the RPC, choose a color by working around the Color Wheel. To refine (neutralize) the RPC, choose its complementary (opposite) color. To enhance seen when lifting from darker levels. The RPC changes from level to level. exposes the warmer red and yellow tones under it. Varying shades of red/brown are RPC by working with the Color Wheel. The first primary to be removed is blue, which selection when lifting. You may choose to either enhance or refine (neutralize) the The Remaining Pigment Contribution (RPC) is crucial because it determines the tonal

	•	,		
	ənlB	Black	Ļ	
	t∍loiV\∍ulB	Epony Brown	2	
	t∍loiV	Darkest Brown	8	
	feloiV∖beЯ	Dark Brown	7	
	Рed	nworB muibəM	g	
	Red/Orange	nworB thgiJ	9	
	Orange	Dark Blonde	L	
	Yellow/Orange	Medium Blonde	8	
	Wolley	Light Blonde	6	
	Pale Yellow	Pale Blonde	10	
	Yellow/White	Palest Blonde	11	
PIGMENT	REMAINING	LEVEL DESCRIPTION	LEVEL NUMBER	

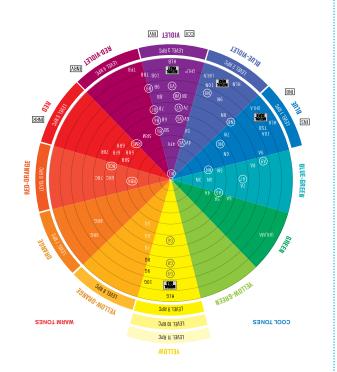
REMAINING PIGMENT CONTRIBUTION CHART (RPC)

Vero K-PAK Demi-Permanent Instant Gloss Toners.

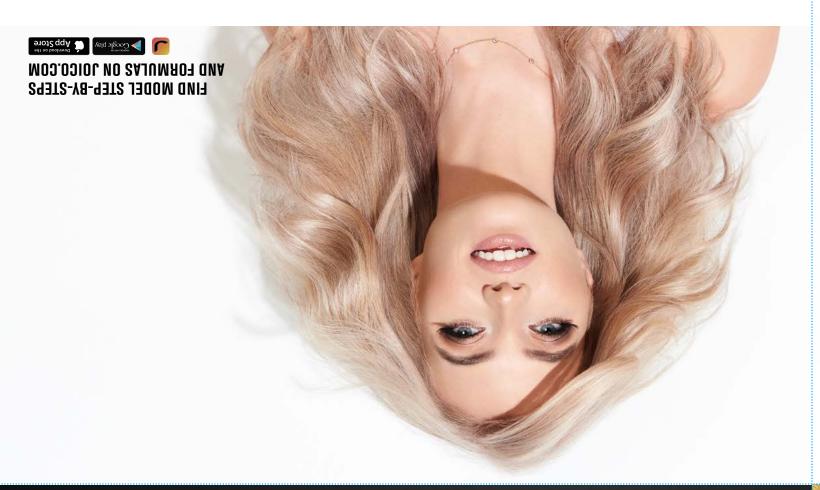
Vero K-PAK Chrome has circles around designators.

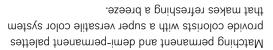
Intensifiers are outside of the Color Wheel and are represented as pure tones.

formulations recommended for 50% or more gray hair, not pure tones as are Vero K-PAK Age Defy Series is not represented on the Color Wheel. These are unique, preblended please refer to the Vero K-PAK Color System Resource Guide. For complete mixing timing and application instructions, 824 824 0080 : XN \ 887 E08 0081 : AIJARTZUA US / CANADA: (800) 44-JOICO / (800) 445-6426 JOICO TECHNICAL SUPPORT HOTLINE



THE VERO K-PAK COLOR SYSTEM COLOR WHEEL







DUAL-COLOR SYSTEM

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



post-service shampoo. Exception: Fashion Series and XTRA Reds require a .lwod oogments at the shampoo bowl.

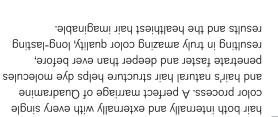
need for shampoo to remove color, means less texture makes color just plain easy to mix. And no A wax-free, water-soluble base with a pure crème WATER-SOLUBLE CRÈME BASE



a streamlined inventory. the box by creating endless color possibilities within artistic freedom, allowing colorists to think outside Intermixable true tone shades provide amazing



molecules, resulting in mind-blowing results that last Allows for faster, deeper penetration of the color TRANS-CUTICLE DELIVERY SYSTEM™ (TCD)



winning K-PAK Reconstructor, repairs and protects

Quadramine Complex, the magic inside our award-

QUADRAMINE COMPLEX®



DISCOVER A WORLD OF TRUE COLOR ARTISTRY



vibrancy, excellent condition, predictability and long-lasting color results every Reconstructor. This system, adored by colorists around the globe, delivers stunning Quadramine Complex*, the key technology inside our award-winning K-PAK* Repair and protect hair as you color with Vero K-PAK, $^{\mbox{\tiny (8)}}$ the only haircolor featuring







the **joi** of healthy color

©Joico® Laboratories, Los Angeles, CA 90042-0308 800.44.JOICO Printed in U.S.A. HAIR Joico Artistic Team COLOR Gion Vincent or Denis de Souza PHOTO Hama Sanders J68600

Rinse thoroughly. Acidify with K-PAK Professional Cuticle Sealer, rinse. Apply the K-PAK Color Therapy Shampoo to scalp and massage well. Work through hair lengths. Rinse thoroughly. Squeeze out excess water. Apply K-PAK Color Therapy Conditioner to hair lengths after squeezing out excess moisture. Massage throughout hair and leave in for 5 minutes. Rinse

thoroughly. Towel-dry hair. Style as needed with preferred Joico styling products.

POST-COLOR SERVICE

VERO K-PAK

PURE TONE PALETTE WITH K-PAK® CONDITION

PERMANENT CRÈME COLOR

- K-PAK technology repairs and protects hair
- Healthier-looking hair with every use
- Intermixable shades for endless possibilities

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.

Timing & Processing

- 20 Volume Developer (6%)
- 35 to 45 minutes at Room Temperature
 - 45 minutes for Coppers, Reds and Resistant Gray • 45 to 60 minutes for High-Lift shades



MIXING STANDARD SHADES

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



MIXING

HIGH-LIFT SHADES

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

PERMANENT CRÈME COLOR FOR HAIR WITH 50% OR MORE GRAY

- 3 AGE-DEFYING BENEFITS IN ONE TUBE
- 1 Softer, more manageable texture
- 2 Renewed luster and vibrancy
- 3 Restores optimal condition

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.

20 Volume (6%) • 50% or more gray • 40 to 45 minutes for Age Defy Series Age Defy Series shades are designed for clients with 50% or more gray hair. If used on clients with less than 50% gray, results may appear one or more levels darker.



AGE DEFY Series

MIXING

AGE DEFY SERIES

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

VERO K-PAJ

BOOSTS BRIGHTNESS & REFRESHES COLOR

DEMI-PERMANENT CRÈME COLOR

3N

2 VERY DARK BROWN

- The power of Vero K-PAK in a high-gloss demi
- Repairs and protects with Quadramine Complex • Ammonia-free, pure tone shades for total artistic freedom

POST-COLOR SERVICE

Process haircolor, then rinse hair thoroughly. Apply K-PAK Professional Cuticle Sealer, leave in hair 5 minutes, then rinse thoroughly. Shampoo with Color Endure or K-PAK Color Therapy, then rinse thoroughly. Apply K-PAK Intense Hydrator, leave in hair for 5 minutes, then rinse and style the hair with the desired Joico stylers.

Service	Timing & Processing			
Tone prelightened hair	• 5 to 20 minutes (without heat)			
Shine and condition	Clear Gloss: 20 minutes (without heat)			





MIXING **VERO K-PAK CHROME**

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

LIGHTENERS







VEROBLUE®

LIGHTENER

- For on-and off-scalp use
- Lifts up to 7 levels Contains conditioning ingredients to protect
- Dust-free for user comfort
- Ideal when controlled lift is desired

VERO K-PAK

• Fragrance-free formula

CRÈME LIGHTENER

- 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

Sorbitol Crystals for

· Ideal when fast-acting

- Lifts up to 8 levels • Contains K-PAK Keratin and moisturizing
 - optimal protection · Dust-free for user
 - comfort

lift is desired



JOICO FREEPLAY

• For off-scalp use

CLAY LIGHTENER

- 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
- Lifts up to 9 levels
- Infused with Tamanu and Monoi oils for beautiful, healthy-

looking blonde hair

· No need to add any additives





The most convenient way to break the natural haircolor base, Vero K-PAK Base Breaker lifts virgin hair 1 level in 10 minutes, making retouches between color services faster and easier than ever before. Available in two formulas-ORIGINAL and COOL-for even more quick-and-easy, business-boosting color services to add to your salon menu.

√ √	√ √
√	√
1	1
*	,
✓	✓
✓	
	√



VERO K-PAK DEMI-PERMANENT INSTANT **GLOSS TONERS**





In as little as five minutes, our Demi-Permanent Instant Gloss Toners neutralize and enhance the tone of prelightened hair, while packing a moisturizing punch to help eliminate dullness and

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.

MIXING

PERMANENT CRÈME COLOR

LEVEL	N NATURAL SERIES	ASH SERIES	GOLD SERIES		ED RIES	XR XTRA RED SERIES	BEIGE SERIES	VIOLET SERIES	FASHION SERIES	TONER SERIES	INTENSIFIER/ Corrector
ULTRA High Lift	UHLN	UHLA UHLMA					UHLP				Actua
HIGH LIFT	HLN	HLA	HLG				HLB			TSB	INB
10 VERY LIGHT BLONDE	10N	10A	10 G				10B			TBB	INS
9 LIGHT BLONDE	9N	9A	9G	9RG			9B			TPB	
8 MEDIUM BLONDE	8N	84	8 G	8RG			8B	8 V			
7 DARK BLONDE	7N	7A	7 G	7RC		7XR	7B	7 V			INRR
6 LIGHT BROWN	6N	6A	6G	6RC	6RR		6B	6 V	GFR		INRV
5 MEDIUM BROWN	5N	5A	5 G	5RM	5RR	5XR	5B	5V			INV
4 DARK BROWN	4N	4A		4RV	4VR			4V	4FV		CCV
3 EBONY BROWN	PER AND										

PERMANENT CRÈME COLOR / FOR HAIR WITH 50% OR MORE GRAY

NN+ NATURAL NATURAL SERIES	NA+ NATURAL ASH SERIES	NPA+ NATURAL PLATINUM ASH SERIES	NG+ NATURAL GOLD SERIES	BG+ BROWN GOLD SERIES	MB+ MOCHA BEIGE SERIES	BCR+ BROWN COPPER RED SERIES	NGC+ NATURAL GOLD COPPER SERIES	GC+ GOLD COPPER SERIES	NR+ NATURAL RED SERIES SERIES	
10NN+			eno in Asia	10GB+						
9NN+			9NG+	9GB+	9MB+					
8NN+			8NG+		8MB+		8NGC+	8GC+		
7NN+	7NA+	7NPA+	7NG+					7GC+		
6NN+	6NA+	6NPA+	6NG+	6BG+	6MB+		6NGC+	6GC+	6NR+	
5NN+		5NPA+	5NG+	5BG+	5MB+	5BCR+			5NR+	5NRM+
4NN+	4NA+	4NPA+	4NG+			4BRC+	4NGC+		4NRV+	

N1

AGE DEFY BALANCING ADDITIVES

VERO K-PAK CHrome

DEMI-PERMANENT CRÈME COLOR

N	A	៤	K	R	V
NATURAL SERIES	ASH Series	GOLD Series	RED Series	BEIGE Series	VIOLET SERIES
To 278 H 1991 B		00000000 NO. 117000 NO.			
N9	A9	G 9		B 9	V 9
N8	1.04 (6.00)	G8		MORPHUM BOOK	V 8
					AL STAIN
	A 7		The Party	B7	V 7
N6	die a	G6	RC6	B6	V6
	A5		RM5	B5	Market St.
N 4			DB/		V 4
N4			RB4		
					CLEAR GLOSS

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