

**JOICO**  
the **joi** of healthy hair



**VERO K-PAK<sup>®</sup>**  
**COLOR SYSTEM**

SWATCH CHART

# VERO K-PAK<sup>®</sup> COLOR

Just one try and you'll see why Vero K-PAK's pure tone permanent crème palette is a joy of artistically adventurous colorists everywhere. Our exclusive Quadramine<sup>®</sup> Complex—the key technology inside K-PAK Reconstructor—helps reconstruct each strand for healthy-looking hair after each service.

## PURE TONE PALETTE WITH K-PAK<sup>®</sup> CONDITION Permanent Crème Color

- K-PAK technology helps repair and protect hair
- Healthier-looking hair with every use
- Intermixable shades for endless possibilities

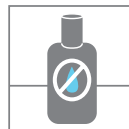


## FEATURES & BENEFITS



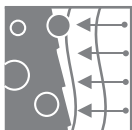
### PURE TONE SERIES

Intermixable pure tone shades provide amazing artistic freedom, allowing colorists to think outside the box by creating endless color possibilities with a streamlined palette. More bang for the buck, if you will.



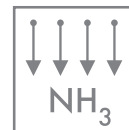
### WATER-SOLUBLE CRÈME BASE

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. Exception: Fashion Series and XTRA Reds require a post-service shampoo.



### TRANS-CUTICLE DELIVERY SYSTEM™ (TCD)

Allows for faster, deeper penetration of color molecules, resulting in beautiful haircolor that lasts.



### CALIBRATED AMMONIA SYSTEM

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.





# VERO K-PAK<sup>®</sup> chrome

Looking for the amazing vibrancy, condition, and creative control of Vero K-PAK<sup>®</sup> 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<sup>®</sup> 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 an ideal choice for male clients and gray blending.

## BOOSTS BRIGHTNESS & REFRESHES COLOR Demi-Permanent Crème Color

- K-PAK technology helps repair and protect hair
- Healthier-looking hair with every use
- Gentle, ammonia-free formula



## FEATURES & BENEFITS



### PURE TONE SERIES

Intermixable shades offer colorists complete artistic freedom.



### NO AMMONIA

No lifting of natural pigment or damage to hair's structure.






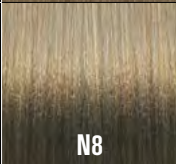
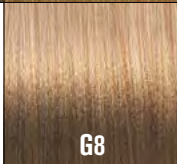


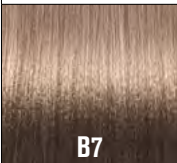

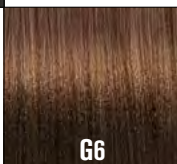

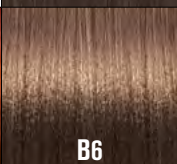
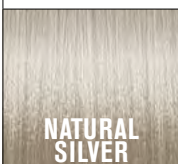
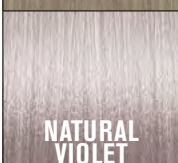
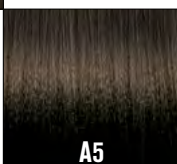

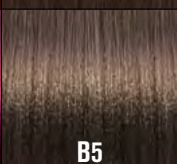


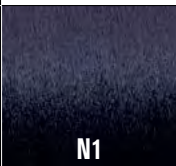


### ACIDIC pH

Seals the cuticle, leaving locks with a shiny, chrome-like finish.

# VERO K-PAK<sup>®</sup> chrome

## DEMI-PERMANENT CRÈME COLOR

LEVEL	<b>N</b> NATURAL SERIES	<b>A</b> ASH SERIES	<b>G</b> GOLD SERIES	<b>R</b> RED SERIES	<b>B</b> BEIGE SERIES	<b>V</b> VIOLET SERIES	CLEAR
<b>10</b> VERY LIGHT BLONDE							
<b>9</b> LIGHT BLONDE	 N9	 A9	 G9		 B9	 V9	<b>CLEAR GLOSS</b> 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.
<b>8</b> MEDIUM BLONDE	 N8		 G8			 V8	
<b>7</b> DARK BLONDE		 A7			 B7		
<b>6</b> LIGHT BROWN	 N6		 G6	 RC6	 B6		<b>INSTANT GLOSS TONERS</b>   <b>NATURAL SILVER</b>   <b>NATURAL VIOLET</b>
<b>5</b> MEDIUM BROWN		 A5		 RM5	 B5		
<b>4</b> DARK BROWN	 N4			 RB4			
<b>3</b> EBONY BROWN							
<b>2</b> VERY DARK BROWN							
<b>1</b> BLACK	 N1						

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





Bring back the glorious look and feel of youthful hair with Vero K-PAK Color Age Defy, our first haircolor proven to reverse the key signs of maturing hair. Vero K-PAK Color Age Defy offers complete, radiant gray coverage, plus three age-defying benefits in each tube of color.

### 3 AGE-DEFYING BENEFITS IN 1 TUBE Permanent Crème Color for 50% or more gray

- 1 Softer, more manageable texture
- 2 Renewed luster and vibrancy
- 3 Helps restore optimal condition

### DID YOU KNOW

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

- Visibly more gray
- Coarse and wiry
- Dull and “flat” looking
- Brittle and prone to damage



### AGE-DEFYING SCIENCE

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



#### 3-DEFENSE TECHNOLOGY

A deep-penetrating blend of time-released lipids, essential amino acids, and bio-mimetic ceramides that help soften and smooth the hair structure for renewed luster, condition, and manageability that makes styling a breeze.



#### QUADRAMINE<sup>®</sup> COMPLEX

The key technology inside our award-winning\* K-PAK Reconstructor. Our exclusive Quadramine Complex helps reconstruct each strand for healthy-looking hair after each service.

\*Stylist's Choice Award Winner in 2001-2015, 2017

# VERO K-PAK® | AGE COLOR | DEFY

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

LEVEL	<b>NN+</b> NATURAL NATURAL SERIES	<b>NA+</b> NATURAL ASH SERIES	<b>NPA+</b> NATURAL PLATINUM ASH SERIES	<b>NG+</b> NATURAL GOLD SERIES	<b>BG+</b> BROWN GOLD SERIES	<b>NB+</b> NATURAL BROWN SERIES	<b>MB+</b> MOCHA BEIGE SERIES	<b>BCR+</b> BROWN COPPER RED SERIES	<b>NGC+</b> NATURAL GOLD COPPER SERIES	<b>GC+</b> GOLD COPPER SERIES	<b>NR+</b> NATURAL RED SERIES	
<b>10</b> VERY LIGHT BLONDE	10NN+				10GB+	10NB+						
<b>9</b> LIGHT BLONDE	9NN+			9NG+	9GB+	9NB+						
<b>8</b> MEDIUM BLONDE	8NN+			8NG+		8NB+	8MB+		8NGC+	8GC+		
<b>7</b> DARK BLONDE	7NN+	7NA+	7NPA+	7NG+		7NB+				7CG+		
<b>6</b> LIGHT BROWN	6NN+	6NA+	6NPA+	6NG+	6BG+	6NB+	6MB+		6NGC+	6CG+	6NR+	
<b>5</b> MEDIUM BROWN	5NN+		5NPA+	5NG+	5BG+	5NB+	5MB+	5BCR+			5NR+	5NRM+
<b>4</b> DARK BROWN	4NN+	4NA+		4NG+		4NB+			4NGC+		4NRV+	
<b>3</b> EBONY BROWN												
<b>2</b> VERY DARK BROWN		2NA+										
<b>1</b> BLACK												

AGE DEFY BALANCING ADDITIVES

CLEAR CONTROLLER

GRAY CONTROLLER

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**VERO K-PAK<sup>®</sup>**  
**COLOR**

Download the JoiColor System App or  
visit **JOICO.COM** to learn exclusive techniques.

