

the **joi** of healthy color

JOICO



**GRAY COVERAGE
STARTS HERE**
ESSENTIAL FORMULATION GUIDE

VERO K-PAK® | AGE
COLOR DEFY

YOUTHFUL GRAY COVERAGE STARTS HERE...

Bring back the glorious look and feel of youth with Vero K-PAK Age Defy, our first haircolor proven to reverse the key signs of maturing hair—texture, luster and color. Vero K-PAK Color Age Defy permanent crème shades offer **four age-defying benefits in one tube of color:**

- 100%, natural-looking gray coverage
- Award-winning K-PAK® reconstruction for healthy, shiny hair
- Brilliant luster
- Soft, manageable texture

AGE-DEFYING SCIENCE

Like skin, the natural aging process affects hair. Over time, your clients may notice their hair is:

- Visibly more gray
- Coarse and wiry in texture
- Dull and “flat”
- More brittle and prone to damage

Vero K-PAK Color Age Defy responds to the effects of aging on hair with two scientific breakthroughs:

3-DEFENSE TECHNOLOGY

A deep-penetrating blend of time-released lipids, essential amino acids and bio-mimetic ceramides that soften and smooth the hair structure for superior condition and manageability.

AWARD WINNING QUADRAMINE COMPLEX®



The award-winning technology that has made K-PAK Stylists' Favorite Reconstructor for 15 years. Repairs, strengthens and protects hair from the inside out during processing for unmatched condition and healthy-looking results.

DID YOU KNOW

- The graying process can start as early as the mid-20s, even though it primarily occurs in the 40s and 50s.
- Like skin, hair is affected by changes in the body's chemistry as we age, and particularly after the age of 40.
- The chronological aging of hair causes it to grow differently and turn gray.
- As hair loses pigment it can change in texture, becoming more difficult to manage and color.
- A decline in the body's production of lipids and essential amino acids leads to an undesirable change in texture and vibrancy that often leaves hair dull, brittle, coarse and wiry.
- Each hair follicle has a finite ability to produce melanin, which gives hair its color. Without melanin hair becomes non-pigmented or gray.



VERO K-PAK[®] | AGE DEFY COLOR | DEFY

Vero K-PAK Age Defy is a great option for gray coverage on hair that is 50% or more gray. The shades are premixed for a perfect blend with a more concentrated level of dye molecules for complete, preformulated gray coverage. These shades have heavier pigmentation than Vero K-PAK Permanent Creme Color. If applied to hair that is less than 50% gray, Vero K-PAK Age Defy will appear 1-2 levels darker.

FORMULATION GUIDELINES

STEPS FOR GRAY COVERAGE

1. Determine the client's Natural Level (NL) and percentage of gray. The key factor in superior gray coverage is to correctly determine how much gray is in the hair. Examine all areas of the regrowth or scalp area: the temple, the front hairline, the crown, the nape and sides. The formulation will depend on what you observe throughout the client's regrowth or scalp area. If the natural level is seen first, your client is less than 50% gray. If the gray is seen first, your client's 50% or more gray.
2. Determine the client's Desired Level (DL).
3. Determine the client's Desired Tone (DT). To achieve this tone, first determine the RPC at the desired level.
4. Determine the appropriate gray coverage base to either enhance or neutralize the RPC.
5. Determine the proper volume Veroxide. 20 Volume (6%) provides optimal gray coverage.

Client Scenario #1	Formulation Option #1	Formulation Option #2
Natural Level - 5 Desired Level - 7 Grey Percentage - 75% Desired Tone - Cool	1 oz Vero K-PAK Age Defy 7NPA+ + 1 oz Vero K-PAK 20 Volume (6%) Veroxide (cool, gray-blue natural results)	1 oz Vero K-PAK Age Defy 7NA+ + 1oz Vero K-PAK 20 Volume (6%) Veroxide (cool, balanced natural results)
Natural Level - 6 Desired Level - 8 Grey Percentage - 50% Desired Tone - Warm	1 oz Vero K-PAK Age Defy 8MB+ + 1oz Vero K-PAK 20 Volume (6%) Veroxide (mocha latte natural results)	1 oz Vero K-PAK Age Defy 8NGC+ + 1 oz Vero K-PAK 20 Volume (6%) Veroxide (rich, balanced, golden copper, natural results)
Natural Level - 3 Desired Level - 5 Grey Percentage - 25% Desired Tone - Cool	1 oz Vero K-PAK Age Defy 7NPA+ + 1 oz Vero K-PAK Age Defy 7NA+ + 2 oz Vero K-PAK 20 Volume (6%) Veroxide (perfect for hair that is coarse, resistant and pulls extra warmth)	1oz Vero K-PAK Age Defy 7NA+ + ¼ oz Vero K-PAK Color 7A + ¼ oz Vero K-PAK Color 1NB + 1 ¼ oz Vero K-PAK 20 Volume (6%) Veroxide (cool, balanced natural results to fight hair that pulls extreme amounts of warmth)

ADDITIONAL GRAY COVERAGE INFORMATION

1. Lifting more than two levels is not recommended when attempting to lighten the Natural Level and cover gray at the same time. A cooler series would be required if refinement of unwanted RPC is desired.
2. Always start the application in the most resistant gray area.
3. If the client has an area that is vastly different in its percentage of gray, consider using two different formulas to achieve an even tonal and level result.
4. For maximum gray coverage, process a full 45 minutes.

TECHNIQUES FOR SUCCESS

1. When applying Vero K-PAK Age Defy to retouch area, take ¼ inch sections for maximum control and saturation. Start retouch application in the back-nape area as this tends to be the most resistant area of the head.
2. Not all gray customers want a natural end result. Some are looking for 100% gray coverage in a dynamic, vibrant shade. Because Vero K-PAK Age Defy is completely compatible with our Vero K-PAK permanent crème color series, there is no limit to the shades you can formulate.

For a vibrant, show-stopping red on 75% gray hair, try:

1 oz Vero K-PAK Age Defy 7NN+ + ¼ oz Vero K-PAK Color 5XR + 1 ¼ oz Vero K-PAK K 20 Volume (6%) Veroxide

For a head turning copper on 50% gray hair, try:

1 oz Vero K-PAK Age Defy 7GC+ + 1oz Vero K-PAK Color 7RC + ½ oz Vero K-PAK Color INC +
2 oz Vero K-PAK 20 Volume (6%) Veroxide

3. Some clients with super resistant hair will require an added boost in opacity for 100% gray coverage. Have no fear, Vero K-PAK Age Defy has just the tool for your arsenal: **Gray Controller. Adding this to your Vero K-PAK Age Defy formula will darken or deepen your formula and add more opacity.**

Tips for formulating with Gray Controller:

- Shift your formula 1–2 levels lighter when using Gray Controller.
 - Only add up to 25% of your total formula of Gray Controller.
For example: Client has 50% gray, natural level 5, desired level and tone is a level 7 golden dark blonde. Client has extremely resistant hair and sparse gray hairs are showing.
 - OLD formula: 1 oz Vero K-PAK Age Defy 7NG+ + 1 oz Vero K-PAK 20 Volume (6%) Veroxide
NEW formula: 1 oz Vero K-PAK Age Defy 8NG+ + ¼ oz Vero K-PAK Age Defy Gray Controller +
1 oz Vero K-PAK 20 Volume (6%) Veroxide
4. For clients who want to keep their grays but desire improved manageability and added shine, use Vero K-PAK Age Defy Clear Controller to provide her with all the anti-aging benefits without any pigment.

MIXING, TIMING AND POST-COLOR SERVICE



MIXING:

Mix 1 part Vero K-PAK Color Age Defy to 1 part Vero K-PAK 20 Volume (6%) Veroxide.

TIMING: Process for 45 minutes.

POST-COLOR SERVICE

Vero K-PAK Age Defy 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. Complete with K-PAK Intense Hydrator for 5 minutes and then rinse again.

COVERING GRAY USING VERO K-PAK COLOR

Repair and protect hair as you color with Vero K-PAK, the only haircolor featuring Quadramine Complex,[®] the key technology in our award-winning K-PAK[®] Reconstructor. Just one try, and you'll see why this true tone permanent creme palette is the joy of artistically adventurous colorists everywhere! Create endless one-of-a-kind shades with the unsurpassed condition and total confidence only Vero K-PAK can deliver.

FORMULATION GUIDELINES

STEPS FOR GRAY COVERAGE

1. Determine the client's Natural Level (NL) and percentage of gray. The key factor in superior gray coverage is to correctly determine how much gray is in the hair. Examine all areas of the regrowth or scalp area: the temple, the front hairline, the crown, the nape and sides. The formulation will depend on what you observe throughout the client's regrowth or scalp area. We recommend using the gray finder from our swatch book or use this method; if the natural level is seen first, your client is less than 50% gray. If the gray is seen first, your client is 50% or more gray.
2. Determine the client's Desired Level (DL).
3. Determine the client's Desired Tone (DT). To achieve this tone, first determine the RPC at the desired level using the RPC Chart.
4. Determine the appropriate gray coverage base to either enhance or neutralize the RPC.
5. Determine the proper volume: 20 Volume (6%) Veroxide provides optimal gray coverage.

GRAY COVERAGE BASE CHOICES

When using the Vero K-PAK Color shade range to cover gray, use the below stated guidelines for your base choices:

- For less than 50% gray, use at least the same percentage of the Natural, Gold or Beige Series as the percentage of gray.
- For 50% or more gray, incorporate a combination of Gold and Natural at the same % of your gray into your formula.

FORMULATE WITH RED SHADES ON HAIR WITH 50% OR MORE GRAY

When covering 50% or more gray and the desired tone is a Vero K-PAK Color red shade, the following example will help produce a balanced formula for gray coverage:

Copper (Warm Reds)	Red	Additional Options (will create a cool yet balanced result in gray coverage)
½ oz 9RG + ½ oz 9N	½ oz 6RR + ½ oz 6G	Replace N/G with B
½ oz 8RG + ½ oz 8N	½ oz 5RM + ½ oz 5G	Replace N/G with B
½ oz 7RC + ½ oz 7N	½ oz 5RR + ½ oz 5G	Replace N/G with B
½ oz 6RC + ½ oz 6N	½ oz 4RV + ½ oz 4G	Replace N/G with B
	½ oz 4VR + ½ oz 4G	Replace N/G with B

COLORIST TIP:

When formulating for gray coverage, N, G, and B series are recommended to add to your formula for 100% coverage. The series you add to your formula will determine your final desired tone outcome.

For example: the N series in Vero K-PAK is a cool tone (blue). Adding N series will create a balanced natural result. Using the G series will add yellow or warmth to your gray coverage and help maintain longevity when using red shades. Adding the B series is an additional option as the background or underlying pigment of our B series is violet; this will provide balanced yet cool gray coverage.

Balanced Gray Coverage	Cool Gray Coverage Option 1	Cool Gray Coverage Option 2	Cool Gray Coverage Option 3
½ oz 10N + ½ oz 10G	½ oz 10N + ½ oz 10B	½ oz 10N + ½ oz 10A	½ oz 10A + ½ oz 10B
½ oz 9N + ½ oz 9G	½ oz 9N + ½ oz 9B	½ oz 9N + ½ oz 9A	½ oz 9A + ½ oz 9B
½ oz 8N + ½ oz 8G	½ oz 8N + ½ oz 8B	½ oz 8N + ½ oz 8A	½ oz 8A + ½ oz 8B
½ oz 7N + ½ oz 7G	½ oz 7N + ½ oz 7B	½ oz 7N + ½ oz 7A	½ oz 7A + ½ oz 7B
½ oz 6N + ½ oz 6G	½ oz 6N + ½ oz 6B	½ oz 6N + ½ oz 6A	½ oz 6A + ½ oz 6B
½ oz 5N + ½ oz 5G	½ oz 5N + ½ oz 5B	½ oz 5N + ½ oz 5A	½ oz 5A + ½ oz 5B

MIXING, TIMING AND POST-COLOR SERVICE



MIXING:

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

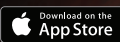
TIMING: Process for 35-45 minutes at room temperature. Process 45 minutes for copper, red and resistant gray hair.

POST-COLOR SERVICE

Vero K-PAK Color does not need to be shampooed after processing, with the exception of the Fashion and Xtra Red Series. Simply rinse well, towel dry and apply K-PAK Cuticle Sealer for 5 minutes. Rinse and towel dry. Complete with K-PAK Intense Hydrator for 5 minutes and then rinse.



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HAIR: Artistic Team or Paul Norton COLOR: Eric Mayes PHOTO: Hama Sanders J68096