



**COLOR
INTENSITY**

**VERO K-PAK[®]
COLOR**

Joico Artists Get Inspired!

ARTIST: Kasia Milon, Joico and Minardi Educator, Chicago
INSPIRED BY: The plumes of her client's pet parakeet!

WHY KASIA LOVES THE NEW INTENSITY SHADES:

"I absolutely loved the Peacock Green because I didn't have to add Clear to prevent it from appearing too dark. The tone was brilliant. Both shades looked beautiful when placed next to the other Intensities shades. And like all Intensity formulas, the consistency was velvety and the color was very easy to apply."



STARTING LEVEL: 6 with turquoise on the ends
PRELIGHTEN: Joico VeroLight Powder Lightener + 20-volume developer
FORMULA 1: Joico Vero K-PAK Color Intensity Yellow
FORMULA 2: Joico Vero K-PAK Color Intensity Purple
FORMULA 3: Joico Vero K-PAK Color Intensity ½ Green + ½ Yellow
FORMULA 4: Joico Vero K-PAK Color Intensity Cobalt Blue
FORMULA 5: Joico Vero K-PAK Color Intensity Pink
FORMULA 6: Joico Vero K-PAK Color Intensity Peacock Green

APPLICATION: After prelightening, create a pie-shaped section that extends from the right ear to the left temple. Subdivide the section into triangular shaped slices and apply the Vero K-PAK Color Intensity formulas in the following order from right ear to left temple:
1, 2, 3, 4, 1, 3, 4, 5, 2, 4
Apply Formula 6 to all remaining hair.

JOICO
TURN HEADS.

