

VERO K-PAK[®] COLOR SYSTEM

SWATCH CHART



VERO K-PAK[®] COLOR

PERMANENT CRÈME COLOR

LEVEL	N NATURAL SERIES	A ASH SERIES	G GOLD SERIES	R RED SERIES	XR XTRA RED SERIES	B BEIGE SERIES	BA BLUE ASH SERIES	F FASHION SERIES	TONER SERIES	INTENSIFIERS/ CORRECTOR
ULTRA HIGH LIFT	UHLN	UHLA				UHLP				
HIGH LIFT	HLN	HLA							TSB	INB
10 VERY LIGHT BLONDE	10N	10A				10B			TBB	INS
9 LIGHT BLONDE	9N	9A	9G			9B	9BA		TPB	
8 MEDIUM BLONDE	8N	8A	8G	8RG		8B	8BA			
7 DARK BLONDE	7N	7A	7G	7RC	7XR	7B	7BA			INRR
6 LIGHT BROWN	6N	6A	6G	6RC	6RR	6B	6BA	6FR		
5 MEDIUM BROWN	5N	5A	5G	5RM	5RR	5XR	5B			INV
4 DARK BROWN	4N	4A		4RV	4VR			4FV		CCV
3 EBONY BROWN	3N									
2 VERY DARK BROWN										
1 BLACK	1N									

VERO K-PAK COLOR

PURE TONE PALETTE WITH K-PAK® CONDITION

PERMANENT CRÈME COLOR

- Quadramine® Complex helps repair and protect hair
- Healthy-looking hair with every use
- Intermixable shades for endless possibilities

POST-COLOR SERVICE

Vero K-PAK Color does NOT need to be shampooed from hair following processing, with the exception of Fashion and Xtra Red shades. 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 5 minutes, 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.

Veroxide (%)	Usage	Timing (without heat)
5 Volume (1.5%) VeroGlaze	<ul style="list-style-type: none"> • Deposit only 	<ul style="list-style-type: none"> • 5 to 20 minutes
10 Volume (3%)	<ul style="list-style-type: none"> • Primarily to deposit • Tone-on-tone • Lifts ½ to 1 level, depending on chosen color 	<ul style="list-style-type: none"> • 25 to 35 minutes • 35 minutes for coppers and reds
20 Volume (6%)	<ul style="list-style-type: none"> • Primarily for gray • Lifts 1 to 2 levels, depending on chosen color 	<ul style="list-style-type: none"> • 35 to 45 minutes • 45 minutes for coppers, reds, or resistant gray
30 Volume (9%)	<ul style="list-style-type: none"> • Lifts 2 to 3 levels, depending on chosen color 	<ul style="list-style-type: none"> • 45 to 55 minutes
40 Volume (12%)	<ul style="list-style-type: none"> • Lifts 3 to 4 levels, depending on chosen color 	<ul style="list-style-type: none"> • 55 to 65 minutes



VERO K-PAK® | AGE DEFY COLOR

PERMANENT CRÈME COLOR | FOR 50% OR MORE GRAY

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

Swatch colors in this chart are for representative use only. Actual results may vary.

VERO K-PAK[®] | AGE DEFY COLOR | DEFY

FOR 50% OR MORE GRAY

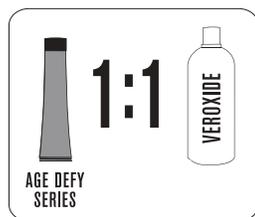
3 AGE-DEFYING BENEFITS IN ONE TUBE

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

POST-COLOR SERVICE

Vero K-PAK Age Defy shades do NOT need to be shampooed from hair following processing. Simply rinse well, towel-dry, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse again, towel-dry, and complete with K-PAK Hydrator for 5 minutes. Rinse again and towel-dry.

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 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	R RED SERIES	B BEIGE SERIES	V VIOLET SERIES	CLEAR
10 VERY LIGHT BLONDE						
9 LIGHT BLONDE	N9	A9		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				V8	
7 DARK BLONDE		A7		B7		
6 LIGHT BROWN	N6					
5 MEDIUM BROWN			RM5	B5		
4 DARK BROWN	N4		RB4			
3 EBONY BROWN						
2 VERY DARK BROWN						
1 BLACK						

Swatch colors in this chart are only representations.

Consult the Vero K-PAK Color System Swatchbook for a more accurate guide.

VERO K-PAK CHROME

BOOST BRIGHTNESS & REFRESH COLOR

DEMI-PERMANENT CRÈME COLOR

- The power of Vero K-PAK in a high-gloss demi
- Helps repair and protect with Quadramine® Complex
- Gentle, ammonia-free formula

POST-COLOR SERVICE

To prevent staining, emulsify haircolor by massaging the hairline before adding water.

- Rinse until the water runs clear.
- Shampoo with K-PAK or K-PAK Color Therapy Shampoo. Rinse and towel blot.
- Apply K-PAK Cuticle Sealer, leave in 5 minutes. Rinse and towel blot.
- Apply K-PAK Hydrator, leave in 5 minutes. Rinse and towel blot.

MIXING

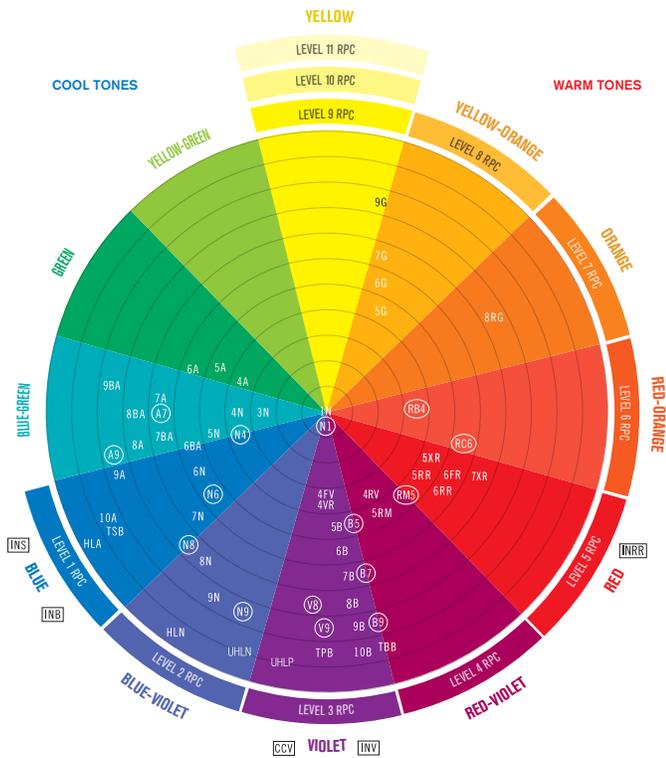


VERO K-PAK CHROME
Mix 1 part Vero K-PAK Chrome
to 2 parts Vero K-PAK Chrome
Activator Crème Developer.

Service	Timing & Processing
Enhance natural color	<ul style="list-style-type: none"> • 20 minutes (without heat) • Apply to clean, dry hair
<ol style="list-style-type: none"> 1. Intense/Darker Result 2. Resistant Hair 3. Longer-lasting Result 4. Gray Blending 5. Reds 	<ul style="list-style-type: none"> • 15 minutes (with processing cap) under pre-heated dryer; 5-minute cooldown (no cap) • Apply to clean, dry hair
<ol style="list-style-type: none"> 1. Color Balance 2. Following a Perm or Relaxer 	<ul style="list-style-type: none"> • 20 minutes with processing cap (without heat) • Apply to dry hair • Test strand often for best results • Apply to damp hair after a perm or relaxer
Tone Prelightened Hair	<ul style="list-style-type: none"> • 5 to 20 minutes (without heat) • Apply to dry hair • Test strand often for best results
Shine & Condition	<ul style="list-style-type: none"> • Clear Gloss: 20 minutes (without heat)



VERO K-PAK COLOR SYSTEM COLOR WHEEL



Age Defy shades are not represented on the Color Wheel; they are pre-blended formulations recommended for 50% or more gray hair, not pure tones.

- Intensifiers are outside the Color Wheel and represented as pure tones.
- Vero K-PAK Chrome shades have circles around designators.

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

REMAINING PIGMENT CONTRIBUTION (RPC)

The RPC is crucial because it influences 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 removed is blue, which exposes the warmer red and yellow tones underneath. Varying shades of red/brown are visible when lifting from darker levels.

The RPC changes from level to level, starting at Level 4.

LIGHTENERS

joicolor support products

Formulated with good-for-your-hair ingredients, our Joico lighteners help provide ideal control, cuticle protection, and client comfort while lifting hair to your desired level.



VERO K-PAK® VEROLIGHT® LIGHTENING POWDER

- For on-and off-scalp use
- Lifts up to 8 levels
- Contains K-PAK Keratin and moisturizing Sorbitol Crystals
- Dust-free for user comfort
- Ideal when fast-acting lift is desired



VERO K-PAK® CRÈME LIGHTENER

- Fragrance-free formula
- Fast-acting for 8 levels of on-and off-scalp lift
- Contains Shea Butter
- Contains moisturizing Sorbitol Crystals



BLONDE LIFE® LIGHTENING POWDER

Build Bonds for Strong Blondes

- Delivers up to 9+ levels of fast-acting lift!
- Our fastest* way to lighten & brighten hair!
- Strengthens hair, reducing breakage by over 54%** in just one treatment
- A powerhouse formula including Tamanu and Monoi oils



BLONDE LIFE® CRÈME LIGHTENER

Build Bonds for Strong Blondes

- Delivers up to 9+ levels of fast-acting lift!
- Reduces breakage by 77% in one application*
- Designed for on-/off-scalp application & easy rinsing*
- Strengthens hair, making it 2x more resistant to breakage**



BLONDE LIFE® BALAYAGE LIGHTENER

Build Bonds for Strong Blondes

- Delivers up to 7+ levels of fast-acting lift
- Boosted with Blonde Life Lightening Powder technology
- Soft clay texture stays put when lifting
- Stays moist and does not transfer while processing
- Formulated with bond-building Arginine + our signature Tamanu-Monoi oil blend for beautiful blonde hair



* vs. other Joico lighteners

** Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque vs. a non-conditioning bleach

* vs. other Joico crème lighteners

** Against combing breakage on damaged hair, when used with Blonde Life Brightening Masque

JOICO TECHNICAL SUPPORT HOTLINE
US / CANADA: (800) 44-JOICO
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.

JOICO.COM      