

COLOR INTENSITY

VERO K-PAK COLOR



PRELIGHTEN: ISO i.Color Active Lift Powder Lightener + 40-volume developer. Lighten client to a level 8-9, Light Blonde.

FORMULA 1: Pink (undiluted)

FORMULA 2: Pale Pink- Using Clear as a base, add a ribbon of Pink

FORMULA 3: Intense Lavender- Using Clear as a base, add a pea sized amount of Indigo and a ribbon of Pink

FORMULA 4: Pale Lavender (same as F3) Using Clear as a base, add a pea sized amount of Indigo (slightly less than the amount used in Formula 3) and a pea sized amount of Pink

FORMULA 5: Teal- Using Clear as a base, apply equal ribbons of Peacock Green and Cobalt Blue.

APPLICATION: The application pattern used is a technique that typically calls for 4-5 color formulas. Starting at the nape, take 1-inch sections and apply one of the formulas from roots to mid-lengths, same with another section using another formula, and continuing until you reach the front hairline. Wipe your gloves very well in between every formula change, because color is applied to the sections with the brush and hands - no foils. Then start back from the nape again applying alternate formulas mid-length to ends, wiping your gloves again between all formula changes and making sure to fully saturate and melt the color where one formula meets another on each particular section. This technique moves fast, doesn't require any foil and produces a beautiful "Chameleon" color effect - every way you move the hair, you have a melted color effect where nothing harshly stops or starts. It's a very subtle way to use very bold colors, for a very pretty watercolor effect.

JOICO

TURN HEADS.