

JOICO
the **joi** of healthy hair

VERO K-PAK[®] COLOR

Corrective Color



PERMANENT CRÈME COLOR
COLORANT CRÈME PERMANENT
CREMA COLORANTE PERMANENTE

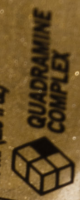
74 ml (2.5 fl oz)



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VERO K-PAK
COLOR

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VERO K-PAK COLOR | THE SYSTEM

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 Hydrolized 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 EXECUTIVE COLOR CORRECTION GUIDE

COMMUNICATION GUIDELINES

Corrective coloring can be fun and a tremendous source of income in the salon. However, the client must trust you and your ability to handle the situation. By following this simple systematic approach you will increase your knowledge and find that corrective coloring is quite simple.

In order to achieve a successful corrective color service, you must:

- Become a Master Corrective Color Consultant
- Perform a thorough hair analysis
- Create a customized action plan
- Stay with your client during the corrective color service to check the results frequently
- Take test strands to preview your results
- Confirm the total plan and cost with each client and get her agreement upfront
- Schedule an appointment keeping the additional time, effort and workload in mind



COMMUNICATION GUIDELINES | The consultation / Hair analysis

THE CONSULTATION

As with any hair color, the consultation is vital to your success.

- Isolate what is going on with the client's hair, as well as what is going on with the client
- What problems do you need to address and solve?
- Share your expertise with your client to build trust, confidence and a clear upfront understanding and communication
- Record your results

Communication Topics

1. How does the client feel about the present color?
2. What does the client have in mind?
3. Is the current hair color the correct tone for the client?
4. Which technical challenges are present? (Too light, too dark, too warm or too cool?)
5. Which products were used on the hair to create the present color?
 - Was it bleach, permanent color, demi, semi, metallic, henna?
 - Was it done professionally?
6. What is the current condition of the hair?
7. Which color end results are achievable?
8. How are you going to proceed and how long will it take?
9. Which are the client's post color responsibilities?
10. What will the total cost for the client be?

HAIR ANALYSIS

Perform a thorough hair analysis:

1. Determine whether the problems can be solved while maintaining the hair's integrity.
This will assist you in determining any limitations
Which of the hair's characteristics have been compromised?
Porosity and elasticity are the two main characteristics that will affect your color service:
 - Porous hair has the ability to absorb color very quickly and release color quickly. Porous hair rejects warmth and accepts coolness
 - There is a loss of elasticity in the hair that has been over-processed and damaged

Hair of a severely stressed nature may not be capable of receiving a corrective color service.

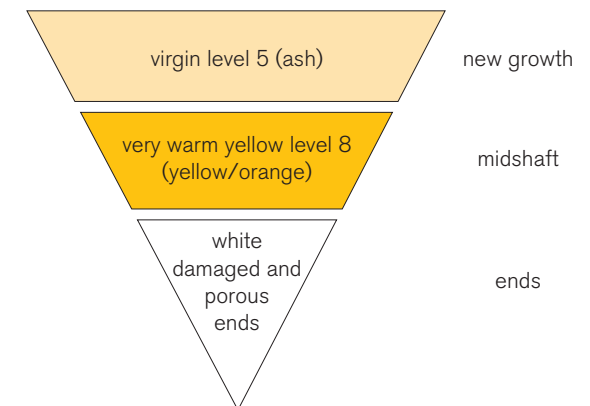
Recommend the K-Pak Professional Hair Repair System as a reconstructive in-salon treatment and the K-Pak Collection or K-Pak Color Therapy Collection for follow up home maintenance. Advise the client to return after 3 to 4 weeks to re-evaluate the condition of the hair.

Isolate the Problem(s)

1. Identify the various problems occurring in the hair
2. Isolate the various problems and deal with each one individually

Example:

In this diagram, we have visualised a common corrective color situation. As you can see, we have three different issues to deal with. Each will require a different plan of action.



ACTION PLAN

You have now isolated the situations that are occurring in the hair. One or more technical challenges will be present. Break them down and deal with them individually.

1. Are the desired results achievable?
2. Which technical challenge should be handled first? (Separate what needs to be done at the regrowth, midshaft and ends)
3. How will you deal with each challenge?
4. Formulate your plan of action separately for each challenge. Decide which decolorizing, repigmentizing and color formula must be used for each situation. Refer to the color wheel and RPC Chart.

CONFIRMATION

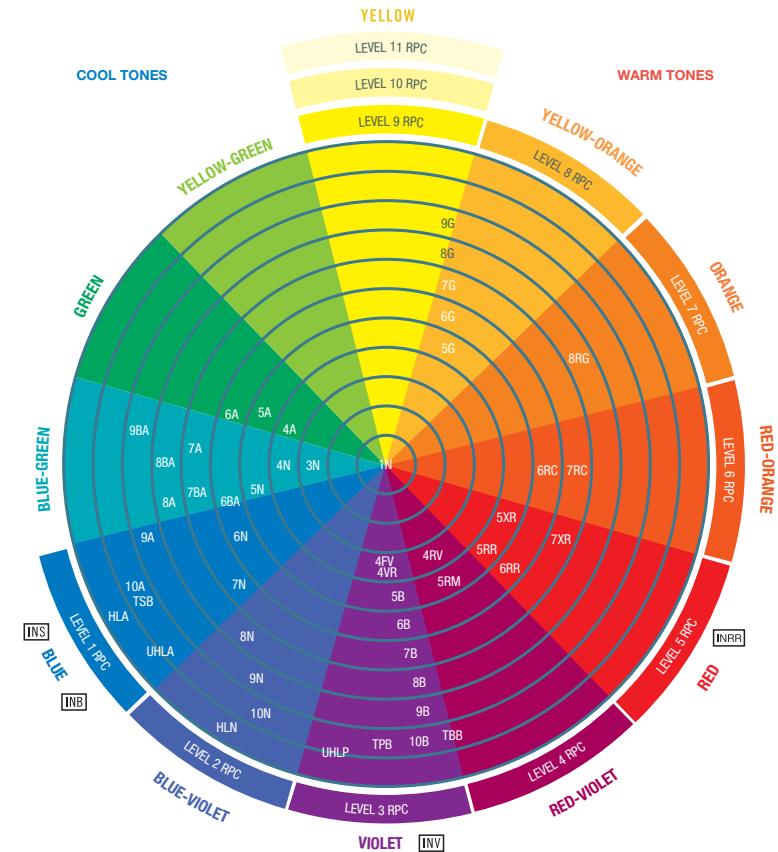
1. Check if your idea of what needs to be done during the service matches your client's idea and check if you both have a clear understanding of what can be achieved and expected as a color end result. Poor communication is costly for you and the client
2. Educate the client about the time and money required for the final result. Honesty is the best policy. Don't promise what you can't deliver
3. Inform the client that color correction may require more than one salon visit to achieve the final desired result
4. Recommend the appropriate JOICO hair care products for the client to use as a part of the home maintenance regimen
5. Summarize the main topics and request her final agreement



DIAGNOSE GUIDELINES & TOOLS

REMAINING PIGMENT CONTRIBUTION (RPC)

LEVEL NUMBER	LEVEL DESCRIPTION	UNDERLYING PIGMENT	UNDERLYING PIGMENT
10	Lightest Blonde	Pale Yellow	Violet
9	Light Blonde	Yellow	Violet
8	Blonde	Yellow/Orange	Blue/Violet
7	Medium Blonde	Orange	Blue
6	Dark Blonde	Red/Orange	Blue/Green
5	Light Brown	Red	Green
4	Medium Brown	Red/Violet	Yellow/Green
3	Dark Brown	Violet	
2	Darkest Brown	Blue/Violet	
1	Black	Blue	



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

VERO K-PAK COLOR | PREPARING FOR SUCCESS

When dealing with a corrective color situation involving overly porous (damaged) hair, always perform The K-Pak Professional Hair Repair System prior to the color application.

“THE JOICO K-PAK PROFESSIONAL HAIR REPAIR SYSTEM” IN COMBINATION WITH CHEMICAL SERVICES



MINUTES

Step 1: JOICO 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



MINUTES

Step 2: JOICO 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



MINUTES

Step 3: JOICO 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



MINUTES

Step 2: JOICO 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



MINUTES

Step 4: JOICO 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.



PIGMENTATION PROCEDURES

Porous hair is stressed, over-processed and damaged. It has the ability to absorb color extremely quickly and it will lose color quickly.

Repigmenting (filling) is the method of replacing the warm pigments that the hair is lacking. Virtually all chemical services and the environment can deplete hair of its proper pigment balance. It is essential to repigmentize (fill) overly-porous hair that tends to absorb the predominant base of any color used.

Note:

- Healthy hair accepts warmth and rejects coolness
- Damaged hair accepts coolness and rejects warmth



REPIGMENTIZING IS USED WHEN

1. Coloring hair two or more levels darker.

All colors back from blonde to brown will require red/orange and gold repigmentizing prior to color back to brown. Without repigmentizing, the hair will look flat and unnatural. The color will not have the proper base to adhere to, and the hair color will fade rapidly.

2. Extreme color loss (two or more levels lighter than desired level) exists on midshaft and ends of previously color-treated hair.

When hair is lifted two to four levels, it can be too porous to hold color. Poor application, improper timing and permanent waving are the major contributors to excessive porosity. Overly porous hair generally grabs flat and dark. After one or two shampoos, it starts to fade drastically. This is the most noticeable in Reds.

Vero K-Pak Color is used for repigmenting when followed with a Vero K-Pak Color service.

MIXING INSTRUCTIONS

Vero K-Pak Color	Veroxide	K-Pak Professional H.K.P	Total formula
30 ml (1 oz)	15 ml (½ oz) 3% (10 Vol.)	15 ml (½ oz)	60 ml (2 oz)

K-Pak Professional H.K.P. reduces the Veroxide down to approximately 1½% (5 Vol.), the perfect volume for repigmenting. Unlike conventional methods, the Vero K-Pak Color method employs the use of K-Pak Professional H.K.P. in all its repigmenting mixtures. Any repigmentation mixture without K-Pak Professional H.K.P. will not be as effective.

VERO K-PAK COLOR REPIGMENTING/FILLER GUIDE

Desired level	Cool	Natural	Warm
9	9G	¼ 8RG + ¾ 9G	/
8	¼ 8RG + ¾ 9G	¼ 8RG + ¾ 9G	1/2 8RG + 1/2 9G
7	¼ 8RG + ¾ 8G	⅓ 8RG + ⅔ 8G	All 8RG
6	¼ 7RC + ¾ 7G	⅓ 7RC + ⅔ 7G	All 7RC
5	¼ 6RC + ¾ 6G	⅓ 6RC + ⅔ 6G	All 6RC
4	⅓ 6RC + ⅔ 6G	½ 6RC + ½ 6G	All 6RC
3	⅓ 6RC + ⅔ 6G	½ 6RC + ½ 6G	All 6RC
2	⅓ 6RC + ⅔ 6G	½ 6RC + ½ 6G	All 6RC
1	⅓ 6RC + ⅔ 6G	½ 6RC + ½ 6G	All 6RC

VERO K-PAK COLOR

WHEN REPIGMENTIZING

1. Perform a preliminary patch test before any hair color service
2. Perform the K-Pak Professional Hair Repair Service
3. Apply to dry hair
4. Divide the hair into four sections prior to application
5. Take ½ cm (¼-inch) partings for proper coverage
6. K-Pak Professional H.K.P. should be misted on the midshaft and ends
7. Never apply heat of any kind to repigmentizing formulas

APPLICATION AND TIMING

1. Apply repigmenting formula to appropriate areas
2. Begin timing for 20 minutes; strand test for best results
3. Rinse and towel blot
4. Apply K-Pak Professional Cuticle Sealer for 5 minutes, rinse
5. Apply K-Pak Reconstructor 5 minutes, rinse
6. If results do not appear to be the same level as the repigmentizing formula chosen, repeat steps 1 through 5
7. Strand test to determine final color formula and process time; porosity is an important factor; the final formula on the repigmentize sections should be mixed with 3% (10 Vol.) Veroxide

IMPORTANT RECOMMENDATIONS

- Rinse off the filler. Certain hair is so porous that even rinsing may remove the filler. If this would happen you need to refill the hair
- The more damaged or porous the hair is, the more base it pulls. To prevent or eliminate drab ends on porous hair, adjust your formulas: add ± 5 cm (2 inches) of Red, Copper or Gold to the remaining Vero K-Pak Color formula before pulling color through to shaft and ends
- Correctively-colored hair has a tendency to release pigment. Pigments need time to bond to prevent excessive color fading and provide longer lasting results. The client should wait 48 hours before shampooing. Recommend appropriate JOICO and/or K-Pak products as part of a home maintenance regimen



DECOLORIZING PROCEDURES

Artificial color will not lift artificial color. Decolorizing is the process of removing artificial color when going lighter or removing unwanted tones. Inform the client that due to the chemical composition of certain hair color products, successful or complete removal can not be guaranteed. Always perform a strand test to determine the amount of lift that is possible.

DECOLORIZING FORMULAS

OPTION 1: VERO K-PAK COLOR CRÈME LIGHTENER

Vero K-Pak Color Crème Lightener	Vero K-Pak Color Veroxide result on-scalp
30 ml (1 oz.) 3% (10 Vol.)	Minimum lifting action
30 ml (1 oz.) 6% (20 Vol.)	Maximum lifting action

OPTION 2: VERO K-PAK VEROLIGHT DUST-FREE LIGHTENING POWDER

Levels of lift	VeroLight Dust-Free Lightening Powder	Developer
½ to 1 (cleansing)	1 scoop	30 cc/ml (1 oz) K-Pak Professional H.K.P.
½ to 1 (cleansing)	1 scoop	30 cc/ml (1 oz) Hot Water
1 to 2	1 scoop	30 cc/ml (1 oz) 3% (10 Vol.) Veroxide
2 to 3	1 scoop	30 cc/ml (1 oz) 6% (20 Vol.) Veroxide

APPLICATION GUIDELINES

1. Always perform a K-Pak Professional Hair Repair service
2. Apply to dry hair
3. Hair must be divided into four sections prior to application
4. Take ½ cm (¼-inch) partings for proper coverage
5. K-Pak Professional H.K.P. should always be misted on the midshaft and ends
6. Never apply heat of any kind to decolorizing formulas

Note:

You can also use the Vero K-Pak Color Crème Lightener on-scalp and VeroLight Dust-Free Lightening Powder off-scalp as a dual system.

APPLICATION AND TIMING

1. Start at the nape or darkest area. Work one section at a time
2. Apply decolorizing formula, working towards the crown. If decolorizing is necessary from scalp to ends, be sure to stay 1 cm (½-inch) away from the scalp. The scalp area will lift faster due to body heat. Apply to scalp area when two-thirds of desired lift has been achieved
3. Strand test often. Decolorize to desired level unless an ash or cool tone is desired; then decolorize to yellow level 9
4. Some areas may lighten faster than other. The decolorizing formula must be removed when correct lift has been achieved on each area
5. You may need more than one application to achieve desired result. You may have to spot decolorize darker areas. Aim for the most even lift possible

6. Because the hair may become porous during or between 2 decolorizing applications, it is vital that the hair is returned to a re-conditioned state before proceeding with the chemical service:
 - a) Lightly shampoo with K-Pak Clarifying Shampoo
 - b) Rinse, towel blot and apply K-Pak Professional Cuticle Sealer for 5 minutes
 - c) Rinse, towel blot and apply K-Pak Reconstructor for 5 minutes
 - d) Rinse and towel blot
 - e) Dry the hair
7. Strand test to determine the final color formula and processing time. Porosity is an important factor. The final formula on the decolorized sections should be mixed with 3% (10 Vol.) Veroxide

IMPORTANT RECOMMENDATIONS

- When a cool tone is required, decolorize one to two levels lighter than the desired final color result. This will help you control unwanted warm tones
- When working with Reds/Coppers, lighten to the desired level

Caution:

Do not apply to scalps with open sores, abrasions or other abnormal conditions. If burning, itching, swelling, irritation, redness or any abnormal condition is experienced, remove bleach product immediately.

VERO K-PAK COLOR | FOUR TECHNICAL CHALLENGES

CHALLENGE 1: COLOR IS TOO LIGHT

Client has bleached her natural level 6 (light brown) hair to a level 9G (light golden blonde). The desired level is 6RC (Red/Copper). Refer to the repigmentation chart.

Natural level	Previously colored
6N Light Brown 1 cm (½-inch) regrowth	9G Light Golden Blonde
Step 1	Repigmentize (filler)
	40 ml (1 ½ oz) 7RC + 20 ml (½ oz) 7G + 30 ml (1 oz) K-Pak Professional H.K.P. + 30 ml (1 oz) 3% (10 Vol.) Timing: 20 Min.
Step 2	Formula
6RC + 3% (10 Vol.) Apply to scalp area first	6RC + 3% (10 Vol.) Apply midshaft and ends secondly

Total Timing: 35 Minutes

CHALLENGE 2: COLOR IS TOO DARK

Client's natural level 5 (medium brown) has been colored to a level 1 (Black). The desired result is to return to a natural level 5N (medium natural brown).

Natural level	Previously colored
5N Medium Brown 5 cm (2-inch) regrowth	1N Black
Step 1	Decolorize (color removal)
	VeroLight Dust-Free Lightening Powder + 6 % (20 Vol.). Apply to dark areas only. Lift to a level 6 (RPC = Red/Orange) for coolest result. Might be necessary to repeat step 1 a second time.
Step 2	Formula
5N + 3% (10 Vol.) Apply to scalp area first	5N + 3% (10 Vol.) or 5A + 3% (10 Vol.) or A combination depending on the decolorizing result. Apply midshaft and ends secondly.

Total Timing: 30 Minutes

CHALLENGE 3: COLOR IS TOO WARM

Client's natural level 5 (medium brown) was colored yesterday with 7RC (Red/Copper). The desired result is level 7N (Dark Natural Blonde). Client feels the color is too orange/copper. Refer to the RPC Chart and Color Wheel.

Previously colored
7RC (Red/Copper)
Formula
7N Dark Natural Blonde (Blue) + 3% (10 Vol.) Apply scalp to ends

Total Timing: 30 Minutes

CHALLENGE 4: COLOR IS TOO COOL








Client is a natural level 6 (light natural brown). The previous stylist has been continuously pulling the color through the ends, which are now too cool and darker. The desired result is to have an even color from scalp to ends. Refer to decolorizing chart.

Natural level	Previously colored	Current color level and tonality on lengths and ends
6N Light Brown 1 cm (½-inch) Regrowth	6G Light Golden Brown	5½ Natural Light/Medium Brown. Cool and dark
Step 1	Decolorize (color removal)	
	1 Scoop VeroLight Dust-Free Lightening Powder + 30 ml (1 oz) Hot water + K-Pak Professional Clarifying Shampoo Lift ½ Level to level 6	
Step 2	Color	
6G + 3% (10 Vol.)	6G + 3% (10 Vol.)	
Step 3		
6G + 3% (10 Vol.)	Blend the color through the last 5 to 10 minutes	

Total Timing: 30 Minutes

VERO K-PAK COLOR REPIGMENTATION PROCEDURE

REPIGMENTIZING PROCEDURE

Damage prevention	Repair Damaged Hair
 <p>Apply Defy Damage ProSeries 1</p>	 <p>Apply Hair Repair System Step 1, 2 & 3</p>
<p>Apply repigmentizing formula to appropriate areas Begin timing for 20 minutes. Strand test for best results. Rinse</p>	
 <p>Shampoo hair with Defy Damage Shampoo</p>	 <p>Shampoo hair with K-Pak Color Therapy Shampoo</p>
<p>Dry the hair</p>	 <p>Apply K-Pak Hair Repair System step 2 and 3. Rinse and dry.</p>
<p>Analyze the hair. If results do not appear to be the same level as the repigmentation formula chosen, repeat above steps.</p>	
 <p>Apply Defy Damage ProSeries 2</p>	 <p>Apply Hair Repair System Step 2 & 4</p>
<p>Strand test to dictate final color formula and processing time. Porosity is an important factor.</p>	



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