

NEW

JOICO
the **joi** of healthy hair

VERO K-PAK COLOR

PERMANENT CRÈME COLOR

BLUE ASH SERIES

Ready to see what a little blue will do? With **Vero K-PAK'S NEW Blue Ash Series**, you'll have the power to create cool-as-can-be blonde and brunette looks without an ounce of unwelcome warmth. In a single service, those unwanted brassy tones are instantly neutralized and countered with a targeted blue-hued base; while the formula, containing our exclusive Quadramine® Complex, helps deliver luxe, healthy-looking hair.



6BA

7BA

8BA

9BA

WHEN BLUE MEETS BRASS

Here's Why You'll Love It...

- Cools unwanted warmth and brassiness
- Helps repair and protect with Quadramine® Complex
- Intermixable pure tone shades for amazing artistic freedom and creative shade possibilities
- Delivers healthy-looking, long-lasting color results

Ideal When:

- You want the artistic freedom to create cool, blue ash-based color creations
- You want to lock in vibrancy and shine
- You want to help reconstruct each strand for healthy-looking hair after every single service

Now Let's Use It...

HOW TO MIX



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

NOTE: The Blue Ash Series is not intended to cover gray. The Blue Ash shades should not be

used alone on bleached or very porous hair due to unpredictable color results.

POST-COLOR SERVICE

Vero K-PAK Color 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 again. Apply K-PAK Hydrator, leave in for 5 minutes, then rinse.

DEFY DAMAGE SERVICE

For bond-strengthening damage prevention and color protection, use Joico Defy Damage ProSeries 1 before color service and Joico Defy Damage ProSeries 2 as a post-service treatment.

