

JOICO
the **joi** of healthy hair

VERO K-PAK[®]
COLOR

NEW BLUE ASH SERIES



WHEN BLUE MEETS BRASS

Ready to see what a little blue will do? With the **NEW** permanent crème color **Vero K-Pak Blue Ash Series**, you'll have the power to create cool-as-can-be blonde and brunette looks without an ounce of unwelcome warmth. In a single service, those unwanted brassy tones are instantly neutralized and countered with a targeted blue-hued base; while the formula, helps deliver luxe, healthy-looking hair.

WHEN BLUE MEETS BRASS

NEW BLUE ASH SERIES

LET'S LOOK INSIDE...

VERO K-PAK COLOR

- Uses the reconstructive qualities of Quadramine Complex, 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 (a combination of Quadramine Complex and Moisture Complex) has enabled JOICO to create a 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.

HERE'S WHY YOU'LL LOVE THEM...

- Cools unwanted warmth and brassiness
- Helps repair and protect with Quadramine® Complex
- Intermixable pure tone shades for amazing artistic freedom and creative shade possibilities
- Delivers healthy-looking, long-lasting color results

NOW LET'S USE IT...



Mix 1 part Vero K-Pak Color to 1 part Vero K-Pak Color Veroxide.

NOTE: The Blue Ash Series is not intended to cover gray.

VERO K-PAK COLOR PERMANENT CRÈME COLOR



6BA
LIGHT BROWN BLUE ASH









7BA
DARK BLONDE BLUE ASH

VERO K-PAK COLOR VEROXIDE USAGE AND TIMING CHART

Veroxide	%	Usage	Timing
10 Volume	3%	<ul style="list-style-type: none">Primarily for depositTo color tone-on-tone½ up to 1 level of lift depending on the color chosen and the natural level	<ul style="list-style-type: none">30 minutes35 minutes for reds/coppers
20 volume	6%	<ul style="list-style-type: none">For gray coverageLifts up to 2 levels depending on color chosen and the natural level	<ul style="list-style-type: none">40 minutes45 minutes for reds/coppers
30 volume	9%	<ul style="list-style-type: none">Lifts up to 3 levels depending on color chosen and the natural level	50 to 55 minutes
40 volume	12%	<ul style="list-style-type: none">Lifts up to 4 levels depending on color chosen and the natural level	60 to 65 minutes

PRE- AND POST COLOR SERVICE

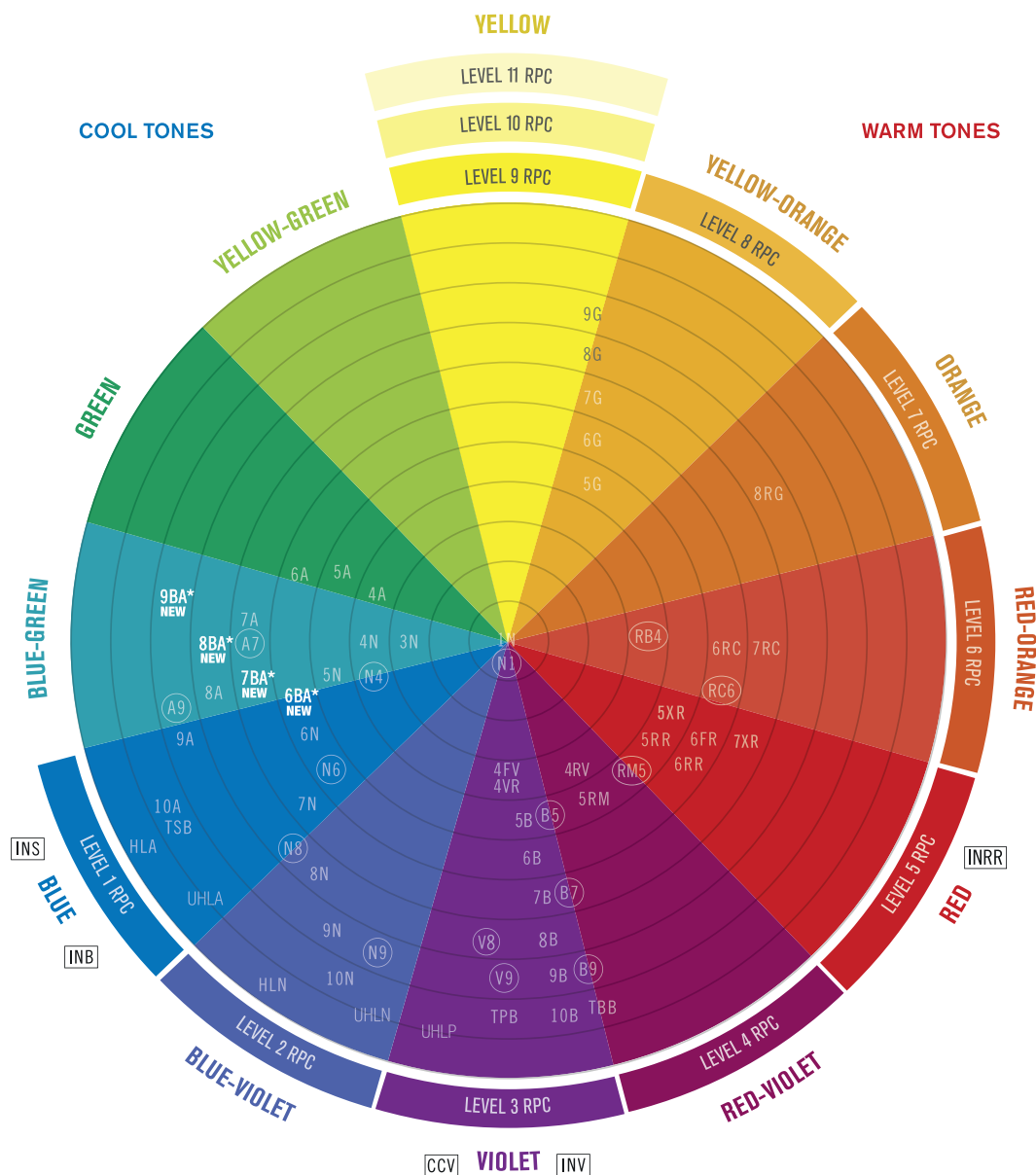
Damage prevention	Repair Damaged Hair
 Apply JOICO Defy Damage ProSeries 1	 Apply JOICO Hair Repair System Step 1, 2 & 3
Color hair following prescribed procedure	Color hair following prescribed procedure
 Shampoo hair with JOICO Defy Damage Shampoo	 Shampoo hair with K-Pak Color Therapy Shampoo
 Apply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



8BA
MEDIUM BLONDE BLUE ASH



9BA
LIGHT BLONDE BLUE ASH



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

FAQ

Q: Can these shades be intermixed with other shades in the Vero K-Pak palette?

A: Yes, the Vero K-Pak Blue Ash shades can be intermixed with other Vero K-Pak shades for color customization.

Q: Can Vero K-Pak Blue Ash shades be used alone for gray coverage?

A: This is not recommended unless a high-fashion result is the goal. These shades would follow the cool reds gray coverage rules and would need to be mixed with N-series as of 25% gray hair.

JOICO.EU



Henkel Nederland B.V. | Grasbeemd 4 | 5705 DG | Helmond | The Netherlands | Version June 2021