



JOICO
the joi of healthy hair

VERO K-PAK[®] | AGE DEFY
COLOR

NEW NATURAL BEIGE SERIES

A LITTLE
BEIGE, A LOT
OF NATURAL,
AND **100%
COVERED.**



VERO-KAK COLOR AGE DEFY PERMANENT CRÈME COLOR



10NB+



9NB+



8NB+



7NB+



6NB+



5NB+



4NB+

Take natural up a notch with the ultimate beige-y palette. This naturally balanced collection boasts seven brand-new Age Defy shades that brilliantly blend luscious, creamy tones of taupe with complete, one-step gray coverage. The kind of beige that offers glimpses of cool undertones with a thoroughly subtle, believable vibe. **Age Defy Natural Beige** shades deliver illuminating shade results for beautiful, more youthful-looking hair.

LET'S LOOK INSIDE...

Age Defy is an all-in-one formula that not only covers grays effortlessly, but revives hair and is proven to improve Texture, Luster, and Condition.

Like skin, the natural aging process takes its toll on hair. Over time, your clients will likely begin to notice:

- **Increasingly gray hair**
- **A dull, "flat" look**
- **Coarse, wiry texture**
- **Brittle strands that are prone to damage**

Vero K-PAK Age Defy fights the effects of time with a mega breakthrough: 3-Defense Technology.

Enriched with a blend of time-released lipids, essential amino acids, and bio-mimetic ceramides, Age Defy helps to soften and smooth the hair for renewed shine, condition, and manageability that makes styling a breeze.

NOW LET'S USE IT...

Mixing & Application

Vero K-PAK® Age Defy Natural Beige Series can be mixed using a bowl and brush and/or applicator bottle.



Vero K-PAK Age Defy is mixed 1:1, equal parts Vero K-PAK Age Defy Color and 20 Volume (6%) Veroxide.

HERE'S WHY YOU'LL LOVE THEM...

Taking blondes and brunettes to the balanced zone and nailing gray coverage in a single shot is no longer a guessing game, thanks to Age Defy's spot-on array of better-than-beige shades.

- **Creates believable, balanced beige coverage on gray hair**
- **Softer, more manageable hair texture**
- **Renewed luster and vibrancy**
- **Luxurious conditioning**
- **Delivers healthy-looking, luminous, long-lasting color**

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

The Vero K-PAK Age Defy Series shades are designed for clients with 50% or more gray hair. If used on clients with less than 50% gray hair, the color end result may appear one or more levels darker.

(+) sign indicates presence of maximum dye load to ensure complete coverage on resistant gray hair.

POST-COLOR SERVICE

Vero K-PAK Age Defy shades do not need to be shampooed from the hair after processing. Simply rinse well, towel-dry, then apply K-PAK Professional Cuticle Sealer for 5 minutes. Rinse again, towel-dry, and complete with K-PAK Intense Hydrator or K-PAK Color Therapy Luster Lock Instant Shine & Repair Treatment for 5 minutes. Rinse again, towel-dry and style.

For optimal results, use with the Defy Damage ProSeries system.

TIP: The Natural Beige Series can be mixed with other Vero K-PAK shades to create customized shades.