

JOICO  
**COLOR**  
EXCELLENCE PROGRAM

**WORKBOOK MODULE 2:**  
MASTERING THE JOICOLOR PILLARS!

**JOICO**  
**FORMULATIONS MASTER**

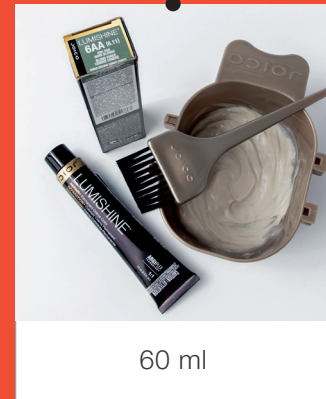
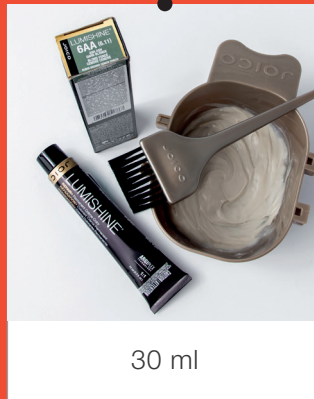
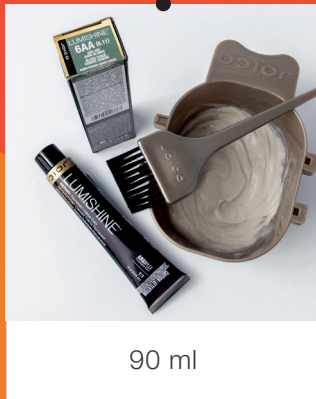
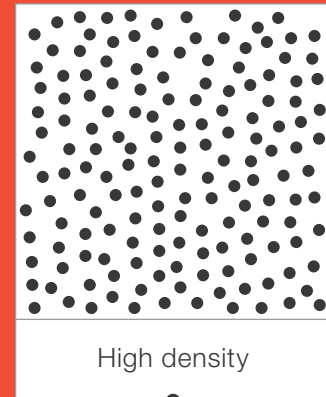
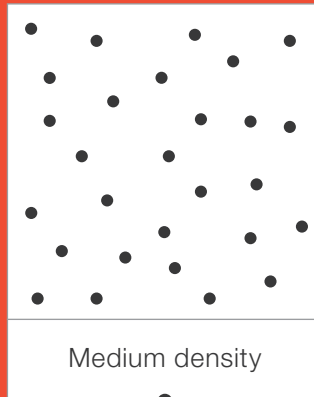
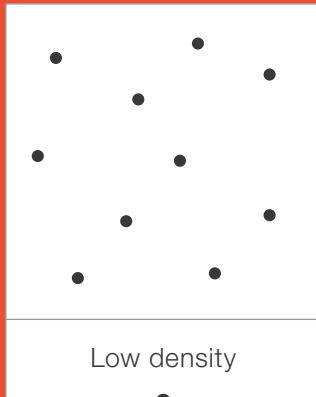
**JOICO**  
the **joi** of healthy hair





# GRAY COVERAGE TIPS

## 2. LINK THE IMAGES



## 3. WHAT IS CORRECT:

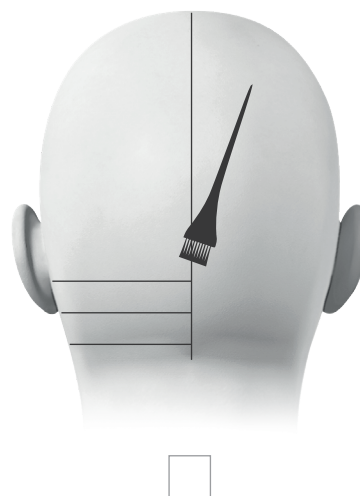






# BEST OF BLONDE *application*

## 1. WHAT IS IDEAL?



## 2. WHAT IS IDEAL?







# GRAY COVERAGE

25-50% gray

## 1. MARK THE CORRECT BOXES



Warm Red Series	Gold Series	Beige Series	Natural Series		Warm Red Series
+	+	+	+		+
Gold Series	Natural Series	Gold Series	Beige Series	No need to mix	Natural Series
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 2. MARK THE CORRECT BOXES



Cool Red Series	Cool Red Series	Cool Red Series	
+	+	+	
Ash Series	Natural Series	Gold Series	No need to mix
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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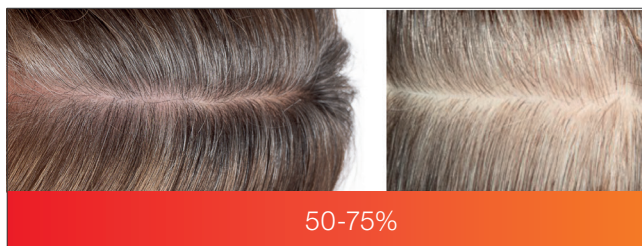
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# GRAY COVERAGE

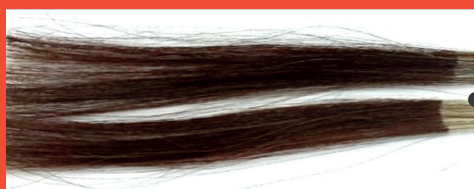
VERO K-PAK COLOR

50-75% gray

## 3. WHAT TO MIX FOR COVERAGE?



## 4. LINK THE PICTURES TO THE FORMULAS



½ 6G + ½ 6B



½ 6N + ½ 6B

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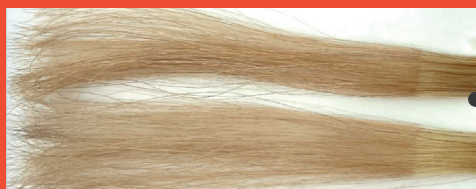
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# GRAY COVERAGE

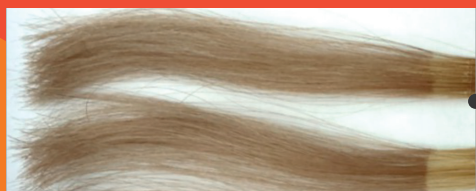
VERO K-PAK  
COLOR

50-75% gray

## 1. LINK THE PICTURES TO THE FORMULAS



$\frac{1}{2}$  9G +  $\frac{1}{2}$  9B



$\frac{1}{2}$  9N +  $\frac{1}{2}$  9B

## 2. FIND THE CORRECT LINKS

Warm

$\frac{1}{2}$  6B +  $\frac{1}{2}$  6RC

Neutral

$\frac{1}{2}$  6G +  $\frac{1}{2}$  6RC

Warmest, brightest

$\frac{1}{2}$  6N +  $\frac{1}{2}$  6RC

# GRAY COVERAGE

75-100% gray

## 3. WHAT TO MIX FOR COVERAGE



## 4. COLOR WITH YELLOW, RED AND BLUE AND MAKE CORRECT LINKS

- Warmest result ●
- Cooler result ●
- Most neutral result ●



# GRAY COVERAGE

VERO K-PAK  
COLOR

75-100% gray

## 1. ARE THE FORMULAS FOR 75% OR 100% GRAY?

Desired end result  
level 7

\_\_\_\_\_ %

$\frac{1}{2}$  6G +  $\frac{1}{4}$  6N +  $\frac{1}{4}$  6B

\_\_\_\_\_ %

$\frac{1}{2}$  6G +  $\frac{1}{4}$  7N +  $\frac{1}{4}$  7B

\_\_\_\_\_ %

$\frac{1}{2}$  6N +  $\frac{1}{4}$  7B +  $\frac{1}{4}$  7G

\_\_\_\_\_ %

$\frac{1}{2}$  6B +  $\frac{1}{4}$  6N +  $\frac{1}{4}$  6G

\_\_\_\_\_ %

$\frac{1}{2}$  6N +  $\frac{1}{4}$  6B +  $\frac{1}{4}$  6G

\_\_\_\_\_ %

$\frac{1}{2}$  6B +  $\frac{1}{4}$  7N +  $\frac{1}{4}$  7G

## 2. WHAT IS THE IDEAL FORMULA?

Coolest result

$\frac{1}{2}$  6G +  $\frac{1}{4}$  6N +  $\frac{1}{4}$  6B

$\frac{1}{2}$  6B +  $\frac{1}{4}$  6N +  $\frac{1}{4}$  6G

$\frac{1}{2}$  6N +  $\frac{1}{4}$  6B +  $\frac{1}{4}$  6G

## 3. WHAT IS THE IDEAL FORMULA?

Warmest result

$\frac{1}{2}$  6G +  $\frac{1}{4}$  6N +  $\frac{1}{4}$  6B

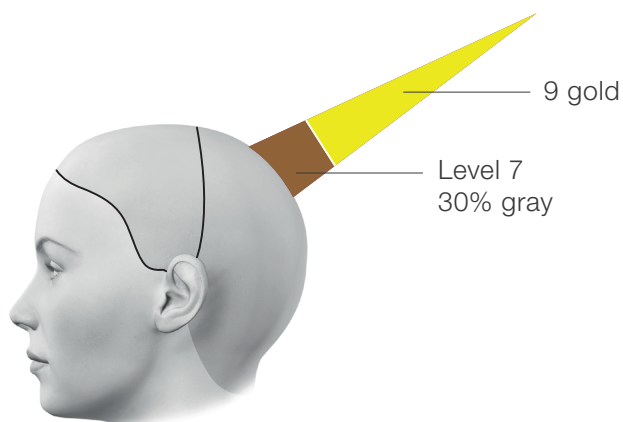
$\frac{1}{2}$  6B +  $\frac{1}{4}$  6N +  $\frac{1}{4}$  6G

$\frac{1}{2}$  6N +  $\frac{1}{4}$  6B +  $\frac{1}{4}$  6G

# GRAY COVERAGE

VERO K-PAK  
COLOR

## 4. MATCH THE ROOT TO THE LENGTHS



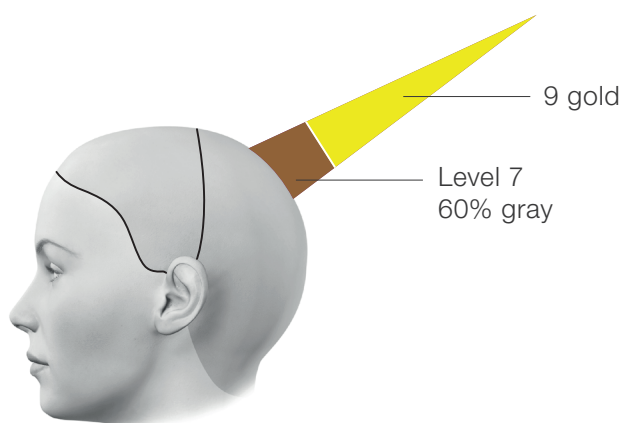
ROOT FORMULA:

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## 5. MATCH THE ROOT TO THE LENGTHS



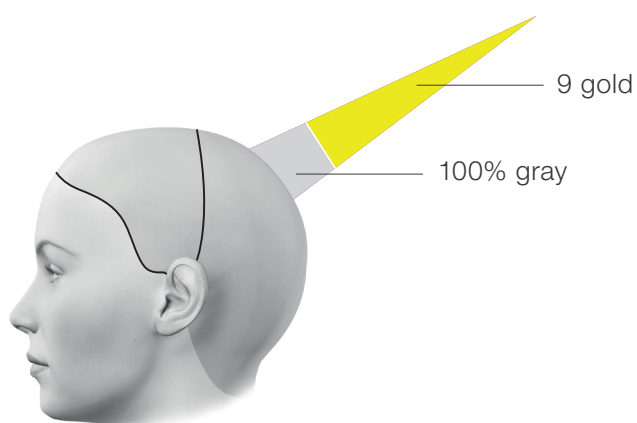
ROOT FORMULA:

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## 6. MATCH THE ROOT TO THE LENGTHS



ROOT FORMULA:

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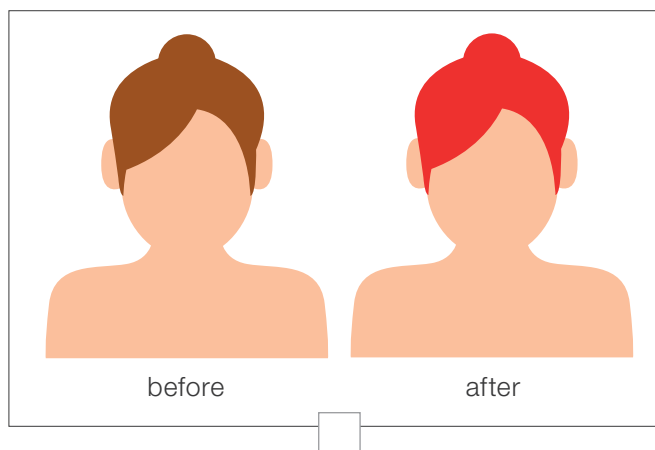
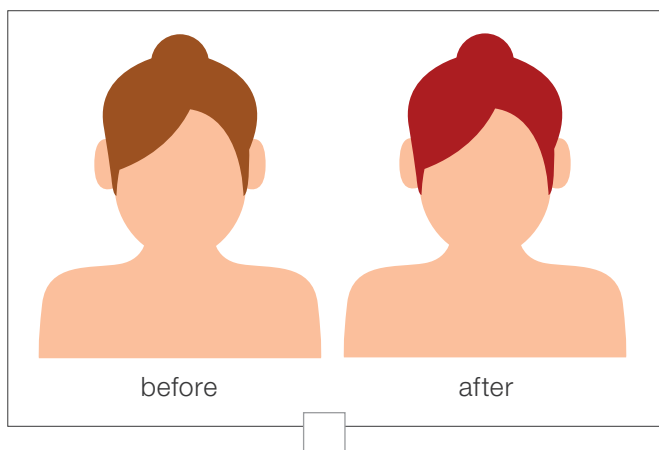
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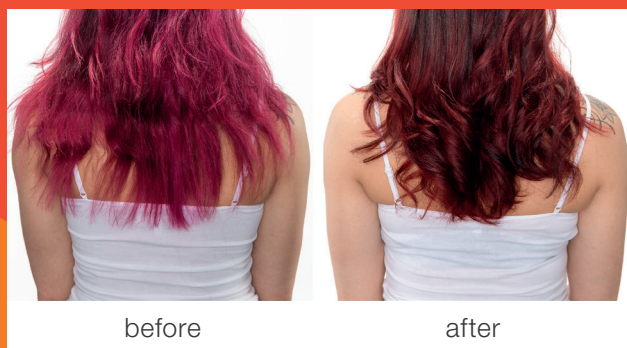
# BEST OF REDS

VERO K-PAK  
COLOR

## 1. BEST LONGEVITY?



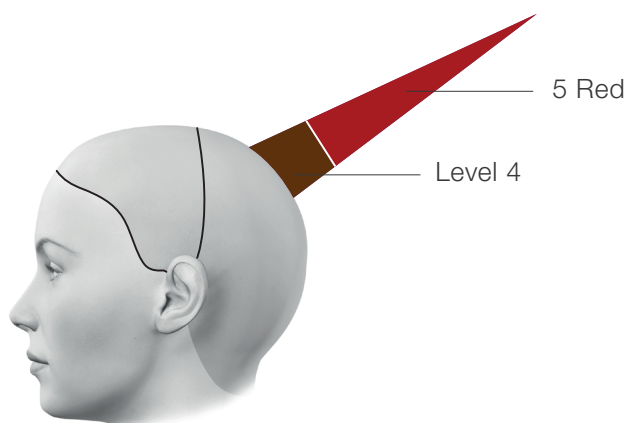
## 2. WHAT IS THE CORRECT FORMULA?



½ 5XR + 10 Vol (3%)

½ 5XR + 30 Vol (9%)

## 3. MATCH THE ROOT TO THE LENGTHS



ROOT FORMULA:

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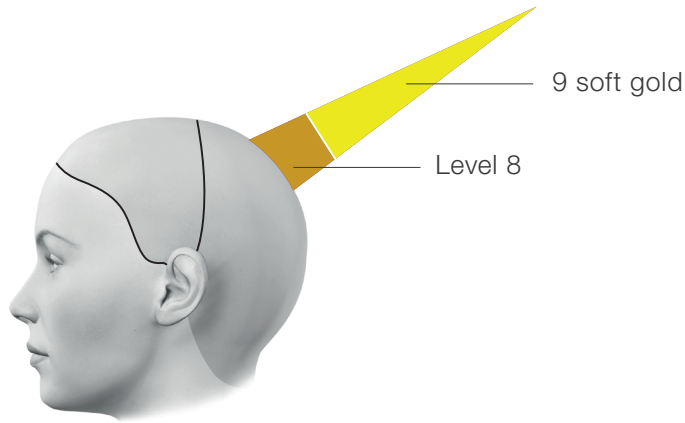
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# BEST OF BLONDES

VERO K-PAK  
COLOR

## 4. MATCH THE ROOT TO THE LENGTHS



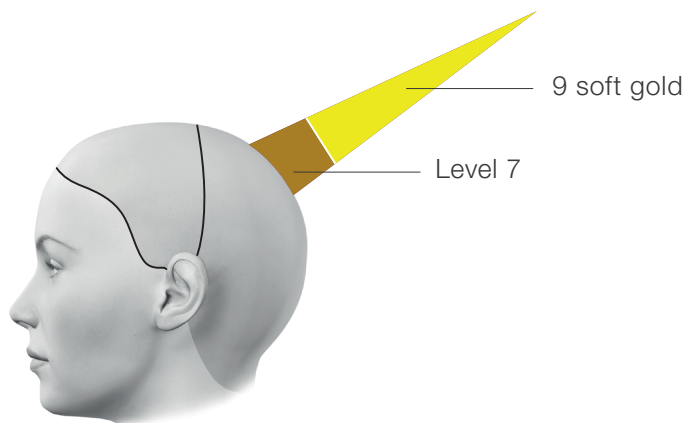
**ROOT FORMULA:**

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## 5. MATCH THE ROOT TO THE LENGTHS



**ROOT FORMULA:**

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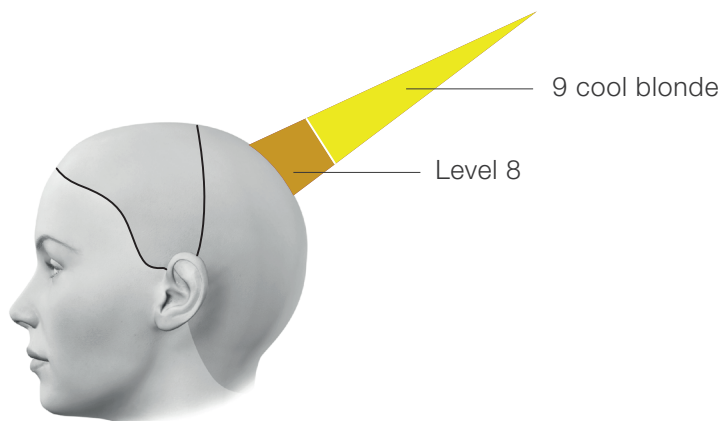
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# BEST OF BLONDES

VERO K-PAK  
COLOR

## 1. MATCH THE ROOT TO THE LENGTHS



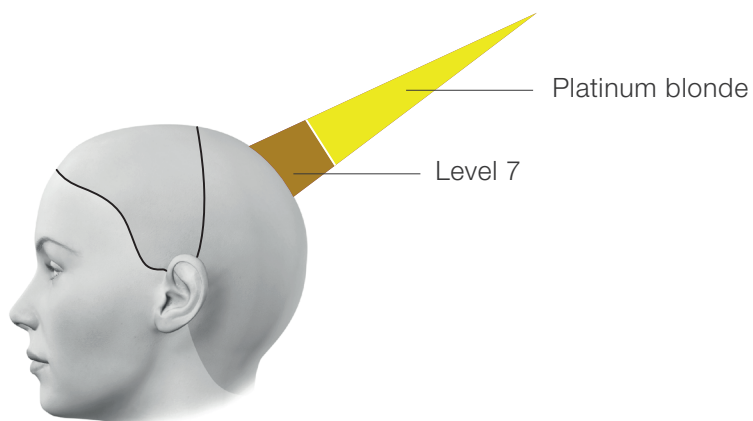
ROOT FORMULA:

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## 2. MATCH THE ROOT TO THE LENGTHS



ROOT FORMULA:

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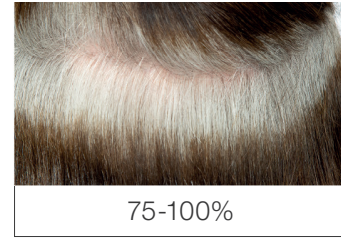
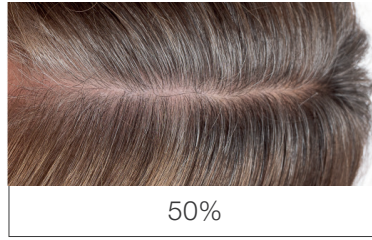
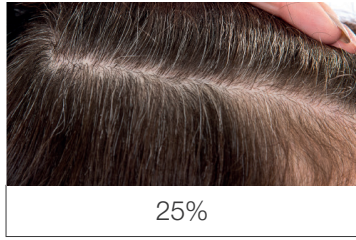
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# GRAY COVERAGE

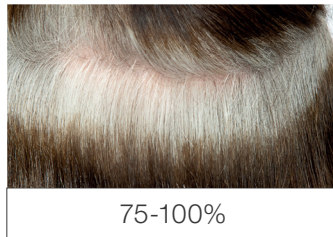
LUMISHINE®

## 1. WHICH FAMILIES CAN COVER ALL THESE CLIENTS?



<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 2. WHICH FAMILY TO ADD FOR COVERAGE AND HOW MUCH?



25%	50%	25%	50%	25%	25%	50%	25%
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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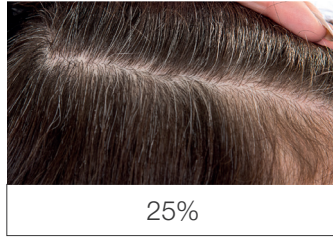
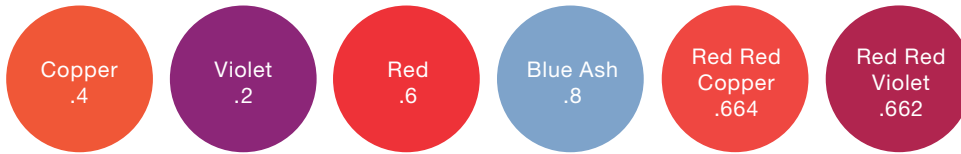


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# GRAY COVERAGE

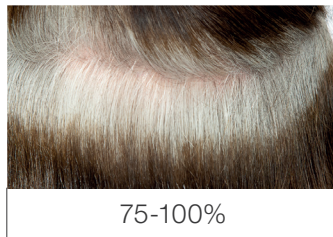
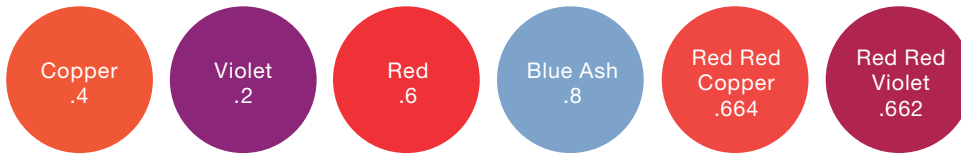
LUMISHINE®

## 3. WHICH FAMILY TO ADD FOR COVERAGE AND HOW MUCH?



25%	50%	25%	50%	25%	25%	50%	25%
<b>Natural</b> .0	<b>Natural Ash</b> .01	<b>Copper</b> .44	<b>Natural</b> .0	<b>Natural Warm</b> .077	<b>Natural Gold</b> .03	<b>Natural Warm</b> .077	<b>Natural Violet</b> .02
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 4. WHICH FAMILY TO ADD FOR COVERAGE AND HOW MUCH?

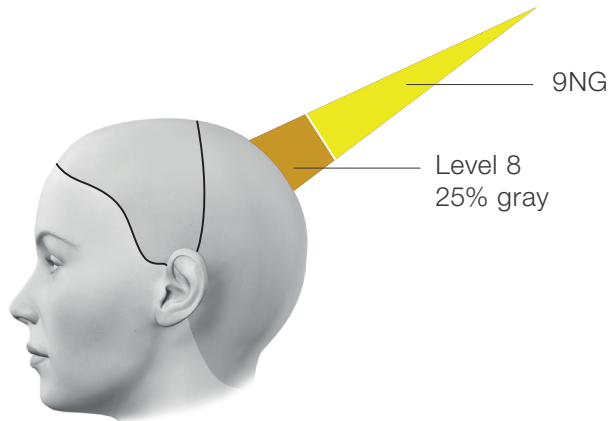


50%	50%	75%	75%	25%	25%	75%	25%
<b>Natural</b> .0	<b>Natural Ash</b> .01	<b>Copper</b> .44	<b>Natural</b> .0	<b>Natural Warm</b> .077	<b>Natural Gold</b> .03	<b>Natural Warm</b> .077	<b>Natural Violet</b> .02
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# GRAY COVERAGE

LUMISHINE®

## 1. MATCH THE ROOT TO THE LENGTHS



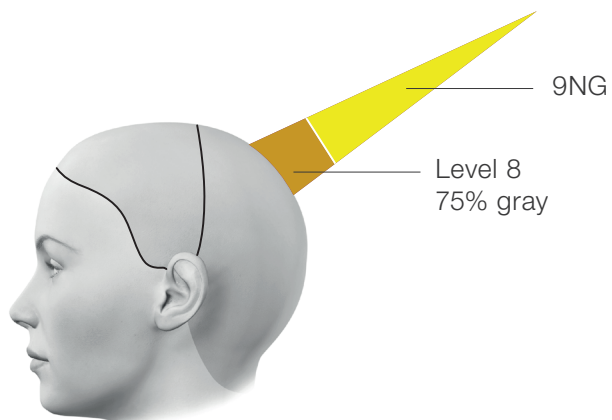
ROOT FORMULA:

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## 2. MATCH THE ROOT TO THE LENGTHS



ROOT FORMULA:

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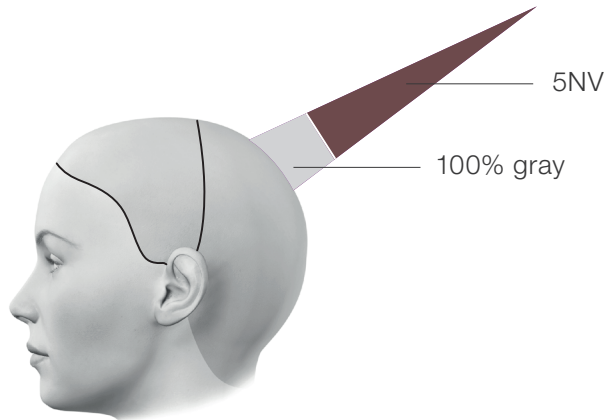
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# GRAY COVERAGE

LUMISHINE®

## 3. MATCH THE ROOT TO THE LENGTHS



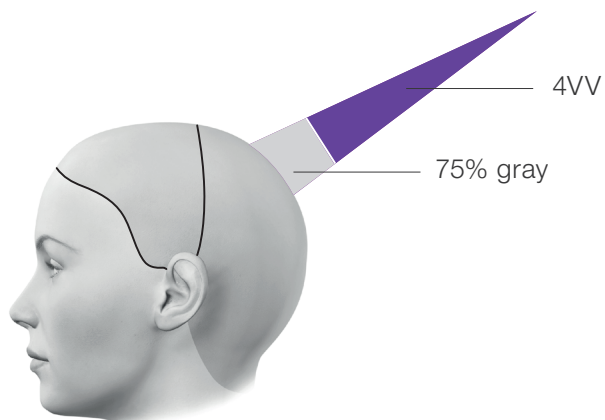
ROOT FORMULA:

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## 4. MATCH THE ROOT TO THE LENGTHS



ROOT FORMULA:

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**JOICO**  
the **joi** of healthy hair

**WWW.JOICO.EU #JOICOEUROPE**

Henkel Nederland B.V. - JOICO | Grasbeemd 4 | 5705 DG | Helmond | The Netherlands