

3 Advanced OPTIONS FOR HEALTHY, BEAUTIFUL BLONDES

Unlike any lighteners you've ever used, VeroLight, VeroBlue and Crème Lightener enable you to achieve maximum on- and off-scalp blonding while ensuring optimal cuticular and structural integrity with signature K-PAK Reconstruction.

Featuring Reconstructive
K-PAK® TECHNOLOGY



Features & Benefits



VEROLIGHT (NEW LOOK, SAME GREAT PERFORMANCE)

- NOW for **on- and off-scalp** use
- Lifts up to 8 levels
- Contains K-PAK Keratin and moisturizing Sorbitol Crystals for optimal protection
- Dust-free for user comfort
- Ideal when fast-acting lift is desired



VEROBLUE (NEW LOOK, SAME GREAT PERFORMANCE)

- For on- and off-scalp use
- Lifts up to 7 levels
- Contains conditioning ingredients to protect hair
- Ideal when controlled lift is desired



CRÈME LIGHTENER

- Fast-acting for 8 levels of on- and off-scalp lift
- Quadramine Complex® delivers maximum reconstruction during the lifting process
- Shea Butter protects and soothes the scalp and hair
- Contains moisturizing Sorbitol Crystals for optimal protection



Mixing and Usage

VEROLIGHT	VEROBLUE	CRÈME LIGHTENER
<p>10 or 20 Volume (3% or 6%) ON-SCALP</p>	<p>10 or 20 Volume (3% or 6%) ON-SCALP</p>	<p>10 or 20 Volume (3% or 6%) ON-SCALP</p>
<p>10, 20, 30, or 40 Volume (3%, 6%, 9% or 12%) OFF-SCALP</p>	<p>10, 20, 30, or 40 Volume (3%, 6%, 9% or 12%) OFF-SCALP</p>	<p>10, 20, 30, or 40 Volume (3%, 6%, 9% or 12%) OFF-SCALP</p>

VEROLIGHT	DEVELOPER
Lifts up to 8 levels For On- and Off-Scalp Use	On-Scalp: 10 (3%) or 20 (6%) Volume Veroxide Off-Scalp: 10 (3%), 20 (6%), 30 (9%) or 40 (12%) Volume Veroxide
VEROBLUE	DEVELOPER
Lifts up to 7 levels For On- and Off-Scalp Use	On-Scalp: 10 (3%) or 20 (6%) Volume Veroxide Off-Scalp: 10 (3%), 20 (6%), 30 (9%) or 40 (12%) Volume Veroxide
VERO K-PAK CRÈME LIGHTENER	DEVELOPER
Lifts up to 8 levels For On- and Off-Scalp Use	On-Scalp: 10 (3%) or 20 (6%) Volume only Off-Scalp: 10 (3%), 20 (6%), 30 (9%) or 40 (12%) Volume Veroxide

Mixing ratios listed are recommended guidelines. Quantity of Veroxide may be adjusted to achieve desired consistency. Rinse thoroughly. For Vero K-PAK Crème Lightener, rinse for 4-5 minutes with very warm water, then shampoo and condition using appropriate Joico regimen. *The K-PAK Professional Hair Repair System should be used prior to any lightening service. Strand testing is required to ensure accurate results. Do not use heat.

For more information and exclusive formulas, visit www.joico.com