COLOR INTENSITY

Haute HUE
COLOR INSPIRATION GUIDE
Get Inspired!

INTENSIFY YOUR PASSION FOR COLOR

Elevate your color to a new level with Vero K-PAK® Color Intensity. Use each shade straight from the tube, or mix-and-match all eight shades to create your own custom formula.

Here, Vero K-PAK’s star colorists, Sue Pemberton and Cherry Petenbrink, show just what happens when Vero K-PAK Color Intensity meets pure passion for color artistry.

The result? Two very different shade collections: one inspired by an island oasis, the other by the celestial night sky.

COLOR KEYS

NEW! COBALT BLUE  NEW! PEACOCK GREEN  YELLOW  ORANGE

PINK  INDIGO  RED  CLEAR MIXER
“These bright, exotic shades will transport your clients to the island holiday of their dreams. Warm sunlight, clear blue skies, aqua waters, beautiful flowers—instant bliss in every color service!”

– Sue Pemberton, Vero K-PAK Color International Artistic Director
PARTS

AQUA BLUE

2 PARTS + 1 PART

PRIVATE ISLAND

4 PARTS + 1 PART

LAVENDER MIST

5 PARTS + 1 PART

WILD ORCHID

1 PART + 3 PARTS

OASIS

1 PART + 1 PART

SUN RAY

2 PARTS + 1 PART

PINK SAND

5 PARTS + 1 PART

LAVENDER MIST

4 PARTS + 1 PART

PRIVATE ISLAND

5 PARTS + 1 PART

WILD ORCHID

1 PART + 3 PARTS

OASIS

1 PART + 1 PART

SUN RAY

2 PARTS + 1 PART

PINK SAND

5 PARTS + 1 PART
“This dreamy collection of starry, luminous shades will inspire you. However you use them, I guarantee your clients will think they’re out of this world.”

– Cherry Petenbrink, Celebrity Colorist and Joico Guest Artist
INCREASING INTENSITY AND LUMINOSITY. CONDITIONED BY K-PAK®.

BENEFITS & TECHNOLOGY:

• Extremely concentrated pigments allow for exceptionally vibrant hair color results.
• Reconstructs as you color with K-PAK’s exclusive Quadramine Complex® to leave hair in healthy, shiny condition.
• Eight intermixable semi-permanent shades: NEW Cobalt Blue, NEW Peacock Green, Pink, Indigo, Red, Yellow, Orange and Clear Mixer.

INSTRUCTIONS FOR USE:

• NO DEVELOPER REQUIRED
• Do not mix with Vero K-PAK® Color or Vero K-PAK Chrome.
• Wear gloves to avoid staining.
• Apply neatly to clean, dry hair, ¼-inch (½ cm) from scalp.
• For maximum vibrancy, prelighten hair prior to application.
• Process for 20 minutes.
• Rinse well for several minutes, rinsing different colors separately. Follow with Color Endure® Shampoo, apply K-PAK Cuticle Sealer and finish with K-PAK Intense Hydrator.

APPLICATION TIPS:

• Horizontal Slices: Maximum color visibility on the surface.
• Vertical Slices: Minimum bursts of color.
• Diagonal Slices: Visible yet diffused color effect.
• Mix-and-match foil placement for even more dramatic results.
• Color Intensity shades are extremely concentrated and will produce vibrant results. Clear Mixer allows you to control this intensity, enabling you to create any shade imaginable.