



VERO K-PAK
COLOR SYSTEM

SWATCH CHART

the **joi** of healthy color

THE JOI OF HEALTHY HAIR

PRE-COLOR SERVICE

For optimal results, enhance your color service with the four-step K-PAK Professional Hair Repair System, particularly if your client's hair is compromised prior to coloring.

The K-PAK Professional Hair Repair System combines groundbreaking Bio-Advanced Peptide Complex™ with exclusive Quadramine Complex® to guarantee stronger and healthier-looking hair after each chemical service.

Note: If using the K-PAK Hair Repair System before a chemical service, stop after Step 3 (Reconstruct) and proceed with chemical service. After chemical service, repeat Step 2 (Acidify) and finalize with Step 4 (Hydrate) only.

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

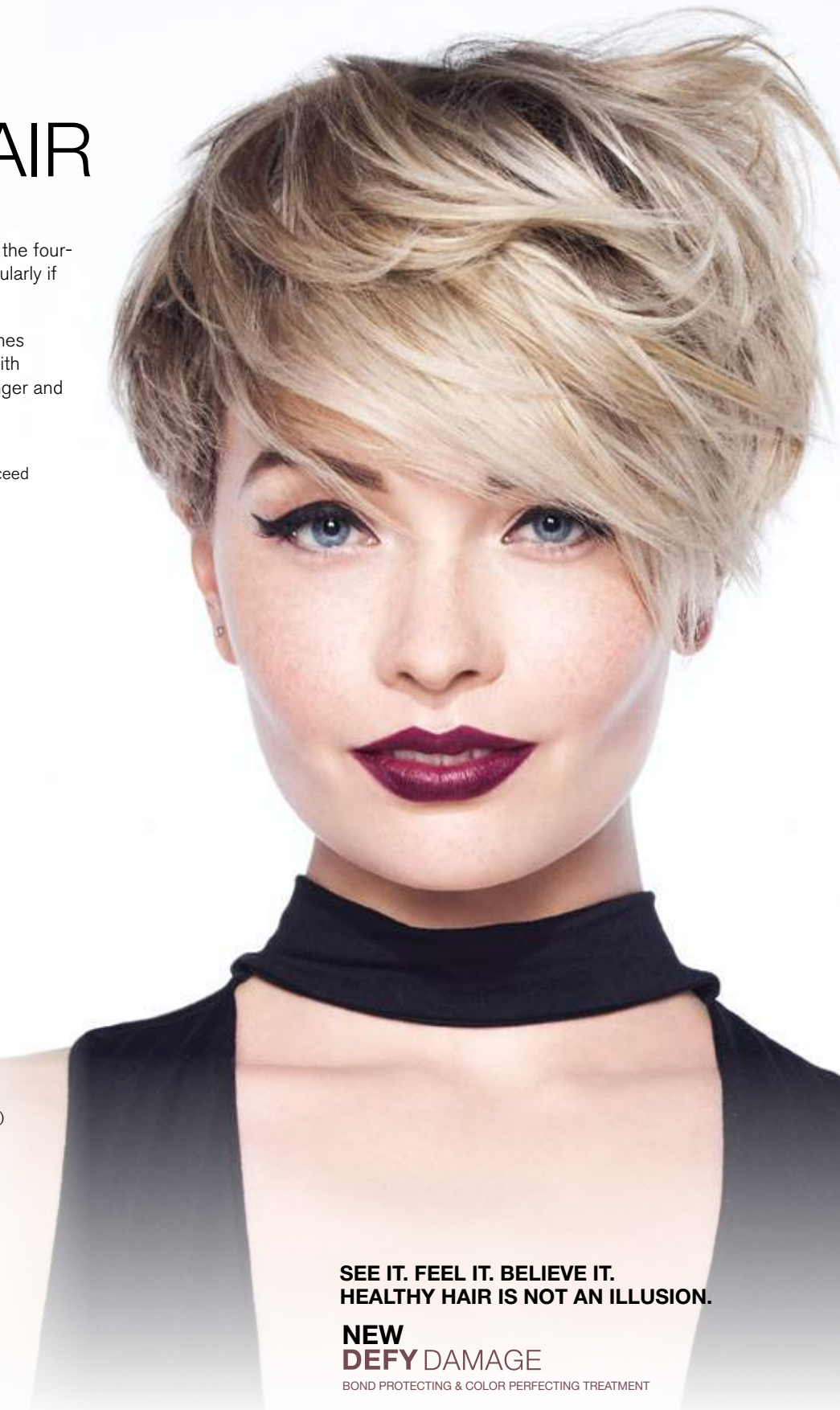


5
MINUTES

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.



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

NEW DEFY DAMAGE

BOND PROTECTING & COLOR PERFECTING TREATMENT



This damage-defying breakthrough helps protect and strengthen hair bonds for a healthy hair transformation you can instantly see and feel.

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.



FIND MODEL STEP-BY-STEPS AND FORMULAS ON JOICOCANADA.COM



DISCOVER A WORLD OF TRUE COLOR ARTISTRY



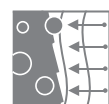
QUADRAMINE COMPLEX[®]

Quadramine Complex[®] repairs and protects hair both internally and externally with every single color process. A perfect marriage of Quadramine and hair's natural hair structure helps dye molecules penetrate faster and deeper than ever before, resulting in truly amazing color quality, long-lasting results and the healthiest hair imaginable.



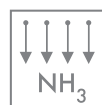
WATER-SOLUBLE CRÈME BASE

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, means less saturation loss at the shampoo bowl. Exception: Fashion Series and XTRA Reds require a post-service shampoo.



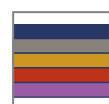
TRANS-CUTICLE DELIVERY SYSTEM™ (TCD)

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



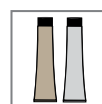
CALIBRATED AMMONIA SYSTEM

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.



TRUE TONE SERIES

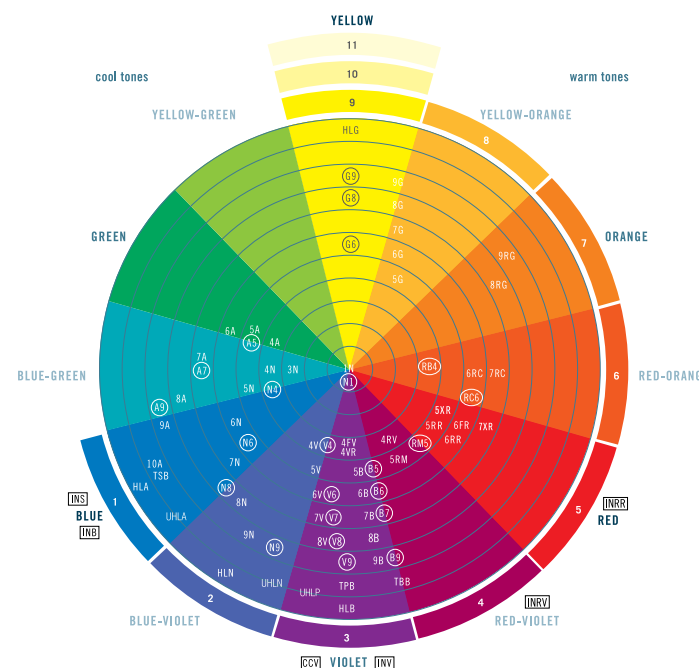
Intermixable true tone shades provide amazing artistic freedom, allowing colorists to think outside the box by creating endless color possibilities within a streamlined inventory.



DUAL-COLOR SYSTEM

Matching permanent and demi-permanent palettes provide colorists with a super versatile color system that makes refreshing a breeze.

THE VERO K-PAK COLOR SYSTEM COLOR WHEEL



Age Defy Series is not represented on the Color Wheel. These are unique, preblended formulations recommended for 50% or more gray hair, not pure tones as are Vero K-PAK Color shades.

□ Intensifiers are outside of the Color Wheel and are represented as pure tones.

○ Vero K-PAK Chrome has circles around designators.

REMAINING PIGMENT CONTRIBUTION CHART (RPC)

LEVEL NUMBER	LEVEL DESCRIPTION	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

The Remaining Pigment Contribution (RPC) is crucial because it determines 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 to be 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.

To refine (neutralize) the RPC, choose its complementary (opposite) color. To enhance the RPC, choose a color by working around the Color Wheel.

JOICO TECHNICAL SUPPORT HOTLINE CANADA: (800) 242-VERO / (800) 242-8376

For complete mixing timing and application instructions, please refer to the Vero K-PAK Color System Resource Guide.

VERO K-PAK[®] COLOR

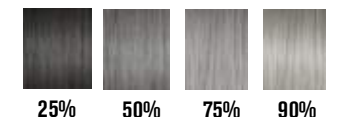
PERMANENT CRÈME COLOR

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				UHLP				
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	
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									

VERO K-PAK[®] | AGE DEFY

PERMANENT CRÈME COLOR

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
ULTRA HIGH LIFT										
HIGH LIFT										
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+								
1 BLACK										



AGE DEFY BALANCING ADDITIVES

CLEAR CONTROLLER GRAY CONTROLLER

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	
ULTRA HIGH LIFT							
HIGH LIFT							
10 VERY LIGHT BLONDE							
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						

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.

Swatch colors in this chart are only representations. Consult the Vero K-PAK Color System Swatchbook for a more accurate guide.

VERO K-PAK[®] COLOR

PURE TONE PALETTE WITH K-PAK[®] CONDITION

PERMANENT CRÈME COLOR

- K-PAK technology repairs and protects hair
- Healthier-looking hair with every use
- Intermixable shades for endless possibilities

POST-COLOR SERVICE

Vero K-PAK Color does not need to be shampooed after processing, with the exception of the Fashion 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 then rinse.



MIXING STANDARD SHADES
Mix 1 part Vero K-PAK Permanent Crème Color to 1 part Vero K-PAK Color Veroxide.[®]



MIXING HIGH-LIFT SHADES
Mix 1 part Vero K-PAK High Lift or Ultra High-Lift Permanent Crème Color to 2 parts Vero K-PAK Color 40 Volume (12%) Veroxide.

Timing & Processing	
20 Volume Developer (6%)	<ul style="list-style-type: none"> • 35 to 45 minutes at Room Temperature • 45 minutes for Coppers, Reds and Resistant Gray • 45 to 60 minutes for High-Lift shades

VERO K-PAK[®] COLOR | AGE DEFY

PERMANENT CRÈME COLOR FOR HAIR WITH 50% OR MORE GRAY

3 AGE-DEFYING BENEFITS IN ONE TUBE

- 1 Softer, more manageable texture
- 2 Renewed luster and vibrancy
- 3 Restores optimal condition

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.



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

Veroxide (%)	Usage	Timing (without heat)
20 Volume (6%)	• 50% or more gray	• 40 to 45 minutes for Age Defy Series

Age Defy Series shades are designed for clients with 50% or more gray hair. If used on clients with less than 50% gray, results may appear one or more levels darker.

VERO K-PAK[®] chrome

BOOSTS BRIGHTNESS & REFRESHES COLOR

DEMI-PERMANENT CRÈME COLOR

- The power of Vero K-PAK in a high-gloss demi
- Repairs and protects with Quadramine Complex
- Ammonia-free, pure tone shades for total artistic freedom

POST-COLOR SERVICE

Process haircolor, then rinse hair thoroughly. Apply K-PAK Professional Cuticle Sealer, leave in hair 5 minutes, then rinse thoroughly. Shampoo with Color Endure or K-PAK Color Therapy, then rinse thoroughly. Apply K-PAK Intense Hydrator, leave in hair for 5 minutes, then rinse and style the hair with the desired Joico stylers.



MIXING VERO K-PAK CHROME
Mix 1 part Vero K-PAK Chrome to 2 parts Vero K-PAK Chrome Activator Crème Developer.

Service	Timing & Processing
Tone prelightened hair	• 5 to 20 minutes (without heat)
Shine and condition	• Clear Gloss: 20 minutes (without heat)

JOICOLOR SYSTEM SUPPORT PRODUCTS



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 helps protect and soothe 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



FREEPLAY CLAY LIGHTENER

- For **off-scalp** use
- Lifts **up to 7 levels**
- No foils necessary: creamy stay-put clay base allows for maximum precision and creative freedom



BLONDE LIFE LIGHTENING POWDER

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



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

Proper home maintenance is essential to preserving the integrity and longevity of your Vero K-PAK Color service between color appointments. Whether your client needs a little tone balancing to offset brassiness, an extra boost of color, or just general fade protection and maintenance, these Joico maintenance products have you covered.



NEW!
Defy Damage



Blonde Life



Color Balance
Blue & Purple



K-PAK
Color Therapy



Color Endure &
Color Endure Violet