

JOICO
the **joi** of healthy hair

VERO K-PAK
COLOR SYSTEM

RESOURCE
GUIDE



VERO K-PAK® COLOR SYSTEM



Repair and protect hair as you color with Vero K-PAK®, our only haircolor system featuring Quadramine® Complex—the same technology inside Joico's award-winning* K-PAK® Reconstructor.

From artist-preferred pure tones to pre-blended shades for age-defying gray coverage, Vero K-PAK Color delivers vibrant, lasting, healthy-looking color results every time.

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

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**HAIRCOLOR
BASICS**

HOW HAIRCOLOR WORKS

Knowing what makes up haircolor, its categories, and its bases will provide you with confidence and options.

THE THREE KEY INGREDIENTS IN PERMANENT HAIRCOLOR

AMMONIA (pH 9-11)

Swells the hair shaft, raises pH, and opens the cuticle, allowing for penetration of the haircolor molecules.

HYDROGEN PEROXIDE (pH 3.5 TO 3.8)

Supplies the oxygen needed to fuel the oxidation process, which:

- A. Decolorizes the melanin granules (natural pigment) in the cortex
- B. Develops the intermediate dyes to produce new haircolor

INTERMEDIATE DYES

The oxidative dyes used to produce permanent haircolor.



THE FOUR CATEGORIES OF HAIRCOLOR

TEMPORARY

SEMI-PERMANENT

DEMI-PERMANENT

PERMANENT



- Only coats the cuticle layer
- Not mixed with developer
- Lasts one shampoo
- Does not alter melanin (natural pigment)



- Coats the cuticle
- Not mixed with developer
- Lasts approximately 4 to 20 shampoos
- Uses large, direct dyes
- Does not alter melanin (natural pigment)



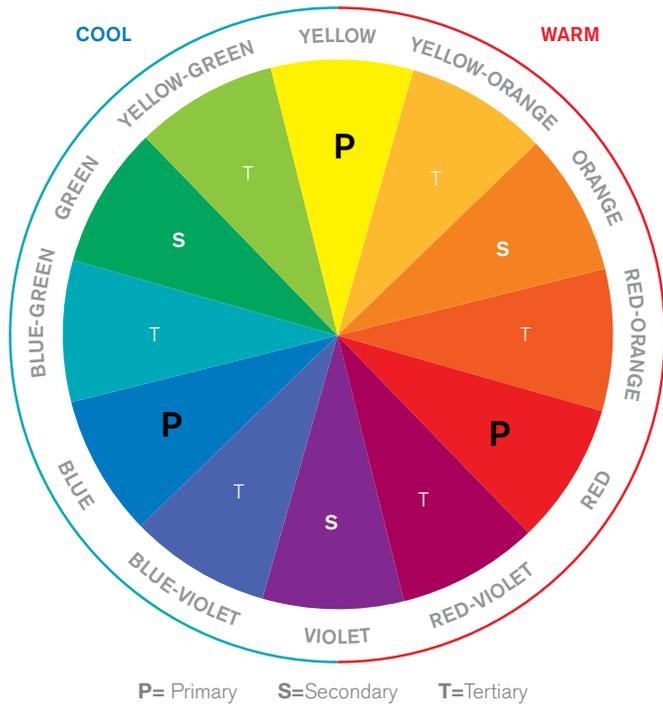
- Penetrates the cuticle and slightly penetrates the cortex
- Mixed with low volume developer
- Lasts approximately 4 to 12 weeks (depending on hair porosity)
- Deposit-only haircolor
- Can be acidic or alkaline
- Gray blending ability
- Combination of direct and indirect dyes



- Fully penetrates the cortex
- Mixed with 10 Volume (3%), 20 Volume (6%), 30 Volume (9%), or 40 Volume (12%) developer
- Can lighten hair
- 100% gray coverage
- Permanently alters the melanin (lightens natural pigment)

THE LAWS OF COLOR

Haircolor is based on the law of color; the same system artists follow when mixing paints. Mastering its principles will provide you with the artistic freedom to create unique and brilliant haircolor for every client.



THE COLOR WHEEL

PRIMARY COLORS

Every color imaginable can be formed by mixing the three primary colors (red, yellow, and blue). Combining all three primary colors together (in varying proportions) creates brown.

SECONDARY COLORS

Two primaries, mixed together in equal proportion, create a secondary color.

TERTIARY COLORS

Mixing a primary and a neighboring secondary in equal proportion creates a tertiary color.

MIXING COLOR

PRIMARY

- **Yellow**
Reflects light

- **Red**
Brightest primary; gives unsurpassed vibrancy

- **Blue**
Gives depth to color while absorbing light

SECONDARY

- **Orange**
 - Yellow + Red
 - Strongest and only warm secondary

- **Violet**
 - Red + Blue
 - Cool secondary due to blue overpowering warm primaries

- **Green**
 - Blue + Yellow
 - Coolest secondary due to blue overpowering warm primaries

TERTIARY

- **Yellow-Orange**
 - Yellow + Orange
 - Warm

- **Red-Orange**
 - Red + Orange
 - Warm

- **Red Violet**
 - Red + Violet
 - Warm

- **Blue-Violet**
 - Blue + Violet
 - Cool

- **Blue-Green**
 - Blue + Green
 - Cool

- **Yellow-Green**
 - Yellow + Green
 - Cool

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.

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



REFINEMENT EXAMPLE 1



Natural Level = 4
Desired Level = 6
RPC at Desired Level = Red-Orange
Refine (Neutralize) With = Blue-Green

REFINEMENT EXAMPLE 2



Natural Level = 5
Desired Level = 7
RPC at Desired Level = Orange
Refine (Neutralize) With = Blue

Note: Always remember that the RPC can override pigmentation at the same working level.

VERO K-PAK[®] COLOR

PERMANENT CRÈME COLOR



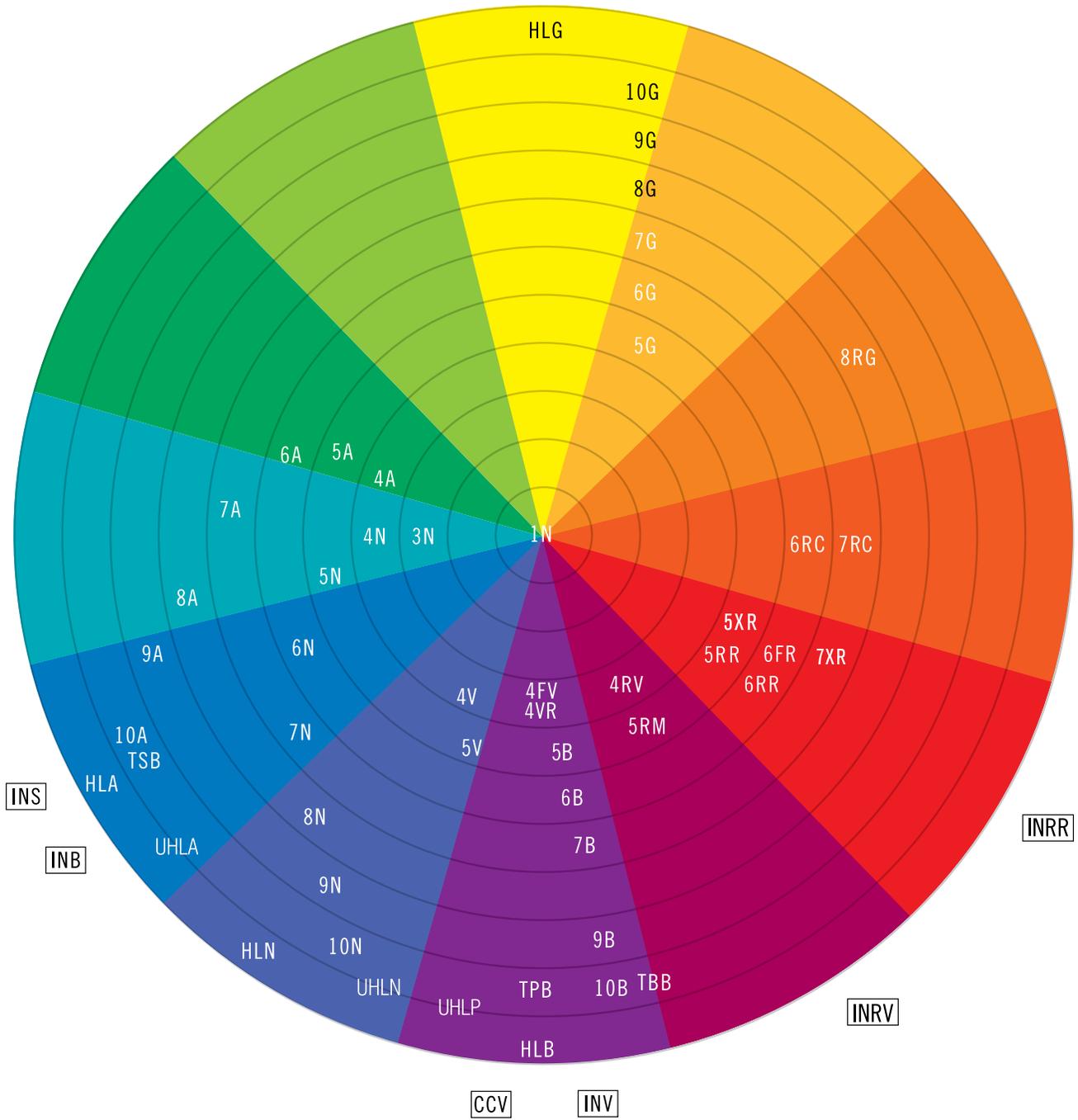
VERO K-PAK[®] COLOR

PERMANENT CRÈME COLOR

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

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

THE VERO K-PAK COLOR COLOR WHEEL



☐ Intensifiers are outside the Color Wheel

TECHNOLOGY

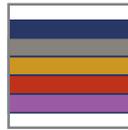


QUADRAMINE® COMPLEX

What it is: Quadramine Complex, the key technology in our award-winning* K-PAK Reconstructor, reconstructs strands internally and externally with every color process—resulting in amazing color quality, long-lasting results, and healthy-looking hair that shows off haircolor beautifully.

Why you'll love it: The presence of stabilized Quadramine Complex in Vero K-PAK Color formulas serves a dual purpose. First, it helps reconstruct the hair both internally and externally, resulting in strong and healthy-looking hair following the color process. Second, the natural affinity between Quadramine Complex and the hair structure helps promote quick and deep penetration of the dye molecules, resulting in exceptional pigmentation and longevity.

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



PURE TONE SERIES

What it is: Intermixable pure tone shades provide amazing artistic freedom, allowing colorists to think outside the box by creating endless color possibilities within a streamlined inventory. More bang for the buck, if you will.

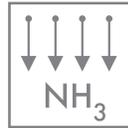
Why you'll love it: Intermixable pure tones allow colorists to create one-of-a-kind haircolor.



WATER-MISCIBLE CRÈME BASE

What it is: A creamy, water-miscible base makes color easy to mix as well as rinse out. Plus, no need for a post-process shampoo means less saturation loss at the shampoo bowl.

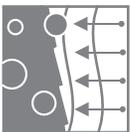
Why you'll love it: Because there is no need to shampoo, freshly deposited dye molecules are given time to stabilize in the hair, resulting in less color loss.



CALIBRATED AMMONIA SYSTEM

What it is: This requires each level to contain only the precise percentage of ammonia necessary, reducing odor while delivering vibrant, healthy-looking color.

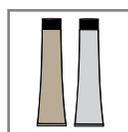
Why you'll love it: A just-right dose of ammonia means less cuticle damage, less odor, and visibly healthy color results.



TRANS-CUTICLE DELIVERY SYSTEM (TCD)

What it is: Supports fast, deep dye delivery for rich, lasting color results.

Why you'll love it: The Trans-Cuticle Delivery System promotes rapid, deep penetration of the dye molecules, resulting in extraordinary color longevity. It also accelerates the penetration of the amino acids in Quadramine Complex, boosting its reconstructive action.



DUAL-COLOR SYSTEM

Matching permanent and demi-permanent palettes allow you to touch up new growth while using an ammonia-free color to refresh the midshaft and ends—a win-win situation for client and colorist alike!

PERMANENT CRÈME COLOR

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



WHY YOU'LL LOVE IT

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

HOW TO MIX



Standard shades: Mix 1 part Vero K-PAK Color to 1 part Vero K-PAK Color Veroxide.

Timing: Process for 35-45 minutes at room temperature. Process for 45 minutes for coppers, reds, and resistant gray hair.

Veroxide (%)	Usage	Timing (without heat)
5 Volume (1.5%) VeroGlaze	• Deposit only	• 5 to 20 minutes
10 Volume (3%)	• Primarily to deposit • Tone-on-tone • Lifts ½ to 1 level, depending on chosen color	• 25 to 35 minutes • 35 minutes for coppers and reds
20 Volume (6%)	• Primarily for gray • Lifts 1 to 2 levels, depending on chosen color	• 35 to 45 minutes • 45 minutes for coppers, reds, and resistant gray
30 Volume (9%)	• Lifts 2 to 3 levels, depending on chosen color	• 45 to 55 minutes
40 Volume (12%)	• Lifts 3 to 4 levels, depending on chosen color	• 55 to 65 minutes

POST-COLOR SERVICE

Vero K-PAK Color does NOT need to be shampooed from hair following processing, except for Fashion and Xtra Red series. 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.



XTRA RED SERIES

Get **red-y** to make a lasting, impactful impression with Vero K-PAK's Xtra Red Series — formulated with our QuadraBond™ Peptide Complex for extraordinarily intense reds with outstanding vibrancy, shine, and longevity.



WHY YOU'LL LOVE IT

- Results last longer vs. our standard reds
- Increases shine by up to 200%*, leaving hair luminous and vibrant

QuadraBond Peptide Complex

- Formulated with Keratin Peptides, Arginine, dual-polymers, and African Manketti Oil to help repair, nourish, and condition hair.
- Helps restore and protect the β-layer, hair's first line of defense against color loss.

* Against untreated hair

SHADE

PREDOMINANT BASE

7XR	Scarlet		 Red
5XR	Crimson		 Dark Red

HOW TO MIX



10 Volume (3%): Primarily for deposit. May also give from ½ to 1 level of lift, depending on chosen.

20 Volume (6%): Gives 1-2 levels of lift, depending on chosen color.

Timing: Process for 30 to 45 minutes.

Gray Coverage

For hair with over 25% gray, Vero K-PAK Xtra Reds must be mixed with Vero K-PAK Natural or Age Defy series shades.

POST-COLOR SERVICE

Vero K-PAK Xtra Reds Series must be shampooed from hair following processing. To prevent staining, emulsify haircolor by massaging the hairline before adding water.

1. Rinse until water runs clear.
2. Apply K-PAK Cuticle Sealer, leave in hair for 5 minutes. Rinse and towel blot.
3. Shampoo with K-PAK Color Therapy Shampoo. Rinse and towel blot.
4. Apply K-PAK Hydrator, leave in hair for 5 minutes. Rinse and towel blot.

FASHION SERIES

Want major wow-factor? With just a swish of your brush, this pigment-powered palette produces vivid, vibrant, simply electrifying results. Even the most daring color clients will be blown away.



WHY YOU'LL LOVE IT

- Can be used alone or mixed with the other Vero K-PAK Color Series and Intensifiers
- Contains special direct dyes (larger pre-formed color molecules) to create intense tone at each level
- Creates brilliant tones when used alone

HOW TO MIX



Mix equal parts Vero K-PAK Color Fashion Series and Veroxide. If the hair condition is questionable, add another red that does not contain direct dyes to the formula.

Timing: Process for 30 to 45 minutes.

SHADE

PREDOMINANT BASE

6FR	Crimson Red		 Red
4FV	Wild Orchid		 Violet

Gray Coverage

When working with hair that is 25% or more gray, always mix with Natural, Gold, Beige, or Age Defy shades. Remember, Fashion Series shades are designed to create fashion tones. For ideal gray coverage and natural-looking reds, use the Vero K-PAK Color Red Series.

POST-COLOR SERVICE

Vero K-PAK Fashion Series must be shampooed from hair following processing. To prevent staining, emulsify haircolor by massaging the hairline before adding water.

1. Rinse until water runs clear.
2. Apply K-PAK Cuticle Sealer, leave in hair for 5 minutes. Rinse and towel blot.
3. Shampoo with K-PAK Color Therapy. Rinse and towel blot.
4. Apply K-PAK Hydrator, leave in hair for 5 minutes. Rinse and towel blot.

HIGH LIFT SERIES

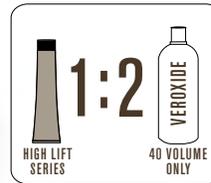
Maximum lift and condition in a single-process blonding service? It's here! Thanks to a potent cuticle-conditioning cocktail of Quadramine Complex and emollients, our High Lift Series provides remarkably beautiful and healthy-looking high-lift results.



WHY YOU'LL LOVE IT

- Formulated with Quadramine Complex and Lecithin, a naturally derived emollient, to provide healthy-looking high-lift results while maintaining hair's integrity
- Lifts up to four levels, from a natural Level 6 and lighter
- Assists the refinement of RPC when lifting

HOW TO MIX



Mix 1 part Vero K-PAK Color High Lift to 2 parts 40 Volume (12%) Veroxide.

Timing: Process for 45 to 60 minutes; 60 minutes for maximum lift and deposit.

SHADE			PREDOMINANT BASE	TONAL RESULTS
HLN	High Lift Natural Blonde		● Blue-Violet	For very pale natural blonde tones
HLA	High Lift Ash Blonde		● Blue	For very pale cool blonde tones
HLB	High Lift Beige Blonde		● Violet	For very pale beige blonde tones
HLG	High Lift Golden Blonde		● Yellow	For very pale golden blonde tones

Note: These colors were developed to create the lightest single-process blonding results; they are NOT ideal for gray coverage.

POST-COLOR SERVICE

Since Vero K-PAK Color is water-miscible, there is no need to shampoo. Simply rinse hair until the water runs clear, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse hair again, then apply K-PAK Hydrator for 5 minutes. Do a final rinse, then blot hair dry.

ULTRA HIGH-LIFT SERIES FOR EXTREME REFINEMENT

Need help hitting those ultra-high, ultra-cool blonde shades? Our Ultra High-Lift Series lifts hair up to four levels and tones **in one step**—delivering the lightness you want while providing the control over warmth you need.



WHY YOU'LL LOVE IT

- Lifts 3-4 levels and tones in one step
- Ideal for deeper blonde clients with too much exposed warmth
- Provides more control over unwanted warm tones and neutral results

HOW TO MIX



Mix 1 part Vero K-PAK Color High Lift to 2 parts 40 Volume (12%) Veroxide.

Timing: Process for 45 to 60 minutes; 60 minutes for maximum lift and deposit.

SHADE			PREDOMINANT BASE	HAIR LEVEL
UHLP	Ultra High-Lift Platinum		Violet	Ideal for level 7 and lighter
UHLN	Ultra High-Lift Natural		Blue-Violet	Ideal for level 7 and lighter
UHLA	Ultra High-Lift Ash		Blue	Ideal for level 6 and lighter

POST-COLOR SERVICE

Since Vero K-PAK Color is water-miscible, there is no need to shampoo. Simply rinse hair until the water runs clear, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse hair again, then apply K-PAK Hydrator for 5 minutes. Do a final rinse, then blot hair dry.

COLOR TONER

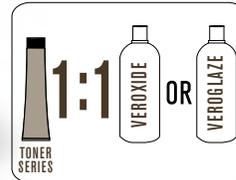
A little (or a lot) off tone after that bleach service? Tone hair to your desired result with Vero K-PAK Color Toners, our pastel shades specially designed to enhance or refine prelightened hair.



WHY YOU'LL LOVE IT

- Transforms bleached, off-tone results into beautiful, healthy-looking, double-process blonde shades
- May be mixed with Vero K-PAK Color Levels 8 and lighter to customize toner formula
- Formulated with Quadramine Complex and Lecithin to help reconstruct and condition hair while toning

HOW TO MIX



Mix equal parts Toner and 10 (3%) or 20 (6%) Volume Veroxide or VeroGlaze.

Timing: Process for 5 to 20 minutes, checking every five minutes until the desired result is achieved.

SHADE		PREDOMINANT BASE	REFINEMENT
TSB	Toner Silver Blonde	 Blue	For silver-blond effect and refinement of orange
TPB	Toner Pearl Blonde	 Violet	For pearl-blond effect and refinement of yellow
TBB	Toner Beige Blonde	 Red-Violet	For beige-blond effect and refinement of yellow

POST-COLOR SERVICE

Since Vero K-PAK Color is water-miscible, there is no need to shampoo. Simply rinse hair until the water runs clear, then apply K-PAK Cuticle Sealer for 5 minutes. Rinse hair again, then apply K-PAK Hydrator for 5 minutes. Do a final rinse, then blot hair dry.

INTENSIFIERS/CORRECTOR

Intensifiers and Correctors are concentrated oxidizing pigments that help intensify or correct tonal value.



HOW TO MIX



Add desired amount of Vero K-PAK Color Intensifier into total color formula and thoroughly mix.

Note: The amount of Intensifier should not exceed 25% of the total color formula. **It is unnecessary to add additional developer** to the color formula if just using ribbons of intensifier.

	SHADE	BASE	MIXED WITH NATURAL SERIES	MIXED WITH GOLD SERIES	MIXED WITH ASH SERIES	MIXED WITH RED SERIES	MIXED WITH BEIGE SERIES
INS	 SILVER INTENSIFIER For best results, mix with Level 7 and lighter.	Pale Blue 	Adds extra coolness	Not advised	Adds extra coolness	Not advised	Adds extra coolness
INRR	 EXTRA RED INTENSIFIER Compatible with all red shades.	Red 	Adds a true red tone	Adds a true red tone	Not advised	Adds a true red tone	Adds a true red tone
INV	 VIOLET INTENSIFIER For best results, mix with Level 6 and darker.	Violet 	Adds a violet tone	Not advised	Adds a violet tone	Adds a violet tone	Adds violet tones
INB	 ROYAL BLUE INTENSIFIER For best results, mix with Level 6 and darker.	Blue 	Adds a blue tone	Not advised	Adds a blue tone	Adds a blue tone	Not advised
INRV	 RED VIOLET INTENSIFIER Compatible with all red shades.	Red Violet 	Adds a red-violet tone	Adds a red-violet tone	Not advised	Adds a red-violet tone	Adds red-violet tone
CCV	 VIOLET CORRECTOR For best results, mix with Level 9 and lighter.	Pale Violet 	Adds more coolness, refines yellow	Not advised	Adds more coolness	Not advised	Adds extra coolness

VEROXIDE® DEVELOPER

How about a developer with benefits? Formulated with moisturizing Squalene and other good-for-hair ingredients, Veroxide developers helps deliver an extra dose of strand conditioning and care to every Vero K-PAK color service.



WHY YOU'LL LOVE IT

- Helps protect the integrity of the hair structure during processing
- Stabilized formula mixes quickly and easily
- Compatible with Vero K-PAK Color shades, toners, and high-lifts; all Vero and Joico lighteners

USAGE & TIMING

VEROXIDE	USAGE	TIMING
10 Volume (3%)	Primarily for deposit; may also give from ½ up to 1 level lift, depending on level of chosen color	Process for 25-35 minutes
20 Volume (6%)	Primarily for gray coverage. 1 to 2 levels of lift, depending on chosen color	Process for 35-45 minutes Vero K-PAK Color Age Defy: process for 45 minutes
30 Volume (9%)	2 to 3 levels of lift, depending on chosen color	Process for 45-55 minutes
40 Volume (12%)	3 to 4 levels of lift, depending on chosen color	Process for 55-65 minutes

Note: For ideal results, always use maximum timing.

VEROGLAZE® NO-LIFT CRÈME DEVELOPER

This amazing no-lift developer (with a low pH of 2.7) transforms every shade in the Vero K-PAK Color Permanent Crème Color palette into a true, tone-on-tone, **deposit-only** demi. (How's that for versatility?)



VEROGLAZE INTENSITY GUIDELINES

When using VeroGlaze, the level of your chosen haircolor shade will affect the intensity or depth of your result. Choosing a shade at the same level as your client's hair will result in a deeper or more intense end result. Choosing a level or two lighter will result in a richer shade with more shine. Use this chart to guide your selection:

INTENSITY	CHOSEN SHADE LEVEL	RESULTS IN
Maximum	Same level as client's natural hair or desired level	Darker than client's natural level
Normal	1 level lighter than client's natural hair, or 1 level lighter than the desired level	Same as client's natural level or desired level
Minimum	2 levels lighter than client's natural level or 2 levels lighter than the desired level	To add shine. On porous hair, result will be same as client's natural level

TIMING

Process for 5 to 20 minutes, depending on intensity desired. Less time will produce softer, less intense results. More time will produce more intense, longer-lasting results.

Note: VeroGlaze will produce intense or dark results if used on color-treated and/or porous hair. When in doubt, use the minimum intensity guidelines.

VERO K-PAK[®] | AGE DEFY COLOR | DEFY

PERMANENT CRÈME COLOR

FOR 50% OR MORE GRAY



VERO K-PAK® | AGE 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+		4NG+		4NB+			4NGC+		4NRV+	
3 EBONY BROWN												
2 VERY DARK BROWN		2NA+										
1 BLACK												

AGE DEFY BALANCING ADDITIVES

CLEAR CONTROLLER GRAY CONTROLLER

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

VERO K-PAK AGE DEFY

Vero K-PAK Age Defy is our all-in-one formula that not only covers grays effortlessly but also helps to improve texture, luster, and condition. Age Defy fights the effects of time with our 3-Defense Technology. Formulated with a blend of time-release lipids, essential amino acids, and bio-mimetic ceramides, Age Defy helps soften and smooth hair for renewed shine, condition, and manageability that makes styling a breeze.

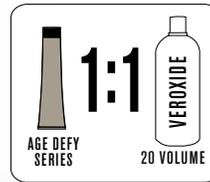


WHY YOU'LL LOVE IT

3 AGE-DEFYING BENEFITS IN 1 TUBE

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

HOW TO MIX



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

Timing: Process for 45 minutes.

WHAT'S INSIDE

3-Defense™ Technology

A deep-penetrating blend of time-release lipids, essential amino acids, and bio-mimetic ceramides that help soften and smooth the hair structure for renewed shine, extraordinary condition, and manageability.

Quadramine® Complex

Our exclusive blend of low molecular weight and size proteins (MWS 150-2500) that adhere quickly to help reconstruct from cuticle to cortex.

Veroxide (%)	Usage	Timing (without heat)
20 Volume (6%)	<ul style="list-style-type: none"> Primarily for gray coverage Lifts 1 to 2 levels, depending on the chosen color 	45 minutes for Age Defy Series

POST-COLOR SERVICE

Vero K-PAK Age Defy Series 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.

AGE DEFY CLEAR AND GRAY CONTROLLER

Age Defy Balancing Additives offer additional color control options when used with the Age Defy Series shades. Age Defy balancing additives also include our 3-Defense Technology™ and Quadramine® Complex to help restore texture, luster, color, and condition.

			WHEN REFRESHING ENDS			TREATMENT ON NON-COLOR TREATED HAIR		
			Any Vero K-PAK Color/ Age Defy Formula	and	Age Defy Clear	Age Defy Clear		
CLEAR	For use with all Vero K-PAK Age Defy shades	Provides Age Defy benefits while decreasing color deposit on midshaft and ends	1 ½ oz (45 ml)		½ oz (15 ml)	2 oz (60 ml)		
			2 oz (60 ml) Veroxide 20 Volume (6%) or 10 Volume (3%)			2 oz (60 ml) Veroxide 10 Volume (3%) or VeroGlaze		

			25 - 50% GRAY			50% - 100% GRAY		
			Vero K-PAK Color/ Age Defy Formula	and	Gray Controller	Vero K-PAK Color/ Age Defy Formula	and	Gray Controller
GRAY CONTROLLER	For use with all Vero K-PAK Color and Age Defy formulas	Increases opacity when covering resistant gray hair	2 oz (60 ml)		4 inches (10 ml)	1 ½ oz (45 ml)		½ oz (15 ml)
			2 oz (60 ml) Veroxide 20 Volume (6%)			2 oz (60 ml) Veroxide 20 Volume (6%)		

Note: On levels 8 and 9, results will be darker. For example, 1 ½ oz 9NG+ and ½ oz Gray Controller will provide optimal gray coverage that appears a Level 8.

SPECIAL TIP

The Vero K-PAK Color Age Defy Series can be mixed with the Vero K-PAK Color permanent crème color palette to create customized shades.

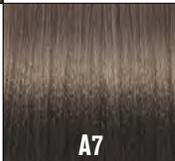
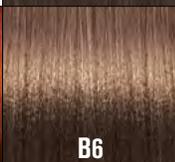
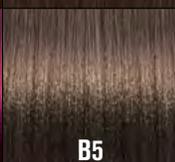
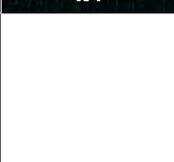
VERO K-PAK[®] chrome[®]

DEMI-PERMANENT CRÈME COLOR



VERO K-PAK[®] chrome[®]

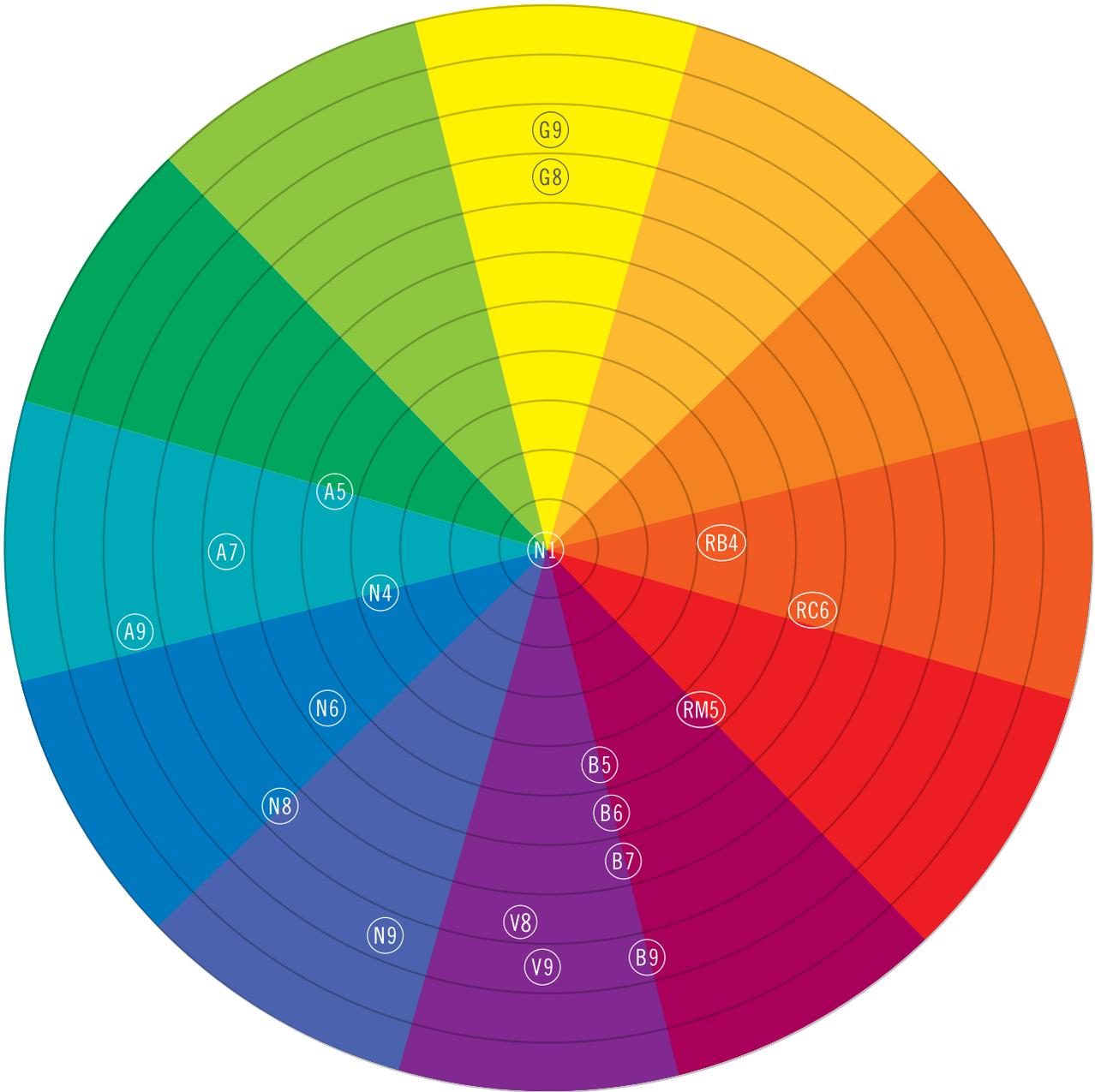
DEMI-PERMANENT CRÈME COLOR

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		
6 LIGHT BROWN	 N6			 RC6	 B6		
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.

VERO K-PAK CHROME COLOR WHEEL



DEMI-PERMANENT CRÈME COLOR

Looking for the amazing vibrancy, condition, and creative control of Vero K-PAK® 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 Chrome®! This dynamic, does-it-all demi instantly boosts brightness, refreshes faded hues like a dream, and covers gray. Also, it fades gradually, making it an ideal choice for male clients and gray blending.



WHY YOU'LL LOVE IT

- The power of Vero K-PAK in a high-gloss demi
- Helps repair and protect with Quadramine Complex
- Healthy-looking hair with every use
- Gentle, ammonia-free formula
- Pure tones for artistic freedom

HOW TO MIX



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

Tip: Vero K-PAK Chrome can be mixed equal parts with Vero K-PAK Chrome Activator for more opaque results.

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)

POST-COLOR SERVICE

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

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

VERO K-PAK CHROME

ACTIVATOR CRÈME DEVELOPER

Our one-of-a-kind 8.7 (2.5%) Volume crème developer is the **ONLY** developer you should use to activate our demi-permanent Vero K-PAK Chrome shades.



HOW TO MIX VERO K-PAK CHROME



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



For more opacity, Vero K-PAK Chrome can be mixed 1:1.

The background is a solid brown color. Overlaid on this are three thin, light-colored lines that form overlapping circles. One circle is centered in the middle, while the other two are positioned above and below it, partially overlapping the central one.

JOICOLOR SYSTEM BACKBAR TREATMENT

DEFYDAMAGE

OUR NEXT GENERATION OF **BOND BUILDING**



DEFY DAMAGE® | pro series

**PROTECTS HAIR FROM DAMAGE IN 2 EASY
STEPS—NO CHANGE TO YOUR FORMULA,
TIMING, OR DEVELOPER!**

Working in tandem to protect hair pre- and post-chemical services, this treatment duo blankets hair with a damage shield that helps safeguard strands from the negative effects of coloring, texturizing, and lightening services.

- **Protects bonds and fortifies hair**
- **80% less breakage***
- **5X stronger hair***
- **Provides greater, more even lift when lightening**
- **Evens porosity for improved color deposit**
- **Maintains over 90% of color vibrancy****
- **Super simple—no messy, complicated mixing or measuring—just spray and go**

* Against combing breakage on damaged hair during heat styling; when using Defy Damage Shampoo and ProSeries 2 vs. a non-conditioning shampoo

** After 10 shampoos; when using Defy Damage Shampoo and Defy Damage ProSeries 2

DEFY DAMAGE® PROSERIES



DEFY DAMAGE PROSERIES 1: Bond-Protecting Color Optimizer Spray

Step 1: This ultra-dry bond protector instantly helps shield hair from chemical service damage, improves color deposit, and provides greater, more even lift when lightening.

- Just spray and go—no messy, complicated mixing or measuring!
- Higher concentration of SmartRelease Technology



DEFY DAMAGE PROSERIES 2: Bond-Strengthening Color Treatment

Step 2: This intensive treatment helps strengthen bonds and hydrate for damage-resistant, healthy-looking hair in just one use.

- Regenerates bonds & strengthens hair
- Protects hair from mechanical and thermal damage
- Higher concentration of SmartRelease Technology



Directions:

Step 1: DEFY DAMAGE PROSERIES 1

- SHAKE CAN VIGOROUSLY. Apply to dry hair before color service.
- Starting at the back of the head, spray onto two-inch horizontal sections of hair.
- Continue this application method until all sections have been treated.
- If you have sections of hair that are more damaged than others, you may reapply ProSeries 1 to those areas for added protection.
- Comb through hair to ensure complete and even distribution.

Step 2: Apply Vero K-PAK Color formula of your choice and process as usual.

Step 3: Rinse hair thoroughly.

Step 4: Shampoo hair with Defy Damage Protective Shampoo.

Step 5: DEFY DAMAGE PROSERIES 2

Apply to damp hair. Leave in for 5 minutes. Rinse.

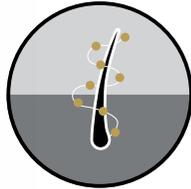
K-PAK® 4-STEP HAIR REPAIR SYSTEM

Meet stylists' backbar "secret weapon" to dramatically enhance their chemical service results. In only four steps, this backbar treatment reconstructs, rebuilds, and protects damaged hair for beautiful, healthy-looking hair after every color and bleaching service.



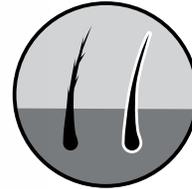
WHY YOU'LL LOVE IT

- Enhances the performance of color, perming, and straightening services when used as an add-on service
- Reconstructs, rebuilds, and protects damaged hair
- Hair looks and feels better after treatment



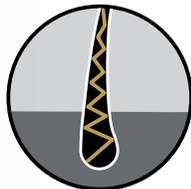
STEP 1: CLARIFY 2-5 MINUTES

Shampoo hair with K-PAK Clarifying Shampoo. For optimal benefits, leave in for 2-5 minutes. Rinse.



STEP 2: ACIDIFY 5 MINUTES

Apply K-PAK Cuticle Sealer to hair. Leave in 5 minutes. Rinse.



STEP 3: RECONSTRUCT 5 MINUTES

Apply K-PAK Reconstructor to hair. Leave in 5 minutes. Rinse.

Note: For maximum results on stressed, damaged hair, repeat Step 2 (Acidify) and Step 3 (Reconstruct) up to three times.



STEP 4: HYDRATE 5 MINUTES

Apply K-PAK Hydrator to hair. Leave in for 5 minutes. Rinse.

POST-COLOR SERVICE

Rinse thoroughly. Acidify with K-PAK Cuticle Sealer, then rinse again. Apply K-PAK Color Therapy Shampoo to scalp (massaging well), then work through hair lengths. Rinse thoroughly. Squeeze out excess water. Apply K-PAK Color Therapy Conditioner to hair lengths, massage throughout hair, then leave in for 5 minutes. Rinse thoroughly. Towel-dry hair. Style with preferred Joico styling products.

The background is a solid brown color. Overlaid on this are three thin, light-colored lines that form overlapping circles. One circle is centered in the middle, while the other two are positioned above and below it, partially overlapping the central one.

JOICOLOR SYSTEM SUPPORT PRODUCTS

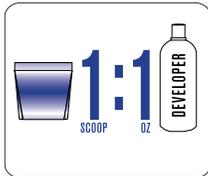
LIGHTENERS

Formulated with good-for-your-hair ingredients, our Joico lighteners help take the fear out of lightening—providing 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

- Up to 9+ levels of fast-acting lift
- Healthy-looking results without additives
- Blondes that look & feel nourished
- Strengthens hair, reducing breakage by over 54%* in just one treatment
- Infused with ultra-nourishing Tamanu and Monoi oils



BLONDE LIFE® CRÈME LIGHTENER

- Reduces breakage by 77% in one treatment**
- Strengthens hair to be 4X more resistant to breakage**
- Designed for balayage, freehand, and ombré techniques—with or without foils
- No dedicated developer



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

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

VERO K-PAK® BASE BREAKER® COOL

Looking for a fast and easy way to “break” your client’s base color? In only 10 minutes, Vero K-PAK Base Breaker Cool lifts virgin hair 1 level while cooling down unwanted warmth, making retouches between bleaching services a breeze.



WHY YOU'LL LOVE IT

- Lightens hair 1 level
- Ideal for “breaking the base” (softening contrasting regrowth) between bleaching services
- 10-minute processing time
- Ammonia-free formula conditions and adds shine
- Ideal for most hair types (on virgin hair)
- Gentle enough to follow with a bleach or other color service on the same day
- Gently controls warmth and subtly tones

HOW TO MIX



Mix vigorously. Use a wide application brush, or a bottle for fast application. Apply quickly and thoroughly to dry or towel-dried natural hair. For retouch application, apply to regrowth only. **Process for 10 minutes.**

POST-COLOR SERVICE

Base Breaker Cool must be shampooed from hair. Rinse, then shampoo and condition with K-PAK Color Therapy Shampoo and Conditioner.

The background is a solid, muted brown color. Overlaid on this background are three thin, light-colored lines that form overlapping circles. One circle is positioned in the upper right, another in the lower right, and a third in the lower left, creating a sense of depth and movement.

AT-HOME COLOR CARE

AT-HOME COLOR CARE

What happens at home is almost as important as what happens in the salon when it comes to preserving the tonal integrity of your Vero K-PAK color service. Be sure to send off clients with the Joico regimen that's just right for their hair.

OUR NEXT GENERATION OF BOND BUILDING

DEFY DAMAGE®

Helps shield hair from damage and color fade. Protects and strengthens hair bonds for 80% less breakage*, 5X stronger hair*, and to help maintain over 90% of color vibrancy.**

Ideal for clients with color-treated hair and for bond strengthening.

*Against combing breakage on damaged hair during heat styling; when using Defy Damage Shampoo and Masque vs. a non-conditioning shampoo

**After 10 shampoos; when using Defy Damage Shampoo and Masque



LOCK IN VIBRANCY. LET GO OF DAMAGE.

K-PAK® COLOR THERAPY™

Formulated with African Manketti and Argan oils and Joico's SmartRelease™ liposome technology, our K-PAK Color Therapy collection helps lock in stunningly beautiful color vibrancy and knock out hair damage in one powerful punch.

Ideal for clients with color-treated hair, double-processed blondes, and those with structurally weak hair.



LIVE THE BLONDE LIFE

BLONDE LIFE®

Be the brightest, most luminous blonde you can be. Proven to keep color bright and on-tone for up to 8 weeks.* Stylists agree Blonde Life leaves blonde hair looking bright, soft, shiny, and hydrated.

Ideal for blondes... and those who want to be lifted to new heights without sacrificing hair's shine or condition.

* When using Brightening Shampoo and Conditioner/Masque, which preserve over 80% of haircolor after 18 washes



AT-HOME COLOR CARE

ATTACK BRASS (BLONDES)

COLOR BALANCE® PURPLE

Keep your blonde hair cool with Joico's Color Balance Purple collection, designed to instantly neutralize unwanted yellow and warm tones.

Ideal for natural or color-treated blondes looking to refine yellow or warm tones and gray/silver hair.



ATTACK BRASS (BRUNETTES)

COLOR BALANCE® BLUE

Kick brass to the curb and keep brunette hair free of unwanted orange tones with Color Balance.

Ideal for naturally dark brunettes to refine copper or warm tones.



STAY RADIANTLY RED

COLOR INFUSE® RED

Designed to bump up the intensity, shine, and lasting power of the richest gingers.

Ideal for redheads, color-treated or natural.



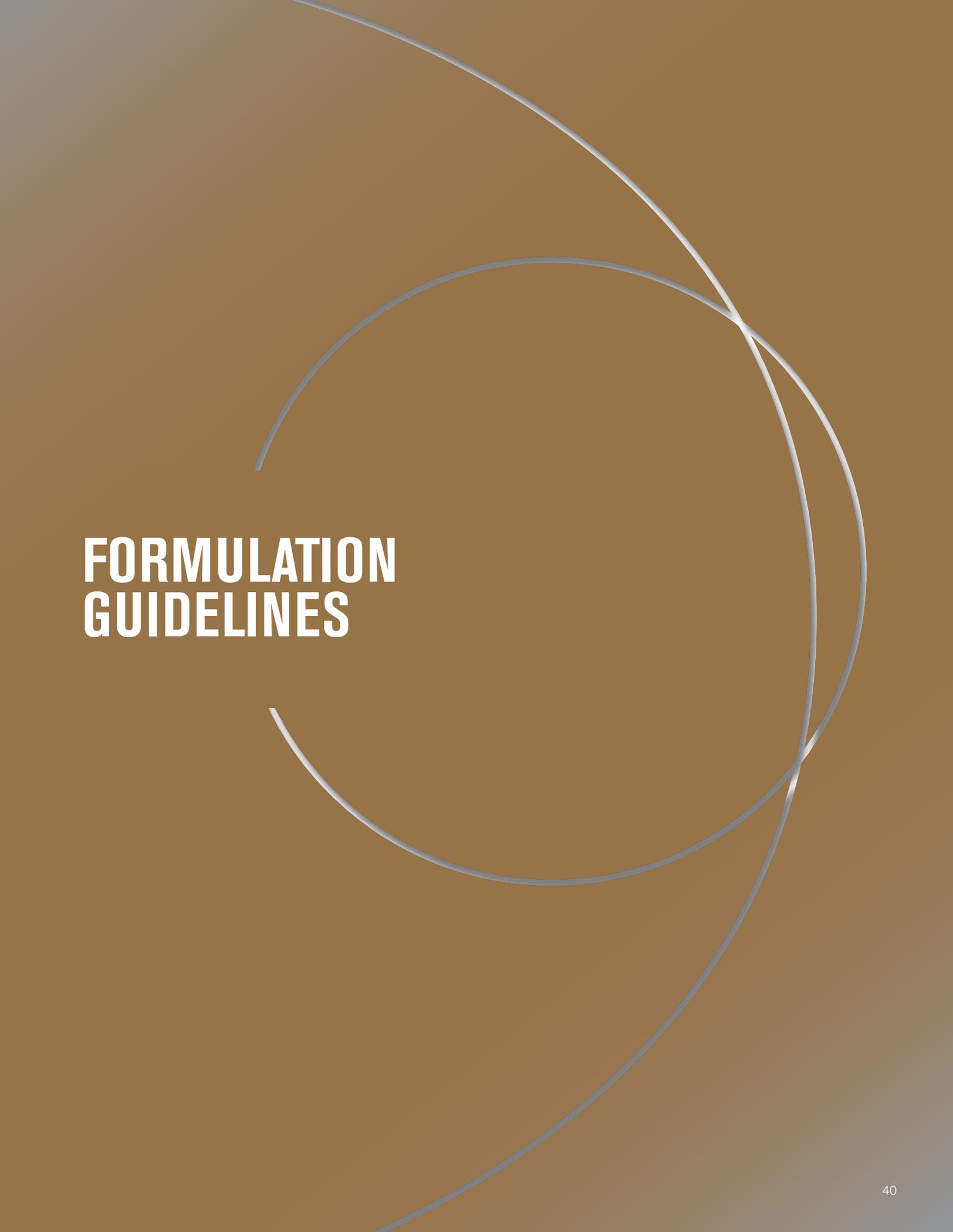
TAKE ROOTS AND GRAY UNDERCOVER

TINT SHOT Root Concealer

Get to the root of the problem with a few strategic passes of Tint Shot, our magic-in-a-can root concealer that camouflages gray grow-out and dark roots in seconds. The flash-dry formula and pollution shield (available in three shades) blends and fills in thinning areas to create the illusion of thicker, fuller hair.

Ideal for touching up deep brunette, light brunette, and blonde hair between color appointments; "filling in" thinning areas to create the illusion of thicker, fuller hair.



The background is a solid, muted brown color. Overlaid on this are several thin, light-colored lines that form overlapping circles and arcs. One large circle is centered on the right side of the page, with its left edge partially cut off by the page boundary. Another arc starts from the top left and curves towards the right. A third arc starts from the bottom left and curves towards the right. These lines intersect to create a sense of depth and movement.

FORMULATION GUIDELINES

PREPARATION FOR HAIRCOLOR SERVICES

Help ensure color success by planning your color service from consultation to post-color service.

PRELIMINARY PATCH TEST

To determine whether allergy or hypersensitivity exists, a preliminary patch test should be performed. The following test should be completed 48 hours before every application.

1. Using soap and water, wash an area 1-inch (2.5 cm) in diameter on the inside of the elbow or behind the ear (touching the hairline). Pat dry with cotton.
2. When using Vero K-PAK Color Permanent Crème Color, prepare a test solution by mixing equal parts Veroxide and Vero K-PAK Color Permanent Crème Color shade. When using Vero K-PAK Chrome, prepare a test solution by mixing Vero K-PAK Chrome Activator and Vero K-PAK Chrome shade.
3. Apply mixture to test area.
4. Permit the area to dry. Do not cover or disturb for 48 hours.
5. Examine the area after 48 hours. If no reaction has occurred, proceed with haircolor service.

Do not use haircolor if any of these warning signs appear: burning, itching, swelling, eruption, irritation, redness, or other abnormal reaction. If these signs appear in or around the test area at any time during the test period, it indicates the person is allergic or hypersensitive and the color must not be applied. Additionally, this product should not be applied if the scalp shows evidence of cuts, abrasions, eruptions, open wounds, or any other abnormal condition.

WARNING: The Vero K-PAK Color System is for professional use only. No product is to be taken internally or used for tinting eyelashes or eyebrows. Avoid contact with eyes. If any of the mixture should get into the eye, flush immediately with a large amount of water and call a physician. Always wear suitable gloves. Store in a cool, dry place. Keep all haircolor products out of the reach of children.

FORMULATION

Proper formulation is the foundation to creating any color. Always remember artificial color will not lift artificial color and that hair density, texture, porosity, elasticity, and tenacity will always affect the haircolor process. Use the level finder on the next page as a reference tool when formulating with Vero K-PAK Color.

STEPS TO FORMULATION

1. Determine the client's Natural Level (NL) using the Natural (N) Series in your Vero K-PAK Color Swatchbook. Be certain not to confuse level with tone. Examine the client's regrowth and scalp area. If gray is visible first, the client's hair is more than 50% gray. You must follow the instructions in the Gray Coverage section that follows.
2. Determine the client's Desired Level (DL) using the Vero K-PAK Color System Swatchbook.
3. Determine the client's Desired Tone (DT). To achieve this tone, you must first determine the Remaining Pigment Contribution (RPC) at the desired level. Use the RPC Chart as reference. The RPC will need to be enhanced or refined (neutralized) to create the client's desired tone. Use the Color Wheel to determine the correlating Vero K-PAK Color base that will either enhance or refine the RPC.
4. Determine the proper volume of Veroxide. First, decide how many levels of lift are required to reach the desired level. Refer to the Veroxide Usage and Timing Chart within this guide.

DESIRED LEVEL

		DESIRED LEVEL								
		1	3	4	5	6	7	8	9	10
NATURAL LEVEL	1	1	10 30 PL	10 40 PL	PL	PL	PL	PL	PL	PL
	3	1	10 3	10 20 4	10 30 5	PL	PL	PL	PL	PL
	4	1	10 3	10 4	10 20 5	10 30 6	PL	PL	PL	PL
	5	1	10 3	10 4	10 5	10 20 6	10 30 7	10 30 8	10 40 HL	PL
	6	1	10 3	10 4	10 5	10 6	10 20 7	10 30 8	10 30 9	10 40 HL
	7	1	10 3	10 4	10 5	10 6	10 7	10 20 8	10 30 9	10 40 10
	8	1	10 3	10 4	10 5	10 6	10 7	10 8	10 20 9	10 30 10
	9	1	10 3	10 4	10 5	10 6	10 7	10 8	10 9	10 20 10
	10	1	10 3	10 4	10 5	10 6	10 7	10 8	10 9	10 10



A: Level Number.

B: Volume of Veroxide.

PL: Prelighten hair to achieve this level of lift and have control over Remaining Pigment Contribution (RPC).

HL: High-lift shades should be chosen

☀ The resulting color may be too warm. To minimize warm tones, consider selecting a Natural or Ash shade.

This chart should not be used if the natural has been previously colored or hair contains more than 50% gray. Refer to the "Gray Coverage" section within this resource guide for more information about formulating for gray hair.

Note: If you are going lighter, use caution when lifting natural pigment more than one level. If you want to minimize warmth, select a shade from the Natural or Ash series.

NATURAL LEVEL

The resulting color may be too warm. To minimize warm tones, consider selecting a Natural or Ash shade.

GRAY COVERAGE

Vero K-PAK Age Defy is a great option for gray coverage on hair that is 50% or more gray. These shades are premixed and feature a more concentrated level of dye molecules for complete, preformulated gray coverage. **Note:** Because these shades have a heavier pigmentation than Vero K-PAK Color, results will appear 1-2 levels darker if applied to hair with less than 50% gray.

STEPS FOR GRAY COVERAGE

1. Determine the client's Natural Level (NL) and percentage of gray. The key factor in superior gray coverage is to determine how much gray is in the hair. Examine all areas of the regrowth or scalp area: the temple, the front hairline, the crown, the nape, and sides. The formulation will depend on what you observe throughout the client's regrowth or scalp area. If the natural level is visible first, your client is less than 50% gray. If the gray is visible first, your client's 50% or more gray.
2. Determine the client's Desired Level (DL).
3. Determine the client's Desired Tone (DT). To achieve this tone, first determine the RPC at the desired level.
4. Determine the appropriate gray coverage base to either enhance or neutralize the RPC.
5. Determine the proper volume Veroxide. 20 Volume (6%) provides optimal gray coverage.

CLIENT SCENARIO #1	FORMULATION OPTION #1	FORMULATION OPTION #2
Natural Level – 5 Desired Level – 7 Grey Percentage – 75% Desired Tone – Cool	1 oz (30 ml) Vero K-PAK Age Defy 7NPA+ + 1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide (cool, gray-blue natural results)	1 oz (30 ml) Vero K-PAK Age Defy 7NA+ + 1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide (cool, balanced natural results)
Natural Level – 6 Desired Level – 8 Grey Percentage – 50% Desired Tone – Warm	1 oz (30 ml) Vero K-PAK Age Defy 8MB+ + 1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide (mocha latte natural results)	1 oz (30 ml) Vero K-PAK Age Defy 8NGC+ + 1 oz (30 ml) Vero K-PAK 20 Volume (6%) Veroxide (rich, balanced, golden copper, natural results)
Natural Level – 3 Desired Level – 5 Grey Percentage – 25% Desired Tone – Cool	1 oz (30 ml) Vero K-PAK Age Defy 7NPA+ + 1 oz (30 ml) Vero K-PAK Age Defy 7NA+ + 2 oz (60 ml) Vero K-PAK 20 Volume (6%) Veroxide (perfect for hair that is coarse, resistant and pulls extra warmth)	1 oz (30 ml) Vero K-PAK Age Defy 7NA+ + ¼ oz (7.5 ml) Vero K-PAK Color 7A + ¼ oz (7.5 ml) Vero K-PAK Color INB + 1½ oz (37 ml) Vero K-PAK 20 Volume (6%) Veroxide (cool, balanced natural results to fight hair that pulls extreme amounts of warmth)

ADDITIONAL GRAY COVERAGE INFORMATION

- Lifting more than two levels is not recommended when attempting to lighten the natural level and cover gray at the same time. A cooler series will be required if refinement of unwanted RPC is desired.
- Always start the application in the most resistant gray area.
- If the client has an area that is vastly different in its percentage of gray, consider using two different formulas to achieve an even, tonal, and level result.
- For maximum gray coverage, process for a full 45 minutes.

GRAY COVERAGE

TECHNIQUES FOR SUCCESS

1. When applying Vero K-PAK Age Defy to retouch area, take 1/8-inch sections for maximum control and saturation. Start retouch application in the back nape area as this tends to be the most resistant area of the head.
2. Not all gray customers want a natural end result. Some are looking for 100% gray coverage in a dynamic, vibrant shade. Because Vero K-PAK Age Defy is completely compatible with our Vero K-PAK permanent crème color series, there is no limit to the shades you can formulate.

For a vibrant, show-stopping red on 75% gray hair, try:

1 oz Vero K-PAK Age Defy 7NN+ + 1/4 oz Vero K-PAK Color 5XR with 1 1/4 oz 20 Volume (6%) Veroxide

For a head-turning copper on 50% gray hair, try:

1 oz Vero K-PAK Age Defy 7GC+ + 1 oz Vero K-PAK Color 7RC + 1/2 oz Vero K-PAK Color INRR with 2 oz 20 Volume (6%) Veroxide

3. Some clients with super resistant hair will require an added boost in opacity for 100% gray coverage. Have no fear; Vero K-PAK Age Defy has just the tool for your arsenal: **Gray Controller. Adding this to your Vero K-PAK Age Defy formula will darken or deepen your formula and add more opacity.**

Tips for formulating with Gray Controller:

- Shift your formula 1-2 levels lighter when using Gray Controller.
- Only add up to 25% of your total formula of Gray Controller. For example: Client has 50% gray, natural level 5, desired level and tone are a Level 7 golden dark blonde. Client has extremely resistant hair and sparse gray hairs are showing.
- OLD formula: 1 oz Vero K-PAK Age Defy 7NG+ with 1 oz 20 Volume (6%) Veroxide
NEW formula: 1 oz Vero K-PAK Age Defy 8NG+ + 1/4 oz Vero K-PAK Age Defy Gray Controller with 1 oz 20 Volume (6%) Veroxide
- For clients who want to keep their gray but desire improved manageability and added shine, use Vero K-PAK Age Defy Clear Controller to provide anti-aging benefits without any pigment.

HOW TO MIX



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

Timing: Process for 45 minutes.

POST-COLOR SERVICE

Vero K-PAK Age Defy Series 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.

APPLICATION

APPLICATION

- Divide hair into four sections prior to application.
- 1/8 to 1/2-inch (0.32 to 1.27 cm) partings are ideal for proper coverage.
- K-PAK H.K.P. should always be applied to the midshaft and ends.
- Never apply heat to Vero K-PAK Color, Age Defy, or Joico lighteners.

VIRGIN APPLICATION FOR GRAY COVERAGE

For hair that has not been previously colored.

TYPE 1: Standard Method: Virgin Going Lighter

1. Apply Vero K-PAK Color 1/2-inch (1.27 cm) from scalp to porous ends, making sure each strand is completely covered.
2. Time for at least 20 minutes or until a definite color change is visible.
3. Mix a fresh Vero K-PAK Color formula. Apply the color mixture to the scalp area and porous ends.
4. Begin timing according to the Veroxide Usage Chart for the chosen developer.

TYPE 2: Alternative Method: Virgin Going Lighter (Color Shifting)

1. Mix Vero K-PAK Color formula with 10 Volume (3%) for the regrowth area.
2. Apply 1/4-inch (0.64 cm) from scalp to 2 inches (5.08 cm) in regrowth area.
3. Time for at least 20 minutes or until definite color change is visible.
4. Mix a fresh Vero K-PAK Color formula using 20 Volume (6%) this time.
5. Apply second formula to midshaft and ends.
6. Begin timing according to the Veroxide Usage Chart for developer chosen in Step 1.

REGROWTH	ENDS
10 Volume (3%)	20 Volume (6%)
20 Volume (6%)	20 Volume (6%)

TYPE 3: Virgin Going Darker

1. Apply Vero K-PAK Color mixture to the outline of each section for control.
2. Apply Vero K-PAK Color mixture from scalp area up to porous ends.
3. Begin timing according to the Veroxide Usage Chart for chosen developer.
4. Apply Vero K-PAK Color formula to porous ends for the last 10 to 15 minutes, depending on porosity.
Exception: Reds, which should be brought through the porous ends immediately for maximum development.

COLOR REFRESH GUIDE

RETOUCH APPLICATION

Refreshing your clients faded midshaft and ends is a simple yet highly effective service that will give your clients that healthy, lustrous, beautiful color they love. Whether you are adding highlights or touching up a new growth and covering gray, adding a refresh service is a sure way to restore faded color and increase revenue in the salon.

TYPE 1: Slightly Faded Midshaft and Ends

1. Analyze the hair first. If hair is slightly faded and in great condition, formulate one level above previously applied formula. Remember, hair that is porous or previously colored will grab darker and drabber. Keep in mind that permanent color is for lifting and covering gray hair, while previously colored hair would be a service that matches or deepens color. The healthiest choice for the hair to maintain optimal condition, shine, moisture and color longevity is to apply a demi-permanent color to the midshaft and ends.
2. You have two options when formulating for a refresh application. First choice would be Vero K-PAK Chrome Demi-Permanent Color for a deposit only, acidic, no lift color. Second choice would be to take any favorite Vero K-PAK Permanent Color and mix with VeroGlaze for an alkaline demi-like formula. (Refer to VeroGlaze section for more information on VeroGlaze.)
3. Apply Vero K-PAK Chrome Color or Vero K-PAK VeroGlaze formula to the regrowth in each section in 1/8-inch (0.32 cm) partings.
4. Next, apply the formula to the remaining regrowth in each section.
5. Processing time for refreshing is 20 minutes to get the full strength of the color. Take a strand test for proper timing. (VeroGlaze is not to be processed past 20 minutes, so apply to the hair during the last 20 minutes if refreshing during a permanent color new growth service)
6. Shampoo and Condition with your favorite Joico shampoo and conditioner like K-PAK Color Therapy Shampoo and Conditioner.

EXAMPLE	CLIENT PREVIOUS FORMULA	CLIENT REFRESH FORMULA
	5RR	
Vero K-PAK Chrome		RC6
Vero K-PAK Color Permanent mixed with VeroGlaze		6RR

EXAMPLE	CLIENT PREVIOUS FORMULA	CLIENT REFRESH FORMULA
	6B	
Vero K-PAK Chrome		B7
Vero K-PAK Color Permanent mixed with VeroGlaze		7B

COLOR REFRESH GUIDE

RETOUCH APPLICATION

Refreshing your client's faded midshaft and ends is a simple yet highly effective service that will give them the healthy-looking, lustrous, beautiful color they love. Whether you are adding highlights or touching up new growth and covering gray, adding a refresh service is a sure way to restore faded color and increase revenue in the salon.

TYPE 2: Extremely Faded (two or more levels lighter) Midshaft and Ends

1. Extremely faded ends or extremely porous hair has the tendency to go darker very rapidly. When working with this type of hair, we recommend only using Vero K-PAK Chrome to refresh hair. This will keep hair from going too dark or reverting back to blonde.
2. Repigmentize midshaft and ends. Refer to Corrective Color section and follow all repigmentizing instructions thoroughly.
3. Apply Vero K-PAK Chrome color formula to the regrowth in the outline of each section.
4. Next, apply the formula to the remaining regrowth in each section.
5. Timing for Vero K-PAK Chrome is 5-20 minutes for refreshing. Apply color and do a strand test every 2-5 minutes to check processing.
6. There are times that it is essential to have multiple formulas for various sections of the head. Hair in Zone 1 (new growth area) versus hair in Zones 2 and 3 (midshaft and ends) tend to have different needs based on porosity, condition, density, and elasticity. If the new growth is in great condition and the midshaft and ends are extremely porous, formulate two formulas for each zone. Zone 1 will be formulated at the same level or one level lighter than the area you are refreshing. Zones 2 and 3 should be formulated 2-3 levels lighter.

EXAMPLE	CLIENT PREVIOUS FORMULA	CLIENT REFRESH FORMULA
	6N	
Vero K-PAK Chrome		N8
Vero K-PAK Color Permanent mixed with VeroGlaze		8N

The final formula for refreshing the midshaft and ends should always be mixed with Vero K-PAK Chrome Activator or VeroGlaze. After applying, time for 5 to 20 minutes. Application of the midshaft and ends formula will depend on processing time of retouch formula. Regrowth and ends formula may have different processing times, so plan ahead. Each requires full processing for complete color development. Be sure to mist the midshaft and ends with K-PAK H.K.P. before application.



CORRECTIVE COLOR

Artificial color will not lift artificial color. Decolorizing is the process of removing artificial color when going lighter or removing unwanted tones. Inform the client that **due to the chemical composition of certain haircolor products, successful or complete removal is not guaranteed.** Always perform a strand test to determine the amount of lift that is possible.

DECOLORIZING FORMULAS

LEVELS OF LIFT	VEROLIGHT	DEVELOPER	K-PAK CUTICLE SEALER
1/2 to 1 (Cleansing)	1 scoop	1 oz (30 cc/ml) K-PAK H.K.P.	1 teaspoon (5 cc/ml)
1/2 to 1 (Cleansing)	1 scoop	1 oz (30 cc/ml) Hot Water	1 teaspoon (5 cc/ml)
1 to 2	1 scoop	1 oz (30 cc/ml) 10 Volume (3%) Veroxide	1 teaspoon (5 cc/ml)
1 to 2	1 scoop	1 oz (30 cc/ml) 20 Volume (6%) Veroxide	1 teaspoon (5 cc/ml)

For those clients who have high scalp sensitivity to haircolor, add one teaspoon of K-PAK Cuticle Sealer per one tube of Vero K-PAK Color or to your Crème Lightener mixture using 10 (3%) or 20 (6%) Volume Veroxide.

CAUTION: Do not apply to scalps with open sores, abrasions, or other abnormal conditions. If burning, itching, swelling, irritation, redness, or any abnormal condition is experienced, remove bleach product immediately.

APPLICATION

1. Start at the nape or darkest areas. Work one section at a time.
2. Apply the decolorizing formula, working toward the crown. If decolorizing is necessary from scalp to ends, be sure to stay 1/2-inch away from scalp. The scalp area will lift faster due to body heat. Apply to scalp area when two-thirds of desired lift has been achieved.
3. Strand test often. Decolorize to desired level unless an ash or cool tone is desired, then decolorize to a Level 9 yellow. The decolorizing formula must be removed when correct lift has been achieved. Some areas may lighten faster than others. It is important to remove each area when it reaches the desired level of lift. Decolorizing may require more than one application. You may have to spot decolorize darker areas. Aim for the most even lift possible.
4. Because your client's hair may become porous during decolorizing, it is vital hair is returned to a reconditioned state before your color service. Follow these instructions:
 - A. Lightly shampoo with K-PAK Reconstructing Shampoo or K-PAK Color Therapy Shampoo.
 - B. Rinse, towel blot, and apply K-PAK Cuticle Sealer. Leave in hair 5 minutes.
 - C. Rinse, towel blot, and apply K-PAK Reconstructor. Leave in hair 5 minutes.
 - D. Rinse and towel blot.
 - E. Dry the hair.
5. Strand test to determine final color formula and processing time. Porosity is an important factor. The final formula on the decolorized sections should be mixed with 10 Volume (3%) Veroxide.

GLOSSARY

Amino Acids: The building blocks of protein. Amino acids combine to form peptides, which ultimately create the protein structure of hair.

Ammonia: An alkalizer that swells the hair shaft, raises the pH, and opens the cuticle to allow haircolor molecules to penetrate.

Bio-Mimetic Ceramides: Ceramides that enhance hair moisturization, elasticity, cuticle smoothness, and shine.

Calibrated Ammonia Level System: Every level of haircolor contains only the precise percentage of ammonia needed.

Color Balancing: Customizing a formula (different from regrowth) to refresh faded midshaft and ends.

Color Wheel: A universal tool used by colorists to enhance or refine tonality in haircolor.

Complementary Colors: Colors that are directly opposite on the color wheel and refine each other.

Corrector: Concentrated oxidizing pigments that refine tonal value when mixed with Vero K-PAK Color and high-lift palettes.

Cortex: The middle layer of the hair structure.

Cuticle: The outermost layer of the hair structure.

Decolorizing: The process of removing natural pigment or artificial color from hair.

Demi-Permanent Haircolor: Deposit-only color that lasts four to eight weeks.

Density: The quantity or number of hairs per square inch on the scalp.

Desired Level (DL): The color level you wish to achieve.

Developer: A hydrogen peroxide derivative added to permanent and demi-permanent color as an oxidizing agent.

Elasticity: The ability of hair to stretch and return to its natural state.

Eumelanin: The natural brown/black melanin pigments found in hair.

Hair Analysis: A study of hair's characteristics.

Hair Characteristics: Texture, density, elasticity, porosity, and tenacity.

Hair Shaft: The total hair, from scalp to ends.

High-Lift Blonding: The maximum lift and deposit possible in single-process blonding.

Intensifier: Concentrated oxidizing pigment that enhances the Vero K-PAK Color palette.

Intermediate Dyes: Oxidative dyes commonly referred to as "permanent dyes."

Lecithin: An additive that breaks surface tension, allowing ingredients to penetrate the hair faster.

Level: A measurement of depth from light to dark.

Lipids: Naturally occurring fats that protect hair from damage. Impact hair's appearance, shine, moisture, and manageability.

MEA (monoethanolamine): A slower-acting, odorless alkalizer used effectively in demi-permanent colors and base breakers.

Medulla: The innermost layer of the hair.

Midshaft: The innermost layer of the hair.

Natural Level (NL): The beginning level of hair that hasn't been color-treated (virgin hair).

Permanent Haircolor: Permanently alters natural melanin; has gray coverage ability.

pH: The scale of potential hydrogen used to measure the acidity or alkalinity of a substance.

Pheomelanin: The natural red/yellow pigments found in hair.

GLOSSARY

Porosity: The ability of hair to absorb and hold moisture/liquid.

Predominant Base: Overriding tone present in an artificial color.

Preliminary Patch Test: Determines whether a client has an allergy or a hypersensitivity.

Primary Colors: The three colors from which all colors are formed (red, yellow, and blue).

Quadramine® Complex: A dual-charged hybrid protein complex consisting of all 19 amino acids in the proper sequence and exact molecular weights (150-2500) necessary to ensure reconstruction from the cuticle to the cortex without over-keratinization.

Refine: To counteract or neutralize an unwanted tone.

Regrowth: The area of hair closest to the scalp that has not been altered by chemical processes.

Repigmentizing: The process of restoring warm pigments to previously lightened hair, to support going two or more levels darker.

Retouch: To apply color on the regrowth area.

RPC (Remaining Pigment Contribution): The exposed warm pigment visible at the level where you interrupt your lifting process.

Secondary Colors: A combination of two primary colors.

Sorbitol: Moisturizing crystals found in Vero K-PAK Lighteners.

Squalene: The moisturizing agent found in Veroxide.

Tenacity: The surface tension of the cuticle layer.

Tertiary Colors: A combination of a primary and secondary color.

Texture: The size or diameter of the hair shaft. Composed of three categories: fine, medium, and coarse.

Tone: The warmth or coolness of a color.

Toning: The process of using pastel colors to enhance or refine prelightened hair.

Virgin Hair: Hair that has never been chemically processed.

Water-Miscible: Capable of dissolving in water.

VERO K-PAK[®] COLOR SYSTEM



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