	4VR			4V	4FV		CCV
3 EBONY BROWN	3N										
2 VERY DARK BROWN											
1 BLACK	1N										

THE VERO K-PAK COLOR WHEEL



Intensifiers are outside the Color Wheel
Vero K-PAK Demi-Permanent Instant Gloss Toners

PERMANENT CRÈME COLOR

Just one try and you'll see why Vero K-PAK's pure tone, permanent crème palette is the joi of artistically adventurous colorists everywhere! Quadramine Complex® repairs and protects hair during the color process, allowing you to create endless one-of-a-kind shades with the unsurpassed condition, vibrancy and total confidence only Joico can deliver.



WHY YOU'LL LOVE IT

- Repairs and protects with Quadramine Complex
- Intermixable true tone shades for amazing artistic freedom and limitless shade possibilities
- Delivers healthy-looking, long lasting color results every time

HOW TO MIX



Standard shades: Mix 1 part Vero K-PAK Color to 1 part Vero K-PAK Color Veroxide

Timing: Process for 35-45 minutes at room temperature. Process for 45 minutes for coppers, red, and resistant gray hair.

POST-COLOR SERVICE

Vero K-PAK Color does not need to be shampooed after processing, with the exception of the Fashion Series and Xtra Red Series. Simply rinse well, towel dry and apply K-PAK Cuticle Sealer for 5 minutes. Rinse and towel dry. Complete with K-PAK Intense Hydrator for 5 minutes and rinse.

TECHNOLOGY

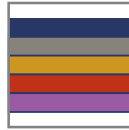
Just one try, and you'll see why this true tone permanent creme palette is the joi of artistically adventurous colorists everywhere! Create endless one-of-a-kind shades with the unsurpassed condition and total confidence only Vero K-PAK can deliver.



QUADRAMINE COMPLEX®

What it is: Quadramine Complex is a dual-charged (positive and negative), hybrid protein complex comprised of all 19 amino acids in the proper sequence and exact molecular weights (150-2500) necessary to ensure maximum reconstruction from the cortex to the cuticle.

Why you'll love it: The presence of stabilized Quadramine Complex in Vero K-PAK Color formulas serves a dual purpose. First, it reconstructs the hair both internally and externally, resulting in stronger- and healthier-feeling hair following the color process. Secondly, the natural compatibility between Quadramine Complex and the hair's structure helps dye molecules penetrate faster and deeper, resulting in exceptional color quality and longer-lasting results.



PURE TONE SERIES

What it is: Intermixable pure tone shades provide amazing artistic freedom, allowing colorists to think outside the box by creating endless color possibilities within a streamlined inventory. More bang for the buck, if you will.

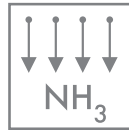
Why you'll love it: Intermixable pure tone colors help colorists not only cater to exclusive clients that demand one-of-a-kind haircolor, but help retain clients by allowing colorists to provide a service that cannot be easily duplicated by colorists in other salons.



WATER-SOLUBLE CRÈME BASE

What it is: A wax-free, water-soluble base with a pure crème texture makes color just plain easy to mix. And no need for shampoo to remove color, which means less saturation loss at the shampoo bowl.

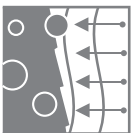
Why you'll love it: Because there is no need to shampoo, freshly deposited dye molecules are given time to stabilize in the hair, resulting in less color loss at the shampoo bowl.



CALIBRATED AMMONIA SYSTEM

What it is: This requires each level to contain only the precise percentage of ammonia necessary... the key to reducing scalp irritation and odor while delivering healthy, vibrant, high-impact color.

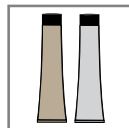
Why you'll love it: Low ammonia contributes to minimal cuticle damage, less scalp irritation, reduced odor and healthy, vibrant color results.



TRANS-CUTICLE DELIVERY SYSTEM (TCD)

What it is: Allows for faster, deeper penetration of the color molecules, resulting in mind-blowing results that last and last.

Why you'll love it: The Trans-Cuticle Delivery System allows for rapid, deeper penetration of the dye molecules, resulting in superior color longevity. It also enhances the reconstructive benefits of Quadramine Complex, allowing for quicker penetration of the amino acids.



DUAL-COLOR SYSTEM

Matching permanent and demi-permanent palettes allow you to touch up new growth while using a gentle, ammonia-free color to refresh the midshaft and ends-- a win-win situation for client and colorist alike!

XTRA RED SERIES

A fusion of our patented XtraBond™ Dye Technology, plus K-PAK's exclusive QuadraBond™ Peptide Complex, stabilizes and bonds dye molecules to hair for extraordinarily intense reds with outstanding vibrancy, shine and longevity.



WHY YOU'LL LOVE IT

- Results last more than 20% longer vs. standard reds
- Increases shine on hair by up to 200%*, leaving hair more luminous and vibrant than before

Patented XtraBond Dye Technology

- Patented dyes anchor deeply to hair's natural melanin for more than 20% longer-lasting wear.
- Patented red chromophore molecules give intense color pigment to dye, resulting in extra true tone for vivid, sharp reds.
- Superior color reflection: Creates pure red transmittance, allowing color to refract more light to leave hair shinier and more vibrant.

K-PAK's QuadraBond Peptide Complex

- A combination of Keratin Peptides, Arginine, dual-polymers and African Manketti Oil repairs, nourishes, conditions and adds shine to boost color longevity.
- Restores and protects the β-layer, hair's first line of defense against color loss.

SHADE

PREDOMINANT BASE

7XR - Scarlet



Red

5XR - Crimson



Dark Red

HOW TO MIX



10 Volume (3%): Primarily for deposit. May also give from ½ to 1 level of lift depending on chosen color.

20 Volume (6%): Give 1-2 levels of lift depending on chosen color.

Timing: Process for 30 to 45 minutes.

Gray Coverage

For hair with over 25% gray, Vero K-PAK Xtra Reds must be mixed with Vero K-PAK Natural or Age Defy Series shades.

POST-COLOR SERVICE

Vero K-PAK Xtra Reds Series must be shampooed from the hair. To prevent staining, emulsify haircolor by massaging the hairline before adding water.

1. Rinse until water runs clear.
2. Apply K-PAK Cuticle Sealer, leave in hair for 5 minutes. Rinse and towel blot.
3. Shampoo with K-PAK Color Therapy. Rinse and towel blot.
4. Apply K-PAK Intense Hydrator, leave in hair for 5 minutes. Rinse and towel blot.

* Against untreated hair

FASHION SERIES

Want major wow-factor? With just a swish of your brush, this pigment-empowered palette produces vivid, vibrant, simply electrifying results. Even the most daring of color clients will be impressed.



WHY YOU'LL LOVE IT

- Can be used alone or mixed with the other Vero K-PAK Color Series and Intensifiers
- Contains special direct dyes (larger pre-formed color molecules) to create the intense tone at each level
- Creates brilliant tones when used alone

HOW TO MIX



Mix equal parts Vero K-PAK Color Fashion Series and Veroxide. If the characteristics of the hair are questionable, add another red that does not contain direct dyes to the formula.

Timing: Process for 30 to 45 minutes.

SHADE

PREDOMINANT BASE

6FR Crimson Red



Red

4FV Wild Orchid



Violet

Gray Coverage

When working with hair that is 25% or more gray, always mix with Natural, Gold, Beige or Age Defy Series shades. Remember, Fashion Series shades are designed to create fashion tones. For best gray coverage and natural-looking reds, use the Vero K-PAK Color Red Series.

POST-COLOR SERVICE

Vero K-PAK Fashion Series must be shampooed from the hair. To prevent staining, emulsify haircolor by massaging the hairline before adding water.

1. Rinse until water runs clear.
2. Apply K-PAK Cuticle Sealer, leave in hair for 5 minutes. Rinse and towel blot.
3. Shampoo with K-PAK Color Therapy. Rinse and towel blot.
4. Apply K-PAK Intense Hydrator, leave in hair for 5 minutes. Rinse and towel blot.

HIGH LIFT SERIES

Maximum lift and condition in a single-process blonding service? Yes! Thanks to a potent cuticle-conditioning cocktail of K-PAK Technology and emollients, our High Lift Series promises remarkably beautiful, utterly healthy, high-lift results.



WHY YOU'LL LOVE IT

- Formulated with Quadramine Complex and Lecithin, a naturally derived emollient, to provide healthy high-lift results while improving hair's integrity
- Lifts up to four levels, from a natural Level 6 and lighter
- Assists in refinement of RPC when lifting

HOW TO MIX











Mix 1 part Vero K-PAK Color High Lift to 2 parts 40 Volume (12%) Veroxide.

Timing: Process for 45 to 60 minutes; 60 minutes for maximum lift and deposit.

SHADE

PREDOMINANT BASE

TONAL RESULTS

HLN	High Lift Natural Blonde		 Blue-Violet	For very pale natural blonde tones
HLA	High Lift Ash Blonde		 Blue	For very pale cool blonde tones
HLB	High Lift Beige Blonde		 Violet	For very pale beige blonde tones
HLG	High Lift Golden Blonde		 Yellow	For very pale golden blonde tones

Note: These colors were developed to create the lightest possible single-process blonding results; therefore, they are not ideal for gray coverage.

POST-COLOR SERVICE

Since Vero K-PAK Color is water-soluble, there is no need to shampoo. Simply rinse hair until water runs clear, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse hair again, then apply K-PAK Intense Hydrator for 5 minutes. Do a final rinse, then blot hair dry.

ULTRA HIGH-LIFT SERIES

FOR EXTREME REFINEMENT

Sometimes dark blondes need a little extra help offsetting that warmth that crops up when they attempt to reach the highest levels of blond (those coveted, yet so hard to attain cool, baby blonde tones). That's where our Ultra High-Lift Series comes in: providing **ultimate deposit and control over undesirable warmth**, so that you can take deeper blondes higher and cooler than they ever thought possible... in one brilliant step!



WHY YOU'LL LOVE IT

- Lifts 3-4 levels and tones in one step
- Ideal for **deeper blonde clients** who have had too much warmth exposed during previous high-lift experiences
- Provides more control over undesired warm tones and neutral results

HOW TO MIX



Mix 1 part Vero K-PAK Color Ultra High Lift to 2 parts 40 Volume (12%) Veroxide.

Timing: Process for 55 to 65 minutes.

SHADE

PREDOMINANT BASE

HAIR LEVEL

UHLP	Ultra High-Lift Platinum		 Violet	Ideal for level 7 and lighter
UHLN	Ultra High-Lift Natural		 Blue-Violet	Ideal for level 7 and lighter
UHLA	Ultra High-Lift Ash		 Ash	Ideal for level 6 and lighter

POST-COLOR SERVICE

Since Vero K-PAK Color is water-soluble, there is no need to shampoo. Simply rinse hair until water runs clear, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse hair again, then apply K-PAK Intense Hydrator for 5 minutes. Do a final rinse, then blot hair dry.

TONERS

Way off-tone? Tone prelightened hair to perfection with Vero K-PAK Color Toners, pastel shades specially designed to enhance or refine (neutralize) tone following a bleaching service.



WHY YOU'LL LOVE IT

- Toners are pastel colors designed to enhance or refine (neutralize) the tone of prelightened hair
- Go from bleached, off-tone results to beautiful, healthy-looking double-process blonde shades
- Formulated with Quadramine Complex and Lecithin to reconstruct and condition hair while toning
- May be mixed with Vero K-PAK Color levels 8 and lighter to customize toner formula

HOW TO MIX



Mix equal parts Toner and Veroxide or VeroGlaze. Process for up to 20 minutes, checking every five minutes, until desired result is achieved.

TONER SHADE			PREDOMINANT BASE	TONAL RESULTS
TSB		Toner Silver Blonde	Blue ●	For silver blonde effect and refinement of orange
TPB		Toner Pearl Blonde	Violet ●	For pearl blonde effect and refinement of yellow
TBB		Toner Beige Blonde	Red/Violet ●	For beige blonde effect and refinement of yellow

DEMI-PERMANENT INSTANT GLOSS TONERS

All too often, a lightening treatment can leave hair dry, brittle and “brassy.” But here's the rescue: our four demi-permanent Instant Gloss Toners—which complement any lightener blonding service—neutralize and enhance the tone of prelightened hair in as little as five minutes. These remarkable demi-liquid toners are also the perfect choice to revitalize faded blonde hues, plus pack a moisturizing punch to newly blonde hair eliminating concerns about dullness and dryness.



WHY YOU'LL LOVE IT

- Reconstructs hair with K-PAK Technology as you color
- Delivers the ultimate in healthy-looking, luminous, long-lasting color in one simple step
- Complements any Joico lightener blonding service

HOW TO MIX



Mix with Vero K-PAK Chrome Activator. Best applied with a color applicator bottle. Process for 5 to 15 minutes or until desired shade is achieved. Rinse completely, shampoo and condition. Do not use heat.

INTENSIFIERS/CORRECTOR

Intensifiers and Corrector are concentrated oxidizing pigments that help intensify or correct tonal value.



HOW TO MIX

- Mix desired amount of Vero K-PAK Color Intensifier into total color formula until it is thoroughly mixed.

NOTE: The amount of Intensifier should not exceed 25% of the total color formula. **It is not necessary to add additional developer** to the color formula if just using ribbons of Intensifier shade.

INTENSIFIER/CORRECTOR			BASE
ING		GOLD INTENSIFIER For best results, mix with Level 5 and lighter.	 Yellow
INS		SILVER INTENSIFIER For best results, mix with Level 7 and lighter.	 Pale Blue
INRR		EXTRA RED INTENSIFIER Compatible with all red shades.	 Red
INV		VIOLET INTENSIFIER For best results, mix with Level 6 and darker.	 Violet
INB		ROYAL BLUE INTENSIFIER For best results, mix with Level 6 and darker.	 Blue
INRV		RED VIOLET INTENSIFIER Compatible with all red shades.	 Red Violet
CCV		VIOLET CORRECTOR For best results, mix with Level 9 and lighter.	 Pale Violet

VEROXIDE

How about a developer with benefits? Stocked with moisturizing Squalene and our exclusive Quadramine Complex, Veroxide developers deliver an extra dose of strand conditioning and care to all Vero K-PAK color services.



WHY YOU'LL LOVE IT

- Protects the integrity of the hair structure during processing
- Stabilized formula mixes quickly and easily
- Compatible with Vero K-PAK Color shades, toners and high-lifts, and Vero and Joico lighteners

USAGE & TIMING

VEROXIDE

USAGE

TIMING

10 Volume (3%)	Primarily for deposit; may also give from ½ up to 1 level lift depending on level of chosen color	Process for 25 - 35 minutes
20 Volume (6%)	Primarily for gray coverage. 1 to 2 levels of lift depending on chosen color	Process for 35 - 45 minutes Vero K-PAK Color Age Defy: Process for 45 minutes
30 Volume (9%)	2 to 3 levels of lift depending on chosen color	Process for 45 - 55 minutes
40 Volume (12%)	3 to 4 levels of lift depending on chosen color	Process for 55 - 65 minutes

Note: For best results, always use maximum timing.

VEROGLAZE NO-LIFT CRÈME DEVELOPER

Want more from your color? This brilliant no-lift developer with a low pH of 2.7 transforms the Vero K-PAK Color Permanent Crème Color palette into a true tone-on-tone, **deposit-only** alkaline demi-permanent haircolor. How's that for versatility?



VEROGLAZE INTENSITY GUIDELINES

When using VeroGlaze, the level of your chosen haircolor shade will affect the intensity or depth of your result. Choosing a shade the same level as your client's hair will result in a deeper or more intense end result, whereas choosing a level or two lighter will result in a richer shade with more shine. Use this chart to guide your choice:

INTENSITY	SHADE LEVEL	RESULT
Maximum	Same level as client's natural hair or desired level	Darker than client's natural level
Normal	1 level lighter than client's natural hair, or 1 level lighter than the desired level	Same as client's natural level or desired level
Minimum	2 levels lighter than client's natural level or 2 levels lighter than the desired level	To add shine, or on porous hair, the same as client's natural level

TIMING

Process for 5 to 20 minutes, depending on intensity desired. Less time will produce softer, less intense results. More time will produce stronger, more intense, longer-lasting results.

Note: VeroGlaze will produce strong and darker results if used on color-treated hair or hair that is over porous. When in doubt, use the minimum intensity guidelines.

VERO K-PAK[®] | AGE
COLOR | DEFY
PERMANENT CRÈME COLOR

FOR 50% OR MORE GRAY





LEVEL	NN+ NATURAL NATURAL SERIES	NA+ NATURAL ASH SERIES	NPA+ NATURAL PLATINUM ASH SERIES	NG+ NATURAL GOLD SERIES	BG+ BROWN GOLD SERIES	MB+ MOCHA BEIGE SERIES	BCR+ BROWN COPPER RED SERIES	NGC+ NATURAL GOLD COPPER SERIES	GC+ GOLD COPPER SERIES	NR+ NATURAL RED SERIES SERIES
10 VERY LIGHT BLONDE	10NN+				10GB+					
9 LIGHT BLONDE	9NN+			9NG+	9GB+					
8 MEDIUM BLONDE	8NN+			8NG+		8MB+		8NGC+	8GC+	
7 DARK BLONDE	7NN+	7NA+	7NPA+	7NG+					7GC+	
6 LIGHT BROWN	6NN+	6NA+	6NPA+	6NG+	6BG+	6MB+		6NGC+	6GC+	6NR+
5 MEDIUM BROWN	5NN+		5NPA+	5NG+	5BG+	5MB+	5BCR+			5NR+ 5NRM+
4 DARK BROWN	4NN+	4NA+	4NPA+	4NG+			4BRC+	4NGC+		4NRV+
3 EBONY BROWN										
2 VERY DARK BROWN		2NA+					<div> <div>25% 50% 75% 90%</div> </div>			
1 BLACK										
							AGE DEFY BALANCING ADDITIVES <div>CLEAR CONTROLLER GRAY CONTROLLER</div>			

TECHNOLOGY

Want to age graylessly? Bring back the glorious look and feel of youth with Vero K-PAK Age Defy, our first haircolor proven to reverse the key signs of maturing hair's texture, lustre, and color. The Age Defy permanent crème palette offers the largest selection of gray coverage shades on the market, plus anti-aging must-haves in each tube of color.



WHY YOU'LL LOVE IT

With 3-Defense Technology™ and Quadramine Complex®, Vero K-PAK Age Defy effectively:

- Restores hair's soft, silky manageable texture
- Revives hair's lustre and vibrancy
- Renews hair's color with exceptional long lasting gray coverage
- Reconstructs hair's structure for optimal health and condition

HOW TO MIX



Mix 1 part Ver K-PAK Color Age Defy to 1 part Vero K-PAK Color 20 Volume Veroxide.

Timing: Process for 45 minutes.

DID YOU KNOW?

Like skin, hair is affected by 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. 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.

3-DEFENSE TECHNOLOGY

This breakthrough blend of time-released lipids, essential amino acids and bio-mimetic ceramides softens and smooths the hair's surface while reviving hair's internal hydrating system to restore youthful texture, lustre and manageability.

Veroxide (%)	Usage	Timing (without heat)
20 Volume (6%)	<ul style="list-style-type: none"> • Primarily for gray coverage • Lifts 1 to 2 levels, depending on the color chosen 	<ul style="list-style-type: none"> • 35 to 45 minutes • 45 minutes for Coppers, Reds and Resistant Gray • 45 minutes for Age Defy Series

POST-COLOR SERVICE

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

VERO K-PAK[®] chrome

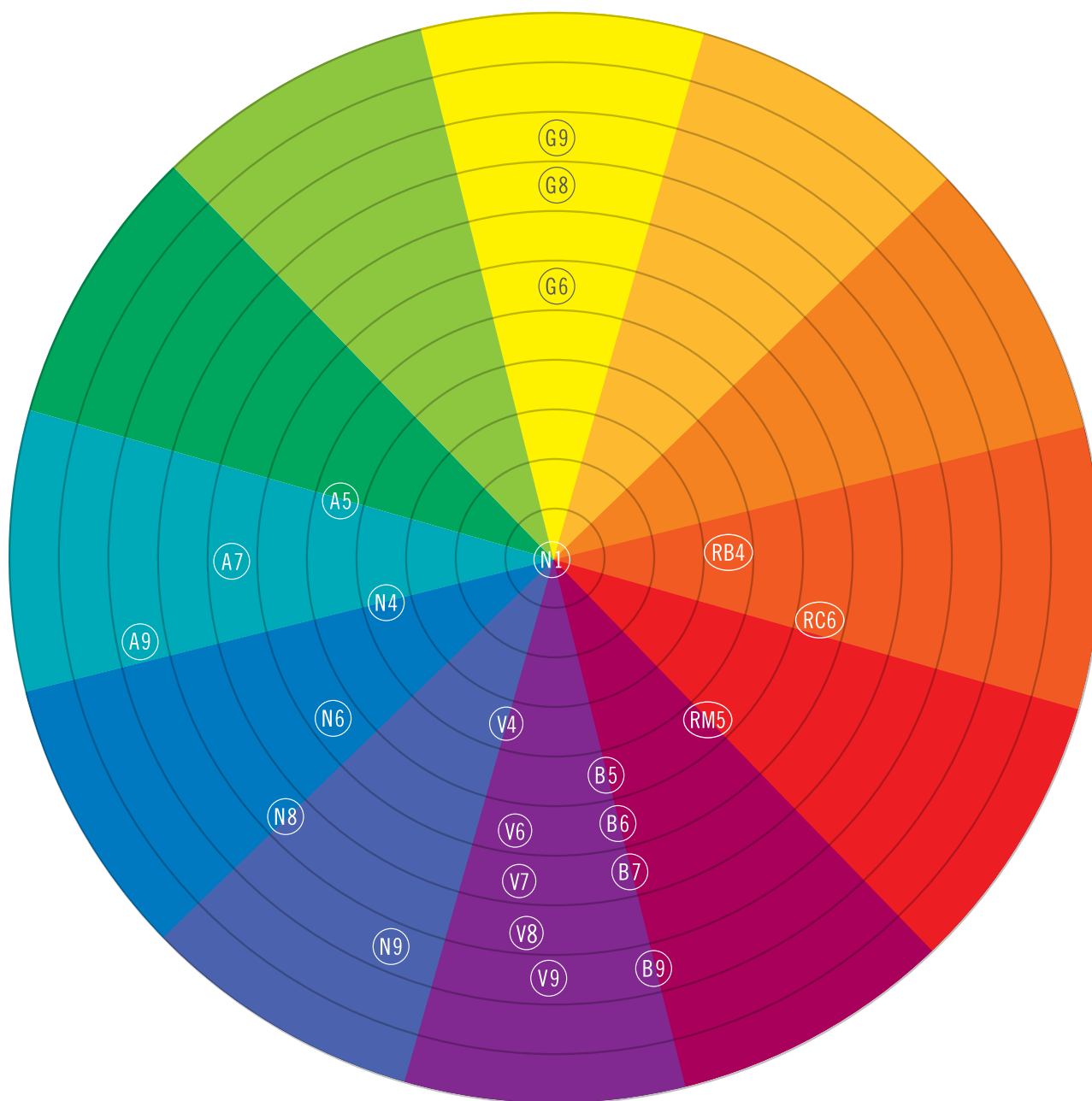
DEMI-PERMANENT CRÈME COLOR





LEVEL	N NATURAL SERIES	A ASH SERIES	G GOLD SERIES	R RED SERIES	B BEIGE SERIES	V VIOLET SERIES	
10 VERY LIGHT BLONDE							CLEAR GLOSS A versatile, nonpigmented shade. Use alone without heat to add shine and condition, or mix with any shade to reduce the intensity or depth of color deposit.
9 LIGHT BLONDE	N9	A9	G9		B9	V9	
8 MEDIUM BLONDE	N8		G8			V8	
7 DARK BLONDE		A7			B7	V7	
6 LIGHT BROWN	N6		G6	RC6	B6	V6	
5 MEDIUM BROWN		A5		RM5	B5		
4 DARK BROWN	N4			RB4		V4	
3 EBONY BROWN							
2 VERY DARK BROWN							
1 BLACK	N1						
							Swatch colors in this chart are only representations. Consult the Vero K-PAK Color System Swatchbook for a more accurate guide.

THE VERO K-PAK CHROME COLOR WHEEL



DEMI-PERMANENT CRÈME COLOR

Want the vibrancy, condition and creative control of Vero K-PAK permanent crème color in an ammonia-free, demi-permanent formula? Vero K-PAK Chrome provides high-gloss, natural-looking gray blending that fades gradually (within four to eight weeks), making it the perfect choice for the “uninitiated,” especially guys and graying clients.



WHY YOU'LL LOVE IT

- K-PAK Technology repairs, strengthens and protects hair during processing
- Acidic pH of 6.8 is universally gentle to both hair and scalp
- Ammonia-free shades for total artistic freedom
- Great for high-shine services and gray blending

HOW TO MIX



VERO K-PAK CHROME

Mix 1 part Vero K-PAK Chrome shade to 2 parts Vero K-PAK Chrome Activator.

Tip: Vero K-PAK Chrome can be mixed equal parts with Vero K-PAK Chrome Activator for a more opaque result.

Service

Timing & Processing

Enhance natural color	<ul style="list-style-type: none"> • 20 minutes (without heat) • Apply to clean, dry hair
1. Intense/darker results 2. Resistant hair 3. Longer lasting results 4. Gray blending 5. Reds	<ul style="list-style-type: none"> • 15 minutes (with processing cap) under pre-heated dryer; 5 minute cool down (no cap) • Apply to clean, dry hair
1. Color balance 2. Immediately following a perm or relaxer	<ul style="list-style-type: none"> • 20 minutes with processing cap (without heat) • Apply to dry hair • Test strand often for best results • Apply to damp hair after a perm or relaxer
Tone prelightened hair	<ul style="list-style-type: none"> • 5 to 20 minutes (without heat) • Apply to dry hair • Test strand often for best results
Shine and condition	<ul style="list-style-type: none"> • Clear Gloss: 20 minutes (without heat)

POST-COLOR SERVICE

To prevent staining, emulsify haircolor by massaging the hairline before adding water.

1. Rinse until the water runs clear.
2. Shampoo with Color Endure Shampoo. Use K-PAK Shampoo or K-PAK Color Therapy Shampoo if hair is fragile or damaged. Rinse and towel blot.
3. Apply K-PAK Cuticle Sealer, leave in hair for 5 minutes. Rinse and towel blot.
4. Apply K-PAK Intense Hydrator, leave in hair for 5 minutes. Rinse and towel blot.

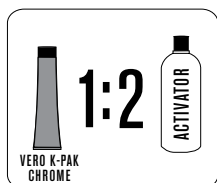
VERO K-PAK CHROME

ACTIVATOR CRÈME DEVELOPER

This one-of-a-kind 8.5 (2.5%) Volume crème developer is the **ONLY** developer that should be used to activate our demi-permanent Vero K-PAK Chrome shades and Vero K-PAK Color Demi-Permanent Instant Gloss Toners.



HOW TO MIX VERO K-PAK CHROME



Mix 1 part Vero K-PAK Chrome shade to 2 parts Vero K-PAK Chrome Activator.

HOW TO MIX VERO K-PAK COLOR INSTANT GLOSS TONERS



Mix with Vero K-PAK Chrome Activator. Best applied with a color applicator bottle. Process for 5 to 15 minutes or until desired shade is achieved. Rinse completely, shampoo and condition. Do not use heat.

JOICOLOR SYSTEM SUPPORT PRODUCTS & BACKBAR TREATMENTS



DEFY DAMAGE PRO SERIES

see it. feel it. believe it.



NEW

DEFY DAMAGE | pro series

BOND PROTECTING & COLOR PERFECTING TREATMENT

Now defy damage and deliver mind-blowing performance with every Vero K-PAK Color service. Joico's NEW Defy Damage ProSeries works beautifully with all JoiColor System formulas to optimize product performance and provide powerful damage protection. In two easy steps, it helps protect and strengthen hair bonds—before, during, and after every chemical service—ensuring the healthiest-looking hair imaginable... and stunning results you have to see to believe:

- **80% less breakage***
- **5X stronger hair***
- **Greater, more even lift**
- **Evens porosity for better color deposit**
- **Maintains over 90% of color vibrancy****

*Against combing breakage on damaged hair during heat styling; when using Defy Damage Shampoo and ProSeries 2 vs. a non-conditioning shampoo

**After 10 shampoos; when using Defy Damage Shampoo and ProSeries 2

seeing is **believing**

with
pro
series

without

Results may vary depending on color history, porosity, and hair condition.

Start to Finish Damage Protection

Arginine, protective lipids, and anti-pollution Moringa Seed Oil help improve hair's natural resilience against chemical, mechanical, thermal, and environmental damage.

+

Joico's NEW SmartRelease Liposome Technology intelligently repairs, strengthens, and safeguards hair—when and where it needs it—for up to 3 full shampoos.



Defy Damage ProSeries 1 bond-protecting color optimizer spray

An ultra-dry bond protector that instantly helps shield hair from chemical service damage, improves color deposit, and provides greater, more even lift when lightening.



Defy Damage ProSeries 2 bond-strengthening color treatment

An intensive treatment to help strengthen bonds and hydrate—for damage-resistant, healthy-looking hair in just one use.

Directions:

Step 1: Defy Damage ProSeries 1

- SHAKE CAN VIGOROUSLY. Apply to dry hair prior to color service.
- Apply starting at the back of the head, spraying onto horizontal sections, two inches apart.
- Continue this application method until all sections have been treated.
- If you have sections of hair that are more damaged than others, you may reapply ProSeries 1 to those areas for added protection.
- Comb through hair to ensure complete, even distribution.

Step 2: Apply color formula of your choice and process as usual.

Step 3: Rinse hair thoroughly.

Step 4: Shampoo hair with Defy Damage Protective Shampoo.

Step 5: Apply Defy Damage ProSeries 2 to damp hair. Leave in for 5 minutes. Rinse.

K-PAK PROFESSIONAL HAIR REPAIR SYSTEM

Want to give color a major boost? This 4-step miracle worker leaves hair remarkably stronger and shinier, enhancing the performance of Vero K-PAK Color for even truer, healthier-looking, more fade-resistant results.

PRE-COLOR SERVICE

If using K-PAK Hair Repair System before a color service, stop after Step 3 (Reconstruct) and proceed with applying color.



STEP 1: CLARIFY **2-5 MINUTES**

Shampoo hair with K-PAK Clarifying Shampoo. For optimal clarifying benefits, let stand for 2-5 minutes. Rinse.



STEP 2: ACIDIFY **5 MINUTES**

Apply K-PAK Cuticle Sealer to hair. Let stand 5 minutes. Rinse.



STEP 3: RECONSTRUCT **5 MINUTES**

Apply K-PAK Deep-Penetrating Reconstructor to hair. Let stand 5 minutes. Rinse.

Note: For maximum results on stressed, damaged hair, repeat Step 2 (Acidify) and Step 3 (Reconstruct) up to three times.



STEP 4: HYDRATE **5 MINUTES**

Apply K-PAK Intense Hydrator to hair. Let stand 5 minutes. Rinse.

POST-COLOR SERVICE

Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer, rinse. Apply the K-PAK Color Therapy Shampoo to scalp and massage well. Work through hair lengths. Rinse thoroughly. Squeeze out excess water. Apply K-PAK Color Therapy Conditioner to hair lengths after squeezing out excess moisture. Massage throughout hair and leave in for 5 minutes. Rinse thoroughly. Towel-dry hair. Style as needed with preferred Joico styling products.

OTHER BACKBAR SUPPORT



K-PAK H.K.P.

Our professional-only liquid Quadramine Complex spray designed to be used during color or wave processing to improve hair's strength, even out porosity and improve end results.



VERO STAINLESS HAIRCOLOR REMOVER

High-performance formula effectively removes haircolor stains without irritating skin. Pleasantly scented for client comfort.

BASE BREAKER

The most convenient way to break the hair color base, Vero K-PAK Base Breaker lifts virgin hair 1 level in 10 minutes, making retouches between blonding services faster and easier than ever before. Choose from two formulas—Original and Cool.



WHY YOU'LL LOVE IT

- Ideal for "breaking the base" (softening contrasting regrowth between blonding services)
- 10-minute processing time
- Ammonia-free formula conditions and adds shine
- Ideal for most hair types on virgin hair
- Gentle enough on hair to bleach or apply other haircolor on the same visit

HOW TO MIX



Mix vigorously. Use a wide application brush, or a bottle for fast application. Apply quickly and thoroughly to dry or towel-dried natural hair. For retouch application, apply to regrowth only.

Process for 10 minutes.

FEATURES

BASE BREAKER COOL

BASE BREAKER ORIGINAL

Lightens hair 1 level



10-minute processing



Ammonia-free formula



Gentle enough on hair to color/bleach on the same visit



Gently controls warmth and subtly tones



POST-COLOR SERVICE

Base Breaker must be shampooed from the hair. Rinse then shampoo and condition with Color Endure or K-PAK Color Therapy.

LIGHTENERS

Our conditioner-packed Joico lighteners take the fear out of the lightening process, providing maximum control, cuticle protection and client comfort while lifting hair up to eight levels.



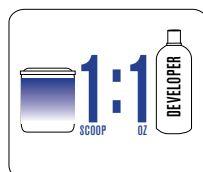
VERO K-PAK CRÈME LIGHTENER

- Fragrance-free formula
- Fast-acting for 8 levels of on-and off-scalp lift
- Quadramine Complex® delivers maximum reconstruction during the lifting process
- Shea Butter protects and soothes the scalp and hair
- Contains moisturizing Sorbitol Crystals for optimal protection



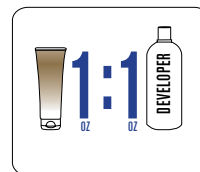
VEROLIGHT LIGHTENER

- For on-and off-scalp use
- Lifts up to 8 levels
- Contains K-PAK Keratin and moisturizing Sorbitol Crystals for optimal protection
- Dust-free for user comfort
- Ideal when fast-acting lift is desired



BLONDE LIFE CRÈME LIGHTENER

- For on-and off-scalp use
- Lifts up to 9+ levels
- Reduced Breakage by 77% in one treatment
- Strengthens hair to be 4x more resistant to breakage
- Infused with Tamanu and Monoi Oils for healthy-looking blonde hair
- Contains Bond-Building Arginine to restrengthen hair during lifting process



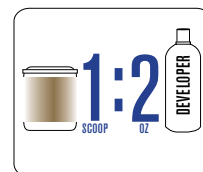
FREEPLAY CLAY LIGHTENER

- For off-scalp use
- Lifts up to 7 levels
- Clay base allows for a creamy, stay-put viscosity for conditioned healthy creative results
- No foils necessary! Stay-Put technology allows for maximum precision & creative freedom



BLONDE LIFE POWDER LIGHTENER

- For on-and off-scalp use
- Lifts up to 9+ levels
- Infused with Tamanu and Monoi oil for beautiful, healthy-looking hair
- No need to add any additives



Lighteners must be rinsed well and shampooed from the hair after desired lift has been achieved.

1. All lighteners must be rinsed thoroughly. For Vero K-PAK Crème Lightener, rinse for 4-5 minutes with very warm water.
2. Apply K-PAK Cuticle Sealer, leave in hair 5 minutes. Rinse and towel blot.
3. Shampoo with Color Endure Shampoo, or K-PAK Color Therapy Shampoo if hair is fragile or damaged. Apply shampoo directly onto scalp in sections and gently massage. Repeat shampoo. Rinse and towel blot.
4. Apply K-PAK Intense Hydrator, leave in hair 5 minutes. Rinse and towel blot.

If toning after shampoo, apply K-PAK Cuticle Sealer again, rinse, then apply K-PAK Intense Hydrator.



COLOR INTENSITY

SEMI-PERMANENT CRÈME COLOR



SEMI-PERMANENT COLOR

Discover a dazzling spectrum of bold, brilliant color with Joico® Color Intensity—our intensely concentrated pigments designed to help you create over-the-top vibrancy that lasts up to 20+ shampoos.*

Color Intensity's intermixable formula can be applied straight from the tube, or mix and mingled to your heart's content for endless creative possibilities. Bonus benefit: no developer required!



WHY YOU'LL LOVE IT

- Over-the-top vibrancy that lasts up to 20+ shampoos*
- Reconstructs with Quadramine Complex® for guaranteed healthier-looking hair after every color service
- Ultra nourishing Kukui Nut Oil leaves hair gorgeously conditioned + amps up shine
- Intermixable shades = endless creative possibilities

EASY DOES IT

- Step 1: Apply to clean dry hair ¼ inch from the scalp
Step 2: Process for 20 minutes

Extra! Extra! Please keep in mind...

- Do not mix with Vero K-PAK Color or Vero K-PAK Chrome shades
- Wear gloves to avoid staining
- After lightening, tone hair with Vero K-PAK Color, Vero K-PAK Chrome, Lumishine Demi-Permanent Liquid or LumiShine DD Dimensional Deposit Demi-Permanent Creme shades to create the perfect base for vibrancy



POST-COLOR SERVICE

Rinse well for several minutes, rinsing different colors separately. Shampoo with Color Endure or K-PAK Color Therapy. Apply K-PAK Cuticle Sealer, then rinse. Finish with K-PAK Intense Hydrator.

Bold Series will last up to 20 shampoos

Metallic Series will last up to 15 shampoos

Power Pastels and Pearl Pastels will last up to 10 shampoos

COLOR BUTTER

COLOR DEPOSITING TREATMENT LASTS UP TO 10 SHAMPOOS*

**Instantly Add Vibrant Color or Refresh Faded Color
while reducing breakage by over 44%****

Meet Color Intensity Color Butter.... a brilliant, ultra-moisturizing hybrid that amps up the richness of high-beam haircolor and adds pops of color to blondes who want to shake things up. With our vibrant Color Intensity pigments whipped into a rich, buttery blend of **Kukui Nut Oil**, **Shea Butter**, strand-strengthening **Arginine**, and Joico's state-of-the-art **Bio-Advanced Peptide Complex**,™ Color Butter fuses fun and fashion with serious hair care.

WHY YOU'LL LOVE IT

- Kukui Nut Oil and Shea Butter provide deep hydration to parched hair
- Refresh and extend fun fashion colors in just 2 - 5 minutes
- Kicky color energizes dark and light blonde hair
- Create dipped tips or whimsical pinwheels in a flash!
- Minimal commitment: Color Butter washes out in 5 - 10 shampoos



RECOMMENDED PRELIGHTENING GUIDE

	Red	Pink	Purple	Titanium	Kelly Green	True Blue	Custom Pastel Shades*
Prelighten to Level 7/8	X	X			X		
Prelighten to Level 9/10			X	X		X	
Prelighten Level 10 & tone							X
Neutralize orange/yellow tones				X			

*Depending on daily care habits, hair history, and texture.

**Against combing breakage when using Color Butter vs. clean, damaged hair.

ERASER

Pastels or brights? Unicorn or Pinwheel technique? Which hot, new haircoloring trend will your clients jump on next? With Color Intensity Eraser, color-obsessed clients can change their custom color quickly and easily, without sacrificing hair's healthy gleam or condition! In 30 minutes or less, this brilliant K-PAK® Keratin-enriched formula lifts direct dyes, leaving hair perfectly prepped and ready for its next color transformation.



WHY YOU'LL LOVE IT

- Easy, one-step direct dye removal in 30 minutes or less
- Creamy, drip-free formula is a breeze to apply and stays put through processing
- Cuticle-nourishing K-PAK® proteins help condition and protect hair during lifting for healthier post-service results*

* Follow with the K-PAK Color Therapy regimen.

TECH SAVVY

Arginine: Vital amino acid helps boost lifting power and guard against breakage.

K-PAK Keratins: Hair strengthening keratin to protect hair's integrity.

Proprietary Persulfate blend: Helps to deactivate the direct dyes to create a clean canvas for your next Color Intensity service.

While Eraser contains many of the same ingredients as bleach products, it is the proprietary blend of the above ingredients that makes Eraser so unique. Both the quick burst of lift in the initial 10 minutes + the Arginine work in concert to isolate and deactivate direct dyes rather than drive them into the hair, as is common with many bleach products.

THE HOW-TO

Color Intensity Eraser can be mixed with water, Veroxide® or LumiShine® developer. Mix one full Color Intensity Eraser packet, 1.5 oz with 3 oz (88 ml) of H₂O, 10 (3%) or 20 (6%) developer. Using a color brush, apply ONLY to hair that has been prelightened and treated with direct dyes or semi-permanent haircolor. Process for up to 30 minutes at room temperature, checking every 5 minutes until desired result is achieved. Thoroughly rinse Color Intensity Eraser from the hair, shampoo with K-PAK® Color Therapy™ Shampoo, then follow with K-PAK Cuticle Sealer (optional) and K-PAK Color Therapy Conditioner.

WHEN TO USE

Color Intensity Eraser should be used to deactivate direct dye/semi-permanent color. It should not be your initial prelightening service before a Color Intensity service. For prelightening for an initial Color Intensity service, use a Joico lightener (VeroLight, Blonde Life or Crème Lightener) to lift hair to the appropriate level to support your Color Intensity shade or design. Eraser should only be used following a proper consultation to assess hair's condition, elasticity and porosity.

Only recommended for direct dye / semi-permanent haircolor removal.

Color Intensity Eraser will lift natural pigment.

COLOR INTENSITY ERASER

MIXING

Because Eraser works fast, it is recommended that you apply it in sections starting with the most resistant shades (red, deep or vibrant) first.




































Be sure to mix Eraser for the direct dye load you are removing: 1 part Color Intensity Eraser to 2 parts Developer*.

MIXTURE

INTENSITY OF DYE TO BE REMOVED

Color Intensity Eraser & 20 Volume	Vibrant, intense, deep dye removal
Color Intensity Eraser & 10 Volume	Faded, softer, medium vibrancy dye removal
Color Intensity Eraser & Water	Highly faded or pastel dye removal

COLOR INTENSITY REMOVAL CHART

WATER (H ₂ O)	 Sky	 Lilac	 Mint	 Rose	 Violet pearl	 Blush
10 VOLUME (3%)	 Mermaid Blue	 Sapphire Blue	 Indigo	 Black Pearl	 Metallic Moonstone	 Amethyst Purple
	 Light Purple	 Orchid	 Pink	 Hot Pink	 Soft Pink	 Rose Gold
	 Metallic Mauve Quartz	 Metallic Violet	 Kelly Green	 True Blue		
20 VOLUME (6%)	 Ruby Red	 Red	 Fiery Coral	 Orange	 Yellow	 Magenta
	 Titanium	 Cobalt Blue	 Peacock Green	 Metallic Pewter	 Peach	 Metallic Bronze
	 Silver ice					

Tip: If there is any residual color after your first process, you may reapply Color Intensity Eraser. When doing a second application, bring your formula strength down one level.

For example: Removing Cobalt Blue from hair (originally processed 30 minutes with Color Intensity Eraser + 20 Volume) use 10 Volume on your second application.

Note: Only perform a repeat Color Intensity Eraser service if hair is in good condition. Never perform more than one Color Intensity Eraser service in a 24-hour period on hair that shows signs of damage.

See chart to determine Color Intensity Eraser mixing guidelines per Color Intensity shade.

POST-COLOR SERVICE

Thoroughly rinse Color Intensity Eraser from the hair, shampoo with K-PAK Color Therapy Shampoo, then follow with K-PAK Cuticle Sealer (optional) and K-PAK Color Therapy Conditioner

HOME MAINTENANCE



HOME MAINTENANCE

1. Recommend the appropriate Joico or K-PAK products for the client to use as a home maintenance regimen.
2. Inform the client that color molecules need time to solidify. The client should avoid shampooing the hair for 24 to 48 hours after the color service to prevent excessive color fading and provide longer-lasting results. The client may rinse the hair if necessary.

**SEE IT. FEEL IT.
BELIEVE IT. HEALTHY
HAIR IS NOT AN
ILLUSION.**

NEW DEFY DAMAGE

BOND PROTECTING & COLOR
PERFECTING TREATMENT



Defy Damage's four "hair guardians" stay on the mend; relinking broken and weak bonds to boost each strand's natural resilience against daily damage while locking in dazzling color vibrancy and imparting spectacular softness and shine.

Perfect for: A start-to-finish protective system that guards against every form of damage. Builds hair bonds for stronger, healthier hair... without sacrificing color or style.

**KEEP COLOR VIBRANT
AND HEALTHY-LOOKING**

K-PAK COLOR THERAPY



Doubles the life of your haircolor's vibrancy and longevity, while protecting against future damage.

Perfect for: Double-processed blondes; hair that's been lifted more than two levels; and those with structurally weak hair

**PROVIDE FULL-COVERAGE
COLOR INSURANCE**

COLOR ENDURE



Proven to extend your color vibrancy 33% longer.

Perfect for: Redheads, brunettes and all color-treated hair (deposit-color only + two levels of lift)

KICK BRASS FROM BLONDE/GRAY HAIR

COLOR
ENDURE
VIOLET

COLOR
BALANCE
PURPLE



Preserves cool platinum blondes and silver foxes by keeping brassy tones at bay and safeguarding hair's vibrancy

Perfect for: blondes, natural and double-processed; gray/silver hair

KICK BRASS FROM LIGHTENED BRUNETTES

COLOR
BALANCE
BLUE



Instantly banishes warm/orangey tones from lightened brunettes.

Perfect for: naturally dark brunettes with salon highlights or Balayage techniques

STAY TRUE TO RED

COLOR
INFUSE
RED



Formulated with a maximum load of red pigments to refresh and/or enhance red tones

Perfect for: cool redheads, color-treated or au natural

LIVE THE BLONDE LIFE

BLONDE
LIFE



Be the brightest, most luminous blonde you can be. Proven to keep blondes bright and on-tone for up to 8 weeks.*

9 out of 10 stylists agree, after one use, blondes are:

- Brighter
- Softer
- Shinier
- More hydrated

Perfect for: Blondes... and those who want to be lifted to new heights without sacrificing hair's shine or condition

TAKE ROOTS UNDERCOVER

TINT
SHOT















Instantly conceals embarrassing roots, gray and thinning areas

Perfect for: Touching up black, deep brunette, light brown and blonde hair between color appointments; "filling in" thinning areas to create the illusion of thicker, fuller hair

*When using Brightening Shampoo and Conditioner/Masque, which preserve over 80% of hair color after 18 washes.

FORMULATION GUIDELINES

	1	3
1	1	10 PL
3	1	3
4	1	3
5	1	3
6	1	3
7	1	3
8	1	3
9	1	3
10	1	3

	4	5	6	7	8	9	10		
30		40							
	PL	PL	PL	PL	PL	PL	PL		
10	 20	 30							
	4	5	PL	PL	PL	PL	PL		
10		10	 20	 30					
	4	5	6	PL	PL	PL	PL		
10		10		10	 20	 30	 30	 40	
	4	5	6	7	8	HL	PL		
10		10		10	 20	 30	 30	 40	
	4	5	6	7	8	9	HL		
10		10		10		10		20	
	4	5	6	7	8	9	10		
10		10		10		10		20	
	4	5	6	7	8	9	10		
10		10		10		10		10	
	4	5	6	7	8	9	10		
10		10		10		10		10	
	4	5	6	7	8	9	10		

PREPARATION FOR HAIRCOLOR SERVICES

Plan and execute your haircolor service from consultation through post-color services.

PRELIMINARY PATCH TEST

To determine whether allergy or hypersensitivity exists, a preliminary patch test should be performed. The following test should be completed 48 hours prior to every application.

1. Using soap and water, wash an area 1-inch (2.5 cm) in diameter on the inside of the elbow or behind the ear (touching the hairline). Pat dry with cotton.
2. When using Vero K-PAK Color Permanent Crème Color, prepare a test solution by mixing equal parts Veroxide and Vero K-PAK Color Permanent Crème Color shade. When using Vero K-PAK Chrome, prepare a test solution by mixing Vero K-PAK Chrome Activator and Vero K-PAK Chrome shade.
3. Apply mixture to test area.
4. Permit the area to dry. Do not cover or disturb for 48 hours.
5. Examine the area after 48 hours. If no reaction has occurred, proceed with haircolor service.

Do not use haircolor if any of these warning signs appear: burning, itching, swelling, eruption, irritation, redness or other abnormal reaction. If these signs appear in or around the test area at any time during the test period, it indicates the person is allergic or hypersensitive and the color must not be applied. Additionally, this product should not be applied if the scalp shows evidence of cuts, abrasions, eruptions, open wounds or any other abnormal condition.

WARNING: The Vero K-PAK Color System is for professional use only. No product is to be taken internally or used for tinting eyelashes or eyebrows. Avoid contact with eyes. If any of the mixture should get into the eye, flush immediately with a large amount of water and call a physician. Always wear suitable gloves. Store in a cool, dry place. Keep all haircolor products out of the reach of children.

FORMULATION

Proper formulation is the foundation to creating any color. Always remember artificial color will not lift artificial color, and that the hair's density, texture, porosity, elasticity and tenacity will always affect the haircolor process. Use the level finder on the next page as a reference tool when formulating with Vero K-PAK Color.

STEPS TO FORMULATION

1. Determine the client's Natural Level (NL) using the Natural (N) Series in your Vero K-PAK Color swatchbook. Be certain not to confuse level with tone. Examine the client's regrowth and scalp area. If gray is seen first, the client's hair is more than 50% gray. You must follow the instructions located in the Gray Coverage section that follows.
2. Determine the client's Desired Level (DL) using the Vero K-PAK Color System Swatchbook.
3. Determine the client's Desired Tone (DT). To achieve this tone, you must first determine the Remaining Pigment Contribution (RPC) at the desired level. Use the RPC Chart as reference. The RPC will need to be enhanced or refined (neutralized) to create the client's desired tone. Use the Color Wheel to determine the correlating Vero K-PAK Color base that will either enhance or refine the RPC.
4. Determine the proper volume of Veroxide. First decide how many levels of lift are required to reach the desired level. Refer to the Veroxide Usage and Timing Chart within this resource guide.

DESIRED LEVEL

NATURAL LEVEL

	1	3	4	5	6	7	8	9	10
1	10 1	30 PL	40 PL	PL	PL	PL	PL	PL	PL
3	10 1	10 3	20 4	30 5	PL	PL	PL	PL	PL
4	10 1	10 3	10 4	20 5	30 6	PL	PL	PL	PL
5	10 1	10 3	10 4	10 5	20 6	30 7	30 8	40 HL	PL
6	10 1	10 3	10 4	10 5	10 6	20 7	30 8	30 9	40 HL
7	10 1	10 3	10 4	10 5	10 6	10 7	20 8	30 9	40 10
8	10 1	10 3	10 4	10 5	10 6	10 7	10 8	20 9	30 10
9	10 1	10 3	10 4	10 5	10 6	10 7	10 8	10 9	20 10
10	10 1	10 3	10 4	10 5	10 6	10 7	10 8	10 9	10 10



A: Level Number.

B: Volume of Veroxide.

PL: Prelighten hair to achieve this level of lift and have control over Remaining Pigment Contribution (RPC).

HL: High-lift shades should be chosen

☼ The resulting color may be too warm. To minimize warm tones, consider selecting a Natural or Ash shade.

This chart should not be used if the natural hair has been previously colored or hair contains more than 50% gray.

Refer to the "Gray Coverage" section within this resource guide for more information about formulating for gray hair.

Note: If you are going lighter, use caution when lifting natural pigment more than one level. If you want to minimize warmth, select a shade from either the Natural or Ash series.

GRAY COVERAGE

Vero K-PAK Age Defy is a great option for gray coverage on hair that is 50% or more gray. The shades are premixed for a perfect blend with a more concentrated level of dye molecules for complete, preformulated gray coverage. Because these shades have heavier pigmentation than Vero K-PAK Color's other series, results will appear 1-2 levels darker if applied to hair that is less than 50% gray.

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 is 50% or more gray. To further assist in determining the percentage of gray, use the Gray Finder in your Vero K-PAK Color System Swatchbook.
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 using the RPC Chart.

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.

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. Cooler series, such as Ash, do not have the ability to completely cover a high percentage of gray hair.
2. 4RV, 4VR, 5RM, 5RR, 6RR, Fashion Series and XR Series shades must be mixed with the Natural, Gold or Beige Series when working with hair that is 25% or more gray.
3. Always start the application in the most resistant gray area.
4. 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.
5. For maximum gray coverage, process a full 45 minutes.

CLIENT SCENARIO #1

FORMULATION OPTION #1

Natural Level – 5
Desired Level – 7
Grey Percentage – 75%
Desired Tone – Cool

1 oz (30 ml) Vero K-PAK Age Defy 7NPA+ +
1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide
(cool, gray-blue natural results)

Natural Level – 6
Desired Level – 8
Grey Percentage – 50%
Desired Tone – Warm

1 oz (30 ml) Vero K-PAK Age Defy 8MB+ +
1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide
(mocha latte natural results)

Natural Level – 3
Desired Level – 5
Grey Percentage – 25%
Desired Tone – Cool

1 oz (30 ml) Vero K-PAK Age Defy 7NPA+ +
1 oz (30 ml) Vero K-PAK Age Defy 7NA+ +
2 oz (60 ml) Vero K-PAK 20 Volume (6%) Veroxide
(perfect for hair that is coarse, resistant and pulls extra warmth)

FORMULATION OPTION #2

1 oz (30 ml) Vero K-PAK Age Defy 7NA+ +
1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide
(cool, balanced natural results)

1 oz (30 ml) Vero K-PAK Age Defy 8NGC+ +
1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide
(rich, balanced, golden copper, natural results)

1 oz (30 ml) Vero K-PAK Age Defy 7NA+ +
¼ oz (7.5 ml) Vero K-PAK Color 7A +
¼ oz (7.5 ml) Vero K-PAK Color INB +
1½ oz (37 ml) Vero K-PAK 20 Volume (6%) Veroxide
(cool, balanced natural results to fight hair that pulls extreme amounts of warmth)

TECHNIQUES FOR SUCCESS

1. When applying Vero K-PAK Age Defy to retouch area, take ⅛-inch sections for maximum control and saturation. Start retouch application 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 + 1¼ 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+ + 1 oz Vero K-PAK Color 7RC + ½ oz Vero K-PAK Color INRR + 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.

APPLICATION

APPLICATION

- Divide hair into four sections prior to application
- 1/8 to 1/2-inch partings must be taken for proper coverage
- K-PAK H.K.P. should always be misted on the midshaft and ends
- Never apply heat to Vero K-PAK Color, Age Defy or Lighteners

VIRGIN APPLICATION FOR GRAY COVERAGE

For hair that has not been previously colored.

TYPE 1: Standard Method: Virgin Going Lighter

1. Apply Vero K-PAK Color 1/2-inch from scalp to porous ends, making sure each strand is completely covered.
2. Time for at least 20 minutes or until a definite color change can be seen.
3. Mix a fresh Vero K-PAK Color formula. Apply the color mixture to the scalp area and porous ends.
4. Begin timing according to the Veroxide Usage Chart for the chosen developer.

TYPE 2: Alternative Method: Virgin Going Lighter (Color Shifting)

1. Mix Vero K-PAK Color formula with 10 Volume (3%) for the regrowth area
2. Apply 1/4 -inch (0.64 cm) from scalp to 2 inches (5.08 cm) in regrowth area
3. Time for at least 20 minutes or until definite color change can be seen
4. Mix a fresh Vero K-PAK Color formula using 20 Volume (6%) this time
5. Apply second formula to mid lengths and ends
6. Begin timing according to the Veroxide Usage Chart for developer chosen in step 1.

TYPE 3: Virgin Going Darker

1. Apply Vero K-PAK Color mixture to the outline of each section for control.
2. Apply Vero K-PAK Color mixture from scalp area up to porous ends.
3. Begin timing according to the Veroxide Usage Chart for chosen developer.
4. Apply Vero K-PAK Color formula to porous ends for the last 10 to 15 minutes depending on porosity.
Exception: Reds, which should be brought through the porous ends immediately for maximum development.

COLOR REFRESH GUIDE

RETOUCH APPLICATION

TYPE 1: Slightly Faded Midshaft and Ends

1. Apply Vero K-PAK Color formula to the regrowth in the outline of each section.
2. Next, apply the formula to the remaining regrowth in each section.
3. Time according to the Veroxide Usage Chart for chosen developer.
4. Work the color through the entire strand for the last 15 minutes of processing time. Adjustment of formula (i.e. adding warmth) may be necessary to attain desired tone. Take a strand test for proper timing.

TYPE 2: Extremely Faded (Two Or More Levels Lighter) Midshaft and Ends

1. Repigmentize midshaft and ends. Refer to Corrective Color section and follow all repigmentizing instructions thoroughly.
2. Apply Vero K-PAK Color formula to the regrowth in the outline of each section.
3. Next, apply the formula to the remaining regrowth in each section.
4. Begin timing according to the Veroxide Usage Chart for chosen developer.
5. Create a new midshaft and ends formula. It is necessary to analyze the tonal results achieved through repigmentizing. What color bases would be the best choice to enhance or refine (neutralize) the tone present on the newly repigmentized midshaft and ends? Keep in mind that porous hair accepts coolness and rejects warmth.

The final formula for refreshing midshaft to ends should always be mixed with 10 Volume (3%) Veroxide, Vero K-PAK Chrome Activator or VeroGlaze. After applying, time for 25 to 35 minutes. Application of the midshaft and ends formula will depend on processing time of retouch formula. Regrowth and ends formula may have different processing times, so plan ahead. Each requires full processing for complete color development. Be sure to mist the midshaft and ends with K-PAK H.K.P. prior to application.



CORRECTIVE COLOR

You and your client will be astounded by how simply the Vero K-PAK Color System guides you back to true, beautiful, healthy color.

FOR SUCCESSFUL CORRECTIVE COLOR SERVICES, YOU MUST:

1. Have a thorough and complete client consultation
2. Gather all hair history information and client expectations
3. Create a corrective plan. This may require multiple services to multiple parts of the head and/or hair shaft.
4. Guide the client through the multi-step services to get to client expected outcome, even if that requires more than 1 visit.
5. Perform strand tests to gather important information of the what hair can and mostly what the hair cannot do.
6. Respect the hair and know its limits.

CORRECTIVE COLOR CONSULTATION

As with any haircolor, the consultation is vital to your success; however, some additional information must be gathered that is specific to color correction. Be sure to record your results.

Isolate what is going on with the client's hair, as well as what is going on with the client. What problems do you need to address?

7. What does the client want to achieve?
8. Is the haircolor the correct tone for the client?
9. Refer to the technical challenges or portion of the resource guide to decide which one or more of the four challenges are present: too light, too dark, too warm, too cool?
10. What haircolor products were used on the client's hair to create the present color? Was it bleach, permanent haircolor, demi, semi, metallic? Was it done professionally?
11. Determine whether the problems can be solved while maintaining the hair's integrity. This will assist you in determining any limitations.
12. Perform a thorough analysis of the hair strand in different areas of the head. This will show you if there is any banding, discoloration, spotting, etc. this information will give you the appropriate formulas you will need for each individual problem during the color correction.
13. Perform a thorough hair analysis. Performing a strand test prior to color application is always recommended. Which one or more of the hair's characteristics has been compromised? Porosity and elasticity are the two main characteristics that will affect your color service.
 - Porous hair has the ability to absorb color very quickly and release color quickly. Porous hair rejects warmth and accepts coolness.
 - There is a loss of elasticity in hair that has been over-processed and damaged. Hair of a severely stressed nature may not be capable of receiving a corrective service. Recommend the K-PAK Professional Hair Repair System treatment.

THE PLAN OF ACTION

You've now isolated the situations that are occurring in the hair. One or more of the four technical challenges will be present (See the "Four Salon Situations" page). Break them down and deal with them individually.

1. Are the desired results achievable? During your consultation, you will have determined whether the hair can support and sustain the work needed to achieve the result.
2. Which technical challenge should be handled first? Separate what needs to be done at the **regrowth**, **midshaft** and **ends**.

TIP: If one section requires decolorizing and another requires repigmentizing, the decolorizing should be done first.

How will you approach these challenges? Formulate your plan of action separately for each situation. Decide which decolorizing formula, repigmentizing formula and color formula must be used for each situation. Refer to the Color Wheel and RPC Chart. Always perform a strand test to preview your results.

CORRECTIVE COLOR

Artificial color will not lift artificial color. Decolorizing is the process of removing artificial color when going lighter or removing unwanted tones. Inform the client that **due to the chemical composition of certain haircolor products, successful or complete removal is not guaranteed.** Always perform a strand test to determine the amount of lift that is possible.

DECOLORIZING FORMULAS

LEVELS OF LIFT	VEROLIGHT	DEVELOPER	K-PAK CUTICLE SEALER
----------------	-----------	-----------	----------------------

½ to 1 (Cleansing)	1 scoop	1 oz (30 cc/ml) K-PAK H.K.P.	1 teaspoon (5 cc/ml)
½ to 1 (Cleansing)	1 scoop	1 oz (30 cc/ml) Hot Water	1 teaspoon (5 cc/ml)
1 to 2	1 scoop	1 oz (30 cc/ml) 10 Volume (3%) Veroxide	1 teaspoon (5 cc/ml)
1 to 2	1 scoop	1 oz (30 cc/ml) 20 Volume (6%) Veroxide	1 teaspoon (5 cc/ml)

For those clients who have high scalp sensitivity to haircolor, add one teaspoon of K-PAK Cuticle Sealer per one tube of Vero K-PAK Color or to your Crème Lightener mixture using 10 (3%) or 20 (6%) Volume Veroxide.

In most cases, scalp sensitivity will be greatly reduced both during and after the color service, and clients will have a more comfortable salon experience.

CAUTION: Do not apply to scalps with open sores, abrasions or other abnormal conditions. If burning, itching, swelling, irritation, redness or any abnormal condition is experienced, remove bleach product immediately.

APPLICATION

1. Start at the nape or darkest areas. Work one section at a time.
2. Apply the decolorizing formula, working toward the crown. If decolorizing is necessary from scalp to ends, be sure to stay ½-inch away from scalp. The scalp area will lift faster due to body heat. Apply to scalp area when two-thirds of desired lift has been achieved.
3. Strand test often. Decolorize to desired level, unless an ash or cool tone is desired, then decolorize to a Level 9 yellow. The decolorizing formula must be removed when correct lift has been achieved. Some areas may lighten faster than others. It is important to remove each area when it reaches the desired level of lift. Decolorizing may require more than one application. You may have to spot decolorize darker areas. Aim for the most even lift possible.
4. Because the hair may become porous during decolorizing, it is vital that the hair is returned to a reconditioned state prior to your color service. Follow these instructions:
 - A. Lightly shampoo with Color Endure or K-PAK Color Therapy Shampoo.
 - B. Rinse, towel blot, and apply K-PAK Cuticle Sealer. Leave in hair 5 minutes.
 - C. Rinse, towel blot, and apply K-PAK Deep-Penetrating Reconstructor. Leave in hair 5 minutes.
 - D. Rinse and towel blot.
 - E. Dry the hair.
5. Strand test to determine final color formula and processing time. Porosity is an important factor. The final formula on the decolorized sections should be mixed with 10 Volume (3%) Veroxide.

REPIGMENTIZING (FILLING)

Repigmentizing (filling) is the method of replacing the warm pigments (RPC) that the hair is lacking. Virtually all chemical services and the environment can deplete hair of its proper pigment balance. It is essential to repigmentize (fill) overly porous hair that tends to absorb the predominant cool base of any color used.

REPIGMENTIZING IS USED WHEN:

1. Coloring hair two or more levels darker.
2. Extreme color loss (two or more levels lighter than desired level) exists on midshaft and ends of previously color-treated hair. Vero K-PAK Color is used for repigmentizing when followed with a Vero K-PAK Color service. Vero K-PAK Chrome is used for repigmentizing when followed with a Vero K-PAK Chrome service.

Vero K-PAK Color Repigmentizing

Due to its reconstructive properties, K-PAK H.K.P. is incorporated into Vero K-PAK Permanent Color repigmentizing formulas. H.K.P. reduces 10 Volume (3%) Veroxide to approximately 5 Volume (1.5%) and balances porosity to help ensure even results.

Timing: 20 minutes

Vero K-PAK Chrome Repigmentizing

Timing: 20 minutes

VERO K-PAK COLOR	VEROXIDE	K-PAK H.K.P.	TOTAL FORMULA	VERO K-PAK CHROME	VERO K-PAK CHROME ACTIVATOR	TOTAL FORMULA
1 oz (30 cc/ml)	½ oz (15 cc/ml) 10 Volume (3%)	½ oz (15 cc/ml)	2 oz (60 cc/ml)	1 oz (30 cc/ml)	2 oz (60 cc/ml)	3 oz (90 cc/ml)

VERO K-PAK COLOR SYSTEM REPIGMENTIZING GUIDE

DESIRED LEVEL	VERO K-PAK COLOR FORMULA	VERO K-PAK COLOR FORMULA FOR REDS AND POROUS HAIR	VERO K-PAK CHROME FORMULA
9	9G	$\frac{2}{3}$ 9RG + $\frac{1}{3}$ 9G	G9
8	$\frac{1}{4}$ 9RG + $\frac{3}{4}$ 9G	$\frac{2}{3}$ 9RG + $\frac{1}{3}$ 9G	G9
7	$\frac{1}{4}$ 8RG + $\frac{3}{4}$ 8G	$\frac{2}{3}$ 8RG + $\frac{1}{3}$ 8G	$\frac{1}{2}$ RC8 + $\frac{1}{2}$ G8
6	$\frac{1}{4}$ 7RC + $\frac{3}{4}$ 7G	$\frac{2}{3}$ 7RC + $\frac{1}{3}$ 7G	$\frac{1}{2}$ RC6 + $\frac{1}{2}$ G8
5	$\frac{1}{4}$ 6RC + $\frac{3}{4}$ 6G	$\frac{2}{3}$ 6RC + $\frac{1}{3}$ 6G	$\frac{1}{2}$ RC6 + $\frac{1}{2}$ G6
4	$\frac{1}{3}$ 6RC + $\frac{2}{3}$ 5G	$\frac{2}{3}$ 6RC + $\frac{1}{3}$ 5G	$\frac{1}{2}$ RC6 + $\frac{1}{2}$ G6
3	$\frac{1}{3}$ 6RC + $\frac{2}{3}$ 5G	$\frac{2}{3}$ 6RC + $\frac{1}{3}$ 5G	$\frac{1}{2}$ RC6 + $\frac{1}{2}$ G6
2	$\frac{1}{3}$ 6RC + $\frac{2}{3}$ 5G	$\frac{2}{3}$ 6RC + $\frac{1}{3}$ 5G	$\frac{1}{2}$ RC6 + $\frac{1}{2}$ G6

APPLICATION

1. Apply repigmentizing formula to appropriate areas.
2. Begin timing for 20 minutes. Perform a strand test for best results.
3. **A.** If using Vero K-PAK Color, rinse and towel blot.
B. If using Vero K-PAK Chrome, rinse, shampoo and towel blot.
4. Analyze the hair. If results do not appear to be the same level as the repigmentizing formula chosen, repeat steps 1 through 3.
5. Apply desired color formula, process accordingly then rinse thoroughly.
6. Apply K-PAK Cuticle Sealer, leave in hair 5 minutes. Rinse.
7. Apply K-PAK Deep-Penetrating Reconstructor, leave in hair 5 minutes. Rinse.

TIP: Porosity is an important factor. When using Vero K-PAK Permanent Crème Color as a final formula, always use 10 Volume (3%) Veroxide.

NOTE: Correctively colored hair has a tendency to release pigment. The color (pigment) needs time to bond to prevent excessive color fading and provide longer-lasting results; therefore, the client should wait 24 to 48 hours before shampooing. Recommend appropriate Joico and/or K-PAK products as part of home maintenance regimen.

ADVANCED FORMULATION

To understand formulation, you must realize that many different factors influence a haircolor's ability to lift. These factors are as follows:

Ammonia Level

- Dark colors = less ammonia
- Light colors = more ammonia

Dye Load

- Dark colors = more pigment
- Light colors = less pigment

Peroxide Volume H₂O₂

- 10 (3%), 20 (6%), 30 (9%), 40 (12%) Volume
- Higher volume = higher lifting ability ammonia and lighter levels have more ammonia.

Advanced Formulation

Ammonia levels vary within the different levels of haircolor. In general: the higher the ammonia level, the higher the lifting ability of the color. Darker levels have less ammonia and lighter levels have more ammonia.

VERO K-PAK COLOR LIFT SERIES CHART

DESIRED COLOR TONAL VALUE + SHADE

LIFTING ABILITY OF EACH COLOR WITH DIFFERENT STRENGTHS OF VEROXIDE

DEPOSIT LEVEL	ASH FAMILY	BEIGE FAMILY	NATURAL FAMILY	GOLD FAMILY	RED FAMILY	12% 40 VOLUME	9% 30 VOLUME	LB + 6% 20 VOLUME	6% 20 VOLUME
11	HLA	HLB	HLN	HLG	————	3-4	————	————	————
10	10A	10B	10N	10G	————	3¾	3¾	3¼	2¾
9	9A	9B	9N	9G	9RG	3½	3½	3	2½
8	8A	8B	8N	8G	8RG	3	3	2½	2
7	7A	7B	7N	7G	7RC/7XR	2½	2½	2	1½
6	6A	6B	6N	6G	6RC/6RR/6FR	2	2	1½	1
5	5A	5B	5N	5G	5XR/5RM/5RR	1½	1½	1¼	¾
4	4A	————	4N	————	4VR/4RV/4FV	1¼	1¼	¾	¼
3	————	————	3N	————	————	0	0	0	0
2	————	————	————	————	————	————	————	————	————
1	————	————	1N	————	————	0	0	0	0

Dye load/pigment weight refers to the amount of dye contained within haircolor. A dark color has a higher pigment weight and is therefore not normally a high-lifting color. However, light blonde has a much lower pigment weight and is normally a higher lifting color.

Peroxide volume refers to the energy required for the oxidative process. Think of peroxide as fuel for oxidation. The higher the volume or %, the higher the amount of lift when combined with haircolor.

When you look at color formulation, you must consider each of these factors to accurately predict lift and end result.

- Most color companies use only one of these factors when they devise their formulation systems, thus their systems have limitations and are not particularly accurate.
- Joico realizes that proper formulation needs to take all factors into consideration, so we developed the Vero K-PAK Color Lift Series Chart to simplify and make formulation more accurate.
- The Vero K-PAK Color Lift Series Chart will help you determine how many levels each color will lift when mixed with 20 Volume (6%), Vero K-PAK Color + Vero K-PAK Lightening Booster + 20 Volume (6%), 30 Volume (9%) and 40 Volume (12%).

FOUR SALON SITUATIONS

CHALLENGE 1: HAIR IS TOO LIGHT

Client's natural level 6 light brown hair has been lightened to a level 9G light golden blonde. The desired level is 6RC red/copper. Refer to the Repigmentation Chart.

NATURAL LEVEL

PREVIOUSLY COLORED

6N Light Brown ½" regrowth

9G Light Golden Blonde

Step 1 - Repigmentize (Filler)

¾ oz 7RC + ⅓ oz 7G + ½ oz H.K.P. + ½ oz 10 Volume (3%)
Total Timing: 20 minutes

Step 2

6RC + 10 Volume (3%). Apply to scalp area first

Formula

6RC + 10 Volume (3%) Apply midshaft and ends second

CHALLENGE 2: HAIR IS TOO DARK

Client's natural level 5 medium brown has been colored to a level 1 black. The desired result is to return to natural, level 5N medium natural brown. Refer to the Decolorizing Chart.

NATURAL LEVEL

PREVIOUSLY COLORED

5N Medium Brown 2" regrowth

1N Black

Step 1 - Decolorize

VeroLight Powder Lightener with 20 Volume (6%). Apply to dark areas only. Allow to lighten to level 6 red/orange.

Step 2

5N + 10 Volume (3%). Apply to scalp area first.

Formula

5N + 10 Volume (3%) **OR** 5A + 10 Volume (3%) **OR** a combination depending on the decolorizing result. Apply midshaft and ends second.

CHALLENGE 3: HAIR IS TOO WARM

Client's natural level 5 medium brown was colored yesterday with 7RC Copper/Orange. The desired result is level 7N Dark Natural Blonde. Client feels the color is too orange/copper. Refer to the RPC Chart and Color Wheel.

NATURAL LEVEL

PREVIOUSLY COLORED

5 Medium Brown

7RC Copper/Orange

Formula

7N Dark Natural Blonde + 10 Volume (3%) , OR ½ 7N + ½ 8A + 10 Volume
Apply scalp to ends.

Total Timing: 35 minutes

CHALLENGE 4: HAIR IS TOO COOL

Client is a natural level 6 light natural brown. The previous stylist has been continuously pulling the color through the midshaft ends, which are now too cool and darker. The desired result is to have an even color scalp to ends. Refer to Decolorizing Chart.

NATURAL LEVEL

PREVIOUSLY COLORED

PREVIOUSLY COLORED MIDSHAFTS + ENDS

5N Medium Brown 2" 1N Black regrowth

5 ½ Natural Light/Medium Brown Cool and Dark

Step 1 - Decolorize

1 oz VeroLight + 1 oz hot water. Lift ½ level to level 6.

Step 2

6G + 10 Volume (3%)

Step 3

Blend the color through midshaft and ends the last 5 to 10 minutes.

Total Timing: 35 minutes

GLOSSARY

Amino Acids: The building blocks of protein. Amino acids combine to form peptides, which ultimately create the protein structure of the hair.

Ammonia: An alkalizer that swells the hairshaft, raises the pH and opens the cuticle to allow penetration of the haircolor molecules.

Bio-Mimetic Ceramides: Lab-created ceramides that enhance hair moisturization, elasticity, cuticle smoothness and shine.

Calibrated Ammonia Level System: Every level of haircolor contains only the precise percentage of ammonia needed.

Color Balancing: Customizing a formula (different from regrowth) to refresh faded midshaft and ends.

Color Wheel: A standard visual tool used by colorists globally to enhance or refine tonality in haircolor.

Complementary Colors: Colors that are directly opposite on the color wheel, and that refine each other.

Corrector: Concentrated oxidizing pigments that refine tonal value when mixed with Vero K-PAK Color and high-lift palettes.

Cortex: The middle layer of the hair.

Cuticle: The outermost layer of the hair.

Decolorizing: The process of removing natural pigment or artificial color from the hair.

Demi-Permanent Haircolor: Deposit-only color that lasts four to eight weeks.

Density: The quantity or number of hairs per square inch on the scalp.

Desired Level (DL): The color level you wish to achieve.

Developer: A hydrogen peroxide derivative added to permanent and demi-permanent color as an oxidizing agent.

Elasticity: The ability of the hair to stretch and return to its natural state.

Eumelanin: The natural brown/black melanin pigments found in the hair.

Hair Analysis: A study of the hair's characteristics.

Hair's Characteristics: Texture, density, elasticity, porosity and tenacity.

Hair Shaft: The total hair, from scalp through ends.

High-Lift Blonding: The maximum lift and deposit possible in single-process blonding.

Intensifier: Concentrated oxidizing pigment that enhances the Vero K-PAK Color palette.

Intermediate Dyes: Oxidative dyes commonly referred to as "permanent dyes."

Lecithin: An additive that breaks surface tension, allowing ingredients to penetrate the hair quicker. Also acts as a desensitizer to protect the scalp from irritation.

Level: A measurement of depth from light to dark.

Lipids: Naturally occurring fats that protect hair from damage. Impact hair's appearance, shine, moisture and manageability.

MEA (monoethanolamine): A slower acting, odorless alkalizer used effectively in demi-permanent colors and base breakers.

Medulla: The innermost layer of the hair.

Midshaft: The hair from two inches from the scalp.

Natural Level (NL): The beginning level of hair that has not been color-treated (virgin hair).

Permanent Haircolor: Permanently alters natural melanin; has gray coverage ability.

pH: The scale of potential hydrogen used to measure the acidity or alkalinity of a substance.

Pheomelanin: The natural red/yellow pigments found in the hair.

Porosity: The ability of the hair to absorb and hold moisture and liquid.

Predominant Base: Overriding tone present in an artificial color.

Preliminary Patch Test: Determines whether a client has an allergy or a hypersensitivity.

Primary colors: The three colors from which all colors are formed: yellow, red and blue.

Quadramine Complex®: A dual-charged hybrid protein complex consisting of all 19 amino acids in the proper sequence and exact molecular weights (150-2500) necessary to ensure maximum reconstruction, from the cuticle to the cortex, without over keratinization.

Refine: To counteract or neutralize an unwanted tone.

Regrowth: The area of hair closest to the scalp that has not been altered by chemical processes.

Repigmentizing: The method of replacing the warm pigments back into

previously lightened hair to support going two or more levels darker.

Retouch: To apply color on the regrowth area.

RPC (Remaining Pigment Contribution): The exposed warm pigment present at the level where you interrupt your lifting process.

Secondary Colors: A combination of two primary colors.

Sorbitol: Moisturizing crystals found in Vero K-PAK Lighteners.

Squalene: The moisturizing agent found in Veroxide.

Tenacity: The surface tension of the cuticle layer.

Tertiary Colors: A combination of a primary and secondary colors.

Texture: The size or diameter of the hair shaft. Composed of three categories: fine, medium and coarse.

Tone: The warmth or coolness of a color.

Toning: The use of pastel colors to enhance or refine prelightened hair.

Virgin Hair: Hair that has never been chemically processed.

Water-Soluble: Capable of dissolving in water.

NOTES

[illegible]

NOTES

[illegible]

JOICO

the **joi** of healthy color

Download the JoiColor System App or visit
JOICOCANADA.COM to learn exclusive techniques.

