

NEW

**JOICO**  
the **joi** of healthy hair

# VERO K-PAK COLOR

PERMANENT CRÈME COLOR

## BLUE ASH SERIES

Ready to see what a little blue will do? With **Vero K-PAK'S NEW Blue Ash Series**, you'll have the power to create cool-as-can-be blonde and brunette looks without an ounce of unwelcome warmth. In a single service, those unwanted brassy tones are instantly neutralized and countered with a targeted blue-hued base; while the formula, containing our exclusive Quadramine® Complex, helps deliver luxe, healthy-looking hair.



6BA

7BA

8BA

9BA

# WHEN BLUE MEETS BRASS

## Here's Why You'll Love It...

- Cools unwanted warmth and brassiness
- Helps repair and protect with Quadramine® Complex
- Intermixable pure tone shades for amazing artistic freedom and creative shade possibilities
- Delivers healthy-looking, long-lasting color results

## Ideal When:

- You want the artistic freedom to create cool, blue ash-based color creations
- You want to lock in vibrancy and shine
- You want to help reconstruct each strand for healthy-looking hair after every single service

## Now Let's Use It...

### HOW TO MIX



Mix 1 part Vero K-PAK Color to 1 part Vero K-PAK Color Veroxide.

**NOTE:** The Blue Ash Series is not intended to cover gray. The Blue Ash shades should not be

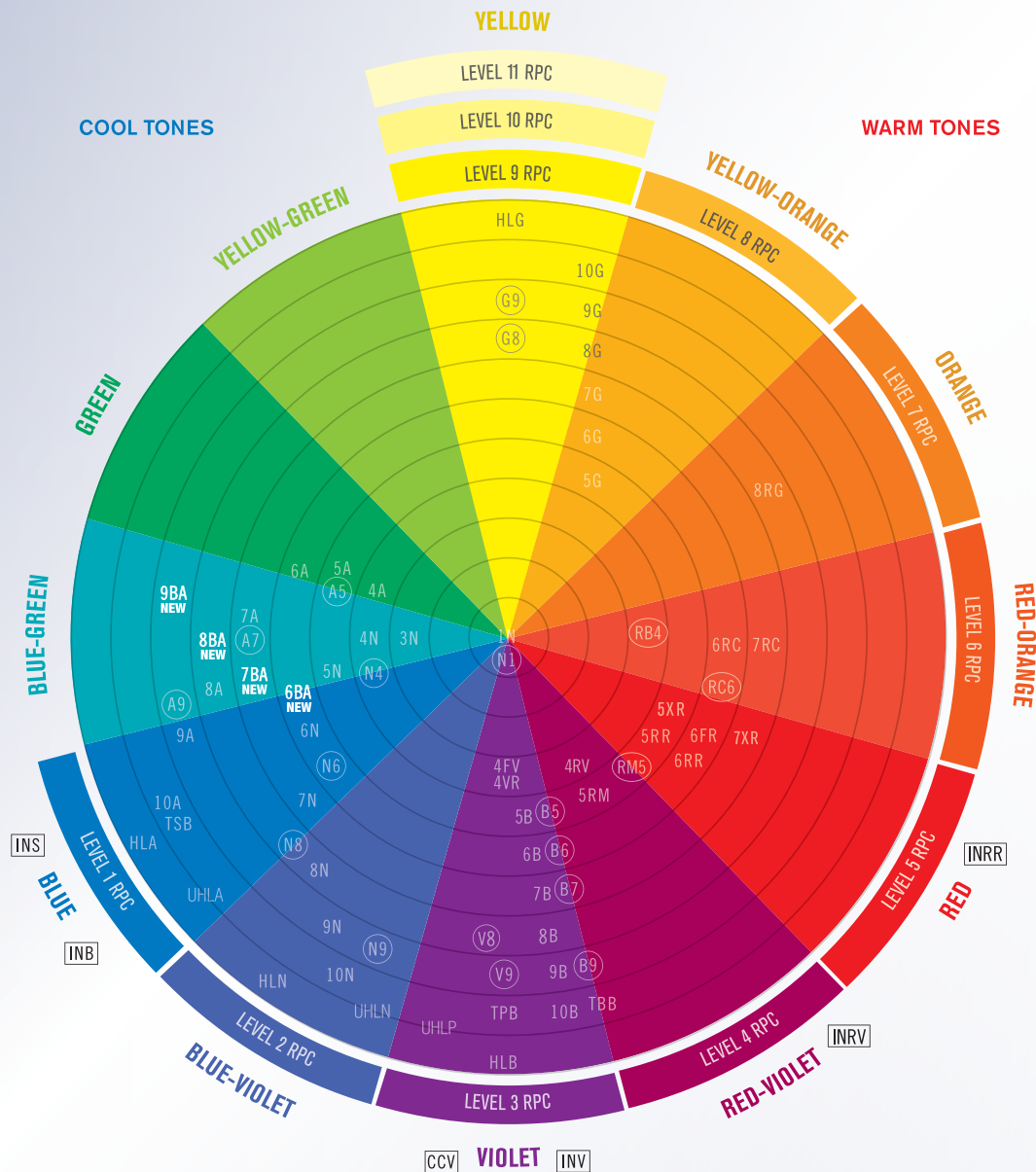
used alone on bleached or very porous hair due to unpredictable color results.

### POST-COLOR SERVICE

Vero K-PAK Color 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 again. Apply K-PAK Hydrator, leave in for 5 minutes, then rinse.

### DEFY DAMAGE SERVICE

For bond-strengthening damage prevention and color protection, use Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 as a post-service treatment.



## FAQ

**Q: Can these shades be intermixed with other shades in the Vero K-PAK palette?**

**A:** Yes, the Vero K-PAK Blue Ash shades can be intermixed with other Vero K-PAK shades for color customization.

**Q: Will Blue Ash shades neutralize unwanted brassy undertones?**

**A:** Yes, our Blue Ash Series is designed to neutralize hair's natural remaining pigment and to impart additional blue-ash tones—for our coolest result in one step. Please refer to the Color Wheel for guidance.

**Q: Can Vero K-PAK Blue Ash shades be used alone for gray coverage?**

**A:** This is not recommended unless a high-fashion result is the goal.

**Q: How would I cover gray using these shades?**

**A:** Blue Ash shades are not intended for gray coverage. However, if a client is over 25% gray, then the same percentage of N or B series should be added to the color formula to ensure sufficient gray coverage.

**Q: Can I use this series on prelightened hair?**

**A:** No, due to unpredictable color results.