

JOICO

COLOR



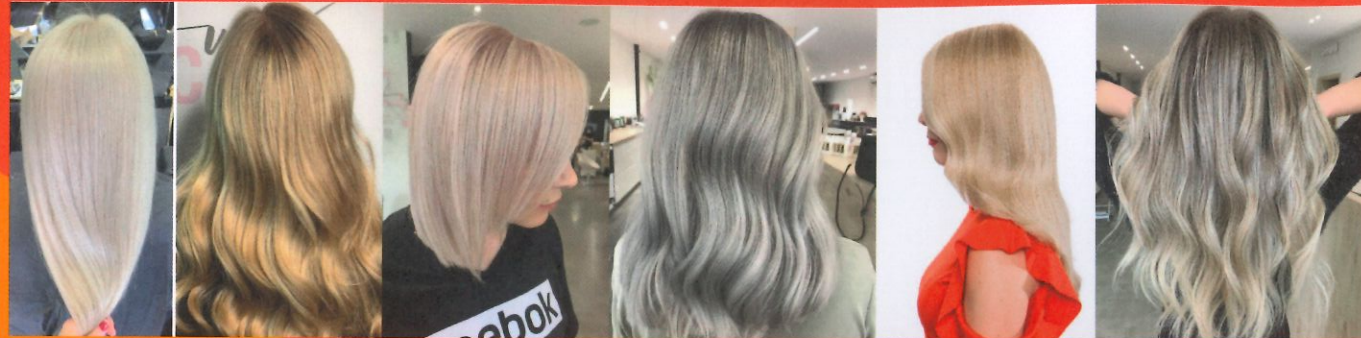
EXCELLENCE PROGRAM

WORKBOOK MODULE 2:

MASTERING THE JOICOLOR PILLARS!

CONSULTATION

1. WHAT IS BLONDE TO YOU?



Individual answers

2. WHICH QUESTION IS THE GOOD ONE:

Do you like your current color?

9

What do you like about your current color?



Write some more good questions here:

- 1.
- 2.
- 3.
- 4.
- 5.

BEST OF BLONDE *visit frequency*

3. WHAT IS IDEAL?

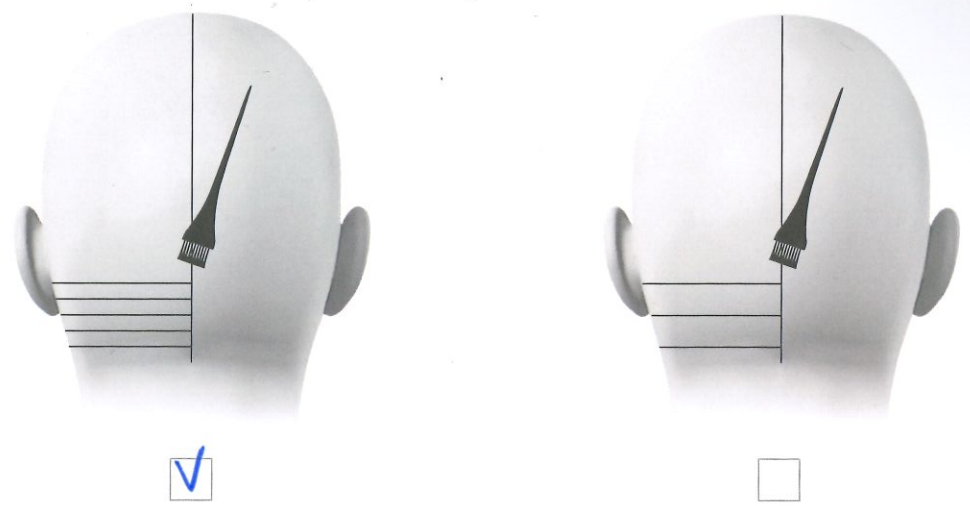


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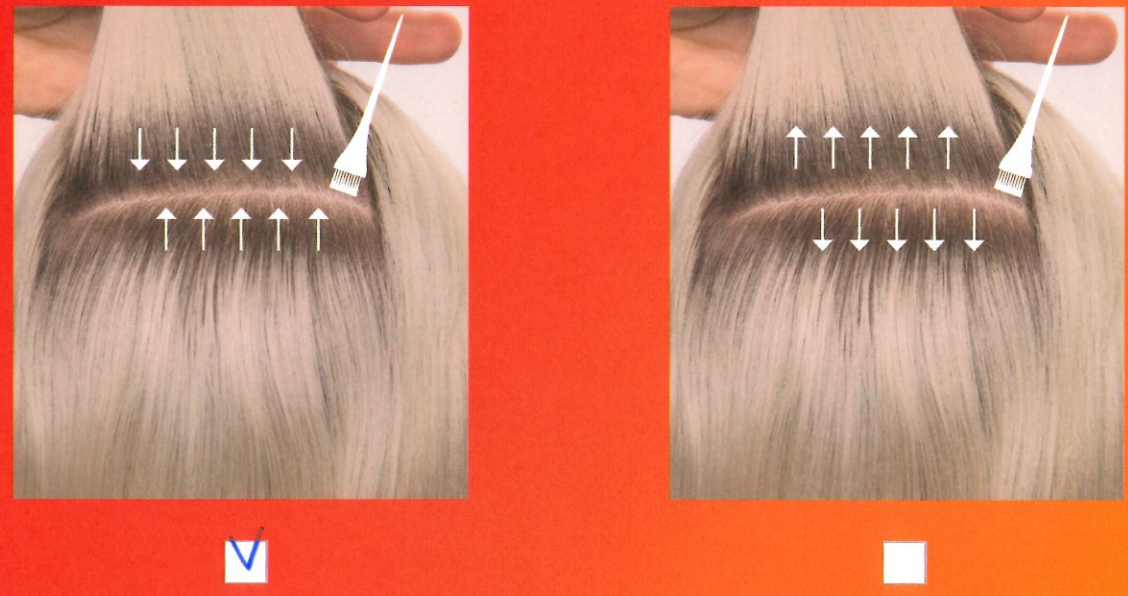
This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no vertical margin lines or other markings on the paper.

THE KEY TO BLONDE *application*

1. WHAT IS IDEAL?



2. WHAT IS IDEAL?



LIGHTENING

3. LINK THE PICTURES TO THE RPC CHART



Level number	Remaining pigment	
11	Yellow/White	
10	Pale Yellow	
9	Yellow	
8	Yellow/Orange	
7	Orange	
6	Red/Orange	
5	Red	
4	Red/Violet	
3	Violet	
2	Blue/Violet	
1	Blue	

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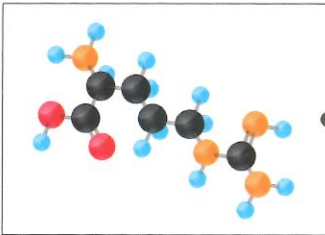
BLONDE
 & BEYOND
BLONDELIFE®



LIGHTENING

BLONDELIFE™

1. FIND THE CORRECT LINKS



DETOXIFIERS



Coconut oil



Tamanu oil



Monoi oil



LIGHTENING

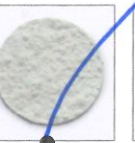
BLONDELIFE™

2. FIND THE CORRECT LINKS



Off scalp

7+ levels of lift



9+ levels of lift

~~HEAT~~

On scalp



3. FIND THE CORRECT LINKS

1 : 1

1 : 3

1 : 2

1 : 1,5



TONING

4. FIND THE CORRECT LINKS

1 : 1



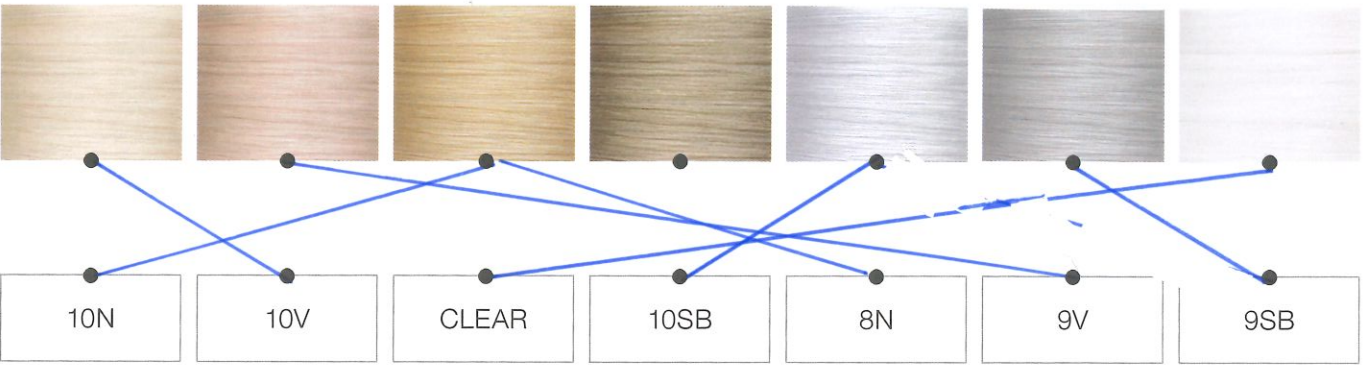
~~HEAT~~



DEMI GLOSS

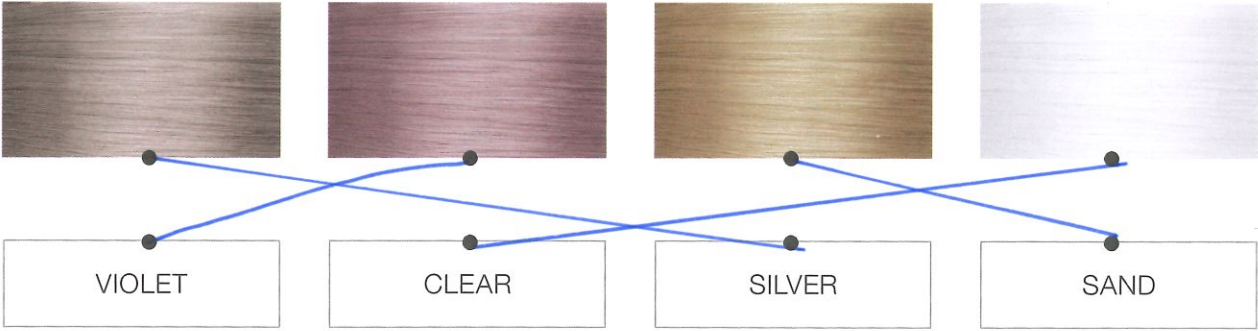
BLONDELIFE™

1. FIND THE CORRECT LINKS



QUICK TONE

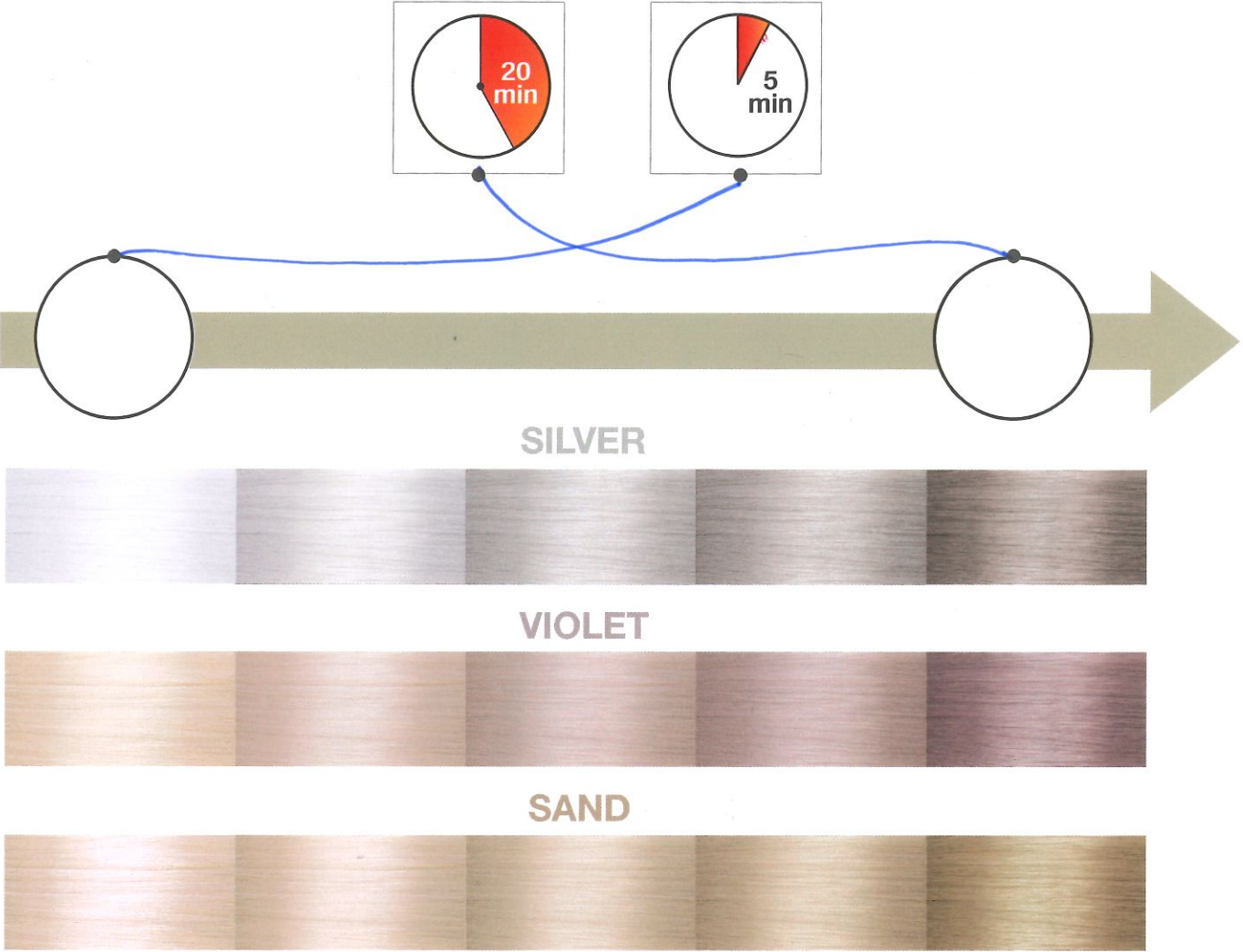
2. FIND THE CORRECT LINKS



QUICK TONE

BLONDELIFE™

3. PLACE THE CLOCKS IN THE CORRECT POSITION



WORKBOOK MODULE 2:
MASTERING THE JOICOLOR PILLARS!

BLONDE & BEYOND VERO K-PAK LIGHTENERS



LIGHTENING

VERO K-PAK
COLOR

1. FIND THE CORRECT LINKS

Diagram showing connections between lightening instructions and products:

- Off scalp
- On scalp
- 1:1
- 1:1.5
- 1:2
- 8 levels of lift
- 60 MIN
- 30-45 MIN
- HEAT (with handwritten "both of them" and a red X)

Products shown:

- VEROLIGHT LIGHTENING POWDER (JOICO)
- CRÈME LIGHTENER Fragrance-Free (JOICO)

Connections (indicated by blue lines):

- Off scalp connects to VEROLIGHT LIGHTENING POWDER.
- On scalp connects to CRÈME LIGHTENER.
- 1:1 connects to VEROLIGHT LIGHTENING POWDER.
- 1:1.5 connects to VEROLIGHT LIGHTENING POWDER.
- 1:2 connects to CRÈME LIGHTENER.
- 8 levels of lift connects to VEROLIGHT LIGHTENING POWDER.
- 60 MIN connects to VEROLIGHT LIGHTENING POWDER.
- 30-45 MIN connects to CRÈME LIGHTENER.
- HEAT connects to CRÈME LIGHTENER.

LIGHTENING PRE- & POST COLOR

VERO K-PAK
COLOR

3. PLACE THE WORDS IN THE CORRECT SPOT

BLEACH

APPLY TONER

Damage prevention	Repair Damaged Hair
Apply Defy Damage ProSeries 1	
BLEACH	
Shampoo hair with Defy Damage Shampoo	Apply Hair Repair System Step 1, 2 & 3
Optional: Apply Defy Damage ProSeries 2	
APPLY TONER	
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

WORKBOOK MODULE 2:
MASTERING THE JOICOLOR PILLARS!

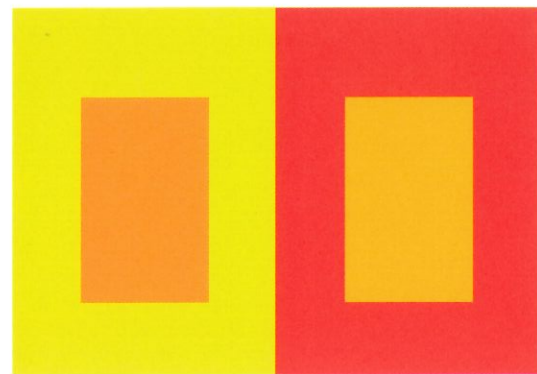
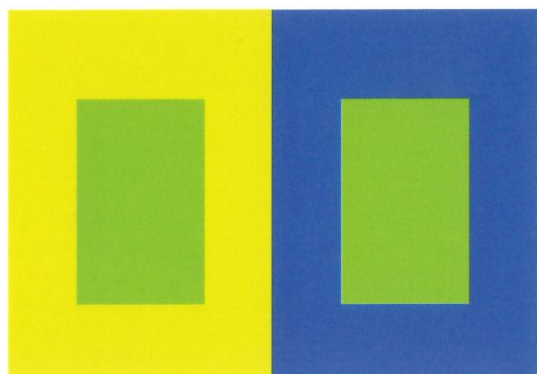
BLONDE
& BEYOND
**COLOR
INTENSITY**



SURROUNDING COLORS

COLOR
INTENSITY

1. WHERE DOES THE MIDDLE COLOR APPEAR THE MOST INTENSE?



FEATURES

2. WHAT APPLIES TO COLOR INTENSITY?



pH neutral

QUADRAMINE
COMPLEX

Kukui nut oil

TCD

+++++++
dyes

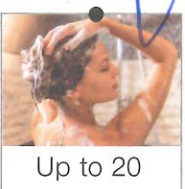
NH3

pH ↑
(alkaline)

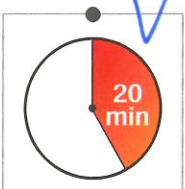
FEATURES

COLOR
INTENSITY

3. WHAT APPLIES TO COLOR INTENSITY?



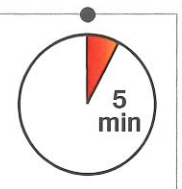
Up to 20



20
min



1



5
min

DO'S & DONT'S

4. MARK THE CORRECT BOXES



+



+



+



=



+



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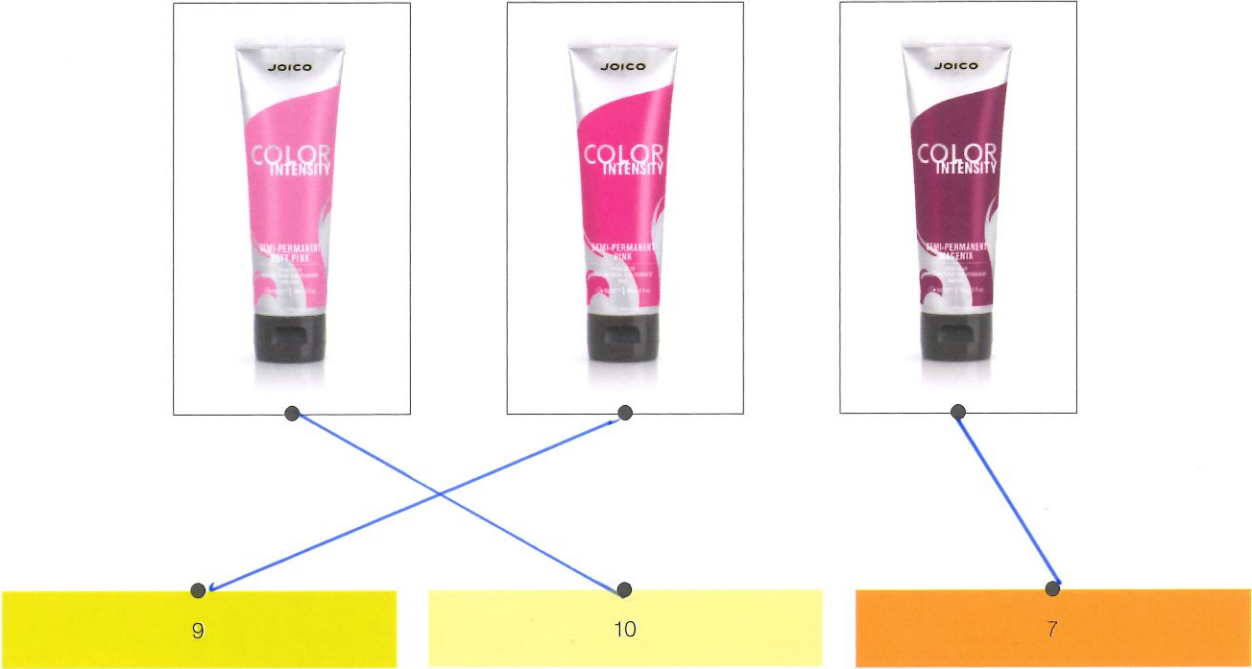


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PRELIGHTENING GUIDE

COLOR
INTENSITY

2. MATCH THE SHADES TO THE IDEAL RPC



PRELIGHTENING GUIDE

COLOR
INTENSITY

3. WRITE DOWN SEVERAL TONER OPTIONS

Before



Toner









After (Silver Ice)



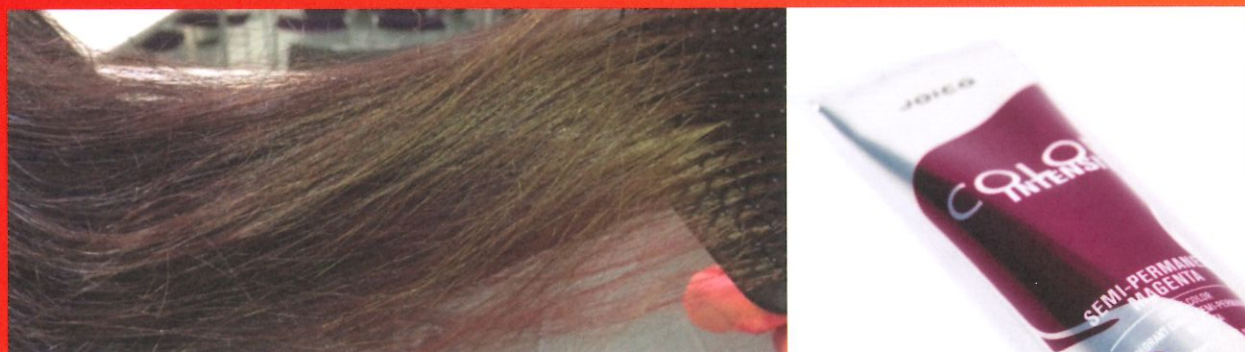
TOP COAT

COLOR INTENSITY

1. FIND THE CORRECT TOP COAT MATCH



2. WHAT HAPPENED HERE AND HOW TO FIX IT?



Magenta van de this

Use K-PAK Clarifying shampoo

REMOVING COLOR INTENSITY

COLOR INTENSITY

3. WHAT ARE REMOVAL OPTIONS?

