Repair and protect hair as you color with Vero K-PAK®, the only haircolor featuring Quadramine® Complex, the same technology inside our award-winning K-PAK® Reconstructor. This system, adored by colorists around the globe, delivers stunning vibrancy, excellent condition, predictability and long-lasting color results.
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</tbody>
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HAIRCOLOR BASICS
THE THREE KEY INGREDIENTS IN PERMANENT HAIRCOLOR

AMMONIA (pH 9-11)
Swells the hair shaft, raises the pH and opens the cuticle to allow the penetration of the haircolor molecules.

HYDROGEN PEROXIDE (pH 3.5 TO 3.8)
Supplies the oxygen needed to fuel the oxidation process. The oxidation process in haircoloring performs two tasks:
A. Decolorizes the melanin granules (natural pigment) in the cortex
B. Develops the intermediate dyes to produce new haircolor

INTERMEDIATE DYES
The oxidative dyes used to produce permanent haircolor.

THE FOUR CATEGORIES OF HAIRCOLOR

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>TEMPORARY</th>
<th>SEMI-PERMANENT</th>
<th>DEMI-PERMANENT</th>
<th>PERMANENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only coats the cuticle layer</td>
<td>• Not mixed with developer</td>
<td>• Coats the cuticle</td>
<td>• Penetrates the cuticle and slightly penetrates the cortex</td>
<td>• Fully penetrates the cortex</td>
</tr>
<tr>
<td>Not mixed with developer</td>
<td>• Lasts from one to 10 shampoos</td>
<td>• Not mixed with developer</td>
<td>• Mixed with low volume developer</td>
<td>• Mixed with 10 Volume (3%), 20 Volume (6%), 30 Volume (9%) or 40 Volume (12%) developer</td>
</tr>
<tr>
<td>Lasts from one to 10 shampoos</td>
<td>• Does not alter melanin (natural pigment)</td>
<td>• Lasts approximately 4 to 20 shampoos</td>
<td>• Lasts approximately 4 to 12 weeks depending on hair porosity</td>
<td>• Can lighten hair</td>
</tr>
<tr>
<td>Does not alter melanin (natural pigment)</td>
<td>• Does not alter melanin (natural pigment)</td>
<td>• Uses large, direct dyes</td>
<td>• Deposit-only haircolor</td>
<td>• Full gray coverage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Does not alter melanin (natural pigment)</td>
<td>• Can be acidic or alkaline</td>
<td>• Permanently alters the melanin (lightens natural pigment)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Gray blending ability</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Combination of direct and indirect dyes</td>
<td></td>
</tr>
</tbody>
</table>
THE LAWS OF COLOR

Mixing haircolor is based on the laws of color. They are the same laws that artists follow when mixing paints. Mastering these laws will provide you with the artistic freedom to create unique and brilliant haircolor for every client.

THE COLOR WHEEL

PRIMARY COLORS

Every color imaginable can be formed by mixing the three primary colors: yellow, red and blue. Mixing all three primary colors together (in varying proportions) creates brown.

Primary colors are classified as either warm or cool tones. Blue, the only cool-toned primary color, dominates red and yellow, which are warm-toned primary colors. Warm primary colors, when mixed with blue, become cool secondary colors. (Please see following section for Color Wheel.)

SECONDARY COLORS

Two primaries mixed together in equal proportion create a secondary color.

TERTIARY COLORS

Mixing a primary and a neighboring secondary in equal proportion creates a tertiary color.

MIXING COLOR

PRIMARY

Yellow
- Gives shine while reflecting light

Red
- Brightest primary; gives unsurpassed vibrancy

Blue
- Gives depth to color while absorbing light

SECONDARY

Orange
- Yellow + Red
- Strongest and only warm secondary

Violet
- Red + Blue
- Cool secondary due to blue overpowering warm primaries

Green
- Blue + Yellow
- Coolest secondary due to blue overpowering warm primaries

TERTIARY

Yellow-Orange
- Yellow + Orange
- Warm

Red-Orange
- Red + Orange
- Warm

Red Violet
- Red + Violet
- Warm

Blue-Violet
- Blue + Violet
- Cool

Blue-Green
- Blue + Green
- Cool

Yellow-Green
- Yellow + Green
- Cool
HAIRCOLOR BASICS

REMAINING PIGMENT CONTRIBUTION (RPC)

The RPC is crucial because it influences the tonal selection when lifting. You may choose to either **enhance** or **refine (neutralize)** the RPC by working with the Color Wheel. The first primary removed is blue, which exposes the warmer red and yellow tones under it. Varying shades of red/brown are seen when lifting from darker levels.

**The RPC changes from level to level starting at Level 4.**

<table>
<thead>
<tr>
<th>LEVEL NUMBER</th>
<th>LEVEL DESCRIPTION</th>
<th>REMAINING PIGMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Palest Blonde</td>
<td>Yellow/White</td>
</tr>
<tr>
<td>10</td>
<td>Pale Blonde</td>
<td>Pale Yellow</td>
</tr>
<tr>
<td>9</td>
<td>Light Blonde</td>
<td>Yellow</td>
</tr>
<tr>
<td>8</td>
<td>Medium Blonde</td>
<td>Yellow/Orange</td>
</tr>
<tr>
<td>7</td>
<td>Dark Blonde</td>
<td>Orange</td>
</tr>
<tr>
<td>6</td>
<td>Light Brown</td>
<td>Red/Orange</td>
</tr>
<tr>
<td>5</td>
<td>Medium Brown</td>
<td>Red</td>
</tr>
<tr>
<td>4</td>
<td>Dark Brown</td>
<td>Red/Violet</td>
</tr>
<tr>
<td>3</td>
<td>Darkest Brown</td>
<td>Violet</td>
</tr>
<tr>
<td>2</td>
<td>Ebony Brown</td>
<td>Blue/Violet</td>
</tr>
<tr>
<td>1</td>
<td>Black</td>
<td>Blue</td>
</tr>
</tbody>
</table>

Note: Always remember the RPC has the ability to override pigmentation at the same working level.

**REFINEMENT EXAMPLE 1**

Natural Level = 4
Desired Level = 6
RPC at Desired Level = Red-Orange
Refine (Neutralize) With = Blue-Green

**REFINEMENT EXAMPLE 2**

Natural Level = 5
Desired Level = 7
RPC at Desired Level = Orange
Refine (Neutralize) With = Blue
VERO K-PAK® COLOR
PERMANENT CRÈME COLOR
<table>
<thead>
<tr>
<th>LEVEL</th>
<th>N NATURAL SERIES</th>
<th>A ASH SERIES</th>
<th>G GOLD SERIES</th>
<th>R RED SERIES</th>
<th>XR XTRA RED SERIES</th>
<th>B BEIGE SERIES</th>
<th>V VIOLET SERIES</th>
<th>F FASHION SERIES</th>
<th>TONER SERIES</th>
<th>INTENSIFIER/ CORRECTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 ULTRA HIGH LIFT</td>
<td>UHLN</td>
<td>UHLA</td>
<td></td>
<td>UHLN</td>
<td>UHLA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 HIGH LIFT</td>
<td>HLN</td>
<td>HLA</td>
<td>HLG</td>
<td></td>
<td>HLB</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 VERY LIGHT BLONDE</td>
<td>10N</td>
<td>10A</td>
<td>10G</td>
<td></td>
<td>10B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 LIGHT BLONDE</td>
<td>9N</td>
<td>9A</td>
<td>9G</td>
<td>9RG</td>
<td>9B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>TPB</td>
</tr>
<tr>
<td>8 MEDIUM BLONDE</td>
<td>8N</td>
<td>8A</td>
<td>8G</td>
<td>8RG</td>
<td>8B</td>
<td>8V</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 DARK BLONDE</td>
<td>7N</td>
<td>7A</td>
<td>7G</td>
<td>7RC</td>
<td>7XR</td>
<td>7B</td>
<td>7V</td>
<td></td>
<td></td>
<td>INRR</td>
</tr>
<tr>
<td>6 LIGHT BROWN</td>
<td>6N</td>
<td>6A</td>
<td>6G</td>
<td>6RC</td>
<td>6RR</td>
<td>6B</td>
<td>6V</td>
<td>6FR</td>
<td></td>
<td>INR</td>
</tr>
<tr>
<td>5 MEDIUM BROWN</td>
<td>5N</td>
<td>5A</td>
<td>5G</td>
<td>5RM</td>
<td>5RR</td>
<td>5XR</td>
<td>5B</td>
<td>5V</td>
<td></td>
<td>INV</td>
</tr>
<tr>
<td>4 DARK BROWN</td>
<td>4N</td>
<td>4A</td>
<td>4RV</td>
<td>4VR</td>
<td>4V</td>
<td>4FV</td>
<td></td>
<td></td>
<td></td>
<td>CCV</td>
</tr>
<tr>
<td>3 EBONY BROWN</td>
<td>3N</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 VERY DARK BROWN</td>
<td>2N</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 BLACK</td>
<td>1N</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Intensifiers are outside the Color Wheel
QUADRAMINE® COMPLEX

*What it is:* Quadramine Complex, the key technology in our award-winning K-PAK Reconstructor, reconstructs hair both internally and externally with every color process, resulting in truly amazing color quality, long-lasting results, and the healthiest-looking hair imaginable.

*Why you’ll love it:* The presence of stabilized Quadramine Complex in Vero K-PAK Color formulas serves a dual purpose. First, it reconstructs the hair both internally and externally, resulting in strong and healthier-feeling hair following the color process. Secondly, the natural compatibility between Quadramine Complex and the hair’s structure helps dye molecules penetrate faster and deeper, resulting in exceptional color quality and longer-lasting results.

PURE TONE SERIES

*What it is:* Intermixable pure tone shades provide amazing artistic freedom, allowing colorists to think outside the box by creating endless color possibilities within a streamlined inventory. More bang for the buck, if you will.

*Why you’ll love it:* Intermixable pure tone colors help colorists not only cater to exclusive clients who demand one-of-a-kind color but also retain clients by allowing colorists to provide a service that cannot be easily duplicated in other salons.

WATER-SOLUBLE CREME BASE

*What it is:* A wax-free, water-soluble base with a pure crème texture makes color just plain easy to mix. And no need for shampoo to remove color means less saturation loss at the shampoo bowl.

*Why you’ll love it:* Because there is no need to shampoo, freshly deposited dye molecules are given time to stabilize in the hair, resulting in less color loss.

CALIBRATED AMMONIA SYSTEM

*What it is:* This requires each level to contain only the precise percentage of ammonia necessary… the key to reducing scalp irritation and odor while delivering healthy, vibrant, high-impact color.

*Why you’ll love it:* Low ammonia contributes to minimal cuticle damage, less scalp irritation, reduced odor and healthy, vibrant color results.

TRANS-CUTICLE DELIVERY SYSTEM (TCD)

*What it is:* Allows for faster, deeper penetration of the color molecules, resulting in mind-blowing results that last and last.

*Why you’ll love it:* The Trans-Cuticle Delivery System allows for rapid, deeper penetration of the dye molecules, resulting in superior color longevity. It also enhances the reconstructive benefits of Quadramine Complex, allowing for quicker penetration of the amino acids.

DUAL-COLOR SYSTEM

Matching permanent and demi-permanent palettes allow you to touch up new growth while using a gentle, ammonia-free color to refresh the midshaft and ends—a win-win situation for client and colorist alike!
VERO K-PAK COLOR

PERMANENT CRÈME COLOR

Just one try and you’ll see why Vero K-PAK’s pure tone, permanent crème palette is the joi of artistically adventurous colorists everywhere! Quadramine Complex® repairs and protects hair during the color process, allowing you to create endless one-of-a-kind shades with the unsurpassed condition, vibrancy and total confidence only Joico can deliver.

WHY YOU’LL LOVE IT

• Repairs and protects with Quadramine Complex
• Intermixable pure tone shades for amazing artistic freedom and limitless shade possibilities
• Delivers healthy-looking, long-lasting color results every time

HOW TO MIX

Standard shades: Mix 1 part Vero K-PAK Color to 1 part Vero K-PAK Color Veroxide

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

<table>
<thead>
<tr>
<th>Veroxide (%)</th>
<th>Usage</th>
<th>Timing (without heat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Volume (1.5%) VeroGlaze</td>
<td>• Deposit only</td>
<td>• 5 to 20 minutes</td>
</tr>
<tr>
<td>10 Volume (3%)</td>
<td>• Primarily to deposit</td>
<td>• 25 to 35 minutes</td>
</tr>
<tr>
<td></td>
<td>• Tone-on-tone</td>
<td>• 35 minutes for Coppers and Reds</td>
</tr>
<tr>
<td></td>
<td>• Lifts ½ to 1 level,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>depending on the color chosen</td>
<td></td>
</tr>
<tr>
<td>20 Volume (6%)</td>
<td>• Primarily for gray coverage</td>
<td>• 35 to 45 minutes</td>
</tr>
<tr>
<td></td>
<td>• Lifts 1 to 2 levels,</td>
<td>• 45 minutes for Coppers, Reds and Resistant Gray</td>
</tr>
<tr>
<td></td>
<td>depending on the color chosen</td>
<td></td>
</tr>
<tr>
<td>30 Volume (9%)</td>
<td>• Lifts 2 to 3 levels,</td>
<td>• 45 to 55 minutes</td>
</tr>
<tr>
<td></td>
<td>depending on the shade chosen</td>
<td></td>
</tr>
<tr>
<td>40 Volume (12%)</td>
<td>• Lifts 3 to 4 levels,</td>
<td>• 55 to 65 minutes</td>
</tr>
<tr>
<td></td>
<td>depending on the shade chosen</td>
<td></td>
</tr>
</tbody>
</table>

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 rinse.
Our patented XtraBond™ Dye Technology and QuadraBond™ Peptide Complex stabilize and bond dye molecules to hair for extraordinarily intense reds with outstanding vibrancy, shine and longevity.

**WHY YOU’LL LOVE IT**
- Results last more than 20% longer vs. standard reds
- Increases shine on hair by up to 200%,* leaving hair more luminous and vibrant than before

**Patented XtraBond Dye Technology**
- Patented dyes anchor deeply to hair’s natural melanin for more than 20% longer-lasting wear.
- Patented red chromophore molecules give intense color pigment to dye, resulting in extra true tone for vivid, sharp reds.
- Superior color reflection: Creates pure red transmittance, allowing color to refract more light to leave hair shinier and more vibrant.

**K-PAK’s QuadraBond Peptide Complex**
- A combination of Keratin Peptides, Arginine, dual-polymers and African Manketti Oil repairs, nourishes, conditions and adds shine to boost color longevity.
- Restores and protects the 8-layer, hair’s first line of defense against color loss.

**SHADE**

<table>
<thead>
<tr>
<th>SHADE</th>
<th>PREDOMINANT BASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>7XR Scarlet</td>
<td>Red</td>
</tr>
<tr>
<td>5XR Crimson</td>
<td>Dark Red</td>
</tr>
</tbody>
</table>

**HOW TO MIX**

10 Volume (3%): Primarily for deposit. May also give from ½ to 1 level of lift depending on chosen color.

20 Volume (6%): Give 1-2 levels of lift depending on chosen color.

**Timing:** Process for 30 to 45 minutes.

**Gray Coverage**
For hair with over 25% gray, Vero K-PAK Xtra Reds must be mixed with Vero K-PAK Natural or Age Defy Series shades.

**POST-COLOR SERVICE**
Vero K-PAK Xtra Reds Series must be shampooed from the hair. To prevent staining, emulsify haircolor by massaging the hairline before adding water.
1. Rinse until water runs clear.
2. Apply K-PAK Cuticle Sealer, leave in hair for 5 minutes. Rinse and towel blot.
4. Apply K-PAK Intense Hydrator, leave in hair for 5 minutes. Rinse and towel blot.
Gray Coverage
When working with hair that is 25% or more gray, always mix with Natural, Gold, Beige or Age Defy shades. Remember, Fashion Series shades are designed to create fashion tones. For best gray coverage and natural-looking reds, use the Vero K-PAK Color Red Series.

POST-COLOR SERVICE
Vero K-PAK Fashion Series must be shampooed from the hair. To prevent staining, emulsify haircolor by massaging the hairline before adding water.

1. Rinse until water runs clear.
2. Apply K-PAK Cuticle Sealer, leave in hair for 5 minutes. Rinse and towel blot.
4. Apply K-PAK Intense Hydrator, leave in hair for 5 minutes. Rinse and towel blot.

Why you'll love it
- Can be used alone or mixed with the other Vero K-PAK Color Series and Intensifiers
- Contains special direct dyes (larger pre-formed color molecules) to create the intense tone at each level
- Creates brilliant tones when used alone

How to mix
Mix equal parts Vero K-PAK Color Fashion Series and Veroxide. If the characteristics of the hair are questionable, add another red that does not contain direct dyes to the formula.

Timing: Process for 30 to 45 minutes.

### Shade

<table>
<thead>
<tr>
<th>Shade</th>
<th>Predominant Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>6FR</td>
<td>Crimson Red</td>
</tr>
<tr>
<td>4FV</td>
<td>Wild Orchid</td>
</tr>
</tbody>
</table>

RED

<table>
<thead>
<tr>
<th>Shade</th>
<th>Predominant Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>6FR</td>
<td>Red</td>
</tr>
<tr>
<td>4FV</td>
<td>Violet</td>
</tr>
</tbody>
</table>
VERO K-PAK COLOR

HIGH LIFT SERIES

Maximum lift and condition in a single-process blonding service? Yes, please. Thanks to a potent cuticle-conditioning cocktail of Quadramine Complex and emollients, our High Lift Series promises remarkably beautiful, utterly healthy high-lift results.

WHY YOU’LL LOVE IT

- Formulated with Quadramine Complex and Lecithin, a naturally derived emollient, to provide healthy high-lift results while improving hair’s integrity
- Lifts up to four levels, from a natural Level 6 and lighter
- Assists in refinement of RPC when lifting

HOW TO MIX

Mix 1 part Vero K-PAK Color High Lift to 2 parts 40 Volume (12%) Veroxide.

Timing: Process for 45 to 60 minutes; 60 minutes for maximum lift and deposit.

SHADE                  PREDOMINANT BASE              TONAL RESULTS

HLN High Lift Natural Blonde          Blue-Violet           For very pale natural blonde tones
HLA High Lift Ash Blonde              Blue                 For very pale cool blonde tones
HLB High Lift Beige Blonde            Violet               For very pale beige blonde tones
HLG High Lift Golden Blonde           Yellow               For very pale golden blonde tones

Note: These colors were developed to create the lightest possible single-process blonding results; therefore, they are not ideal for gray coverage.

POST-COLOR SERVICE

Since Vero K-PAK Color is water-soluble, there is no need to shampoo. Simply rinse hair until water runs clear, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse hair again, then apply K-PAK Intense Hydrator for 5 minutes. Do a final rinse, then blot hair dry.
VERO K-PAK COLOR

ULTRA HIGH-LIFT SERIES FOR EXTREME REFINEMENT

Need help reaching the highest, coolest levels of baby-blondness? In one step, our Ultra High-Lift Series provides ultimate deposit and control over undesirable warmth, so that you can take deeper blondes higher and cooler than they (and you) ever thought possible.

WHY YOU’LL LOVE IT

• Lifts 3-4 levels and tones in one step
• Ideal for deeper blonde clients who have had too much warmth exposed during previous high-lift experiences
• Provides more control over undesired warm tones and neutral results

HOW TO MIX

Mix 1 part Vero K-PAK Color Ultra High Lift to 2 parts 40 Volume (12%) Veroxide.

Timing: Process for 55 to 65 minutes.

<table>
<thead>
<tr>
<th>SHADE</th>
<th>PREDOMINANT BASE</th>
<th>HAIR LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>UHLP</td>
<td>Violet</td>
<td>Ideal for level 7 and lighter</td>
</tr>
<tr>
<td>UHLN</td>
<td>Blue-Violet</td>
<td>Ideal for level 7 and lighter</td>
</tr>
<tr>
<td>UHLA</td>
<td>Blue</td>
<td>Ideal for level 6 and lighter</td>
</tr>
</tbody>
</table>

POST-COLOR SERVICE

Since Vero K-PAK Color is water-soluble, there is no need to shampoo. Simply rinse hair until water runs clear, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse hair again, then apply K-PAK Intense Hydrator for 5 minutes. Do a final rinse, then blot hair dry.
Way off-tone? Tone prelightened hair to perfection with Vero K-PAK Color Toners, pastel shades specially designed to enhance or refine (neutralize) tone following a bleaching service.

**WHY YOU’LL LOVE IT**
- Toners are pastel colors designed to enhance or refine (neutralize) the tone of prelightened hair
- Go from bleached, off-tone results to beautiful, healthy-looking double-process blonde shades
- Formulated with Quadramine Complex and Lecithin to reconstruct and condition hair while toning
- May be mixed with Vero K-PAK Color levels 8 and lighter to customize toner formula

**HOW TO MIX**

Mix equal parts Toner and 10 (3%) or 20 (6%) Volume Veroxide, or VeroGlaze.

**Timing:** Process for 5 to 20 minutes; check every five minutes, until desired result is achieved.

<table>
<thead>
<tr>
<th>SHADE</th>
<th>PREDOMINANT BASE</th>
<th>REFINEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSB</td>
<td>Blue</td>
<td>For silver blonde effect and refinement of orange</td>
</tr>
<tr>
<td>TPB</td>
<td>Violet</td>
<td>For pearl blonde effect and refinement of yellow</td>
</tr>
<tr>
<td>TBB</td>
<td>Red-Violet</td>
<td>For beige blonde effect and refinement of yellow</td>
</tr>
</tbody>
</table>

**POST-COLOR SERVICE**
Since Vero K-PAK Color is water-soluble, there is no need to shampoo. Simply rinse hair until water runs clear, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse hair again, then apply K-PAK Intense Hydrator for 5 minutes. Do a final rinse, then blot hair dry.
Mix desired amount of Vero K-PAK Color Intensifier into total color formula until it is thoroughly mixed.

Note: The amount of Intensifier should not exceed 25% of the total color formula. It is not necessary to add additional developer to the color formula if just using ribbons of Intensifier shade.

VERO K-PAK COLOR
INTENSIFIERS/CORRECTOR

Intensifiers and Correctors are concentrated oxidizing pigments that help intensify or correct tonal value.

### HOW TO MIX

Mix desired amount of Vero K-PAK Color Intensifier into total color formula until it is thoroughly mixed.

Note: The amount of Intensifier should not exceed 25% of the total color formula. It is not necessary to add additional developer to the color formula if just using ribbons of Intensifier shade.

<table>
<thead>
<tr>
<th>SHADE</th>
<th>BASE</th>
<th>MIXED WITH NATURAL SERIES</th>
<th>MIXED WITH GOLD SERIES</th>
<th>MIXED WITH ASH SERIES</th>
<th>MIXED WITH RED SERIES</th>
<th>MIXED WITH BEIGE SERIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>INS SILVER INTENSIFIER</td>
<td>Pale Blue</td>
<td>Adds extra coolness</td>
<td>Not advised</td>
<td>Adds extra coolness</td>
<td>Not advised</td>
<td>Adds extra coolness</td>
</tr>
<tr>
<td>INRR EXTRA RED INTENSIFIER</td>
<td>Red</td>
<td>Adds a true red tone</td>
<td>Adds a true red tone</td>
<td>Not advised</td>
<td>Adds a true red tone</td>
<td>Adds a true red tone</td>
</tr>
<tr>
<td>INV VIOLET INTENSIFIER</td>
<td>Violet</td>
<td>Adds a violet tone</td>
<td>Not advised</td>
<td>Adds a violet tone</td>
<td>Adds a violet tone</td>
<td>Adds violet tones</td>
</tr>
<tr>
<td>INB ROYAL BLUE INTENSIFIER</td>
<td>Blue</td>
<td>Adds a blue tone</td>
<td>Not advised</td>
<td>Adds a blue tone</td>
<td>Adds a blue tone</td>
<td>Not advised</td>
</tr>
<tr>
<td>INRV RED VIOLET INTENSIFIER</td>
<td>Red Violet</td>
<td>Adds a red-violet tone</td>
<td>Adds a red-violet tone</td>
<td>Not advised</td>
<td>Adds a red-violet tone</td>
<td>Adds red-violet tone</td>
</tr>
<tr>
<td>CIV VIOLET CORRECTOR</td>
<td>Pale Violet</td>
<td>Adds more coolness, refines yellow</td>
<td>Not advised</td>
<td>Adds more coolness</td>
<td>Not advised</td>
<td>Adds extra coolness</td>
</tr>
</tbody>
</table>
How about a developer with benefits? Stocked with moisturizing Squalene and our exclusive Quadramine Complex, Veroxide developers deliver an extra dose of strand conditioning and care to all Vero K-PAK color services.

**WHY YOU'LL LOVE IT**
- Protects integrity of the hair structure during processing
- Stabilized formula mixes quickly and easily
- Compatible with Vero K-PAK Color shades, toners, and high-lifts; all Vero and Joico lighteners

**USAGE & TIMING**

<table>
<thead>
<tr>
<th>VEROXIDE</th>
<th>USAGE</th>
<th>TIMING</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Volume (3%)</td>
<td>Primarily for deposit; may also give from ½ up to 1 level lift depending on level of chosen color</td>
<td>Process for 25 - 35 minutes</td>
</tr>
<tr>
<td>20 Volume (6%)</td>
<td>Primarily for gray coverage; 1 to 2 levels of lift depending on chosen color</td>
<td>Process for 35 - 45 minutes Vero K-PAK Color Age Defy: Process for 45 minutes</td>
</tr>
<tr>
<td>30 Volume (9%)</td>
<td>2 to 3 levels of lift depending on chosen color</td>
<td>Process for 45 - 55 minutes</td>
</tr>
<tr>
<td>40 Volume (12%)</td>
<td>3 to 4 levels of lift depending on chosen color</td>
<td>Process for 55 - 65 minutes</td>
</tr>
</tbody>
</table>

**Note:** For best results, always use maximum timing.
VEROGLAZE INTENSITY GUIDELINES

When using VeroGlaze, the level of your chosen haircolor shade will affect the intensity or depth of your result. Choosing a shade the same level as your client’s hair will result in a deeper or more intense end result, whereas choosing a level or two lighter will result in a richer shade with more shine. Use this chart to guide your choice:

<table>
<thead>
<tr>
<th>INTENSITY</th>
<th>CHOSEN SHADE LEVEL</th>
<th>RESULTS IN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum</td>
<td>Same level as client’s natural hair or desired level</td>
<td>Darker than client’s natural level</td>
</tr>
<tr>
<td>Normal</td>
<td>1 level lighter than client’s natural hair, or 1 level lighter than the desired level</td>
<td>Same as client’s natural level or desired level</td>
</tr>
<tr>
<td>Minimum</td>
<td>2 levels lighter than client’s natural level or 2 levels lighter than the desired level</td>
<td>To add shine, or on porous hair, the same as client’s natural level</td>
</tr>
</tbody>
</table>

TIMING

Process for 5 to 20 minutes depending on intensity desired. Less time will produce softer, less intense results. More time will produce stronger, more intense, longer-lasting results.

Note: VeroGlaze will produce strong and darker results if used on color-treated hair or hair that is over porous. When in doubt, use the minimum intensity guidelines.
| LEVEL          | 10NN+ | 10GB+ | 9NN+ | 9NG+ | 9GB+ | 8NN+ | 8NG+ | 8MB+ | 8NGC+ | 8GC+ | 7NN+ | 7NA+ | 7NPA+ | 7NG+ | 7CG+ | 6NN+ | 6NA+ | 6NPA+ | 6NG+ | 6BG+ | 6MB+ | 6NGC+ | 6CG+ | 6NR+ | 5NN+ | 5NPA+ | 5NG+ | 5BG+ | 5MB+ | 5BCR+ | 5NR+ | 5NRM+ | 4NN+ | 4NA+ | 4NPA+ | 4NG+ | 4BRC+ | 4NRV+ | 5N+ | 5RM+ | 4N+ | 4NC+ | 4RV+ | 3N+ | 3RM+ | 2N+ | 1N+ |
|----------------|-------|-------|------|------|------|------|------|------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
Bring back the glorious look and feel of youthful hair with Vero K-PAK Age Defy, our first haircolor proven to reverse the key signs of maturing hair. The Age Defy permanent crème palette offers the largest selection of gray coverage shades on the market, plus three anti-aging must-haves in each tube of color.

Why you'll love it
With 3-Defense Technology™ and Quadramine® Complex, Vero K-PAK Age Defy effectively:
• Restores hair’s soft, silky manageable texture
• Revives hair’s lustre and vibrancy
• Renews hair’s color with exceptional, long-lasting gray coverage
• Reconstructs hair’s structure for optimal health and condition

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

Timing: Process for 45 minutes.

Veroxide
(%) Usage Timing (without heat)
20 Volume (6%) • Primarily for gray coverage • Lifts 1 to 2 levels, depending on the color chosen • 45 minutes for Age Defy Series

Did you know?
Like skin, hair is affected by the body’s chemistry as we age, particularly after the age of 40. The chronological aging of hair causes it to grow differently and turn gray. 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.

Post-color service
Vero K-PAK Age Defy Series shades do not need to be shampooed out after processing. Simply rinse well, towel dry, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse again, towel dry and complete with K-PAK Intense Hydrator for 5 minutes. Rinse again and towel dry.
Age Defy Balancing Additives offer additional color control options when used with the Age Defy Series shades. Age Defy balancing additives also include the new 3-Defense Technology™ and Quadramine® Complex to restore texture, luster, color and condition.

### GRAY CONTROLLER

- **For use with all Vero K-PAK Color and Vero K-PAK Color Age Defy formulas.**
- **Increases opacity when covering resistant gray hair.**
- **25 - 50% GRAY**
  - Vero K-PAK Color/Age Defy Formula: 2 oz (60 ml)
  - Gray Controller: 4 inches (10 ml)
- **50% - 100% GRAY**
  - Vero K-PAK Color/Age Defy Formula: 1½ oz (45 ml)
  - Gray Controller: ½ oz (15 ml)

Note: On levels 8 and 9, results will be darker. For example, 1½ oz 9NG+ and ½ oz Gray Controller will provide optimal gray coverage that appears as a level 8.

### CLEAR

- **For use with all Vero K-PAK Color Age Defy Series shades.**
- **Provides Age Defy benefits, while decreasing color deposit on midshaft and ends.**
- **When refreshing ends**
  - Vero K-PAK Color/Age Defy Formula: 2 oz (60 ml) Veroxide 20 Volume (6%)
- **Treatment on non-color treated hair**
  - Age Defy Clear: 1½ oz (45 ml) and ½ oz (15 ml)

**SPECIAL TIP**
The Vero K-PAK Color Age Defy Series can be mixed with the Vero K-PAK Color permanent crème color palette to create customized shades.
Vero K-PAK Color/Age Defy Formula

Gray Controller

For use with all Vero K-PAK Color and Vero K-PAK Color Age Defy formulas.

Increases opacity when covering resistant gray hair.

2 oz (60 ml) and 4 inches (10 ml)
1½ oz (45 ml) and ½ oz (15 ml)

2 oz (60 ml) Veroxide 20 Volume (6%) and 2 oz (60 ml) Veroxide 20 Volume (6%)

Note: On levels 8 and 9, results will be darker. For example, 1½ oz 9NG+ and ½ oz Gray Controller will provide optimal gray coverage that appears as a level 8.

WHEN REFRESHING ENDS TREATMENT ON NON-COLOR TREATED HAIR

Any Vero K-PAK Color/Age Defy Formula Age Defy Clear

CLEAR

For use with all Vero K-PAK Color Age Defy Series shades.

Provides Age Defy benefits, while decreasing color deposit on midshaft and ends.

1½ oz (45 ml) and ½ oz (15 ml)
2 oz (60 ml)

2 oz (60 ml) Veroxide 20 Volume (6%) or 10 Volume (3%)
2 oz (60 ml) Veroxide 10 Volume (3%) or VeroGlaze
VERO K-PAK Chrome
DEMI-PERMANENT CRÈME COLOR
<table>
<thead>
<tr>
<th>LEVEL</th>
<th>N</th>
<th>A</th>
<th>G</th>
<th>R</th>
<th>B</th>
<th>V</th>
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<tbody>
<tr>
<td>10</td>
<td>N10</td>
<td>A10</td>
<td>G10</td>
<td>R10</td>
<td>B10</td>
<td>V10</td>
<td>CLEAR</td>
</tr>
<tr>
<td>9</td>
<td>N9</td>
<td>A9</td>
<td>G9</td>
<td>R9</td>
<td>B9</td>
<td>V9</td>
<td>CLEAR</td>
</tr>
<tr>
<td>8</td>
<td>N8</td>
<td>A8</td>
<td>G8</td>
<td>R8</td>
<td>B8</td>
<td>V8</td>
<td>CLEAR</td>
</tr>
<tr>
<td>7</td>
<td>N7</td>
<td>A7</td>
<td>G7</td>
<td>R7</td>
<td>B7</td>
<td>V7</td>
<td>CLEAR</td>
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<tr>
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<td>N6</td>
<td>A6</td>
<td>G6</td>
<td>R6</td>
<td>B6</td>
<td>V6</td>
<td>CLEAR</td>
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<td>5</td>
<td>N5</td>
<td>A5</td>
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<td>R5</td>
<td>B5</td>
<td>V5</td>
<td>CLEAR</td>
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<td>4</td>
<td>N4</td>
<td>A4</td>
<td>G4</td>
<td>R4</td>
<td>B4</td>
<td>V4</td>
<td>CLEAR</td>
</tr>
<tr>
<td>3</td>
<td>N3</td>
<td>A3</td>
<td>G3</td>
<td>R3</td>
<td>B3</td>
<td>V3</td>
<td>CLEAR</td>
</tr>
<tr>
<td>2</td>
<td>N2</td>
<td>A2</td>
<td>G2</td>
<td>R2</td>
<td>B2</td>
<td>V2</td>
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<tr>
<td>1</td>
<td>N1</td>
<td>A1</td>
<td>G1</td>
<td>R1</td>
<td>B1</td>
<td>V1</td>
<td>CLEAR</td>
</tr>
</tbody>
</table>

Swatch colors in this chart are only representations. Consult the Vero K-PAK Color System Swatchbook for a more accurate guide.
VERO K-PAK CHROME

THE VERO K-PAK CHROME COLOR WHEEL
Looking for the amazing vibrancy, condition, and creative control of Vero K-PAK® Permanent Crème Color in a gentle, high-shine, ammonia-free formula that lasts between four to eight weeks? Look no further than Vero K-PAK® Chrome! This dynamic does-it-all demi instantly boosts brightness, refreshes faded hues like a dream, and naturally covers gray. Also, it fades gradually, making it the perfect choice for guys and gray blending.

**WHY YOU’LL LOVE IT**
- K-PAK technology repairs and protects hair
- Healthier-looking hair with every use
- Gentle, ammonia-free formula

**HOW TO MIX**
Mix 1 part Vero K-PAK Chrome to 2 parts Vero K-PAK Chrome Activator Crème Developer.

**SERVICE**

<table>
<thead>
<tr>
<th>Natural color enhancement</th>
<th>Timing &amp; Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Intense/darker results</td>
<td>• 20 minutes (without heat)</td>
</tr>
<tr>
<td>2. Resistant hair</td>
<td>• Apply to clean, dry hair</td>
</tr>
<tr>
<td>3. Longer lasting results</td>
<td>• 15 minutes (with processing cap) under pre-heated dryer; 5 minute cool down (no cap)</td>
</tr>
<tr>
<td>4. Gray blending</td>
<td>• Apply to clean, dry hair</td>
</tr>
<tr>
<td>5. Reds</td>
<td></td>
</tr>
</tbody>
</table>

**SHINE AND CONDITION**

- Clear Gloss: 20 minutes (without heat)

**POST-COLOR SERVICE**
To prevent staining, emulsify haircolor by massaging the hairline before adding water.

1. Rinse until the water runs clear.
2. Shampoo with Color Endure Shampoo. Use K-PAK Shampoo or K-PAK Color Therapy Shampoo if hair is fragile or damaged. Rinse and towel blot.
3. Apply K-PAK Cuticle Sealer, leave in hair for 5 minutes. Rinse and towel blot.
4. Apply K-PAK Intense Hydrator, leave in hair for 5 minutes. Rinse and towel blot.
VERO K-PAK COLOR

DEMI-PERMANENT INSTANT GLOSS TONERS

All too often, a lightening treatment can leave hair dry, brittle and “brassy.” But here’s the rescue: our DEMI-PERMANENT INSTANT GLOSS TONERS—which complement any VeroLight, or Crème Lightener blonding services to neutralize and enhance the tone of prelightened hair in as little as five minutes. These remarkable demi-liquid toners are also the perfect choice to revitalize faded blonde hues, plus pack a moisturizing punch to newly blonde hair eliminating concerns about dullness and dryness.

WHY YOU’LL LOVE IT

• Reconstruct hair with Quadramine® Complex as you color
• Four true tone shades to unleash the artist within you!
• Delivers the ultimate in healthy, luminous, long-lasting color in one simple step

HOW TO MIX

Mix 1:1 with Vero K-PAK Chrome Activator. Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color, and shake well. Process for 5-15 minutes on hair or until desired tone is achieved. Rinse completely and shampoo and condition. Do not use heat.

TONER

<table>
<thead>
<tr>
<th>TONER</th>
<th>SWATCHES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Silver</td>
<td><img src="natural-silver.png" alt="Swatch" /></td>
</tr>
<tr>
<td>Restores an elegant shade of silvery white to hair that is yellow</td>
<td></td>
</tr>
<tr>
<td>Natural Violet</td>
<td><img src="natural-violet.png" alt="Swatch" /></td>
</tr>
<tr>
<td>Leaves a soft, pale blonde finish and neutralizes brass</td>
<td></td>
</tr>
</tbody>
</table>

POST-COLOR SERVICE

When desired result is achieved, simply rinse the product from the hair and follow up with K-PAK Color Therapy Shampoo and Conditioner.
VERO K-PAK CHROME

ACTIVATOR CRÈME DEVELOPER

This one-of-a-kind 8.5 (2.5%) Volume crème developer is the ONLY developer that should be used to activate our demi-permanent Vero K-PAK Chrome shades and Vero K-PAK Color Demi-Permanent Instant Gloss Toners.

**How to Mix**

**Vero K-PAK Chrome**

Mix 1 part Vero K-PAK Chrome shade to 2 parts Vero K-PAK Chrome Activator.

**Vero K-PAK Color Instant Gloss Toners**

Mix with Vero K-PAK Chrome Activator. Best applied with a color applicator bottle. Process for 5 to 15 minutes or until desired shade is achieved. Rinse completely, shampoo and condition. Do not use heat.

For more opacity chrome can be mixed 1:1.
JOICOLOR SYSTEM
BACKBAR TREATMENT
JOICOLOR SYSTEM BACKBAR TREATMENT
DEFY DAMAGE PROSERIES

see it. feel it. believe it.

DEFY DAMAGE pro series

BOND PROTECTING & COLOR PERFECTING TREATMENT
Now defy damage and deliver mind-blowing performance with every Vero K-PAK color service. Joico's NEW Defy Damage ProSeries works beautifully with all Vero K-PAK color formulas to optimize product performance and provide powerful damage protection. In two easy steps, it helps protect and strengthen hair bonds—before, during, and after every chemical service—helping to ensure the healthiest-looking hair imaginable…and stunning results you have to see to believe:

- 80% less breakage*
- 5X stronger hair*
- Greater, more even lift
- Evens porosity for better color deposit
- Maintains over 90% of color vibrancy**

START TO FINISH DAMAGE PROTECTION
Arginine, a protective lipid, and anti-pollution Moringa Seed Oil help improve hair’s natural resilience against chemical, mechanical, thermal, and environmental damage.

+ Joico’s NEW SmartRelease Technology helps repair, strengthen, and safeguard hair—when and where it needs it— for up to 3 shampoos.

*Against combing breakage on damaged hair during heat styling; when using Defy Damage Shampoo and ProSeries 2 vs. a non-conditioning shampoo

**After 10 shampoos; when using Defy Damage Shampoo and ProSeries 2
STEP 1: DEFY DAMAGE PROSERIES 1
• SHAKE CAN VIGOROUSLY.
  Apply to dry hair prior to color service.
  • Apply starting at the back of the head, spraying onto horizontal sections, two inches apart.
  • Continue this application method until all sections have been treated.
  • If you have sections of hair that are more damaged than others, you may reapply ProSeries 1 to those areas for added protection.
  • Comb through hair to ensure complete, even distribution.

STEP 2
Apply Vero K-PAK Color formula of your choice and process as usual.

STEP 3:
Rinse hair thoroughly.

STEP 4
Shampoo hair with Defy Damage Protective Shampoo.

STEP 5:
Apply Defy Damage ProSeries 2 to damp hair. Leave in for 5 minutes. Rinse.

PRODUCTS
Defy Damage ProSeries 1
bond-protecting color optimizer spray
An ultra-dry bond protector that instantly helps shield hair from chemical service damage, improves color deposit, and provides greater, more even lift when lightening.

Defy Damage ProSeries 2
bond-strengthening color treatment
An intensive treatment to help strengthen bonds and hydrate—for damage-resistant, healthy-looking hair in just one use.
K-PAK PROFESSIONAL HAIR REPAIR SYSTEM

PRE-COLOR SERVICE
For optimal results, enhance your color service with the four-step K-PAK Professional Hair Repair System, particularly if your client’s hair is compromised prior to coloring.

The K-PAK Professional Hair Repair System combines ground-breaking Bio-Advanced Peptide Complex™ with exclusive Quadramine Complex® to guarantee stronger, healthier-looking hair after each chemical service.

STEP 1: CLARIFY
2-5 MINUTES
Shampoo hair with K-PAK Clarifying Shampoo. For optimal clarifying benefits, let stand for 2-5 minutes. Rinse.

STEP 2: ACIDIFY
5 MINUTES
Apply K-PAK Cuticle Sealer to hair. Let stand 5 minutes. Rinse.

STEP 3: RECONSTRUCT
5 MINUTES
Apply K-PAK Deep-Penetrating Reconstructor to hair. Let stand 5 minutes. Rinse.

Note: For maximum results on stressed, damaged hair, repeat Step 2 (Acidify) and Step 3 (Reconstruct) up to three times.

STEP 4: HYDRATE
5 MINUTES
Apply K-PAK Intense Hydrator to hair. Let stand 5 minutes. Rinse.

POST-COLOR SERVICE
JOICOLOR SYSTEM SUPPORT PRODUCTS
JOICOLOR SYSTEM SUPPORT PRODUCTS

LIGHTENERS

Our conditioner-packed Vero K-PAK lighteners take the fear out of the lightening process, providing maximum control, cuticle protection and client comfort while lifting hair to the desired level.

VERO K-PAK CRÈME LIGHTENER
- Fragrance-free formula
- Fast-acting for 8 levels of on-and-off-scalp lift
- Contains Quadramine Complex to deliver maximum reconstruction during the lifting process
- Contains shea butter to protect and soothe the hair
- Contains moisturizing Sorbitol Crystals for optimal protection

VEROLIGHT LIGHTENER
- 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

JOICO FREEPLAY CLAY LIGHTENER
- For off-scalp use
- Lifts up to 7 levels
- No foils necessary: creamy stay-put clay base allows for maximum precision and creative freedom!

JOICO BLONDE LIFE LIGHTENER
- For on-and off-scalp use
- Lifts up to 9+ levels
- Infused with Tamanu and Monoi oils for beautiful, healthy-looking blonde hair
- No need to add any additives

JOICO BLONDE LIFE CRÈME LIGHTENER
- For on-and off-scalp use
- Lifts up to 9+ levels
- Reduced Breakage by 77% in one treatment*
- Strengthens hair to be 4X more resistant to breakage*
- Infused with Tamanu and Monoi oils for healthy-looking blonde hair
- Contains Bond-Building Arginine to restrengthen hair during lifting process

*Against combing breakage on damaged hair, when used with Joico Blonde Life® Brightening Masque.
The most convenient way to break the hair color base, Vero K-PAK Base Breaker lifts virgin hair 1 level in 10 minutes, making retouches between blonding services faster and easier than ever before. Choose from two formulas: Original and Cool.

**WHY YOU’LL LOVE IT**
- Ideal for “breaking the base” (softening contrasting regrowth) between blonding services
- 10-minute processing time
- Ammonia-free formula conditions and adds shine
- Ideal for most hair types (on virgin hair)
- Gentle enough to follow with a bleach or other color service on the same day

**HOW TO MIX**
Mix vigorously. Use a wide application brush, or a bottle for fast application. Apply quickly and thoroughly to dry or towel-dried natural hair. For retouch application, apply to regrowth only. Process for 10 minutes.

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>BASE BREAKER ORIGINAL</th>
<th>BASE BREAKER COOL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lightens hair 1 level</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>10-minute processing</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ammonia-free formula</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Gentle enough on hair to color/bleach on the same visit</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Gently controls warmth and subtly tones</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

**POST-COLOR SERVICE**
Base Breaker must be shampooed from the hair. Rinse, then shampoo and condition with Color Endure or K-PAK Color Therapy.
COLOR INTENSITY

SEMI-PERMANENT CRÈME COLOR
COLOR INTENSITY

SEMI-PERMANENT COLOR

Discover a dazzling spectrum of bold, brilliant color with Joico® Color Intensity—our intensely concentrated pigments designed to help you create over-the-top vibrancy that lasts up to 20 shampoos.*

Color Intensity’s intermixable formula can be applied straight from the tube, or mixed and mingled to your heart’s content for endless creative possibilities. Bonus benefit: no developer required!

WHY YOU’LL LOVE IT

• Over-the-top vibrancy that lasts up to 20* shampoos
• Reconstructs with Quadramine® Complex for guaranteed healthier-looking hair after every color service
• Ultra nourishing Kukui Nut Oil leaves hair gorgeously conditioned + amps up shine
• Intermixable shades = endless creative possibilities

EASY DOES IT

Step 1: Apply to clean dry hair 
Step 2: Process for 20 minutes
• Do not mix with Vero K-PAK Color or Vero K-PAK Chrome shades
• Wear gloves to avoid staining
• After lightening, tone hair with Vero K-PAK Color or Vero K-PAK Chrome to create the perfect base for vibrancy

POST-COLOR SERVICE

Rinse well for several minutes, rinsing different colors separately. Shampoo with Color Endure, K-PAK Color Therapy or Color Co+Wash. Apply K-PAK Cuticle Sealer, then rinse. Finish with K-PAK Intense Hydrator.

*Bold Series will last up to 20 shampoos
Metallic Series will last up to 15 shampoos
Power Pastels and Pearl Pastels will last up to 10 shampoos
Pastels or brights? Unicorn or Pinwheel technique? Which hot, new haircoloring trend will your clients jump on next? With Color Intensity Eraser, color-obsessed clients can change their custom color quickly and easily, without sacrificing hair’s healthy gleam or condition! In 30 minutes or less, this brilliant K-PAK® Keratin-enriched formula lifts direct dyes, leaving hair perfectly prepped and ready for its next color transformation.

**WHY YOU’LL LOVE IT**

- Easy, one-step direct dye removal in 30 minutes or less
- Creamy, drip-free formula is a breeze to apply and stays put through processing
- Cuticle-nourishing K-PAK® proteins help condition and protect hair during lifting for healthier post-service results*

* Follow with the K-PAK Color Therapy regimen.

**TECH SAVVY**

**Arginine:** Vital amino acid helps boost lifting power and guard against breakage.

**K-PAK Keratins:** Hair strengthening keratin to protect hair’s integrity.

**Proprietary Persulfate blend:** Helps to deactivate the direct dyes to create a clean canvas for your next Color Intensity service.

While Eraser contains many of the same ingredients as bleach products, it is the proprietary blend of the above ingredients that makes Eraser so unique. Both the quick burst of lift in the initial 10 minutes + the Arginine work in concert to isolate and deactivate direct dyes rather than drive them into the hair, as is common with many bleach products.

**THE HOW-TO**

Color Intensity Eraser can be mixed with water, Veroxide® or LumiShine® developer. Mix one full Color Intensity Eraser packette with 3 oz (88 ml) of H₂O, 10 (3%) or 20 (6%) developer. Using a color brush, apply ONLY to hair that has been prelightened and treated with direct dyes or semi-permanent haircolor. Process for up to 30 minutes at room temperature, checking every 5 minutes until desired result is achieved. Thoroughly rinse Color Intensity Eraser from the hair, shampoo with K-PAK® Color Therapy™ Shampoo, then follow with K-PAK Cuticle Sealer (optional) and K-PAK Color Therapy Conditioner.

**WHEN TO USE**

**Color Intensity Eraser** should be used to deactivate direct dye/semi-permanent color. It should not be your initial prelightening service before a Color Intensity service. For prelightening for an initial Color Intensity service, use a Joico lightener (VeroLight, Blonde Life or Crème Lightener) to lift hair to the appropriate level to support your Color Intensity shade or design. Eraser should only be used following a proper consultation to assess hair’s condition, elasticity and porosity.

Only recommended for direct dye / semi-permanent haircolor removal.

Color Intensity Eraser will lift natural pigment.
COLOR INTENSITY ERASER

MIXING
Because Eraser works fast, it is recommended that you apply it in sections starting with the most resistant shades (red, deep or vibrant) first.

Be sure to mix Eraser for the direct dye load you are removing: 1 part Color Intensity Eraser to 2 parts Developer.

<table>
<thead>
<tr>
<th>MIXTURE</th>
<th>INTENSITY OF DYE TO BE REMOVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Intensity Eraser &amp; 20 Volume</td>
<td>Vibrant, intense, deep dye removal</td>
</tr>
<tr>
<td>Color Intensity Eraser &amp; 10 Volume</td>
<td>Faded, softer, medium vibrancy dye removal</td>
</tr>
<tr>
<td>Color Intensity Eraser &amp; Water</td>
<td>Highly faded or pastel dye removal</td>
</tr>
</tbody>
</table>

Tip: If there is any residual color after your first process, you may reapply Color Intensity Eraser. When doing a second application, bring your formula strength down one level.

For example: Removing Cobalt Blue from hair (originally processed 30 minutes with Color Intensity Eraser + 20 Volume) use 10 Volume on your second application.

Note: Only perform a repeat Color Intensity Eraser service if hair is in good condition. Never perform more than one Color Intensity Eraser service in a 24-hour period on hair that shows signs of damage.

See chart to determine Color Intensity Eraser mixing guidelines per Color Intensity shade.

POST-COLOR SERVICE
Thoroughly rinse Color Intensity Eraser from the hair, shampoo with K-PAK Color Therapy Shampoo, then follow with K-PAK Cuticle Sealer (optional) and K-PAK Color Therapy Conditioner.
## COLOR INTENSITY REMOVAL CHART

<table>
<thead>
<tr>
<th>WATER ( (H_2O) )</th>
<th>Lilac</th>
<th>Rose</th>
<th>Violet Pearl</th>
<th>Blush</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 VOLUME ( (3%) )</td>
<td>Mermaid Blue</td>
<td>Sapphire Blue</td>
<td>Indigo</td>
<td>Metallic Moonstone</td>
</tr>
<tr>
<td></td>
<td>Orchid</td>
<td>Pink</td>
<td>Hot Pink</td>
<td>Rose Gold</td>
</tr>
<tr>
<td></td>
<td>Metallic Violet</td>
<td>Kelly Green</td>
<td>True Blue</td>
<td>Soft Pink</td>
</tr>
<tr>
<td></td>
<td>Metallic Mauve Quartz</td>
<td>Metallic Mauve Quartz</td>
<td>Metallic Mauve Quartz</td>
<td>Metallic Mauve Quartz</td>
</tr>
<tr>
<td>20 VOLUME ( (6%) )</td>
<td>Ruby Red</td>
<td>Red</td>
<td>Magenta</td>
<td>Yellow</td>
</tr>
<tr>
<td></td>
<td>Cobalt Blue</td>
<td>Peacock Green</td>
<td>Metallic Pewter</td>
<td>Metallic Bronze</td>
</tr>
</tbody>
</table>
HOME MAINTENANCE
HOME MAINTENANCE

1. Recommend the appropriate Joico or K-PAK products for the client to use as a home maintenance regimen.
2. Inform the client that color molecules need time to solidify. The client should avoid shampooing the hair for 24 to 48 hours after the color service to prevent excessive color fading and provide longer-lasting results. The client may rinse the hair if necessary.

BOND STRENGTHENING & COLOR LONGEVITY

NEW DEFY DAMAGE

Protects all hair types from the ravaging effects of daily heat styling, UV exposure, and environmental pollution that can lead to dry, dull, lackluster locks. Protects and strengthens hair bonds for 80% less breakage*, 5X stronger hair*, and to help maintain over 90% of color vibrancy**.

Perfect for: all hair types

KEEP COLOR VIBRANT AND HEALTHY-LOOKING

K-PAK COLOR THERAPY

Doubles the life of your haircolor's vibrancy and longevity, while protecting against future damage.

Perfect for: double-processed blondes; hair that’s been lifted more than two levels; those with structurally weak hair

PROVIDE FULL-COVERAGE COLOR INSURANCE

COLOR ENDURE

Proven to extend your color vibrancy 33% longer***.

Perfect for: redheads; brunettes; all color-treated hair (deposit-color only + two levels of lift)

*Against combing breakage on damaged hair during heat styling; when using Defy Damage Shampoo and Masque vs. a non-conditioning shampoo
**After 10 shampoos; when using Defy Damage Shampoo and Masque
***vs. a leading professional sulfate-free color protecting shampoo and conditioner, after 18 washes
COOL BRASS ON CONTACT
COLOR ENDURE VIOLET

Cools brassy and yellow tones on contact, helping keep blonde and gray hair colors true to their icy hue.

Perfect for: blondes (natural and color-treated); clients with gray/silver hair.

KICK BRASS FROM BLONDE / GRAY HAIR
COLOR BALANCE PURPLE

Preserves cool platinum blondes and silver foxes by keeping brassy tones at bay and safeguarding hair's vibrancy.

Perfect for: blondes, natural and double-processed; gray/silver hair

KICK BRASS FROM LIGHTENED BRUNETTES
COLOR BALANCE BLUE

Instantly banishes warm/orangey tones from lightened brunettes.

Perfect for: naturally dark brunettes with salon highlights or balayage techniques
LIVE THE BLONDE LIFE

BLONDE LIFE

Be the brightest, most luminous blonde you can be. Proven to keep blondes bright and on-tone for up to 8 weeks.* 9 out of 10 stylists agree, after one use, blondes are:

• Brighter
• Softer
• Shinier
• More hydrated

Perfect for: blondes...and those who want to be lifted to new heights without sacrificing hair’s shine or condition

TAKE ROOTS UNDERCOVER

TINT SHOT

Instantly conceals embarrassing roots, gray and thinning areas.

Perfect for: touching up black, deep brunette, light brown and blonde hair between color appointments; *filling in* thinning areas to create the illusion of thicker, fuller hair

YOU DESERVE BUTTER!

COLOR INTENSITY®

COLOR BUTTER
COLOR DEPOSITING TREATMENT

LASTS UP TO 10 SHAMPOOS**

Instantly Add Vibrant Color or Refresh Faded Color while reducing breakage by over 44%***

Perfect for: refreshing and extending fun fashion colors in just 2-5 minutes; energizing dark and light blonde hair with a pop of color; creating dipped tips or whimsical pinwheels in a flash!

*When using Blonde Life Brightening Shampoo and Conditioner/Masque, which preserve over 80% of haircolor after 18 washes.
**Depending on daily care habits, hair history, and texture.
*** Against combing breakage when using Color Butter vs. clean damaged hair.
### Formulation Guidelines

<p>| | | | | | | | | | | |</p>
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</tbody>
</table>
PRELIMINARY PATCH TEST

To determine whether allergy or hypersensitivity exists, a preliminary patch test should be performed. The following test should be completed 48 hours prior to every application.

1. Using soap and water, wash an area 1-inch (2.5 cm) in diameter on the inside of the elbow or behind the ear (touching the hairline). Pat dry with cotton.
3. Apply mixture to test area.
4. Permit the area to dry. Do not cover or disturb for 48 hours.
5. Examine the area after 48 hours. If no reaction has occurred, proceed with haircolor service.

Do not use haircolor if any of these warning signs appear: burning, itching, swelling, eruption, irritation, redness or other abnormal reaction. If these signs appear in or around the test area at any time during the test period, it indicates the person is allergic or hypersensitive and the color must not be applied. Additionally, this product should not be applied if the scalp shows evidence of cuts, abrasions, eruptions, open wounds or any other abnormal condition.

WARNING: The Vero K-PAK Color System is for professional use only. No product is to be taken internally or used for tinting eyelashes or eyebrows. Avoid contact with eyes. If any of the mixture should get into the eye, flush immediately with a large amount of water and call a physician. Always wear suitable gloves. Store in a cool, dry place. Keep all haircolor products out of the reach of children.

FORMULATION

Proper formulation is the foundation to creating any color. Always remember artificial color will not lift artificial color, and that the hair’s density, texture, porosity, elasticity and tenacity will always affect the haircolor process. Use the level finder on the next page as a reference tool when formulating with Vero K-PAK Color.

STEPS TO FORMULATION

1. Determine the client’s Natural Level (NL) using the Natural (N) Series in your Vero K-PAK Color Swatchbook. Be certain not to confuse level with tone. Examine the client’s regrowth and scalp area. If gray is seen first, the client’s hair is more than 50% gray. You must follow the instructions located in the Gray Coverage section that follows.
2. Determine the client’s Desired Level (DL) using the Vero K-PAK Color System Swatchbook.
3. Determine the client’s Desired Tone (DT). To achieve this tone, you must first determine the Remaining Pigment Contribution (RPC) at the desired level. Use the RPC Chart as reference. The RPC will need to be enhanced or refined (neutralized) to create the client’s desired tone. Use the Color Wheel to determine the correlating Vero K-PAK Color base that will either enhance or refine the RPC.
4. Determine the proper volume of Veroxide. First decide how many levels of lift are required to reach the desired level. Refer to the Veroxide Usage and Timing Chart within this resource guide.
This chart should not be used if the natural has been previously colored or hair contains more than 50% gray. Refer to the “Gray Coverage” section within this resource guide for more information about formulating for gray hair.

**Note:** If you are going lighter, use caution when lifting natural pigment more than one level. If you want to minimize warmth, select a shade from either the Natural or Ash series.

The resulting color may be too warm. To minimize warm tones, consider selecting a Natural or Ash shade.

---

**A:** Level Number.  
**B:** Volume of Veroxide.  
**PL:** Prelighten hair to achieve this level of lift and have control over Remaining Pigment Contribution (RPC).  
**HL:** High-lift shades should be chosen.
**FORMULATION GUIDELINES**

**GRAY COVERAGE**

Vero K-PAK Age Defy is a great option for gray coverage on hair that is 50% or more gray. These shades are premixed and feature a more concentrated level of dye molecules for complete, preformulated gray coverage. **Note:** Because these shades have a heavier pigmentation than Vero K-PAK Color, results will appear 1-2 levels darker if applied to hair with less than 50% gray.

### 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

<table>
<thead>
<tr>
<th>Natural Level – 5</th>
<th>Desired Level – 7</th>
<th>Grey Percentage – 75%</th>
<th>Desired Tone – Cool</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 oz (30 ml) Vero K-PAK Age Defy 7NPA+ + 1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide (cool, gray-blue natural results)</td>
<td>1 oz (30 ml) Vero K-PAK Age Defy 7NA+ + 1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide (cool, balanced natural results)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CLIENT SCENARIO #2

<table>
<thead>
<tr>
<th>Natural Level – 6</th>
<th>Desired Level – 8</th>
<th>Grey Percentage – 50%</th>
<th>Desired Tone – Warm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 oz (30 ml) Vero K-PAK Age Defy 8MB+ + 1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide (mocha latte natural results)</td>
<td>1 oz (30 ml) Vero K-PAK Age Defy 8NGC+ + 1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide (rich, balanced, golden copper, natural results)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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 for 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 + 1¼ 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+ + 1 oz Vero K-PAK Color 7RC + ½ oz Vero K-PAK Color INRR + 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 gray but desire improved manageability and added shine, use Vero K-PAK Age Defy Clear Controller to provide anti-aging benefits without any pigment.

HOW TO MIX

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.
APPLICATION

- Divide hair into four sections prior to application
- ¼ to ½-inch (0.32 to 1.27 cm) partings must be taken for proper coverage
- K-PAK H.K.P. should always be misted on the midshaft and ends
- Never apply heat to Vero K-PAK Color, Age Defy or Lighteners

VIRGIN APPLICATION FOR GRAY COVERAGE
For hair that has not been previously colored.

**TYPE 1: Standard Method: Virgin Going Lighter**
1. Apply Vero K-PAK Color ½-inch (1.27 cm) from scalp to porous ends, making sure each strand is completely covered.
2. Time for at least 20 minutes or until a definite color change can be seen.
3. Mix a fresh Vero K-PAK Color formula. Apply the color mixture to the scalp area and porous ends.
4. Begin timing according to the Veroxide Usage Chart for the chosen developer.

**TYPE 2: Alternative Method: Virgin Going Lighter (Color Shifting)**
1. Mix Vero K-PAK Color formula with 10 Volume (3%) for the regrowth area.
2. Apply 1/4 -inch (0.64 cm) from scalp to 2 inches (5.08 cm) in regrowth area.
3. Time for at least 20 minutes or until definite color change can be seen.
4. Mix a fresh Vero K-PAK Color formula using 20 Volume (6%) this time.
5. Apply second formula to midshaft and ends.
6. Begin timing according to the Veroxide Usage Chart for developer chosen in Step 1.

<table>
<thead>
<tr>
<th>REGROWTH</th>
<th>ENDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Volume (3%)</td>
<td>20 Volume (6%)</td>
</tr>
<tr>
<td>20 Volume (6%)</td>
<td>20 Volume (6%)</td>
</tr>
</tbody>
</table>

**TYPE 3: Virgin Going Darker**
1. Apply Vero K-PAK Color mixture to the outline of each section for control.
2. Apply Vero K-PAK Color mixture from scalp area up to porous ends.
3. Begin timing according to the Veroxide Usage Chart for chosen developer.
4. Apply Vero K-PAK Color formula to porous ends for the last 10 to 15 minutes depending on porosity.
   Exception: Reds, which should be brought through the porous ends immediately for maximum development.
RETOUCH APPLICATION

Refreshing your clients faded midshaft and ends is a simple yet highly effective service that will give your clients that healthy, lustrous, beautiful color they love. Whether you are adding highlights or touching up a new growth and covering gray, adding a refresh service is a sure way to restore faded color and increase revenue in the salon.

TYPE 1: Slightly Faded Midshaft and Ends

1. Analyze the hair first. If hair is slightly faded and in great condition, formulate one level above previously applied formula. Remember, hair that is porous or previously colored will grab darker and drabber. Keep in mind that permanent color is for lifting and covering gray hair, while previously colored hair would be a service that matches or deepens color. The healthiest choice for the hair to maintain optimal condition, shine, moisture and color longevity is to apply a demi-permanent color to the midshaft and ends.

2. You have two options when formulating for a refresh application. First choice would be Vero K-PAK Chrome Demi-Permanent Color for a deposit only, acidic, no lift color. Second choice would be to take any favorite Vero K-PAK Permanent Color and mix with VeroGlaze for an alkaline demi-like formula. (Refer to VeroGlaze section for more information on VeroGlaze.)

3. Apply Vero K-PAK Chrome Color or Vero K-PAK VeroGlaze formula to the regrowth in each section in ⅛-inch (0.32 cm) partings.

4. Next, apply the formula to the remaining regrowth in each section.

5. Processing time for refreshing is 20 minutes to get the full strength of the color. Take a strand test for proper timing. (VeroGlaze is not to be processed past 20 minutes, so apply to the hair during the last 20 minutes if refreshing during a permanent color new growth service)


<table>
<thead>
<tr>
<th>EXAMPLE</th>
<th>CLIENT PREVIOUS FORMULA</th>
<th>CLIENT REFRESH FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>5RR</td>
<td>Vero K-PAK Chrome</td>
<td>RC6</td>
</tr>
<tr>
<td></td>
<td>Vero K-PAK Color Permanent mixed with VeroGlaze</td>
<td>6RR</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXAMPLE</th>
<th>CLIENT PREVIOUS FORMULA</th>
<th>CLIENT REFRESH FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>6B</td>
<td>Vero K-PAK Chrome</td>
<td>B7</td>
</tr>
<tr>
<td></td>
<td>Vero K-PAK Color Permanent mixed with VeroGlaze</td>
<td>7B</td>
</tr>
</tbody>
</table>
RETOUCH APPLICATION

TYPE 2: Extremely Faded (Two Or More Levels Lighter) Midshaft and Ends

1. Extremely faded ends or extremely porous hair has an affinity to go darker very rapidly. When working with this type of hair, it is recommended to only use Vero K-PAK Chrome to refresh the hair. This will keep the hair from going too dark, reverting back to blonde and repair the hair with our exclusive K-PAK technology and Quadramine Complex.

2. Repigmentize midshaft and ends. Refer to Corrective Color section and follow all repigmenting instructions thoroughly.

3. Apply Vero K-PAK Chrome color formula to the regrowth in the outline of each section.

4. Next, apply the formula to the remaining regrowth in each section.

5. Timing for Vero K-PAK Chrome is 5-20 minutes for refreshing. Apply color and do a strand test every 2-5 minutes to check processing.

6. There are times that it is essential to have multiple formulas for various sections of the head. Hair that is in Zone 1 (new growth area) versus hair in Zones 2 and 3 (midshaft and ends) tends to have different needs based on porosity, condition, density and elasticity. If the new growth is in great condition and the midshaft and ends are extremely porous, formulate two formulas for each zone. Zone 1 will be formulated at the same level or one level lighter than the area you are refreshing. Zones 2 and 3 should be formulated 2-3 levels lighter.

<table>
<thead>
<tr>
<th>EXAMPLE</th>
<th>CLIENT PREVIOUS FORMULA</th>
<th>CLIENT REFRESH FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>5G</td>
<td>Vero K-PAK Chrome</td>
<td>G6 + G8</td>
</tr>
<tr>
<td></td>
<td>Vero K-PAK Color Permanent mixed with VeroGlaze</td>
<td>7G</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXAMPLE</th>
<th>CLIENT PREVIOUS FORMULA</th>
<th>CLIENT REFRESH FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>6N</td>
<td>Vero K-PAK Chrome</td>
<td>N8</td>
</tr>
<tr>
<td></td>
<td>Vero K-PAK Color Permanent mixed with VeroGlaze</td>
<td>8N</td>
</tr>
</tbody>
</table>

The final formula for refreshing midshaft to ends should always be mixed with Vero K-PAK Chrome Activator or VeroGlaze. After applying, time for 5 to 20 minutes. Application of the midshaft and ends formula will depend on processing time of retouch formula. Regrowth and ends formula may have different processing times, so plan ahead. Each requires full processing for complete color development. Be sure to mist the midshaft and ends with K-PAK H.K.P. prior to application.
FORMULATION GUIDELINES

CORRECTIVE COLOR

You and your client will be astounded by how simply the Vero K-PAK Color System guides you back to true, beautiful, healthy color.

FOR SUCCESSFUL CORRECTIVE COLOR SERVICES, YOU MUST:

1. Have a thorough and complete client consultation.
2. Gather all hair history information and client expectations.
3. Create a corrective plan; this may require multiple services to multiple parts of the head and/or hair shaft.
4. Guide the client through multi-step services to achieve desired client results, even if that requires more than one visit.
5. Perform strand tests to determine what your client’s hair can and (mostly) cannot do.
6. Respect the hair and know its limits.

CORRECTIVE COLOR CONSULTATION

As with any haircolor, the consultation is vital to your success; however, some additional information must be gathered that is specific to color correction. Be sure to record your results.

Isolate what is going on with the client’s hair, as well as what is going on with the client. What problems do you need to address?

7. What does the client want to achieve?
8. Is the haircolor the correct tone for the client?
9. Refer to the technical challenges or portion of the resource guide to decide which one or more of the four challenges are present; too light, too dark, too warm, too cool?
10. What haircolor products were used on the client’s hair to create the present color? Was it bleach, permanent haircolor, demi, semi, metallic? Was it done professionally?
11. Determine whether the problems can be solved while maintaining the hair’s integrity. This will assist you in determining any limitations.
12. Perform a thorough analysis of the hair strand in different areas of the head. This will show you if there is any banding, discoloration, spotting, etc.; this information will give you the appropriate formulas you will need for each individual problem during the color correction.
13. Perform a thorough hair analysis. Performing a strand test prior to color application is always recommended. Which one or more of the hair's characteristics has been compromised? Porosity and elasticity are the two main characteristics that will affect your color service.
   • Porous hair has the ability to absorb color very quickly and release color quickly. Porous hair rejects warmth and accepts coolness.
   • There is a loss of elasticity in hair that has been over-processed and damaged. Hair of a severely stressed nature may not be capable of receiving a corrective service. Recommend a K-PAK Professional Hair Repair System treatment.

THE PLAN OF ACTION

You’ve now isolated the situations that are occurring in the hair. One or more of the four technical challenges will be present (See the “Four Salon Situations” page). Break them down and deal with them individually.

1. Are the desired results achievable? During your consultation, you will have determined whether the hair can support and sustain the work needed to achieve the result.
2. Which technical challenge should be handled first? Separate what needs to be done at the regrowth, midshaft and ends.

TIP: If one section requires decolorizing and another requires repigmentizing, the decolorizing should be done first.

How will you approach these challenges? Formulate your plan of action separately for each situation. Decide which decolorizing formula, repigmentizing formula and color formula must be used for each situation. Refer to the Color Wheel and RPC Chart. Always perform a strand test to preview your results.
Artificial color will not lift artificial color. Decolorizing is the process of removing artificial color when going lighter or removing unwanted tones. Inform the client that due to the chemical composition of certain haircolor products, successful or complete removal is not guaranteed. Always perform a strand test to determine the amount of lift that is possible.

### DECOLORIZING FORMULAS

<table>
<thead>
<tr>
<th>LEVELS OF LIFT</th>
<th>VEROLIGHT/VEROBLUE</th>
<th>DEVELOPER</th>
<th>K-PAK CUTICLE SEALER</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ to 1 (Cleansing)</td>
<td>1 scoop</td>
<td>1 oz (30 cc/ml) K-PAK H.K.P.</td>
<td>1 teaspoon (5 cc/ml)</td>
</tr>
<tr>
<td>½ to 1 (Cleansing)</td>
<td>1 scoop</td>
<td>1 oz (30 cc/ml) Hot Water</td>
<td>1 teaspoon (5 cc/ml)</td>
</tr>
<tr>
<td>1 to 2</td>
<td>1 scoop</td>
<td>1 oz (30 cc/ml) 10 Volume (3%) Veroxide</td>
<td>1 teaspoon (5 cc/ml)</td>
</tr>
<tr>
<td>1 to 2</td>
<td>1 scoop</td>
<td>1 oz (30 cc/ml) 20 Volume (6%) Veroxide</td>
<td>1 teaspoon (5 cc/ml)</td>
</tr>
</tbody>
</table>

For those clients who have high scalp sensitivity to haircolor, add one teaspoon of K-PAK Cuticle Sealer per one tube of Vero K-PAK Color or to your Crème Lightener mixture using 10 (3%) or 20 (6%) Volume Veroxide.

In most cases, scalp sensitivity will be greatly reduced both during and after the color service, and clients will have a more comfortable salon experience.

**CAUTION:** Do not apply to scalps with open sores, abrasions or other abnormal conditions. If burning, itching, swelling, irritation, redness or any abnormal condition is experienced, remove bleach product immediately.

### APPLICATION

1. Start at the nape or darkest areas. Work one section at a time.
2. Apply the decolorizing formula, working toward the crown. If decolorizing is necessary from scalp to ends, be sure to stay ½-inch away from scalp. The scalp area will lift faster due to body heat. Apply to scalp area when two-thirds of desired lift has been achieved.
3. Strand test often. Decolorize to desired level, unless an ash or cool tone is desired, then decolorize to a Level 9 yellow. The decolorizing formula must be removed when correct lift has been achieved. Some areas may lighten faster than others. It is important to remove each area when it reaches the desired level of lift. Decolorizing may require more than one application. You may have to spot decolorize darker areas. Aim for the most even lift possible.
4. Because the hair may become porous during decolorizing, it is vital that the hair is returned to a reconditioned state prior to your color service. Follow these instructions:
   A. Lightly shampoo with Color Endure or K-PAK Color Therapy Shampoo.
   B. Rinse, towel blot, and apply K-PAK Cuticle Sealer. Leave in hair 5 minutes.
   C. Rinse, towel blot, and apply K-PAK Deep-Penetrating Reconstructor. Leave in hair 5 minutes.
   D. Rinse and towel blot.
   E. Dry the hair.
5. Strand test to determine final color formula and processing time. Porosity is an important factor. The final formula on the decolorized sections should be mixed with 10 Volume (3%) Veroxide.
Repigmentizing (filling) is the method of replacing the warm pigments (RPC) that the hair is lacking. Virtually all chemical services and the environment can deplete hair of its proper pigment balance. It is essential to repigmentize (fill) overly porous hair that tends to absorb the predominant cool base of any color used.

**REPIGMENTIZING IS USED WHEN:**

1. Coloring hair two or more levels darker.
2. Extreme color loss (two or more levels lighter than desired level) exists on midshaft and ends of previously color-treated hair. Vero K-PAK Color is used for repigmentizing when followed with a Vero K-PAK Color service. Vero K-PAK Chrome is used for repigmentizing when followed with a Vero K-PAK Chrome service.

### APPLICATION

1. Apply repigmentizing formula to appropriate areas.
3. **A.** If using Vero K-PAK Color, rinse and towel blot.
   **B.** If using Vero K-PAK Chrome, rinse, shampoo and towel blot.
4. Analyze the hair. If results do not appear to be the same level as the repigmentizing formula chosen, repeat steps 1 through 3.
5. Apply desired color formula, process accordingly then rinse thoroughly.
6. Apply K-PAK Cuticle Sealer, leave in hair 5 minutes. Rinse.

**TIP:** Porosity is an important factor. When using Vero K-PAK Permanent Crème Color as a final formula, always use 10 Volume (3%) Veroxide.

### NOTE:
Correctively colored hair has a tendency to release pigment. The color (pigment) needs time to bond to prevent excessive color fading and provide longer-lasting results; therefore, the client should wait 24 to 48 hours before shampooing. Recommend appropriate Joico and/or K-PAK products as part of home maintenance regimen.

### FORMULATION GUIDELINES

#### Repigmentizing (Filling)

Repigmentizing (filling) is the method of replacing the warm pigments (RPC) that the hair is lacking. Virtually all chemical services and the environment can deplete hair of its proper pigment balance. It is essential to repigmentize (fill) overly porous hair that tends to absorb the predominant cool base of any color used.

**Vero K-PAK Color Repigmentizing**

Due to its reconstructive properties, K-PAK H.K.P. is incorporated into Vero K-PAK Permanent Color repigmentizing formulas. H.K.P. reduces 10 Volume (3%) Veroxide to approximately 5 Volume (1.5%) and balances porosity to help ensure even results.

**Timing:** 20 minutes

**Vero K-PAK Chrome Repigmentizing**

**Timing:** 20 minutes

### VERO K-PAK COLOR SYSTEM REPIGMENTIZING GUIDE

<table>
<thead>
<tr>
<th>DESIRED LEVEL</th>
<th>VERO K-PAK COLOR FORMULA</th>
<th>VERO K-PAK COLOR FORMULA FOR REDS AND POROUS HAIR</th>
<th>VERO K-PAK CHROME FORMULA</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>9G</td>
<td>$\frac{1}{2}$ 9RG + $\frac{1}{2}$ 9G</td>
<td>G9</td>
</tr>
<tr>
<td>8</td>
<td>$\frac{1}{4}$ 9RG + $\frac{3}{4}$ 9G</td>
<td>$\frac{1}{2}$ 9RG + $\frac{1}{2}$ 9G</td>
<td>G9</td>
</tr>
<tr>
<td>7</td>
<td>$\frac{1}{4}$ 8RG + $\frac{3}{4}$ 8G</td>
<td>$\frac{1}{2}$ 8RG + $\frac{1}{2}$ 8G</td>
<td>$\frac{1}{4}$ RC6 + $\frac{3}{4}$ G8</td>
</tr>
<tr>
<td>6</td>
<td>$\frac{1}{4}$ 7RC + $\frac{3}{4}$ 7G</td>
<td>$\frac{1}{2}$ 7RC + $\frac{1}{2}$ 7G</td>
<td>$\frac{1}{2}$ RC6 + $\frac{3}{4}$ G8</td>
</tr>
<tr>
<td>5</td>
<td>$\frac{1}{4}$ 6RC + $\frac{3}{4}$ 6G</td>
<td>$\frac{1}{2}$ 6RC + $\frac{3}{4}$ 6G</td>
<td>$\frac{1}{2}$ RC6 + $\frac{3}{4}$ G6</td>
</tr>
<tr>
<td>4</td>
<td>$\frac{1}{4}$ 6RC + $\frac{3}{4}$ 5G</td>
<td>$\frac{1}{2}$ 6RC + $\frac{3}{4}$ 5G</td>
<td>$\frac{1}{2}$ RC6 + $\frac{3}{4}$ G6</td>
</tr>
<tr>
<td>3</td>
<td>$\frac{1}{2}$ 6RC + $\frac{3}{4}$ 5G</td>
<td>$\frac{1}{2}$ 6RC + $\frac{3}{4}$ 5G</td>
<td>$\frac{1}{2}$ RC6 + $\frac{3}{4}$ G6</td>
</tr>
<tr>
<td>2</td>
<td>$\frac{1}{4}$ 6RC + $\frac{3}{4}$ 5G</td>
<td>$\frac{1}{2}$ 6RC + $\frac{3}{4}$ 5G</td>
<td>$\frac{1}{2}$ RC6 + $\frac{3}{4}$ G6</td>
</tr>
</tbody>
</table>

### APPLICATION

1. Apply repigmentizing formula to appropriate areas.
3. **A.** If using Vero K-PAK Color, rinse and towel blot.
   **B.** If using Vero K-PAK Chrome, rinse, shampoo and towel blot.
4. Analyze the hair. If results do not appear to be the same level as the repigmentizing formula chosen, repeat steps 1 through 3.
5. Apply desired color formula, process accordingly then rinse thoroughly.
6. Apply K-PAK Cuticle Sealer, leave in hair 5 minutes. Rinse.

**TIP:** Porosity is an important factor. When using Vero K-PAK Permanent Crème Color as a final formula, always use 10 Volume (3%) Veroxide.

**NOTE:** Correctively colored hair has a tendency to release pigment. The color (pigment) needs time to bond to prevent excessive color fading and provide longer-lasting results; therefore, the client should wait 24 to 48 hours before shampooing. Recommend appropriate Joico and/or K-PAK products as part of home maintenance regimen.
**FORMULATION GUIDELINES**

### ADVANCED FORMULATION

To understand formulation, you must realize that many different factors influence a haircolor's ability to lift. These factors are as follows:

- **Ammonia Level**
  - Dark colors = less ammonia
  - Light colors = more ammonia

- **Dye Load**
  - Dark colors = more pigment
  - Light colors = less pigment

- **Peroxide Volume $\text{H}_2\text{O}_2$**
  - 10 (3%), 20 (6%), 30 (9%), 40 (12%) Volume
  - Higher volume = higher lifting ability

- **Advanced Formulation**
  - Ammonia levels vary within the different levels of haircolor. In general: the higher the ammonia level, the higher the lifting ability of the color. Darker levels have less ammonia and lighter levels have more ammonia.

---

### VERO K-PAK COLOR LIFT SERIES CHART

<table>
<thead>
<tr>
<th>DEPOSIT LEVEL</th>
<th>ASH FAMILY</th>
<th>BEIGE FAMILY</th>
<th>NATURAL FAMILY</th>
<th>GOLD FAMILY</th>
<th>RED FAMILY</th>
<th>LIFTING ABILITY OF EACH COLOR WITH DIFFERENT STRENGTHS OF VEROXIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12% 40 VOLUME</td>
</tr>
<tr>
<td>11</td>
<td>HLA</td>
<td>HLB</td>
<td>HLN</td>
<td>HLG</td>
<td></td>
<td>3-4</td>
</tr>
<tr>
<td>10</td>
<td>10A</td>
<td>10B</td>
<td>10N</td>
<td>10G</td>
<td></td>
<td>3¼</td>
</tr>
<tr>
<td>9</td>
<td>9A</td>
<td>9B</td>
<td>9G</td>
<td>9N</td>
<td>9RG</td>
<td>3½</td>
</tr>
<tr>
<td>8</td>
<td>8A</td>
<td>8B</td>
<td>8G</td>
<td>8N</td>
<td>8RG</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>7A</td>
<td>7B</td>
<td>7G</td>
<td>7N</td>
<td>7RC/7XR</td>
<td>2½</td>
</tr>
<tr>
<td>6</td>
<td>6A</td>
<td>6B</td>
<td>6N</td>
<td>6G</td>
<td>6RC/6RR/6FR</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>5A</td>
<td>5B</td>
<td>5G</td>
<td>5N</td>
<td>5XR/5RM/5RR</td>
<td>1½</td>
</tr>
<tr>
<td>4</td>
<td>4A</td>
<td>4N</td>
<td>4VR/4RV/4FV</td>
<td></td>
<td></td>
<td>1¼</td>
</tr>
<tr>
<td>3</td>
<td>3N</td>
<td></td>
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<td></td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1N</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

**Dye load/pigment weight** refers to the amount of dye contained within haircolor. A dark color has a higher pigment weight and is therefore not normally a high-lifting color. However, light blonde has a much lower pigment weight and is normally a higher lifting color.

**Peroxide volume** refers to the energy required for the oxidative process. Think of peroxide as fuel for oxidation. The higher the volume or %, the higher the amount of lift when combined with haircolor.

When you look at color formulation, you must consider each of these factors to accurately predict lift and end result.

- Most color companies use only one of these factors when they devise their formulation systems, thus their systems have limitations and are not particularly accurate.
- Joico realizes that proper formulation needs to take all factors into consideration, so we developed the Vero K-PAK Color Lift Series Chart to simplify and make formulation more accurate.
- The Vero K-PAK Color Lift Series Chart will help you determine how many levels each color will lift when mixed with 20 Volume (6%), Vero K-PAK Color + Vero K-PAK Lightening Booster + 20 Volume (6%), 30 Volume (9%) and 40 Volume (12%).
FORMULATION GUIDELINES

FOUR SALON SITUATIONS

CHALLENGE 1: HAIR IS TOO LIGHT
Client's natural Level 6 light brown hair has been lightened to a Level 9G light golden blonde. The desired level is 6RC red/copper. Refer to the Repigmentization Chart.

<table>
<thead>
<tr>
<th>NATURAL LEVEL</th>
<th>PREVIOUSLY COLORED</th>
</tr>
</thead>
<tbody>
<tr>
<td>6N Light Brown ½&quot; regrowth</td>
<td>9G Light Golden Blonde</td>
</tr>
</tbody>
</table>

**Step 1 - Repigmentize (Filler)**

\[
\frac{1}{3} \text{ oz } 7RC + \frac{1}{3} \text{ oz } 7G + \frac{1}{3} \text{ oz H.K.P.} + \frac{1}{2} \text{ oz 10 Volume (3%)}
\]

Total Timing: 20 minutes

**Step 2**

6RC + 10 Volume (3%). Apply to scalp area first

**Formula**

6RC + 10 Volume (3%). Apply midshaft and ends second

CHALLENGE 3: HAIR IS TOO WARM
Client's natural Level 5 medium brown was colored yesterday with 7RC Copper/Orange. The desired result is Level 7N Dark Natural Blonde. Client feels the color is too orange/copper. Refer to the RPC Chart and Color Wheel.

<table>
<thead>
<tr>
<th>NATURAL LEVEL</th>
<th>PREVIOUSLY COLORED</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Medium Brown</td>
<td>7RC Copper/Orange</td>
</tr>
</tbody>
</table>

**Formula**

7N Dark Natural Blonde + 10 Volume (3%), OR \(\frac{1}{2} \cdot 7N + \frac{1}{2} \cdot 8A + 10 \text{ Volume} \)

Apply scalp to ends.

**Total Timing:** 35 minutes

CHALLENGE 2: HAIR IS TOO DARK
Client's natural Level 5 medium brown has been colored to a Level 1 black. The desired result is to return to natural, Level 5N medium natural brown. Refer to the Decolorizing Chart.

<table>
<thead>
<tr>
<th>NATURAL LEVEL</th>
<th>PREVIOUSLY COLORED</th>
</tr>
</thead>
<tbody>
<tr>
<td>5N Medium Brown 2&quot; regrowth</td>
<td>1N Black</td>
</tr>
</tbody>
</table>

**Step 1** - Decolorize

VeroLight Powder Lightener with 20 Volume (6%). Apply to dark areas only. Allow to lighten to Level 6 red/orange.

**Step 2**

5N + 10 Volume (3%). Apply to scalp area first.

**Formula**

5N + 10 Volume (3%) \( \text{OR} \) 5A + 10 Volume (3%) \( \text{OR} \) a combination depending on the decolorizing result. Apply midshaft and ends second.

CHALLENGE 4: HAIR IS TOO COOL
Client is a natural Level 6 light natural brown. The previous stylist has been continuously pulling the color through the midshaft ends, which are now too cool and darker. The desired result is to have an even color scalp to ends. Refer to Decolorizing Chart.

<table>
<thead>
<tr>
<th>NATURAL LEVEL</th>
<th>PREVIOUSLY COLORED</th>
<th>PREVIOUSLY COLORED MIDSHAFTS + ENDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>5N Medium Brown</td>
<td>1N Black</td>
<td>5 ½ Natural Light/Medium Brown Cool and Dark</td>
</tr>
</tbody>
</table>

**Step 1** - Decolorize

1 oz VeroLight + 1 oz hot water. Lift \(\frac{1}{2}\) level to level 6.

**Step 2**

6G + 10 Volume (3%)

**Step 3**

Blend the color through midshaft and ends the last 5 to 10 minutes.

**Total Timing:** 35 minutes
**Amino Acids:** The building blocks of protein. Amino acids combine to form peptides, which ultimately create the protein structure of the hair.

**Ammonia:** An alkalizer that swells the hairshaft, raises the pH and opens the cuticle to allow penetration of the haircolor molecules.

**Bio-Mimetic Ceramides:** Lab-created ceramides that enhance hair moisturization, elasticity, cuticle smoothness and shine.

**Calibrated Ammonia Level System:** Every level of haircolor contains only the precise percentage of ammonia needed.

**Color Balancing:** Customizing a formula (different from regrowth) to refresh faded midshaft and ends.

**Color Wheel:** A standard visual tool used by colorists globally to enhance or refine tonality in haircolor.

**Complementary Colors:** Colors that are directly opposite on the color wheel, and that refine each other.

**Corrector:** Concentrated oxidizing pigments that refine tonal value when mixed with Vero K-PAK Color and high-lift palettes.

**Cortex:** The middle layer of the hair.

**Cuticle:** The outermost layer of the hair.

**Decolorizing:** The process of removing natural pigment or artificial color from the hair.

**Demi-Permanent Haircolor:** Deposit-only color that lasts four to eight weeks.

**Density:** The quantity or number of hairs per square inch on the scalp.

**Desired Level (DL):** The color level you wish to achieve.

**Developer:** A hydrogen peroxide derivative added to permanent and demi-permanent color as an oxidizing agent.

**Elasticity:** The ability of the hair to stretch and return to its natural state.

**Eumelanin:** The natural brown/black melanin pigments found in the hair.

**Hair Analysis:** A study of the hair’s characteristics.

**Hair’s Characteristics:** Texture, density, elasticity, porosity and tenacity.

**Hair Shaft:** The total hair, from scalp through ends.

**High-Lift Blonding:** The maximum lift and deposit possible in single-process blonding.

**Intensifier:** Concentrated oxidizing pigment that enhances the Vero K-PAK Color palette.

**Intermediate Dyes:** Oxidative dyes commonly referred to as “permanent dyes.”

**Lecithin:** An additive that breaks surface tension, allowing ingredients to penetrate the hair quicker. Also acts as a desensitizer to protect the scalp from irritation.

**Level:** A measurement of depth from light to dark.

**Lipids:** Naturally occurring fats that protect hair from damage. Impact hair’s appearance, shine, moisture and manageability.

**MEA (monoethanolamine):** A slower acting, odorless alkalizer used effectively in demi-permanent colors and base breakers.

**Medulla:** The innermost layer of the hair.

**Midshaft:** The hair from two inches from the scalp.

**Natural Level (NL):** The beginning level of hair that has not been color-treated (virgin hair).

**Permanent Haircolor:** Permanently alters natural melanin; has gray coverage ability.

**pH:** The scale of potential hydrogen used to measure the acidity or alkalinity of a substance.

**Pheomelanin:** The natural red/yellow pigments found in the hair.
**Porosity**: The ability of the hair to absorb and hold moisture and liquid.

**Predominant Base**: Overriding tone present in an artificial color.

**Preliminary Patch Test**: Determines whether a client has an allergy or a hypersensitivity.

**Primary colors**: The three colors from which all colors are formed: yellow, red and blue.

**Quadramine® Complex**: A dual-charged hybrid protein complex consisting of all 19 amino acids in the proper sequence and exact molecular weights (150-2500) necessary to ensure maximum reconstruction, from the cuticle to the cortex, without over keratinization.

**Refine**: To counteract or neutralize an unwanted tone.

**Regrowth**: The area of hair closest to the scalp that has not been altered by chemical processes.

**Repigmentizing**: The method of replacing the warm pigments back into previously lightened hair to support going two or more levels darker.

**Retouch**: To apply color on the regrowth area.

**RPC (Remaining Pigment Contribution)**: The exposed warm pigment present at the level where you interrupt your lifting process.

**Secondary Colors**: A combination of two primary colors.

**Sorbitol**: Moisturizing crystals found in Vero K-PAK Lighteners.

**Squalene**: The moisturizing agent found in Veroxide.

**Tenacity**: The surface tension of the cuticle layer.

**Tertiary Colors**: A combination of a primary and secondary colors.

**Texture**: The size or diameter of the hair shaft. Composed of three categories: fine, medium and coarse.

**Tone**: The warmth or coolness of a color.

**Toning**: The use of pastel colors to enhance or refine prelightened hair.

**Virgin Hair**: Hair that has never been chemically processed.

**Water-Soluble**: Capable of dissolving in water.
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