

PURE TONE PALETTE WITH K-PAK® CONDITION

PERMANENT CRÈME COLOR

- K-PAK technology helps repair and protect 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.

MIXING



STANDARD SHADES

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



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.

Timing & Processing	
20 Volume Developer (6%)	<ul style="list-style-type: none"> • 35 to 45 minutes at Room Temperature • 45 minutes for Coppers, Reds and Resistant Gray • 45 to 60 minutes for High-Lift shades



VERO K-PAK® | AGE DEFY COLOR | DEFY

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

LEVEL	NN+ NATURAL NATURAL SERIES	NA+ NATURAL ASH SERIES	NPA+ NATURAL PLATINUM ASH SERIES	NG+ NATURAL GOLD SERIES	BG+ BROWN GOLD SERIES	NB+ NATURAL BROWN SERIES	MB+ MOCHA BEIGE SERIES	BCR+ BROWN COPPER RED SERIES	NGC+ NATURAL GOLD COPPER SERIES	GC+ GOLD COPPER SERIES	NR+ NATURAL RED SERIES	
10 VERY LIGHT BLONDE	10NN+				10GB+	10NB+						
9 LIGHT BLONDE	9NN+			9NG+	9GB+	9NB+						
8 MEDIUM BLONDE	8NN+			8NG+		8NB+	8MB+		8NGC+	8GC+		
7 DARK BLONDE	7NN+	7NA+	7NPA+	7NG+		7NB+				7CG+		
6 LIGHT BROWN	6NN+	6NA+	6NPA+	6NG+	6BG+	6NB+	6MB+		6NGC+	6CG+	6NR+	
5 MEDIUM BROWN	5NN+		5NPA+	5NG+	5BG+	5NB+	5MB+	5BCR+			5NR+	5NRM+
4 DARK BROWN	4NN+	4NA+	4NPA+	4NG+		4NB+		4BRC+	4NGC+		4NRV+	
3 EBONY BROWN												
2 VERY DARK BROWN		2NA+										
1 BLACK											AGE DEFY BALANCING ADDITIVES CLEAR CONTROLLER GRAY CONTROLLER	

VERO K-PAK AGE DEFY

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 Helps restore 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.

MIXING



AGE DEFY SERIES

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















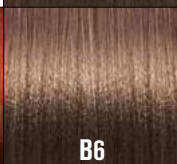



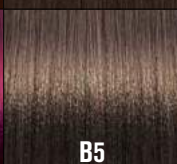


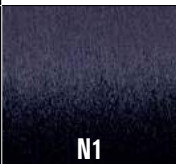
Veroxide (%)	Usage	Timing (without heat)
20 Volume (6%)	• 50% or more gray	• 40 to 45 minutes for Age Defy Series

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.



VERO K-PAK[®] chrome

DEMI-PERMANENT CRÈME COLOR

LEVEL	N NATURAL SERIES	A ASH SERIES	G GOLD SERIES	R RED SERIES	B BEIGE SERIES	V VIOLET SERIES	CLEAR
10 VERY LIGHT BLONDE							
9 LIGHT BLONDE	 N9	 A9	 G9		 B9	 V9	CLEAR GLOSS A versatile, non-pigmented shade. Use alone without heat to add shine and condition, or mix with any shade to reduce the intensity or depth of color deposit.
8 MEDIUM BLONDE	 N8		 G8			 V8	
7 DARK BLONDE		 A7			 B7	 V7	
6 LIGHT BROWN	 N6		 G6	 RC6	 B6	 V6	
5 MEDIUM BROWN		 A5		 RM5	 B5		
4 DARK BROWN	 N4			 RB4			
3 EBONY BROWN							
2 VERY DARK BROWN							
1 BLACK	 N1						

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

BOOSTS BRIGHTNESS & REFRESHES COLOR

DEMI-PERMANENT CRÈME COLOR

- The power of Vero K-PAK in a high-gloss demi
- Helps repair and protect 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.

MIXING



VERO K-PAK CHROME

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

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



LIGHTENERS

joicolor support products

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



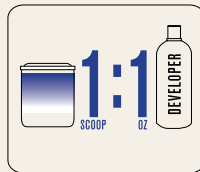
VERO K-PAK CRÈME LIGHTENER

- 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



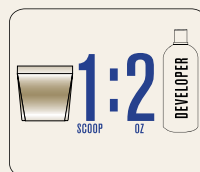
JOICO FREEPLAY CLAY LIGHTENER

- 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.

BASE BREAKER

joicolor support products

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 bleaching services faster and easier than ever before. Choose from two formulas: Original and Cool.

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

MIXING



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

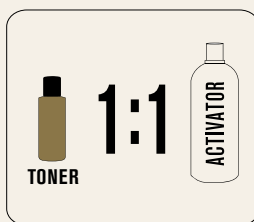


VERO K-PAK CHROME

DEMI-PERMANENT INSTANT GLOSS TONERS

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 bleaching services faster and easier than ever before. Choose from two formulas: Original and Cool.

MIXING



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.



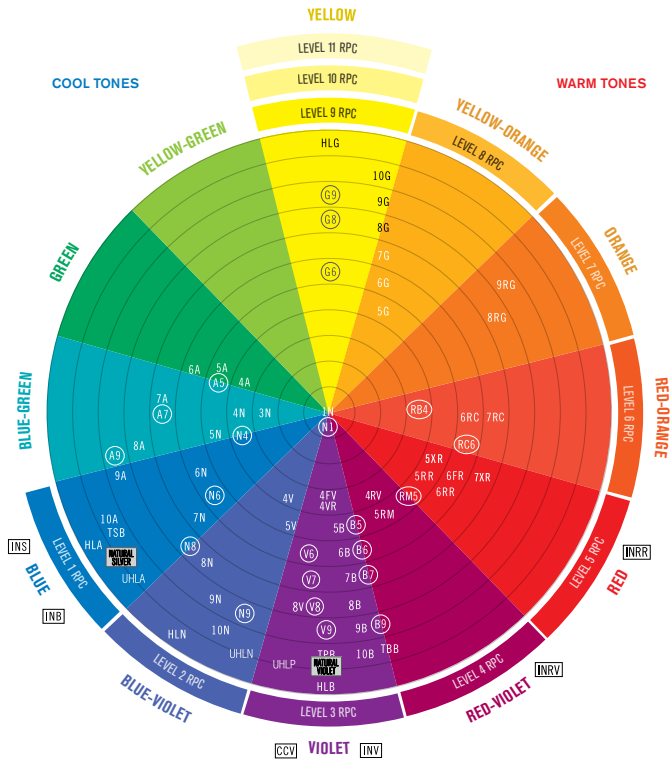
NATURAL SILVER



NATURAL VIOLET



VERO K-PAK COLOR SYSTEM COLOR WHEEL



Age Defy Series is not represented on the Color Wheel. These are unique, preblended formulations recommended for 50% or more gray hair, not pure tones as are Vero K-PAK Color shades.

- Intensifiers are outside of the Color Wheel and are represented as pure tones.
- Vero K-PAK Chrome has circles around designators.
- Vero K-PAK Demi-Permanent Instant Gloss Toners.

JOICO TECHNICAL SUPPORT HOTLINE
US / CANADA: (800) 44-JOICO / (800) 445-6426
AUSTRALIA: 1800 803 768 / NZ: 0800 456 426

For complete mixing timing and application instructions, please refer to the Vero K-PAK Color System Resource Guide.

REMAINING PIGMENT CONTRIBUTION CHART (RPC)

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

The Remaining Pigment Contribution (RPC) is crucial because it determines 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 to be 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.

To refine (neutralize) the RPC, choose its complementary (opposite) color. To enhance the RPC, choose a color by working around the Color Wheel.