

# VERO K-PAK<sup>®</sup> COLOR



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# VERO K-PAK | THE SYSTEM COLOR

## WHAT MAKES THE PROFESSIONAL JOICO VERO K-PAK COLOR SYSTEM UNIQUE AND INCOMPARABLE?

### Vero K-Pak Color System is:

- The first and only color system that fuses Quadramine Complex, the exclusive JOICO K-Pak technology, with true tonal series
- Reconstructing the hair while coloring
- Delivering the ultimate in luminous, long lasting color and shiny healthy hair
- Offering you unlimited creative freedom to unleash the artist in you!

## VERO K-PAK COLOR PERMANENT CRÈME COLOR

- Unique and easy to use permanent crème hair color
- Intermixable shades for maximum creativity and imagination
- Long lasting, beautiful, super shiny end results
- Reconstructed, conditioned and healthy hair
- Use Vero K-Pak Permanent Crème Color with our dedicated Veroxides (gentle crème developers) or VeroGlaze (no-lift crème developer)

### Vero K-Pak Color Veroxide Gentle Crème Developer is:

- A gentle crème developer formulated with Squalane, a moisture binding component
- Available in 3% (10 Vol.), 6% (20 Vol.), 9% (30 Vol.) and 12% (40 Vol.)

### Vero K-Pak Color VeroGlaze No-Lift Crème Developer is:

- A no-lift developer that transforms the JOICO Vero K-Pak color palette into a true tone-on-tone, deposit-only, demi-permanent hair color





#### VERO K-PAK VEROLIGHT LIGHTENING POWDER

- Fast lifting action up to 8 levels
- Contains moisturizing Sorbitol crystals to maintain hair's natural moisture
- Contains Hydrolyzed Keratin to ensure hair stays in optimum condition
- Use only with Vero K-Pak Veroxides for best results



#### VERO K-PAK COLOR CRÈME LIGHTENER

- Fast-acting Crème Lightener that lifts up to 8 levels
- Features the exclusive Quadramine Complex™ to reconstruct as you lighten
- Ensure the hair stays in optimum condition
- Use only in combination with Vero K-Pak Veroxides



#### VERO K-PAK COLOR AGE DEFY

A comprehensive solution for gray, aging Hair, Vero K-Pak Color Age Defy is the first hair color that reverses the signs of aging! Don't just cover up aging, defy it with Vero K-Pak Color Age Defy Series, a breakthrough permanent hair color collection from Vero K-Pak Color that reverses the signs of aging.

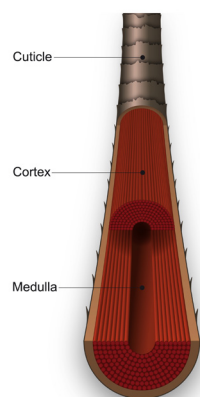


# VERO K-PAK COLOR | FUNDAMENTALS OF HAIR COLOR

## COMPOSITION OF HAIR

### PRIMARY COMPONENT OF THE HAIR = KERATIN PROTEIN

JOICO products contain Keratin Protein, which supplies the correct amino acid composition to the damaged parts of the hair.



The three layers of the hair shaft:

#### **1 Cuticle = the outermost layer of the hair that:**

- a) encircles and protects the hair shaft
- b) is built out of overlapping cells, free of melanin (natural pigment)
- c) plays a major role in transferring color pigments in and out the cortex

#### **2 Cortex = the middle layer of the hair that:**

- a) represents most of the hair shaft's volume
- b) contains the hair's natural melanin
- c) can be altered through the use of chemical services

#### **3 Medulla = the innermost layer of the hair that:**

- a) is not always present
- b) has no known role in the hair coloring process

### NATURAL PIGMENTS (MELANIN)

There are two types of pigments found in the hair:

1. Eumelanin (granular): black/brown pigment
2. Pheomelanin (diffused): red/yellow pigment

Varying degrees of melanin distribution create the endless variations of natural hair color.

E.g.:

- |                           |                                               |
|---------------------------|-----------------------------------------------|
| Black and dark brown hair | = predominantly granular pigments             |
| Light brown hair          | = a mixture of granular and diffused pigments |
| Blonde hair               | = predominantly diffused pigments             |

## CHARACTERISTICS OF HAIR

### **Texture**

The size or diameter of the hair shaft.

Three categories:

Fine - Medium - Coarse

Relation to hair color:

Fine hair accepts color and lightens faster than coarse hair.

### **Porosity**

The ability of the hair to hold and absorb moisture.

Relation to hair color:

Porous hair lifts more easily, accepts color and releases color faster. Hair is more porous on midshaft and ends.

### **Tenacity**

The degree of difficulty to penetrate the cuticle.

Relation to hair color:

Tenacious hair is difficult to color and known as resistant hair.

### **Density**

The quantity of hair per square cm (inch) on the scalp.

Relation to hair color:

Denser hair can trap heat at the scalp: and needs more product. Avoid brighter scalp areas by not pressing the hair against the scalp while processing.

### **Elasticity**

The ability of the hair to stretch and return back to its natural shape.

Relation to hair color:

If the hair breaks or does not return to its natural shape during a test, it is in no condition to be colored.

### CONCLUSIONS:

- Coarse hair is more resistant to color treatments
- Porous hair accepts coolness and rejects warmth
- Use enough product and respect maximum processing time for resistant hair
- More hair color and smaller partings should be taken for proper coverage on denser hair
- Use the K-Pak Professional Hair Repair System to rebuild the hair

## THE FOUR CATEGORIES OF HAIR COLOR

### TEMPORARY HAIR COLOR

- Coats the cuticle and lasts only 1 shampoo
- Not mixed with developer
- Does not lift the natural pigment

### SEMI-PERMANENT HAIR COLOR

- Coats the cuticle and lasts 4 to 6 shampoos
- Not mixed with developer
- Contains large direct dyes
- Using heat helps to open the cuticle and some dyes can penetrate just underneath the cuticle

### DEMI-PERMANENT HAIR COLOR

- Penetrates slightly into the cortex and lasts 10 - 15 shampoos depending on the hair's porosity
- Mixed with low volume developer. 1½% (5 Vol.) up to 3% (10 Vol.)
- Deposit-only (some have lifting ability due to ammonia content or volume of developer)
- Contains large direct dyes (some demi-permanent colors are a combination of direct and intermediate dyes)
- Gray blending ability

### PERMANENT HAIR COLOR

- Fully penetrates the cortex
- Mixed with developer: 3% (10 Vol.) – 6% (20 Vol.) – 9% (30 Vol.) – 12% (40 Vol.)
- Lifts natural pigment and deposits artificial pigment
- Covers gray
- Can lift the natural hair color







## KEY INGREDIENTS OF PERMANENT HAIR COLOR

The following three components are essential to create permanent hair color:

### AMMONIA (pH 10):

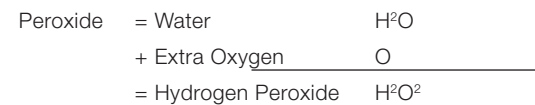
- Swells the hair shaft
- Raises the pH
- Opens the cuticle
- Allows penetration of the hair color molecules

### HYDROGEN PEROXIDE (pH 3.5 TO 3.8):

Supplies the oxygen needed to fuel the oxidation process.

The oxidation process in hair coloring performs two tasks:

- Lifts the natural pigment in the cortex
- Develops the artificial pigment to produce new hair color



= Activator:                      12% (40 Vol.) is high grade  
                                             3% (10 Vol.) is low grade

The higher the volume of peroxide, the more aggressive the oxidation process and the stronger the lifting ability of the color will become.

### INTERMEDIATE DYES:

- These are the oxidative dyes used to produce permanent hair color
- Provide extra richness and depth to each individual color
- Two different types of intermediate dyes:

#### a. Reflective dyes (Amino-phenylenediamine)

Responsible for the intense shine, thus avoiding dull “colored-looking” hair.

Used in abundance in Vero K-Pak Color.

#### b. Flat dyes (Para-phenylenediamine)

Non-reflective dyes; their use in Vero K-Pak Color is minimized;




however, some are used to aid in gray coverage

## LAWS OF COLOR

Hair color is based on the laws of color, which revolve around the interaction of the three primary colors. Let's review:




### PRIMARY COLORS

There are only three pure colors: "primary colors". Primary colors can be divided into Cool and Warm Tonalities. From these three colors, all other colors can be created when mixed in varying proportions.

Primary	Description
Yellow 	The lightest primary color Reflects the most light A warm primary color
Red 	The brightest primary color Absorbs as much light as it reflects A warm primary color
Blue 	The darkest primary color Dominates red and yellow Absorbs the most light A cool primary color

### SECONDARY COLORS

Two primaries mixed together in equal proportions create a secondary.

Secondary	Primary + Primary	Tone
Orange 	Yellow + Red	Strongest and only warm secondary
Violet 	Red + Blue	Cool secondary due to the blue that overpowers warm primaries
Green 	Blue + Yellow	Cooler secondary due to the blue that overpowers warm primaries

### TERTIARY COLORS

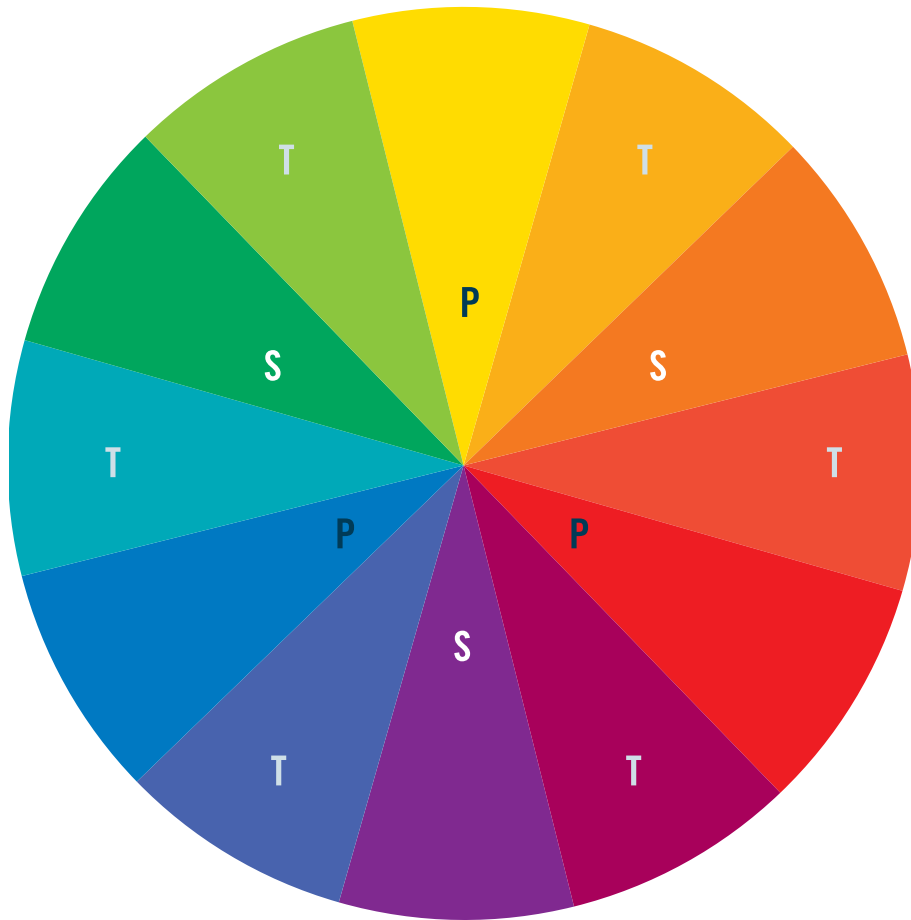
A primary and a neighbouring secondary mixed together in equal proportions create a tertiary.

Tertiary	Primary + Neighboring Secondary	Tone
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

**When mixing three primary colors together, Blue can no longer dominate.**

**Example:** 50% Blue + 25% Red + 25% Yellow = a neutral brown. The three primaries can not be mixed together without browning out. The basic color of all naturally pigmented hair, from the darkest to the lightest, is a variation of brown.

# VERO K-PAK COLOR | FUNDAMENTALS OF HAIR COLOR



P = Primary – S = Secondary – T = Tertiary

## THE COLOR WHEEL

The Universal Law of Color states that every color imaginable can be formed by mixing the three primary colors: Yellow, Red and Blue.

### HOW TO USE THE COLOR WHEEL

- To enhance or create a color, work around the color wheel
- To refine (neutralize) a color, use its direct opposite on the color wheel. Refinement is commonly known as neutralizing color or 'browning out'

**Example:** Violet refines (neutralizes) yellow. Refinement occurs by combining a primary yellow and an opposing secondary violet, which is composed of two primaries blue and red. In doing so, you are mixing all three primaries together, thus creating a form of brown.



## THE LEVEL SYSTEM AND REMAINING PIGMENT CONTRIBUTION

- A level is a measurement of depth, from dark to light:  
Level 1 = the darkest  
Level 10 = the lightest
- The international level system is used to define the lightness or darkness of natural hair color and the palette of hair color shades

Level number	Level description	Reflects light	Gray shades
10	Very Light Blonde	100%	White
9	Light Blonde	90%	
8	Medium Blonde	80%	
7	Dark Blonde	70%	
6	Light Brown	60%	
5	Medium Brown	50%	Gray
4	Dark Brown	40%	
3	Darkest Brown	30%	
2	Brown/Black	20%	
1	Black	10%	Black

**Note:** When lifting the natural hair with a permanent hair color, the primary pigment blue is the first pigment to be removed. The warm pigments red and yellow will be exposed.

**The visible warm pigment exposed at the level  
where you interrupt your lifting process  
=  
Remaining Pigment Contribution (RPC)  
(Natural Underlying Pigment)**

## REMAINING PIGMENT CONTRIBUTION (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	

RPC is crucial because it determines the tonal selection when lifting.

You may choose to either enhance or neutralize the RPC by working with the Color Wheel.

- The first primary to be removed is blue exposing the warmer red and yellow tones
- Varying shades of red/brown are seen when lifting from darker levels
- The RPC changes from level to level
- To neutralize the RPC choose its opposite color on the Vero K-Pak Color Wheel
- To enhance the RPC choose a color by working around the Vero K-Pak Color Wheel
- When lifting, RPC has the ability to overrule the artificial pigmentation

# VERO K-PAK COLOR | KEY POINTS OF DIFFERENCE

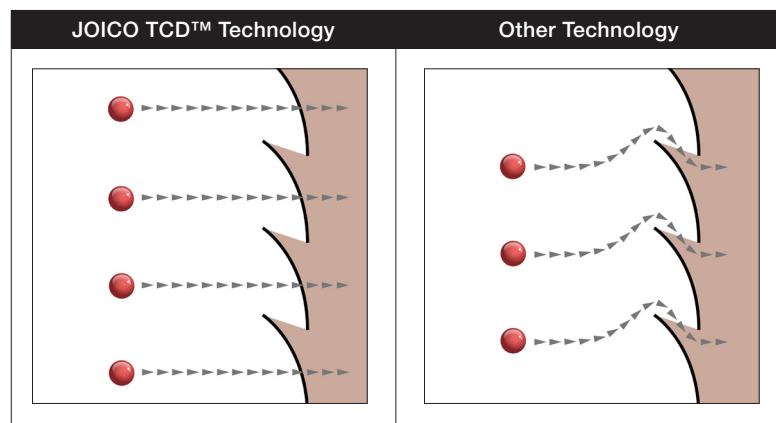
## THE K-PAK SECRET WITHIN VERO K-PAK COLOR

### TRADITIONAL HAIR COLOR

- Traditional hair color formulations force penetration by swelling the hair and blowing out the cuticle cells, creating uneven spaces along the hair shaft through which the dyes can pass. This often results in uneven color distribution and dull, damaged hair.
- All hair color manufacturers claim conditioning benefits from the use of their hair color.

### VERO K-PAK COLOR

- Is the first hair color that uses the reconstructive qualities of Quadramine Complex found within K-Pak Reconstructor, the award-winning Reconstructor of JOICO, in its formula, producing superior and unique hair color results as the hair is being colored, conditioned and reconstructed simultaneously during the color service.
- Utilizes a unique penetration technology called the Trans-Cuticle Delivery (TCD) System. This technology (combination of Quadramine Complex and Moisture Complex) has enabled JOICO to create a definite new kind of hair color that allows deep uniform penetration of color molecules, not only via the open cuticle but also through the actual cuticle scales. This action provides enhanced color penetration with minimal cuticle swelling.

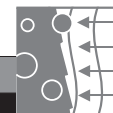


## HOW THE VERO K-PAK COLOR TECHNOLOGY WORKS?

### Facts

- All living cells surrounding the hair follicle have small openings through which nutrients and wastes pass.
- When cells keratinize, as is the case with the cells building up the hair's protective cuticle, these openings close down and natural penetration becomes very difficult.

### TRANS-CUTICLE DELIVERY SYSTEM (TCD)



Moisture Complex (technologically advanced moisture science)	
Features	Benefits
<ul style="list-style-type: none"> <li>• Lecithin helps to soften the cuticle and reduces surface tension, thus gently opening the natural pores during processing</li> <li>• Lecithin combined with the amino-acid Lysine, creates liposome-like capsules delivering moisture and color molecules deeply inside the hair</li> <li>• After processing, the channels re-close locking color molecules deep within the hair shaft</li> </ul>	<ul style="list-style-type: none"> <li>• Low ammonia contents in Vero K-Pak Color</li> <li>• Deep, uniform penetration of color dyes</li> <li>• Unique conditioning benefits</li> <li>• Protects the cuticle against damage and moisture loss</li> <li>• Added bounce and flexibility</li> <li>• Virtually no fading or unevenness</li> <li>• Intense, beautiful, longer lasting color</li> <li>• Healthy, moisture-rich hair</li> <li>• Immediate apparent results</li> </ul>

### Quadramine Complex™



Features	Benefits
<ul style="list-style-type: none"> <li>• Quadramine Complex™ penetrates deep into the cuticle to repair damage while adding condition, strength and shine</li> <li>• The Quadramine Complex™ adheres strongly to the hair structure's surface</li> </ul>	<ul style="list-style-type: none"> <li>• Superior penetration of color pigments, keratin protein and conditioners</li> <li>• Reconstructs hair &amp; repairs cuticle</li> <li>• Longer lasting color</li> <li>• Exceptional color results &amp; healthy hair</li> </ul>

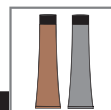
### LOW AMMONIA



Features	Benefits
<ul style="list-style-type: none"> <li>• Less than 2% (1.4% – 1.9%) ammonia</li> <li>• Calibrated ammonia levels</li> </ul>	<ul style="list-style-type: none"> <li>• Less cuticle damage and scalp irritation</li> <li>• Longer lasting, vibrant and shiny color</li> <li>• Reduced odor</li> </ul>

### VERSATILE

Vero K-Pak Color can be used as a permanent or as a demi-permanent hair color



Features	Benefits
<ul style="list-style-type: none"> <li>• Vero K-Pak Color + Vero K-Pak Color Veroxide = Permanent hair color</li> <li>• Vero K-Pak Color + VeroGlaze = Demi-permanent hair color</li> <li>• 1 Vero K-Pak Color Shade Selector and the same Vero K-Pak Color Shades for two different color services</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced stock and inventory</li> <li>• Helps to increase the permanent color business in your salon</li> <li>• Easy to use and understand</li> </ul>

### A COMPACT PALETTE OF INTERMIXABLE SHADES FOR UNLIMITED CREATIVITY

Features	Benefits
<ul style="list-style-type: none"> <li>• Basic Shades &amp; Custom Formulations</li> <li>• Regular custom formulation updates</li> <li>• Inspirational Vero K-Pak Color formulations and techniques with each training</li> </ul>	<ul style="list-style-type: none"> <li>• Lower stock and inventory</li> <li>• Unique and personalized color service</li> <li>• Increased client satisfaction and retention</li> <li>• Fashion forward approach</li> <li>• The stylist is the color expert</li> </ul>

### STRONG AND CONTINUOUS EDUCATION

Vero K-Pak Color is supported in each country by a professional team of Educators, Technical Advisors and Guest Artists.

A full range of fundamental, advanced and creative Vero K-Pak Color seminars are available to guide you in your continuing hair color education and growth. The Education and Marketing Department develop creative color ideas, techniques and concepts on a regular base and share these with professionals to assure continuing Vero K-Pak Color excitement and exploration.

See our website for more information, education program and online registration for training and workshops, [www.joico.eu](http://www.joico.eu).



# THE COLOR PALETTE

## Properties

## Natural Levels

### NATURAL SERIES

**N** Predominantly Blue (Cool)

Composed of warm and cool pigments but predominantly blue (cool). For natural gray coverage. Cool enough to refine some RPC when lifting.

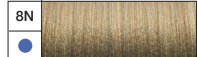
VERY LIGHT BLONDE



LIGHT BLONDE



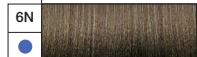
MEDIUM BLONDE



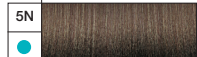
DARK BLONDE



LIGHT BROWN



MEDIUM BROWN



DARK BROWN



Ebony Brown



Black



### ASH SERIES

**A** Blue/Green (Very Cool)

Refines unwanted RPC when lifting. Not recommended to be used alone on high percentages of gray.

VERY LIGHT ASH BLONDE



LIGHT ASH BLONDE



MEDIUM ASH BLONDE



DARK ASH BLONDE



LIGHT ASH BROWN



MEDIUM ASH BROWN



DARK ASH BROWN



### BLUE ASH SERIES

**G** BA Blue/ Green/Gray

Control unwanted Orange/Red. Coolest result due to gray base. Not recommended to be used alone on high percentages of gray hair.

LIGHT BLONDE BLUE ASH



MEDIUM BLONDE BLUE ASH



DARK BLONDE BLUE ASH



LIGHT BROWN BLUE ASH



### GOLD SERIES

**G** Yellow/Orange

Adds warm golden tones to the hair. Will add brightness and aid in gray coverage when mixed with the Natural, Red or Beige series.

LIGHT GOLDEN BLONDE



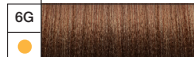
MEDIUM GOLDEN BLONDE



DARK GOLDEN BLONDE



LIGHT GOLDEN BROWN



MEDIUM GOLDEN BROWN



### RED SERIES

**R** Varies with each red shade

Vibrant and long lasting. When using Red series on hair that is up to 50% gray, mix with appropriate percentage of Natural, Beige or Gold series.

MEDIUM RED GOLD



BRIGHT RED COPPER



SCARLET



RED COPPER



RUBY RED



CRIMSON



RED GARNET



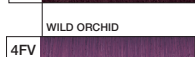
RED MAHOGANY



RED CLARET



VIOLET RED



WILD ORCHID



### BEIGE SERIES

**B** Violet (Cool)

Composed of primary colors: yellow, red and blue. When lifting, yellow will dominate. When depositing on high percentage of gray or blonde hair, violet will dominate.

VERY LIGHT BEIGE BLONDE



LIGHT BEIGE BLONDE



MEDIUM BEIGE BLONDE



DARK BEIGE BLONDE



LIGHT BEIGE BROWN



MEDIUM BEIGE BROWN



### HIGHLIGHT & TONER SERIES

**HL** Natural and Ash

Used for maximum lift. In single-process blonding, lifts up to 4 levels from Natural level.

HIGH LIFT NATURAL BLONDE



HIGH LIFT ASH BLONDE



**T**

Pastel colors designed to enhance or refine tone of prelightened hair.

SILVER BLONDE TONER



BEIGE BLONDE TONER



PEARL BLONDE TONER



### ULTRA HIGHLIGHT & TONER SERIES

**UHL** Natural, Ash, Platinum

Used for maximum lift and tonal control in single process blonding. Designed to create natural looking cool blondes as of level 6/7 and up.

ULTRA HIGH LIFT PLATINUM BLONDE



ULTRA HIGH LIFT ASH BLONDE



### INTENSIFIER/ CORRECTOR

**IN/CCV**

Concentrated oxidizing pigments that help intensify or correct tonal value. Mix up to 25% Intensifier to Vero K-Pak formula. Intensifiers and Color Correctors are not on the level system.

ROYAL BLUE INTENSIFIER



SILVER INTENSIFIER



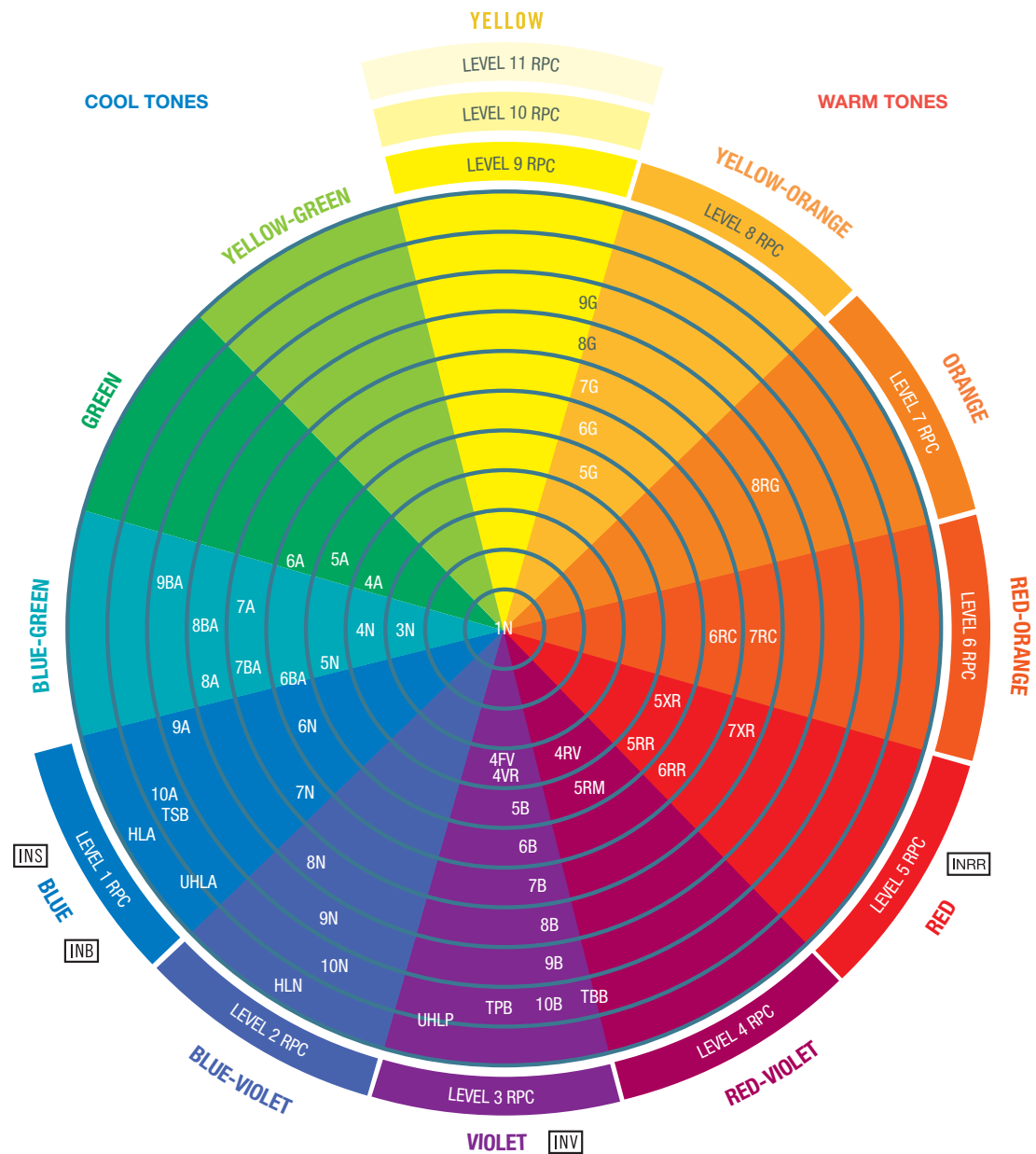
EXTRA RED INTENSIFIER



VIOLET INTENSIFIER



## THE COLOR WHEEL



**NOTE:**

**INRR** The rectangular names on the color wheel represent intensifiers/correctors.

Assortment may vary per country

\*We reserve the right to amend the position on the color wheel

Features	Benefits
<ul style="list-style-type: none"> <li>A gentle crème developer formulated with Squalane, a moisture binding component that works with Vero K-Pak Color base</li> <li>Available in 3% (10 Vol.), 6% (20 Vol.), 9% (30 Vol.) and 12% (40 Vol.)</li> </ul>	<ul style="list-style-type: none"> <li>Maintains the integrity of the hair structure</li> <li>Leaves hair in optimum condition</li> <li>Mixes quickly and is compatible with all Vero K-Pak Color shades, toners and lighteners</li> </ul>

### MIXING INSTRUCTIONS



#### VERO K-PAK COLOR MIXING

Vero K-Pak Color is mixed with equal parts of Veroxide (1 to 1)  
(1 part Color + 1 part Veroxide)



#### EXCEPTIONS TO THE RULE ARE:

- HL and UHL Series - Mix 1 to 2  
(1 part Color to 2 parts 12% (40 Vol.) Veroxide)

### UNDERSTANDING HOW PEROXIDE WORKS

Peroxide predominantly lifts first, then deposits. All peroxides need at least 20 minutes deposit time for minimum timing or 25 minutes deposit time for maximum results.

Volume %	Lift	Deposit	Minimum timing	Maximum timing
(3%) 10 Vol.	10 minutes	+ 20 minutes	= 30 minutes	35 minutes
(6%) 20 Vol.	20 minutes	+ 20 minutes	= 40 minutes	45 minutes
(9%) 30 Vol.	30 minutes	+ 20 minutes	= 50 minutes	55 minutes
(12%) 40 Vol.	40 minutes	+ 20 minutes	= 60 minutes	65 minutes



### VERO K-PAK COLOR VEROXIDE USAGE & TIMING CHART

Veroxide	%	Usage	Timing
10 Volume	3%	<ul style="list-style-type: none"> <li>Primarily for deposit</li> <li>To color tone-on-tone</li> <li>½ up to 1 level of lift depending on the color chosen and the natural level</li> </ul>	<ul style="list-style-type: none"> <li>30 minutes</li> <li>35 minutes for reds/coppers</li> </ul>
20 Volume	6%	<ul style="list-style-type: none"> <li>For gray coverage</li> <li>Lifts up to 2 levels depending on color chosen and the natural level</li> </ul>	<ul style="list-style-type: none"> <li>40 minutes</li> <li>45 minutes reds/coppers/resistant gray</li> </ul>
30 Volume	9%	<ul style="list-style-type: none"> <li>Lifts up to 3 levels depending on color chosen and the natural level</li> </ul>	<ul style="list-style-type: none"> <li>50 to 55 minutes</li> </ul>
40 Volume	12%	<ul style="list-style-type: none"> <li>Lifts up to 4 levels depending on color chosen and the natural level</li> </ul>	<ul style="list-style-type: none"> <li>60 to 65 minutes</li> </ul>

**Note:** The amount of ammonia varies from level to level in a calibrated ammonia level system.

**Darker Shades:** less ammonia » more pigment weight » less lifting ability.

**Lighter Shades:** more ammonia » less pigment weight » more lifting ability.

Use stronger developers to obtain correct lift when starting from darker natural levels.





CAUTION / ATTENTION  
KEEP OUT OF THE REACH OF CHILDREN. CONTIENS LES INGREDIENTS DANGEREUX / GARDER HORS DE LA PORTEE DES ENFANTS. CONTIENT MOINS DE 2% D'AMMONIAC

VERO K-PA COL







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

#### MIXING INSTRUCTIONS

- The maximum amount of Intensifier should not exceed 25% of the formulation:  
1 part Intensifier to 3 parts Vero K-Pak Color
- Always use equal parts Veroxide and color formula
- The Intensifier should be measured first
- Add the desired Vero K-Pak Color shade and mix thoroughly
- Veroxide should be added last

**Note:** Intensifiers may be used with 3% (10 Vol.) Veroxide as “Fashion Tones” on prelightened hair. For intense and accurate results, hair should be prelightened to yellow (level 9 or 10). Tonal results and fadage issues are variable, depending on the hair’s porosity. This technique is for trend and high fashion looks only. Alternatively, use JOICO Color Intensity colors for trend and high fashion looks and longer-lasting results.



		Vero K-Pak Color Intensifiers/Correctors	Base	Mixed with tonal families				
				Natural series	Gold series	Ash series	Red series	Beige series
INS		<b>Silver Intensifier (INS)</b> Mix with Levels 7 and lighter	Pale Blue	Adds extra coolness	Not advisable	Adds extra coolness	Not advisable	Adds extra coolness
INRR		<b>Extra Red Intensifier (INRR)</b> Compatible with all red shades	Red	Adds a cool red tone	Adds a cool red tone	Not advisable	Adds a cool red tone	Adds a cool red tone
INB		<b>Blue Intensifier (INB)</b> For best results, mix with Levels 6 and lower	Blue	Adds a blue tone	Not advisable	Adds a blue tone	Adds a blue tone	Not advisable
INV		<b>Violet Intensifier (INV)</b> For best results, mix with Levels 6 and lower	Violet	Adds a violet tone	Not advisable	Adds a violet tone	Adds a violet tone	Adds violet tones

**NOTE:** Specific mixtures of, for example Ash series with a drop of INRR, can be used for fashion results or toners. When doing these types of custom formulations we always recommend testing these out on a swatch first. We also refer to the Vero K-Pak Color Shade Selector for examples of these formulas.

#### VERO K-PAK COLOR XTRA RED SERIES

- Red series that ensure superior color reflection while creating a pure red transmittance
- Increases longevity by 20% while resulting in true, vivid, sharp reds
- Increases shine on the hair by up to 200% (against untreated hair) while leaving the hair shinier and more vibrant

#### THE DIFFERENCE

- Fusion of patented dye technology, to stabilize and bond dye molecules in the hair for extraordinary intense reds with unsurpassed vibrancy, shine and longevity
- Trans Cuticle Delivery System, featuring Quadramine Complex
- Ppd-free



#### HOW THE VERO K-PAK XTRA REDS TECHNOLOGY WORKS

Patented dye technology	
Features	Benefits
<ul style="list-style-type: none"> <li>• New patented dyes anchor deeply to hair's natural melanin</li> <li>• Patented red molecules give intense color pigment to dye</li> <li>• Superior color reflection</li> </ul>	<ul style="list-style-type: none"> <li>• Increased color longevity by 20%</li> <li>• Extra true tone of vivid, sharp reds</li> <li>• Pure red transmittance, color reflects more light thus leaving the hair shinier and more vibrant</li> </ul>





## COLOR PALETTE

	Fashion reds	Predominant base	Ideal base
	5XR Crimson	Red	Level 5
	7XR Scarlet	Red	Level 7

## INSTRUCTIONS FOR USE:

- Can be used alone or mixed with each other or with the other Vero K-Pak Color series and Intensifiers (Do not mix with Vero K-Pak Chrome or Vero K-Pak Color Age Defy)
- Xtra Reds were designed to create long-lasting true reds
- Respect all basic red standards and procedures to obtain maximum performance
- Use in combination with K-Pak Professional Hair Repair System or Defy Damage ProSeries 1 & 2 for ultimate results

## FORMULATION WHEN WORKING ON GRAY HAIR:

The recommended Veroxide for maximum results is 20 Volume (6%). On more than 25% gray hair, always mix with Natural, Gold or Beige Series. We recommend using N series to obtain the most true and cool red results.



Gray timing:  
45 minutes with Vero K-Pak Color Veroxide 20 Volume (6%)

Gray %	Formula	Vero K-Pak Color Veroxide	Timing	Tonal result
> 25%	$\frac{3}{4}$ XR + $\frac{1}{4}$ N	6% (20% Vol.)	45 minutes	True, vivid, sharp red
> 50%	$\frac{1}{2}$ XR + $\frac{1}{2}$ N			Intense red
> 75%	$\frac{1}{4}$ XR + $\frac{3}{4}$ N			Soft, violet red



## MIXING INSTRUCTIONS

Xtra Reds are mixed 1:1 (Equal parts color and Veroxide 10 Volume (3%) , 20 Volume (6%), 30 Volume (9%) or 40 Volume (12%), according to desired end result and the natural level)

## FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test and step 1, 2 and 3 of the K-Pak Professional Hair Repair System or Defy Damage ProSeries 1 before any hair color service
- K-Pak Professional H.K.P. must be misted on the midshaft and ends
- Never apply heat to any Vero K-Pak Color service
- Follow standard application procedures for all applications with Vero K-Pak Color Xtra Reds

## APPLICATION TIPS

- Apply generous amount of color
- Always respect the processing times of the chosen Vero K-Pak Color Veroxide

## Important

Reds cannot be timed in the same way as the other series and should be brought through the shaft and ends of the hair within 15 minutes after regrowth portion of the service is completed. Not pulling the color through within that time frame generally results in banding and flat ends

**Note:** Remember, porous hair accepts coolness and rejects warmth!



Features	Benefits
<ul style="list-style-type: none"> <li>A no-lift developer with a pH of 2.7</li> <li>Includes the full Vero K-Pak Color palette</li> <li>Produces tonal change without lifting the client's natural haircolor</li> <li>Lasts 10 to 15 shampoos depending on the hair's porosity</li> <li>Blends gray</li> <li>Tones pre-lightened hair</li> </ul>	<ul style="list-style-type: none"> <li>Makes Vero K-Pak Color work as a true-to-tone, deposit only, demi-permanent hair color</li> <li>A great initiation for your color shy clients</li> <li>Low commitment hair color</li> <li>Fades gradually on tone</li> <li>Conditions and adds beautiful shine</li> <li>Fast and easy to use and understand</li> <li>Ideal for coloring men's hair</li> </ul>



### VEROGLAZE MIXING INSTRUCTIONS

VeroGlaze is mixed with equal parts of Vero K-Pak Color (1 to 1).

(1 part Color + 1 part Developer)

- Allow VeroGlaze mixture to stand for 5 minutes after mixing and before application
- Never apply heat



### VEROGLAZE TONAL CHART

Vero K-Pak Color basic series	Pre-dominant base	Results on natural hair	Blending results on gray hair
Natural	Blue	Cool natural tones	Cool natural tones
Gold	Yellow/Orange	Warm golden tones in lighter levels. Shine and luster to darker levels	Warm golden tones
Beige	Violet	Soft natural cool violet tones in lighter levels	Soft cool beige tones
Ash	Blue/Green	Coolest tones, controls warmth	Not recommended
Blue Ash	Blue/Green/Gray	Coolest tones, controls warmth	Not recommended
Red	Varies with each shade	Varying red to copper tones	Must be mixed with the Natural, Gold or Beige Series

### VEROGLAZE INTENSITY GUIDELINES

Intensity	Level needed	Result
Maximum	Same level as client's natural or the desired level	Darker than client's natural level
Normal	1 level lighter than client's natural level or 1 level lighter than the desired level	Same as client's natural level or the desired level
Minimum	2 levels lighter than client's natural level or 2 levels lighter than the desired level	To add shine, or on porous hair, the same as client's natural level

**Note:** VeroGlaze produces strong and darker results if used on color-treated hair or hair that is over porous. When in doubt, use minimum intensity guidelines as mentioned above.

### TIMING

- 5 to 20 minutes on dry hair depending on intensity desired
- Less time produces softer, less intense results
- Longer time produces stronger, more intense and longer-lasting results



VERO K-PAK<sup>®</sup> COLOR  
VERO GLAZE™

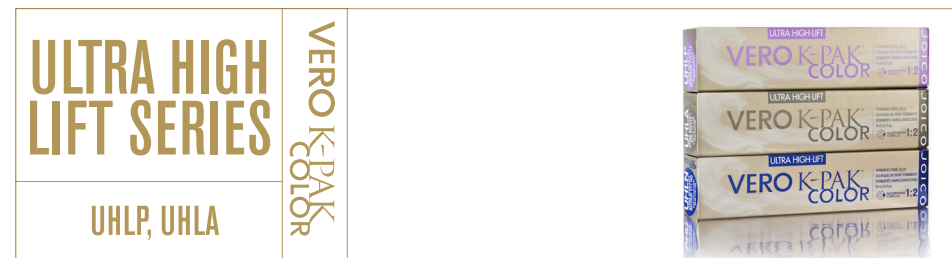
no oil color developer  
développeur sans huile  
no developer  
révélateur sans développeur  
no developer  
révélateur sans développeur

CAUTION Keep out of reach of children.  
Read safety directions. Contains 1.5% w/v  
hydrogen peroxide. **PERFECTING**  
Color from the inside out.  
Use the complete Joico system. Contains  
1.5% w/v of peroxide of hydrogen.

32 fl oz / 946 ml e

JOICO

# VERO K-PAK COLOR | INSTRUCTIONS FOR USE | Vero K-Pak Color High Lift & Ultra High Lift Series



High lift colors are designed to provide you with the maximum lift in single process blonding. Vero K-Pak Color High Lift and Ultra High Lift Series are the true answer to one-step blonding. The Vero K-Pak Color Ultra High Lift Series offer unsurpassed deposit and more tonal control than our Vero K-Pak Color High Lift shades.

Features	Benefits
<ul style="list-style-type: none"> <li>Formulated with TCD Technology featuring Quadramine Complex</li> <li>Formulated with reduced ammonia (2.9%)</li> <li>All HL and UHL shades lift up to 4 levels from a natural level 7. UHLA lifts up to 4 levels from a level 6/7</li> <li>Assists in neutralizing RPC when lifting</li> </ul>	<ul style="list-style-type: none"> <li>The ultimate in healthy high lift color results</li> <li>Maintains the integrity of hair and scalp</li> <li>Leaves hair in optimum condition</li> <li>Single process blonding</li> <li>For very pale natural, shiny and healthy looking blonde hair</li> </ul>

**MIXING INSTRUCTIONS**

**Vero K-Pak Color High Lift & Ultra High Lift Series**



» Mix 1 to 2

1 part Vero K-Pak Color High Lift/Ultra High Lift Series to 2 parts Veroxide 12% (40 Vol.)

## Note:

- These colors create the lightest possible single process blonding results. They are not designed for gray coverage.
- Vero K-Pak High Lift and Vero K-Pak Ultra High Lift Series can be mixed together.



### HIGH LIFT PALETTE

High Lift Shade			Predominant base	Tonal results
<b>HLN</b>		High Lift Natural Blonde	Blue/Violet	For very pale natural blonde tones
<b>HLA</b>		High Lift Ash Blonde	Blue	For very pale cool blonde tones

#### Note:

- It might be necessary to adjust the formulation at the midshaft and ends when the Remaining Pigment Contribution is absent from the hair

### ULTRA HIGH LIFT PALETTE

JOICO Vero K-Pak Color Ultra High Lift Shade			Predominant base	Tonal results
<b>UHLP</b>		Ultra High Lift Platinum Blonde	Violet	For very pale platinum blonde tones
<b>UHLA</b>		Ultra High Lift Ash Blonde	Blue/Green	For ultra cool blonde tones

#### Note:

- Due to the heavier and cooler pigment load we do not recommend to emulsify or pull the color through to lengths and ends as this may create matte end results

### TIMING HIGH LIFT & ULTRA HIGH LIFT

- Time for 60 to 65 minutes
- Apply Vero K-Pak Color High Lift Series to porous ends for the last 5 to 20 minutes, mixed with K-Pak Professional H.K.P. Check ends every 5 minutes of your total timing. Do not use Ultra High Lift Series on lengths and ends.
- Apply Vero K-Pak Color Ultra High Lift Series only on dark re-growth area. As the Ultra High Lift Shades provide extra color deposit, be careful not to overlap on existing blonde hair as the tone may grab on previously lightened hair

# VERO K-PAK COLOR | INSTRUCTIONS FOR USE | Vero K-Pak Color Toners

## COLOR TONERS

TSB, TPB, TBB

VERO K-PAK  
COLOR





**MIXING INSTRUCTIONS**

**Mix 1 to 1**

Time 5 to 20 minutes, checking every 5 minutes, until desired result is achieved

Features	Benefits
<ul style="list-style-type: none"> <li>With TCD Technology featuring Quadramine Complex</li> <li>Enhance or neutralize the tone of prelightened or bleached hair</li> <li>May be mixed with Vero K-Pak Color levels 8 and lighter to personalize lighter shades and customize toner results</li> </ul>	<ul style="list-style-type: none"> <li>Reconstruct the hair while toning following the bleaching service</li> <li>Protect the hair for maximum condition</li> <li>For beautiful pastel blondes</li> <li>Beautiful, healthy and shiny hair</li> </ul>




## FORMULATION INSTRUCTIONS

- Determine where the exposed pigment left in the hair lies on the stages of the RPC
- Choose a toner base, working with the color wheel, which will refine (neutralize) the exposed pigment

Example:

Exposed pigment	Refinement (neutralize) toner
Yellow/Orange	Equal parts TSB + TPB
Orange	TSB
Yellow	TBB or TPB

## TONER PALETTE

Toner			Predominant Base	Results
TSB		Toner Silver Blonde	Blue	For silver blonde effect and refinement of orange
TPB		Toner Pearl Blonde	Violet	For pearl blonde effect and refinement of yellow
TBB		Toner Beige Blonde	Red/Violet	For beige blonde effect and refinement of yellow

- When toner base selection has been made, use the following chart to choose a developer for desired deposit.

Developer	Total formula
VeroGlaze	Maximum color deposit
3% (10 Vol.) Veroxide	Subtle color deposit
6% (20 Vol.) Veroxide	Translucent color deposit



# HOW TO FORMULATE | Steps to formulation

Proper formulation is the foundation to creating any color.

## FUNDAMENTAL GUIDELINES

- Artificial color will not lift artificial color
- The hair's density, texture, porosity, elasticity and tenacity affect the hair color process
- The higher the volume of peroxide used, the less deposit you will obtain

## STEPS TO FORMULATION

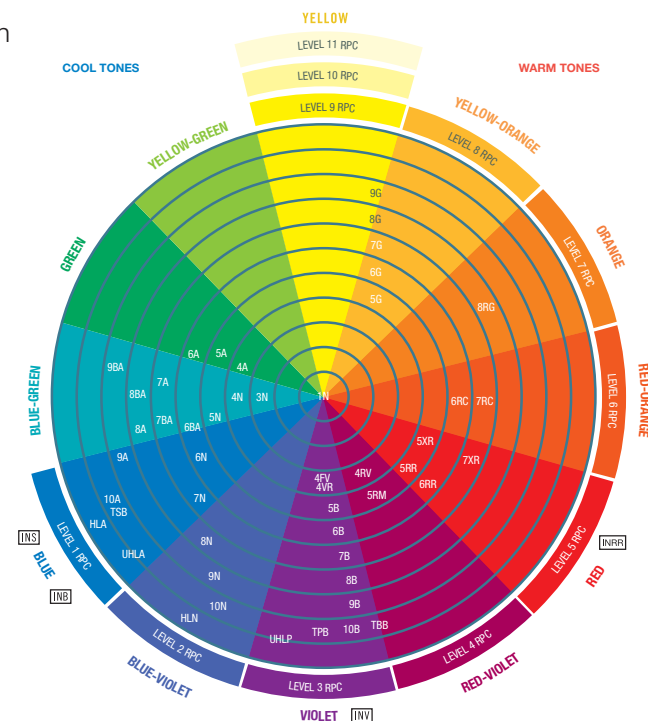
- 1 Define the natural level using the Vero K-Pak Color swatch book or the JOICO Consultation Kit. Examine the client's regrowth and scalp area. If gray is seen first, the client's hair is more than 50% gray. Follow the instructions located in the "Gray Coverage/Gray Coverage Base Choices" section
- 2 Determine the color level on the midshaft and ends as well as the tonal value
- 3 Identify the client's desired level using the Vero K-Pak Color swatch book or the JOICO Consultation Kit. Use this level in your color formula
- 4 Determine the client's desired tone. Identify the Remaining Pigment Contribution (RPC) at the desired tone using the RPC chart. 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 enhance or refine the RPC
- 5 Analyze the characteristics of the hair
  - Texture – coarse or fine
  - Density – how much
  - Porosity – affects all aspects of hair color
  - Elasticity – condition
  - Tenacity – especially important in gray coverage
- 6 Determine the proper volume of Veroxide. Decide how many levels of lift are required to reach the desired level using the Veroxide usage and timing chart
- 7 Establish your working procedure and application method and record this information onto the client consultation card

**Note:** When the natural base level falls between two different levels and you want to lift the hair to a lighter level (color), judge the natural base at the darkest level. This is important to accurately determine the level of lift you want to achieve.



# VERO K-PAK COLOR | HOW TO FORMULATE | Steps to formulation

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	



## EXAMPLE 1: REFINEMENT (NEUTRALIZING) FORMULA

Step 1	Step 2	Step 3	Step 4		
Natural Level	Desired Level	Desired Tone	RPC on desired level	Formula used	Veroxide & Timing
5	6	Coolest Natural	Red/Orange	Equal parts 6N + 6A	20 Vol. (6%): 40 to 45 minutes
5	7	Coolest Natural	Orange	7N or 7A	30 Vol. (9%): 50 to 55 minutes

## EXAMPLE 2: ENHANCEMENT FORMULA

Step 1	Step 2	Step 3	Step 4		
Natural Level	Desired Level	Desired Tone	RPC on desired level	Formula used	Veroxide & Timing
5	6	Red	Red/Orange	6RR	20 Vol. (6%): 45 minutes
5	7	Copper	Orange	7RC	30 Vol. (9%): 55 minutes

# HOW TO FORMULATE | Gray coverage / gray coverage base choices

## FUNDAMENTAL GUIDELINES FOR GRAY COVERAGE

- Determine the percentage of gray hair:
  - If gray is seen first, then your client is more than 50% gray
  - If the natural level is seen first, then your client is less than 50% gray
- Examine all areas of new growth – temple, front hairline, crown, nape and sides. Your final formulation will depend on what you observe throughout the client's new growth area
- Adjust your formula based on the percentage of gray as observed during the retouch application  
If your client had 25% of gray hair two years ago, chances are she could be 50% gray now
- All shades level 4 or darker will cover gray due to high percentage of dye load, except cool red shades. These follow different rules, see below
- Ash and Blue Ash series are not designed to cover more than 50% gray

## MAXIMUM GRAY COVERAGE

- 1 Define the natural level and percentage of gray
- 2 Determine the client's desired level
- 3 Identify the client's desired tone and the RPC at the desired level using the RPC Chart
- 4 Determine the appropriate gray coverage base to intensify or neutralize the RPC
- 5 Select Veroxide 6% (20 Vol.) for optimum gray coverage
- 6 Check the density of the hair and size of the regrowth to determine the necessary amount of color needed for optimum gray coverage
- 7 Process for a full 45 minutes for maximum gray coverage

## GRAY COVERAGE BASE CHOICES

Hair	Gray coverage base
Coolest	Natural Series
Cool	Beige Series
Warm	Gold Series

### Up to 50% gray:

All shades will cover with the exception of the cool red shades 4RV, 4VR, 4FV, 5RM, 5XR, 5RR, 6RR, 7XR and BA series. The cool red shades must be mixed with N or B on hair that is 25% to 50% gray to maintain the cool character of the shade. N series will respect the cool character the most and is thus the best choice. The BA series must be mixed with N as of 25% gray for optimal coverage.

### Example cool red shades 25% - 50% gray:

1/4 N + 3/4 XR  
1/4 N + 3/4 RR  
1/4 N + 3/4 RV

### 50% - 75% gray:

Add one of the gray coverage base choices to your desired shade, depending on the desired result.

Desired result		Mixes
Naturals	Cool natural Neutral natural Warm natural	N + B N + G G + B
Fashion shades	Muted red Soft red Warm/brightest red	RC/RG + N RC/RG + B RC/RG + G

### Examples:

1/2 N + 1/2 B  
1/2 N + 1/2 G  
1/2 B + 1/2 G  
1/2 G + 1/2 RC  
1/2 B + 1/2 RG

### Examples cool reds on 50% - 75% gray:

1/2 N + 1/2 XR  
1/2 N + 1/2 RM  
1/2 N + 1/2 VR

### 75% - 100% gray:

For maximum gray coverage:

- formulate 1/2 to 1 level darker than desired end result – base shade N or B series is recommended for most opaque results
- intermix ALL missing pigments (Yellow + Red + Blue)

### e.g. 75% gray:

1/2 7B + 1/4 8G + 1/4 8RG  
1/2 6N + 1/4 7B + 1/4 7G  
1/4 6N + 1/4 6B + 1/2 7G

### 100% gray

1/2 7B + 1/4 7G + 1/4 7RC  
1/2 6N + 1/4 6B + 1/4 6G  
1/4 6N + 1/4 6B + 1/2 6G

### Cool reds on 75% - 100% gray hair examples:

3/4 N + 1/4 XR  
3/4 N + 1/4 RV  
3/4 N + 1/4 RR

### Additional gray coverage information:

- Start application in the most resistant area's
- Apply color against the natural direction of the cuticle scales





#### HAIR COLOR FADAGE

The most common complaint about reds is their tendency to fade.

The most common causes are:

- Incorrect level selection (RPC)
- Incorrect volume of developer
- Incorrect application and timing
- Incorrect post color services and home maintenance

Stylist	
Responsibilities to help prevent fadage	<ul style="list-style-type: none"> <li>• Lift to the correct RPC</li> <li>• Utilize the correct Veroxide Volume (%)</li> <li>• Time according to Veroxide usage chart</li> </ul>
Client	
Responsibilities to help prevent fadage	<ul style="list-style-type: none"> <li>• Do not shampoo for 48 hours</li> <li>• Home maintenance: use the appropriate color care products at home</li> <li>• Use the appropriate JOICO Style &amp; Finish products</li> </ul>

## GUIDELINES FOR LONGER LASTING RED SHADES

- Lift the natural pigment to a level 7 (Dark Blonde) for the brightest reds. The underlying pigment on a level 7 is Orange. The longest lasting Red shades are those utilizing the hair's own natural pigment contribution
- Reds can not be timed in the same way as the other series and should be brought through the shaft and ends of the hair within 15 minutes after the regrowth portion of the service is completed. Not pulling the color through within that time frame generally results in banding and flat ends
- Process for a full 35 minutes with 3% (10 Vol.) Veroxide or 45 minutes with 6% (20 Vol.) Veroxide
- Red shades lose their intensity at a greater rate than others. A rule of thumb is to mix with Gold shades:
  - Example: 6RR + 6N ➤ Red fades first leaving a brown
  - 6RR + 6G ➤ The hair retains much more of its vibrancy and balance
  - Example: 8RG + 8N ➤ Red fades and leaves a warm tan tone
  - 8RG + 8G ➤ 8G is a true gold, after weeks of shampooing, the hair will retain much of its original vibrancy
- Higher volumes of Veroxide may be necessary when lifting to achieve the desired red level. These give more lift and less deposit. Less deposit may sometimes lead to quicker fading. Process for the maximum amount of time. Recommend the client to return for a retouch and refreshment of midshaft and ends sooner than the traditional 4 week period. When refreshing midshaft and ends, use: 3% (10 Vol.) Veroxide or VeroGlaze
- An adjusted Vero K-Pak Color formula should be applied when the color on the midshaft and ends has faded. The Vero K-Pak Color formula for the midshaft and ends should be adjusted according to the present shades on the midshaft and ends. You can choose to reduce or eliminate the Natural, Gold or Beige Series when they were present in the regrowth formula

Example:

Type of refreshment	Regrowth formula	Vero K-Pak Color Veroxide & timing	Midshaft/ends formula	Vero K-Pak Color Veroxide & timing
Reduction	½ 6G + ½ 6RC	6% (20 Vol.) 45 min.	¼ 6G + ¾ 6RC	3% (10 Vol.) 35 min.



- For extremely faded midshaft and ends (two or more levels lighter), repigmentize prior to color application
- Use a shifting technique when coloring hair red for the first time. This technique uses a lower volume developer at the scalp than through the midshaft and ends. This will eliminate “hot roots” and ensure more consistent results from scalp to ends
- Overlay Vero K-Pak Reds with a complimentary Color Intensity shade to further reconstruct the hair, seal the cuticle and add intensity and longevity to your red shade
- Use the K-Pak Professional Hair Repair System or Defy Damage ProSeries 1 & 2 in combination with your in-salon color service for longer-lasting results



# VERO K-PAK COLOR | PREPARATION SERVICES

## PRELIMINARY PATCH TEST

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

1. Use soap and water, wash an area about 2 cm (1-inch) in diameter on the inside of the elbow or behind the ear, touching the hairline. Pat dry with cotton
2. Prepare a test solution by mixing the exact formula to be used
3. Apply mixture to test area using an absorbent cotton-tipped applicator
4. Permit the area to dry. Do not cover or disturb it for 48 hours
5. Examine the area after 48 hours. If no reaction has occurred, proceed with hair color service

## Caution:

- DO NOT USE hair color if any of these danger signs appear:  
Burning, itching, swelling, eruption, irritation, redness or abnormal reaction.  
If these signs appear during the test period, color must not be applied.
- This product should not be applied if the scalp shows evidence of cuts, abrasions, eruptions, open wounds or any other abnormal condition.
- The Vero K-Pak Color System is for professional use only. No product is to be taken internally or used for coloring eyelashes or eyebrows. Avoid contact with eyes. If any of the mixture should get into the eyes, rinse immediately with a large amount of water and call a doctor. Always wear suitable gloves. Store in a cool, dry place. Keep all hair color products out of the reach of children.



## PROFESSIONAL PRODUCTS AND PREPARATIVE TREATMENTS

### 1. JOICO K-Pak Professional Hair Repair System

For hair in questionable condition







- Cleanses, reconstructs and moisturizes hair restoring it's natural strength, condition and shine to ensure success with all chemical services
- Contains the exclusive Smart Release Technology featuring the Quadramine Complex of JOICO to reconstruct and repair the hair structure before the chemical service
- For the strongest, healthiest hair, longest lasting and most beautiful hair color you will ever experience

### 2. JOICO Defy Damage ProSeries 1 & 2

To prevent hair from future damage

- Shields the hair from chemical damage
- Improves the pH for more even color deposit and lift
- Replenishes, strengthens and hydrates the hair
- Contains the exclusive Smart Release Technology

## PRE- & POST COLOR SERVICE

Damage prevention	
 Apply Defy Damage ProSeries 1	 Apply Hair Repair System Step 1, 2 & 3
Color hair as usual	Color hair as usual
 Shampoo hair with Defy Damage Shampoo	 Shampoo hair with K-Pak Color Therapy Shampoo
 Apply Defy Damage ProSeries 2	 Apply Hair Repair System Step 2 & 4



### Combination with Color Procedures



#### STEP 1: K-Pak Clarifying Shampoo » Cleansing/Clarifying

- Lifts debris and other residue from the surface of the hair for the ultimate in foreign-deposit removal
- Shampoo hair (not the scalp) and leave on for 5 minutes. Rinse. Towel blot



#### STEP 2: K-Pak Cuticle Sealer » Acidify

- Acidifies the hair, closes the cuticle and strengthens the shaft
- Apply on lengths and ends and leave on for 5 minutes. Rinse. Towel blot



#### STEP 3: K-Pak Reconstructor » Reconstruct

- Strengthens the hair inside and out
- Apply and leave on for 5 minutes. Rinse. Towel blot
  - Steps 2 and 3 may be repeated for a total of 3 times for maximum results on severely damaged hair

**Blow-dry the hair and proceed with your chemical service at this point**



#### STEP 2: K-Pak Cuticle Sealer » Acidify

- Acidifies the hair, closes the cuticle and strengthens the shaft
- Apply and leave on for 5 minutes. Rinse. Towel blot



#### STEP 4: K-Pak Hydrator » Hydrate

- Infuses the hair with moisture, increases its health, strength and shine
- Apply and leave on hair for 5 minutes. Rinse. Towel blot. Do not overuse



### Combination with Color Procedures

#### DEFY DAMAGE PROSERIES 1:

Bond-Protectingcolor Optimizer Spray.  
Apply on dry hair in horizontal sections in small bursts away from the face and comb through.

#### DEFY DAMAGE PROSERIES 2:

Bond-Strengthening Color Treatment. Apply on damp hair and leave for 5 minutes, rinse.

# VERO K-PAK COLOR | APPLICATIONS | Virgin applications



## FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test and a K-Pak Professional Hair Repair System before any haircolor service
- Divide hair into four sections before application
- ½ cm (¼-inch) partings must be taken for proper coverage
- K-Pak Professional H.K.P. should always be misted on the midshaft and ends in case these are porous
- Never apply heat to any Vero K-Pak Color service

## TYPE 1: GOING LIGHTER

### A: Standard method

1. Apply Vero K-Pak Color 1 cm (½-inch) from scalp to ends, making sure each strand is completely covered
2. Time for 20 minutes until a definite color change can be seen
3. Mix fresh Vero K-Pak Color formula. Apply to scalp area and reapply over lengths and ends
4. Begin timing according to the Veroxide Usage Chart for developer chosen

### B: Alternative for going lighter = Color shifting

1. Formulate color using correct Veroxide for desired level of lift
2. Mix Vero K-Pak Color formula with higher volume than desired in step 1
3. Apply the formula of step 2, 1 cm (½ inch) from scalp to ends
4. Time for 20 minutes until definite color change can be seen
5. Mix fresh Vero K-Pak Color formula using the Vero K-Pak Color Veroxide chosen in step 1 and apply this formula at the scalp area
6. Begin timing according to the Veroxide Usage Chart for developer chosen in step 1

## TYPE 2: 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 the ends
3. Begin timing according to the Veroxide Usage Chart for developer chosen
4. Apply Vero K-Pak Color formula to the porous ends for the last 10 to 15 minutes depending on porosity (reds should be brought through the porous ends immediately for maximum development)



# APPLICATIONS | Retouch applications

## TYPE 1

### Normal retouch/slightly faded midshaft and ends

1. Apply Vero K-Pak Color formula to the regrowth in the outline of each section
2. Apply the formula to the remaining regrowth in each section
3. Time according to the Veroxide Usage Chart for developer chosen
4. Mist with K-Pak Professional H.K.P and work the color through the hair strands for the last 15 minutes of processing time. Adjustment of formula (i.e., adding warm pigments) may be necessary to obtain the desired tone. Take a strand test for proper timing

**Note:** Reds should be pulled through within 15 minutes of completing new growth application.

## TYPE 2

### Extremely faded (two or more levels lighter) midshaft and ends

1. Repigmentize midshaft and ends following all repigmentizing instructions in the Corrective Color section thoroughly
2. Apply Vero K-Pak Color formula to the regrowth in the outline of each section
3. Apply the formula to the remaining regrowth in each section
4. Begin timing according to the Veroxide Usage Chart for developer chosen
5. Create a new midshaft and ends formula. Analyze the tonal results achieved through repigmentizing. What color bases would be the best choice to enhance or refine (neutralize) the tone present on the newly repigmentized midshaft and ends?
6. The final formula can be mixed with:
  - 3% (10 Vol.); after applying, time for 30 up to 35 minutes
  - Mist JOICO K-Pak Professional H.K.P. on the midshaft and ends before application

**Note:** Remember, porous hair accepts coolness and rejects warmth!



# VERO K-PAK COLOR | APPLICATIONS | VeroGlaze applications

## FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test and use the K-Pak Professional Hair Repair System
- Divide hair into four sections prior to application
- Take ½ cm (¼-inch) partings for proper coverage
- K-Pak Professional H.K.P. should always be misted on midshaft and ends
- Let the VeroGlaze mixture sit for 5 minutes after mixing. This allows the ammonia to dissipate ensuring deposit only results
- Apply VeroGlaze mixture to the outline of each section for control
- Apply VeroGlaze mixture to the rest of the hair
- Never apply heat

## TONE ON TONE

- Apply to clean damp or dry hair from scalp to porous ends
- Apply to porous ends during the last 5 to 10 minutes of processing
- Maximum, normal and minimum intensity are all options, depending on desired result and hair's porosity

## AFTER A PERM OR RELAXER OR AS A TONER ON PRE-LIGHTENED HAIR

- Apply to damp hair from scalp to porous ends. Do not stretch the fresh curl or pre-lightened hair
- Apply to porous ends for the last 5 to 10 minutes of processing
- Normal to minimum intensity are the best options
- A strand test is always recommended prior to toning

## GRAY BLENDING

- Apply to dry hair from scalp to porous ends
- Apply to ends for the last 5 to 10 minutes
- Maximum or normal intensity are the best options

## RETOUCH

- Apply to regrowth area
- Apply to previously color-treated midshaft and ends for the last 5 to 10 minutes, depending on porosity and amount of fading
- Consider using a maximum or normal intensity at the regrowth area and minimum intensity at the midshaft and ends for full processing time

**Note:** Although demi-permanent colors are meant for gradual pigment release, there may be a situation when a client still has a large amount of artificial pigment in the hair from the last demi-permanent application. In this case a retouch application is necessary.





# APPLICATIONS | High Lift and Ultra High Lift applications

## FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test
- Apply to dry hair to ensure maximum lift
- Divide hair into four sections before application
- Take ½ cm (¼-inch) partings for maximum lifting ability
- Mist K-Pak Professional H.K.P. on the midshaft and ends
- Never apply heat

## VIRGIN APPLICATION

1. Apply the Vero K-Pak Color High Lift/ Ultra High Lift mixture through midshaft and ends, starting 1 cm (½-inch) away from the scalp
2. Time for 20 minutes or until a definite color change can be seen
3. Mix a fresh formula, apply the mixture to the scalp area out over the midshaft and ends
4. Time for 60 up to 65 minutes

### Recommendation for porous ends:

Leave out the porous ends during your virgin application method. Apply High Lift Mixture to the ends for the last 5 to 20 minutes, mist with K-Pak Professional H.K.P. Check ends every 5 minutes of your total timing. It is also possible to adjust the formulation to add the Remaining Pigment Contribution that is absent from the hair.

## RETOUCH APPLICATION

1. Apply Vero K-Pak Color High Lift mixture to the outline of each section for control
2. Apply mixture to regrowth area only (do not overlap!)
3. Time for 60 up to 65 minutes

**Note:** Vero K-Pak Ultra High Lift series contain heavier and cooler pigment load therefore we do not recommend to emulsify or pull the color through to lengths and ends as this may create matte end results.

## APPLICATION TIPS

- When the hair around the hairline is fine-textured and/or porous, apply your color the last 15 to 20 minutes of the total processing time
- Tell the client to return for a retouch every three weeks (4 weeks maximum)
- If longer than four weeks, the regrowth will go beyond the warm zone of the scalp. Waiting over four weeks makes achieving maximum lift very difficult, and results in a gold (warm) band
- Remember texture, density, tenacity, porosity and elasticity will affect the success of maximum lifting and depositing results
- If a level 10 Gold, Natural or Beige is required starting from a natural level 7, High Lift Series can be mixed with 2 parts 9% (30 Vol.) to create a level 10 color



# VERO K-PAK COLOR | APPLICATIONS | Toner applications

## FUNDAMENTAL GUIDELINES

- Typically following a pre-lightening service, apply Vero K-Pak Color Toner on dry or on damp hair for more control
- Hair must be divided into four sections before the application
- Take ½ cm (¼-inch) partings for proper coverage
- Mist K-Pak Professional H.K.P. on the midshaft and ends
- Never apply heat of any kind to toners

## VIRGIN APPLICATION

- Use ½ cm (¼-inch) partings; apply Vero K-Pak Color Toner mixture from scalp up to (typically after lightening) porous ends
- When a tonal change is observed, apply to the porous ends
- Processing time will be determined by the desired end result. Take a strand test

## RETOUCH APPLICATION AFTER BLEACHING

- Use ½ cm (¼-inch) partings; apply Vero K-Pak Color Toner mixture to regrowth area only
- If remaining hair needs to be refreshed, apply to midshaft and ends where a tonal change is observed
- Processing time will be determined by the desired end result
- Take a strand test









## YOUTHFUL, HEALTHY HAIR BEGINS WITH THE DECISION TO DEFY THE EFFECTS OF TIME!

± 50% of salon clients are 40 years of age and older.

± 70% of these 40+ clients have hair color, they are the most valuable salon clientele:

- Highest salon visit frequency
- Biggest spender on salon services (and often on retail product for home care)
- Most loyal customer
- Best salon advertisers

Hair, like skin, is affected by changes in body chemistry over time. A decline in the body's production of lipids and essential amino acids leads to an undesirable change in texture and vibrancy. Maturing clients will notice:

- More coarse, wiry texture
- Less shine
- Less manageability
- More gray
- More damage

Permanent hair color typically targets only one problem associated with maturing hair, covering gray hair. This solution is purely cosmetic and addresses only one of many problems associated with aging hair.

Vero K-Pak color Age Defy responds to the effects of aging on hair with two scientific breakthroughs; 3-Defense Technology™ and TCD Technology™ featuring Quadramine Complex™ and delivering the ultimate in healthy youthful looking hair, because your clients deserve:

- Unparalleled texture & softness
- Long lasting luster & shine
- Incredible gray coverage



AGE DEFY

VERO K-P  
COLOR



### 3-DEFENSE TECHNOLOGY™

A highly advanced blend of time-released lipids, essential amino acids and bio-mimetic ceramides that soften and smooth the hair surface and penetrate deep into the hair strand structure to produce superior condition and manageability.

This unique technology begins by having a comprehensive understanding of what happens to hair as it ages and then classifying these findings into 3 dimensions:

- 1<sup>st</sup> Dimension Change in Texture
- 2<sup>nd</sup> Dimension Change in Lustre
- 3<sup>rd</sup> Dimension Change in Color

**1<sup>st</sup> Dimension:** Change in Texture  
**Solution:** Time-released lipids within 3-Defense Technology™

**Fact:** Aging and gray hair:

- Lacks the vital moisture & lipids that keep youthful hair soft shiny and manageable
- Is coarser, wiry, brittle and less manageable than youthful hair and often seems to have a “mind of its own”
- Clients can physically feel and see the change in their hair’s texture when they begin to age

Features	Benefits
Time-released lipids penetrate and replenish vital lipids and amino acids, rejuvenating aging hair	Dramatically softens and smoothes the hair

**2<sup>nd</sup> Dimension:** Change in Lustre  
**Solution:** Bio-mimetic ceramides within 3-Defense Technology™

**Fact:** Aging and gray hair often appears dull, lacks luster and shine due to a lowered production of natural lipids, such as Ceramides

Features	Benefits
<ul style="list-style-type: none"> <li>• Man-made Ceramides that mimic Ceramides found in nature</li> <li>• Mimic the function of the Ceramides found naturally in hair</li> <li>• Are a critical piece of the Cuticle/Cellular Membrane Complex (CMC).</li> </ul>	<ul style="list-style-type: none"> <li>• Transform the reflective quality of gray hair</li> <li>• Maintain cuticle integrity and smoothness</li> <li>• Enhance shine</li> <li>• Help maintain the hair’s elasticity, smoothness and improve moisture in the hair</li> <li>• Hair is left with an exceptional luminosity only Vero K-Pak Color Age Defy can produce</li> </ul>

**3<sup>rd</sup> Dimension:** Change in Color  
**Solution:** Award winning TCD Technology™ featuring Quadramine Complex™

Empowers Vero K-Pak Color Age Defy to reconstruct, strengthen and provide hair with long-lasting protection from the inside out. Age Defy Color also has a higher dye-load to ensure coverage and longevity.

### Conclusion: 3-Defense Technology™

Instant result, added value and extra benefits for the stylist and customer:

- Instant younger looking and feeling hair with a better condition, more shine and vibrancy
- The hair becomes more moveable, has an increased suppleness and is easier to manage
- Exceptionally long-lasting color and shine
- Optimum, easy and lasting gray coverage
- Easy to use and understand
- Unique and exclusive color service that will help to increase the color business/quality reputation and revenue in your salon

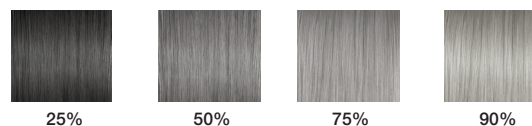




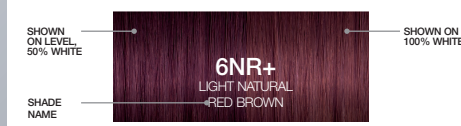
# COLOR PALETTE

	<b>NN+</b> NATURAL NATURAL SERIES <small>NN+ Double natural base for optimum gray coverage and neutral cool results</small>	<b>NPA+</b> NATURAL PLATINUM ASH SERIES <small>NPA+ Natural and gray-blue platinum base gives this series the cooling power to produce the most natural cool tones by canceling out any brassiness</small>	<b>NG+</b> NATURAL GOLD SERIES <small>NG+ Mixture of natural and gold for warm natural browns and blondes</small>	<b>NGC+</b> NATURAL GOLD COPPER SERIES <small>NGC+ Mixture of natural, gold and copper with a predominance of natural and gol for soft muted golden copper tones</small>	<b>GC+/CG+</b> GOLD COPPER SERIES <small>GC+/CG+ Mixture of gold and copper for more intense copper tones</small>	<b>NR+</b> NATURAL RED SERIES <small>NR+ Mixture of natural and red for soft red results</small>	<b>NB+</b> NATURAL BEIGE SERIES <small>NB+ Mixture of natural and beige for balanced creamy blondes and taupes</small>
<b>10</b> Lightest Blonde	10NN+						10NB+
<b>9</b> Light Blonde	9NN+		9NG+				9NB+
<b>8</b> Blonde	8NN+		8NG+	8NGC+	8GC+		8NB+
<b>7</b> Medium Blonde	7NN+	7NPA+	7NG+				7NB+
<b>6</b> Dark Blonde	6NN+	6NPA+	6NG+	6NGC+	6CG+	6NR+	6NB+
<b>5</b> Light Brown	5NN+	5NPA+	5NG+			5NR+	5NB+
<b>4</b> Medium Brown			4NG+				4NB+

GRAY LEVEL FINDER



HAIR SWATCH KEY



SWATCH COLORS IN THIS CHART ARE ONLY REPRESENTATIONS. CONSULT THE VERO K-PAK® COLOR AGE DEFY SWATCHBOOK FOR A MORE ACCURATE GUIDE.

# VERO K-PAK COLOR | AGE DEFY | INSTRUCTIONS FOR USE

## Vero K-Pak Color Age Defy Veroxide usage and timing

Veroxide	Mixing ratio	Timing
20 volume (6%)	1:1 (equal parts color and Veroxide)	45 minutes without heat

## Gray coverage and intensity guidelines

Gray coverage and intensity guidelines	
Series	Gray coverage and intensity guidelines
NN+	For coolest natural result, use NN+ on its own To reduce coolness, it is possible to mix* NN+ with NG+
NG+	For optimum gray coverage: - use NG+ in combination with NN+ Warmest result: 3/4 NG+ with 1/4 NN+ Medium warm result: 2/3 NG+ with 1/3 NN+ Soft warm result: 1/2 NG+ with 1/2 NN+
NGC+/NB+	For optimum gray coverage, use on its own
CG+/GC+	For maximum intensity use CG+/GC+ on its own For medium intensity mix* CG+/GC+ with NG+ For soft intensity mix* CG+/GC+ with NN+
NR+	For intense cool reds use NR+ on its own For reduced intensity mix* with NN+
NPA+	For optimum gray coverage: Use NPA+ in combination with NN+

\*mixing ratio depends on desired end result

## Important:

+ Sign indicates presence of maximum dye load

## Note:

- If used on clients with less than 50% gray hair, color end results will appear darker
- Add (more) NN+ to your formula when you want more opaque gray coverage results

## Important tips

- Respect all basic gray coverage standards and procedures to obtain maximum performance in gray coverage
- Use in combination with K-Pak Professional Hair Repair System for ultimate results
- Apply generous amount of color
- Apply product against natural direction of cuticle layer
- Respect processing time
- Do not use heat!
- Use 20 Volume (6%) Vero K-Pak Color Veroxide on lengths when pulling through



# APPLICATIONS

## FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test and step 1, 2 and 3 of the K-Pak Professional Repair System\* before any hair color service
- K-Pak Professional H.K.P should be misted on midshaft and ends before pulling color through midshaft and ends

## First time application with Vero K-Pak Color Age Defy on previously color treated hair

- Prior to using Vero K-Pak Color Age Defy for the first time it is key to start off with a thorough consultation and analysis/diagnose of your client's hair

\* Aging hair can benefit more from the K-Pak Hair Repair System, however when the aging hair is in superb condition Defy Damage ProSeries is always an option too.

## Retouch application with Vero K-Pak

### Color Age Defy

Age Defy has superior longevity:

1. Mix enough product for full head application (roots + lengths and ends)
2. Apply formula to regrowth (always with 20 Volume Veroxide (6%)) – time for 45 min
3. To refresh lengths and ends, apply remaining color during last 5-10 minutes of the total processing time depending on the degree of fadeage on lengths and ends.

### EXAMPLE:

#### Desired end result:

Soft cool red on a level 6

#### Diagnose:

Natural level: 6

Regrowth: 1,5cm

Gray percentage: 100%

Color level lengths and ends: 6

Shade reflection lengths and ends: Natural red

#### Formula roots:

½ 6NR+ with ½ 6NN+  
and 20 Volume Veroxide (6%)

#### Formula lengths and ends:

6NR+ with 20 Volume Veroxide (6%)

Apply appropriate formula's to roots, lengths and ends and process for 45 minutes!





# VERO K-PAK | VERO K-PAK VEROLIGHT LIGHTENING POWDER

Vero K-Pak VeroLight is a lightening powder with the unique K-Pak Hydrolized Keratin ensuring the hair stays in optimum condition. VeroLight Dust-Free Lightening Powder has to be used with JOICO Veroxides.

## KEY POINTS OF DIFFERENCE

Features	Benefits
<ul style="list-style-type: none"><li>Dust-free formula</li><li>K-Pak Hydrolized Keratin</li><li>Sorbitol moisturizing crystals</li><li>On- and off-scalp usage</li><li>Lifts up to 8 levels</li></ul>	<ul style="list-style-type: none"><li>Comfortable to use</li><li>Hair remains in optimum condition</li><li>Leaves the hair shiny, healthy and resilient</li><li>High lifting abilities</li><li>Fast</li></ul>

## VERO K-PAK VEROLIGHT LIGHTENING POWDER

Levels of lift	JOICO Vero K-Pak Verolight	Developer
½ to 1 (cleansing)	1 scoop (15g)	30 cc/ml (1 oz) K-Pak Professional H.K.P.
½ to 1 (cleansing)	1 scoop (15g)	30 cc/ml (1 oz) Hot Water
1 to 2	1 scoop (15g)	30 cc/ml (1 oz) 3% (10 Vol.) Veroxide
2 to 3	1 scoop (15g)	30 cc/ml (1 oz) 6% (20 Vol.) Veroxide



### INSTRUCTIONS FOR USE

#### Mixing instructions off-the-scalp

1 Scoop VeroLight with 30 ml (1oz) Veroxide in a non-metallic bowl. Designed to be used with 3% (10 Vol.), 6% (20 Vol.), 9% (30 Vol.) and 12% (40 Vol.)

**Maximum 6% (20 Vol.) for on-scalp usage.**



Time visually.  
Do not use heat.

# VERO K-PAK COLOR CRÈME LIGHTENER

## TECHNOLOGY

Combination of powder phase, oil phase, Shea Butter and Quadramine Complex™:

### POWDER PHASE:

- Existing Verolight Dust-Free Lightening Powder as the oxidizing agent to remove the pigment
- Pale blue appearance
- Cleansing agents to improve washability and reduce oily feel after application

### OIL PHASE (MINERAL OIL):

- Mineral oil is a stable and reliable cosmetic material:
  - Free from impurities
  - Used in many personal care products ranging from baby oils to lipsticks
- Mineral oil contributes to:
  - Product stability (acts as a thickening agent) for reliable results
  - The rich, creamy consistency for even lift
  - Conditioning crème base that enrobes & protects hair fibers during process for a soft and silky end result
  - Protection of hair lipids (acts as a protective barrier)

### SHEA BUTTER (BUTYROSPERMUM PARKII)

- This precious vegetable oil is derived from the kernel of the nuts of the Shea Tree
- Rich in saturated & unsaturated fatty acids, Vitamin A & E & Carotene
  - Moisturizes, protects and soothes the scalp and hair
  - Shields and protects hairs lipidic structure to retain elasticity

### QUADRAMINE COMPLEX™

- Ensures maximum reconstruction as you lighten
- Reconstruction from cuticle to cortex



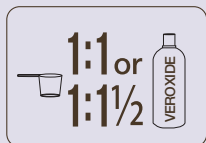


# VERO K-PAK COLOR | VERO K-PAK COLOR CRÈME LIGHTENER

Fast-acting Crème Lightener that features the exclusive Quadramine Complex™ of JOICO to reconstruct as you lighten. Vero K-Pak Color Crème Lightener can be used with Vero K-Pak Color Veroxides.

## KEY POINTS OF DIFFERENCE

Features	Benefits
Quadramine Complex™	Hair remains in optimum condition
Shea Butter	Nourishes hair and scalp for soft & shiny hair
Fragrance-free	Comfortable to use/user friendly
Creamy formula	Stays moist for even lift & application
Minimized swelling	Control over gold bands
Lifts up to 8 levels	Fast & high lifting ability
pH 9.5 – 10.0	Acceptable alkalinity



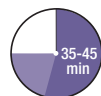
### INSTRUCTIONS FOR USE

#### Mixing instructions on-the-scalp

One part Crème Lightener with one part of Veroxide or LumiShine developer (1:1) to one and a half part of Veroxide or LumiShine developer (1:1½) in a non-metallic bowl. On-the-scalp designed to be used with 3% (10 Vol.) and 6% (20 Vol.) only to avoid scalp irritation.

#### Mixing instructions for off-scalp:

One part Creme Lightener with one part developer or one and a half part Creme Lightener with 1 and a half part developer from 3% (10 Vol.) to 12% (40 Vol.)



### TIMING

Process for 30-45 minutes without heat

### Note:

- Mix well for smooth, even consistency and application
- Rinse with HOT water
- Shampoo with K-Pak Professional Clarifying Shampoo to prevent oily feeling



# ESSENTIALS OF LIGHTENING

Lightening is designed to decolorize hair. The lightening process breaks down the melanin granules (natural pigment). Hair goes through different stages to reach the lightest, palest blonde. The stages of the lightening chart demonstrate the various stages of exposed pigment.

## FUNDAMENTAL GUIDELINES

### BLEACHING

- 1 Analyze the natural level, the condition, porosity of the hair, and determine how many levels of lift you need in order to get your desired end result. The strength of Veroxide needs to be adapted accordingly
- 2 How thick you mix your bleach and your choice of developer will depend on the lift desired, the tenacity of the hair and your speed as a haircolorist. A thicker bleach mixture works faster than a thinner bleach mixture. The addition of more peroxide dilutes the ammonia content, resulting in a slower lift
- 3 It is essential that you do NOT OVERLAP during a bleach retouch application. Overlapping causes porous bands and breakage
  - Helpful hint #1:** Apply K-Pak Professional H.K.P. to previously lightened hair for instant reconstruction
  - Helpful hint #2:** If breakage has been noted prior to a bleach retouch, apply K-Pak Hydrator as a barrier to protect the previously lightened hair
- 4 To avoid “golden bands”, make sure pre-lightener has an even consistency when bleaching
  - Helpful hint #1:** If the regrowth or midshaft areas have not been lifted evenly, reapply bleach formula to gold areas prior to toning
  - Helpful hint #2:** If the regrowth is more than 1 cm (½-inch), consider the hair as a virgin application
- 5 The Veroxide used will determine how long the bleach will continue to lift (stops lifting after 60 minutes). If the hair is not at the desired level of lift, re-mix a fresh batch of bleach and reapply
- 6 If the hair is lifting unevenly, rinse and reapply new mixture to uneven areas

### REMAINING PIGMENT CONTRIBUTION (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	

### BLEACHING AND TONING

1. Train your eye to differentiate exposed pigment. This is vital to the success of your color
2. If a bleach appears to have stopped lifting and all stages have not been reached, the hair still has the capacity to lighten. Continue processing for a longer period of time, or opt for a second bleach application
3. Toners are pastel colors that do not have enough pigment to refine excessive warmth in hair that has not been lifted enough. To create the desired tone, you must achieve the correct amount of lift first
4. Pre-lighten hair one level lighter than the desired level. The palest yellow stage is ideal for optimal toner refinement

# VERO K-PAK | LIGHTENER APPLICATIONS



## FUNDAMENTAL GUIDELINES

### OFF-THE-SCALP

- Execute step 1, step 2 and step 3 of the K-Pak Professional Hair Repair Service prior on hair in questionable condition
- Start with Defy Damage ProSeries 1 on hair that is in a good condition and in need of damage prevention
- Strand testing is required to ensure an accurate result
- Apply bleach mixture to dry hair
- K-Pak Professional H.K.P. should always be misted on the midshaft and ends
- Never apply heat
- Apply with highlighting method of choice

### ON-THE-SCALP

- Perform a preliminary patch test before any hair color service
- Strand testing is required to ensure an accurate result
- Maximum 6% (20 Vol.) for on-scalp lighteners
- Apply Defy Damage ProSeries 1 when hair is in a good condition and in need of damage prevention
- Apply bleach mixture to dry hair
- Hair must be divided into four sections before application
- Take ½ cm (¼-inch) partings for optimum lift and even results
- K-Pak Professional H.K.P. should always be misted on the midshaft and ends
- Never apply heat
- Execute step 1, step 2 and step 3 of the K-Pak Professional Hair Repair Service or Defy Damage Shampoo followed by Defy Damage ProSeries 2
- To tone the hair follow toner instructions

**Note:** Damaged or severely damaged hair can not be bleached. Recommend the K-Pak Professional Hair Repair service as a reconstructive in-salon treatment and the K-Pak regimen as a home maintenance follow-up regimen. Advise the client to return after 3-4 weeks to re-evaluate the condition of the hair.

# POST LIGHTENING SERVICES

## PRE- & POST COLOR SERVICE

Damage prevention	Repair Damaged Hair
 Apply JOICO Defy Damage ProSeries 1	/
Use lightening product as usual	
 Shampoo hair with JOICO Defy Damage Shampoo  Optional: Apply JOICO Defy Damage ProSeries 2	 Apply JOICO Hair Repair System Step 1 (Clarifying Shampoo), Step 2 (Cuticle Sealer) & Step 3 (Reconstructor)
Color/Tone the hair as usual	
 Shampoo hair with JOICO Defy Damage Shampoo	 Shampoo hair with K-Pak Color Therapy Shampoo
 Apply JOICO Defy Damage ProSeries 2	 Apply JOICO Hair Repair System Step 2 (Cuticle Sealer) & Step 4 (Hydrator)

## HOME MAINTENANCE

1. Recommend the correct JOICO home care regimen
2. Inform the client that color molecules need time to bond. The client should avoid shampooing the hair for 24 to 48 hours after the color service to prevent color fading and provide longer lasting results. The client may rinse/wet the hair, if necessary



### FUNDAMENTAL GUIDELINES

1. Emulsify hair color by massaging the hairline before adding water to prevent staining.  
Color removes color
2. Rinse until the water runs clear. Towel blot

### PRE- & POST COLOR SERVICE

Damage prevention	Repair Damaged Hair
 Apply Defy Damage ProSeries 1	 Apply Hair Repair System Step 1, 2 & 3
Color hair as usual	Color hair as usual
 Shampoo hair with Defy Damage Shampoo	 Shampoo hair with K-Pak Color Therapy Shampoo
 Apply Defy Damage ProSeries 2	 Apply Hair Repair System Step 2 & 4

### HOME MAINTENANCE

1. Recommend the appropriate JOICO Category for the client to use as a home maintenance regimen. Colorful or K-Pak Color Therapy will deliver maximum results to increase the longevity of any Red and/or Copper shade. Recommend Blonde Life Violet to maintain cool blond tones
2. Inform the client that color molecules need time to bond. The client should avoid shampooing the hair for 24 to 48 hours after the color service to prevent color fading and provide longer-lasting results. The client may rinse/wet the hair, if necessary

**Note:** Vero Stainless Color Stain Remover: high-performance formula effectively removes even the darkest haircolor stains without leaving a “shadow” behind. Pleasantly scented for client comfort. Rinse hairline well after usage.







1

# K-PAK PROFESSIONAL

CLARIFYING  
SHAMPOO

to remove chlorine & sulfur

SHAMPOING  
CLARIFIANT

pour éliminer le chlore

2

# K-PAK PROFESSIONAL

CUTICLE SEALER

pH neutralizer

SCELLANT  
DE CUTICULE

neutralisant de pH

SELLADOR  
DE LA CUTÍCULA

neutralizador del pH



**K-PAK**  
**PROFESSIONAL**

**RECONSTRUCTOR**

DEEP-PENETRATING  
TREATMENT  
for damaged hair

TRAITEMENT PÉNÉTRANT  
EN PROFONDEUR  
pour les cheveux endommagés

TRATAMIENTO DE  
PENETRACIÓN PROFUNDA  
para cabello dañado

**K-PAK**  
**PROFESSIONAL**

**HYDRATOR**

INTENSE TREATMENT  
for dry, damaged hair

TRAITEMENT INTENSE  
pour les cheveux secs  
et endommagés

TRATAMIENTO INTENSO  
para cabello seco y dañado



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