

NEW

JOICO
the **joī** 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...



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

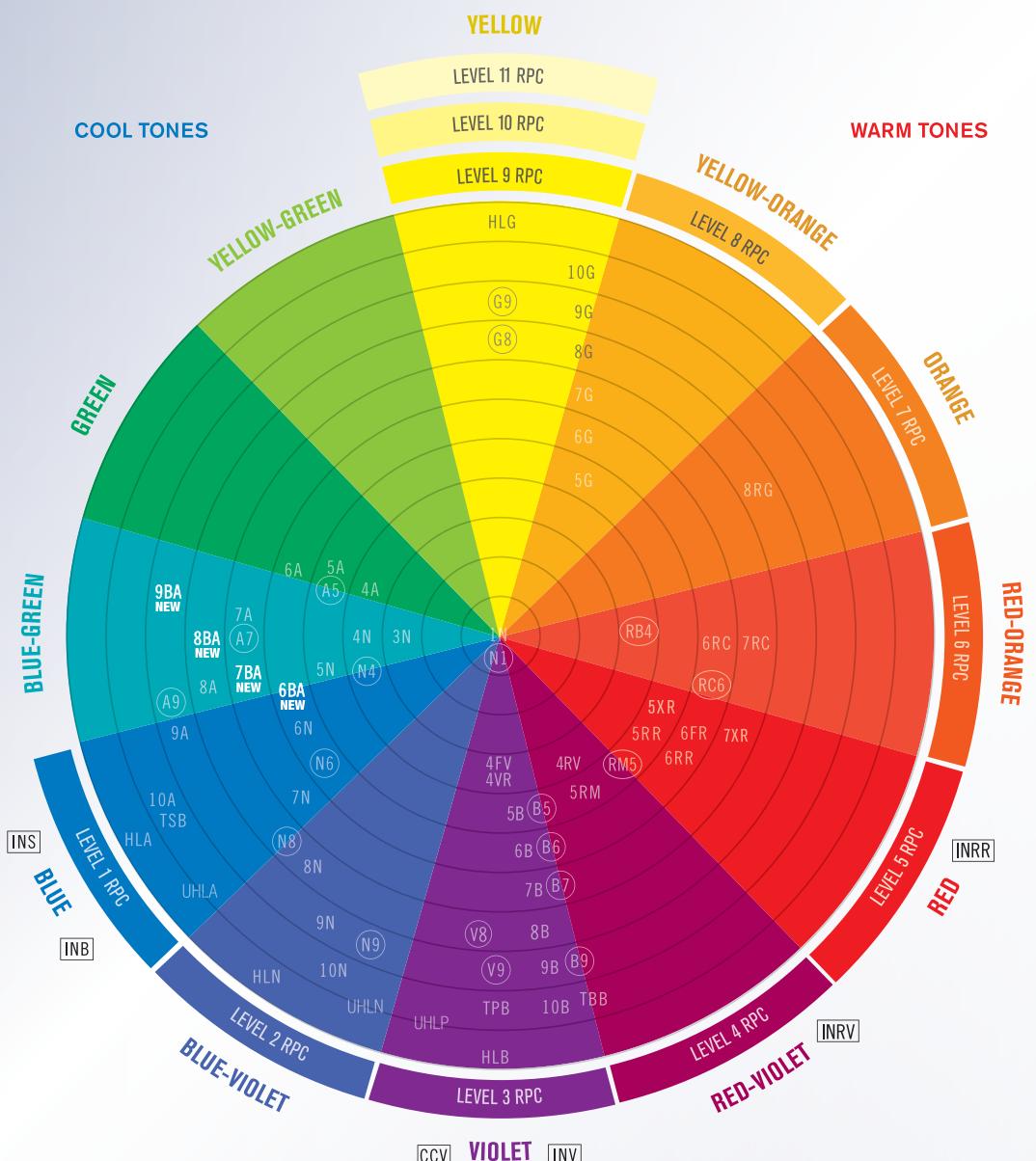
NOTE: The Blue Ash Series is not intended to cover gray. The Blue Ash shades should not be used alone on bleached or very porous hair due to unpredictable color results.

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.



FAQ

Q: Can these shades be intermixed with other shades in the Vero K-PAK palette?

A: Yes, the Vero K-PAK Blue Ash shades can be intermixed with other Vero K-PAK shades for color customization.

Q: Will Blue Ash shades neutralize unwanted brassy undertones?

A: Yes, our Blue Ash Series is designed to neutralize hair's natural remaining pigment and to impart additional blue-ash tones—for our coolest result in one step. Please refer to the Color Wheel for guidance.

Q: Can Vero K-PAK Blue Ash shades be used alone for gray coverage?

A: This is not recommended unless a high-fashion result is the goal.

Q: How would I cover gray using these shades?

A: Blue Ash shades are not intended for gray coverage. However, if a client is over 25% gray, then the same percentage of N or B series should be added to the color formula to ensure sufficient gray coverage.

Q: Can I use this series on prelightened hair?

A: No, due to unpredictable color results