

TECH SAVVY & TIPS

LET'S USE IT...
Color Intensity Pearl Pastel shades transform hair into a showcase of glossy, healthy color without damage or developer.

- DIRECTIONS:**
- Use Color Intensity straight out of the tube.
 - Do not use a developer!
 - Do not mix with permanent or demi-permanent colors such as Vero K-Pak Color, Vero K-Pak Chrome, LumiShine.
 - Wear gloves to avoid staining.

Follow lightening guidelines to ensure you lift natural hair to the proper level to achieve optimal results.

Apply Color Intensity Pearl Pastel shades to clean, dry hair, wearing gloves to avoid staining.

Process for 20 minutes.

Rinse thoroughly for several minutes (rinsing different shades separately).

POST-COLOR SERVICE	
Standard condition	Ultimate in healthy hair
1 K-Pak Color Therapy Shampoo	K-Pak Color Therapy Shampoo
2 K-Pak Color Therapy Conditioner or K-Pak Luster Lock	Step 2 HRS: K-Pak Cuticle Sealer
3 -	Step 4 HRS: K-Pak Intense Hydrator



the **joi** of healthy color

WWW.JOICOEUROPE.COM



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PRELIGHTENING TIPS

1. Analyze hair and get to know its history. Once you do this, you can determine if you'll be able to achieve the Level 10 base shade necessary to showcase most of these pearl pastel shades and leave hair in healthy condition.
2. Be sure your lightening results are even from root to tip. Consider some of these tips:
 - a. Use Vero K-Pak Crème Lightener on the scalp to protect the scalp and hair during the lifting process.
 - b. If it's a virgin lighting application, lighten lengths first, then the scalp/regrowth.
 - c. If the hair has been lightened previously, start at the scalp and don't overlap. Shift your developer and pull lightener through only if the hair needs it.
3. To keep hair its healthy best, shampoo and condition hair using K-PAK® Color Therapy™ products or the K-PAK Hair Repair System.
4. Once hair is prelightened, consider toning it with our LumiShine Demi-Permanent Liquid color to create the optimal base for your Pearl Pastel shade:

LEVEL	LUMISHINE DEMI-PERMANENT LIQUID COLOR	PRE-TONE BEFORE THIS PEARL PASTEL SHADE	RESULT
10	10SB	Violet Pearl	Softest Pastel Violet Pearl
		Silver Ice	Softest Pastel Silver Ice
10	9SB	Violet Pearl	Soft Violet Pearl
10	9NV	Silver Ice	Soft Silver Ice
10	9NV	Blush	Soft Blush Pink
10	9V	Violet Pearl	Deepest Violet Pearl
9/10	10NC	Rose Gold	Softest Pastel Rose Gold
7/8	10NC	Rose Gold	Rose Gold
7/8	8NC	Rose Gold	Warm Rose Gold

APPLICATION TIPS

1. Take very thin slices versus thick sections.
2. Thoroughly saturate the hair.
3. Unless you are creating a "melt", do not allow shades to merge into one another.
4. When using foil, meche, or any other barrier to separate color, always go back and double-check your saturation after you complete the initial application.

HOME MAINTENANCE TIPS

- Have client wait 24-48 hours before shampooing.
- Recommend the proper JOICO care products to protect your client's hue.
- Recommend JOICO Color Co+Wash Whipped Cleansing Conditioner to use intermittently with JOICO K-Pak Color Therapy regimen.

IRIDESCENT DUST



LARISA LOVE,
@larisadoll
JOICO Brand Ambassador
Larisa Love Salon Owner

"Who needs jewelry when you can have hair that shimmers and shines like precious pearls? With hints of icy silver, luminous lilac, pearly pink, plus a glimmer of gorgeous rose-gold, this fun-yet-wearable look—created using my signature pastel melt technique and Joico's new Color Intensity Pearl Pastel shades—gives you pearl-like pastel perfection."



COLOR FORMULAS

- Prelighting Formula (regrowth):** Vero K-Pak Crème Lightener with LumiShine 20 Vol. (6%) Crème Developer
- Toning Formula:** Vero K-Pak Color TSB with Veroxide 20 Vol. (6%) Developer
- Iridescent Dust Formulas:** Color Intensity Silver Ice
Color Intensity Violet Pearl
Color Intensity Blush
Color Intensity Rose Gold + equal parts Color Intensity Clear

PRELIGHTEN & TONE



Lighten regrowth with the Prelighting Formula, then apply the Toning Formula and allow it to process for 5-20 minutes (or until an icy platinum silver tone is achieved).

SECTIONING



Part hair down the center and create three equal sections, on both sides of the head, angling back down toward the nape of the neck.



Starting with the bottom third section, apply Color Intensity Violet Pearl at the base and bring down about 7-8cm.
TIP: Use your comb to evenly distribute the color downward to create a blended look.

COLOR INTENSITY APPLICATION



Divide the section in half with a thick weave. Using large weaved sections will create a bold, color-blocked look.



On the bottom half, apply Color Intensity Silver Ice. Make sure to use your fingers to melt the two colors together seamlessly.



On the top half, colormelt Color Intensity Rose Gold from shadow root color to ends.



On the next section, apply Color Intensity Violet Pearl from roots to ends; be sure to saturate the hair completely.
TIP: Spray on K-Pak HKP to prelightened hair to even out the porosity of compromised hair.



TIP: To maintain control over each section and avoid potential bleed, braid each section as you work up the head.



Next, move onto the top section. Apply Color Intensity Violet Pearl to the base and bring the shadow root formula down in a teardrop shape. This should be applied deeper in the back and shorter in the front.



Divide the top section in half horizontally with a large weave. This is going to help all the colors seamlessly blend together.



On the bottom half, apply Color Intensity Blush. Colormelt the two shades together using your fingers.



On the top half, apply Color Intensity Silver Ice from shadow root to ends.



Completed side application.



Repeat the process on the opposite side. Process for 20 minutes

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NEW PEARL PASTEL COLLECTION

SEMI-PERMANENT CRÈME COLOR

STEP BY STEP TECHNIQUES



ROSÉ ALL DAY



DAVED MUÑOZ,
@davedscissorhands
JOICO Influencer

“Rose Gold is no longer the haute color of the moment—it’s here for good. My Rosé All Day technique—crafted with a perfect blend of warm Color Intensity Rose Gold and cool Color Intensity Silver Ice—produces a modern, edgy look that’s perfect on every client, all day, every day.”



COLOR FORMULAS

Prelighting Formula:

20g Blonde Life Powder Lightener +
60ml LumiShine 40 Vol. (12%) Crème Developer
Vero K-Pak Color TSB with Veroxide 10 Vol. (3%) Developer
Color Intensity Rose Gold
Color Intensity Silver Ice
Color Intensity Rose

Toning Formula:

Color Intensity shades:

PRELIGHTEN & TONE



Lighten regrowth with the Prelighting Formula, then apply the Toning Formula and allow it to process for 5-20 minutes (or until an icy platinum silver tone is achieved).

SECTIONING



Take a cat-eye section on the top of the head that extends from the front hairline to the back of the crown. The width is determined by the shape of the head and widens in the top middle of the head to just above parietal ridge.



Next, take four pie-shaped triangular sections: two in the front angling off the center sectioning and two sub-sectioned behind those.



Next, section off two top square sections at the back of the crown. Divide the hair down the center nape to section off the remaining two sub-sections.

TIP: Use chopsticks for multiple purposes: easier, cleaner sectioning; for holding hair without leaving creases; and to add a little style to your work.

COLOR INTENSITY APPLICATION



Starting in the right nape section, take a half-inch parting and apply Color Intensity Rose Gold from the scalp to three-quarters down.



Apply Color Intensity Rose through the mid-lengths and ends. Be sure to use your fingers to “scissor” the point where the two shades meet for a seamless color melt.



Repeat the process until you reach the occipital bone with the Rose Gold and Rose formulas.



TIP: Keep your work organized and clean by outlining each large section with Color Intensity Rose Gold before applying color to the smaller 1,25cm partings.



Brush color on against the cuticle to really push the color into the hair and get even saturation.



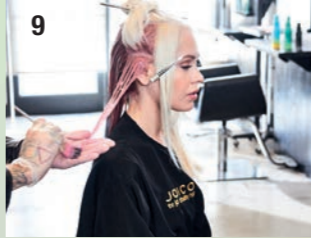
NOTE: As you reach the occipital bone, shift the color application from three-quarters and one-quarter to two-thirds and one-third.



Continue to work your way up, in 1,25cm partings, applying Color Intensity Rose Gold from the scalp to three-quarters down the hair. When you reach the occipital bone, start to apply Color Intensity Silver Ice to the mid-lengths and ends.



Move to the right-side section above the ear. Outline the sections as before with Rose Gold and bring the color down halfway through the hair.



Melt Color Intensity Rose through the mid-lengths and ends.

TIP: Melt the shades together at an angle, instead of straight across, to create a veil that really opens up the face and creates a seamless color blend.



Move to the face framing sections, apply Color Intensity Rose Gold to the scalp and bring it down about 2,5cm.



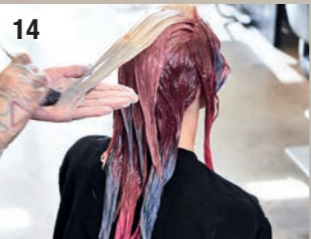
Apply Color Intensity Silver Ice to the ends. Repeat the process on the other side.



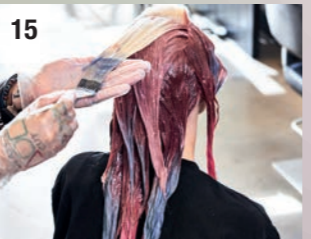
From the back of the cat eye working forward, take 0,5cm horizontal partings and apply Color Intensity Rose Gold from the scalp all the way through to the ends.



Continue working until you reach the back point of the cat eye, right behind the ear. Saturate the sections from scalp to ends using Color Intensity Rose Gold.



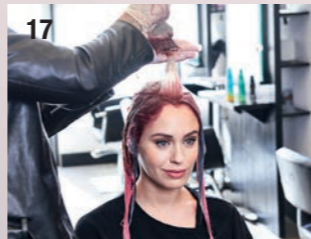
When you reach the mid back-point of the cat eye, right behind the ear, colormelt Color Intensity Silver Ice into the mid-lengths and ends for more of the pearlescent lighting effect around the face.



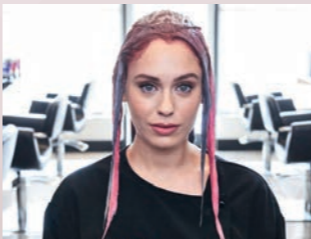
TIP: To serve as a visual guide in these sections, FIRST apply Color Intensity Silver Ice to help you figure out how far up the parting the melting point should be. As you work forward, you should increase the amount of Color Intensity Silver Ice in your ombré.



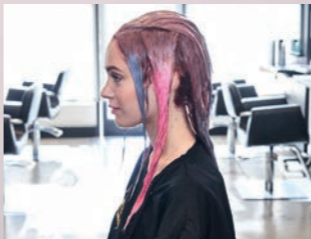
As you continue working toward the front hairline, alternate the Color Intensity Rose Gold and ombré Color Intensity Silver Ice sections. Your partings should get finer as you work closer to the face.



Keep alternating the application process until you reach the front of the cat eye section. You should finish with the Color Intensity Rose Gold.



Finished front view.



Finished side view.



Finished back view. Repeat the process on the opposite side. Process for 20 minutes

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