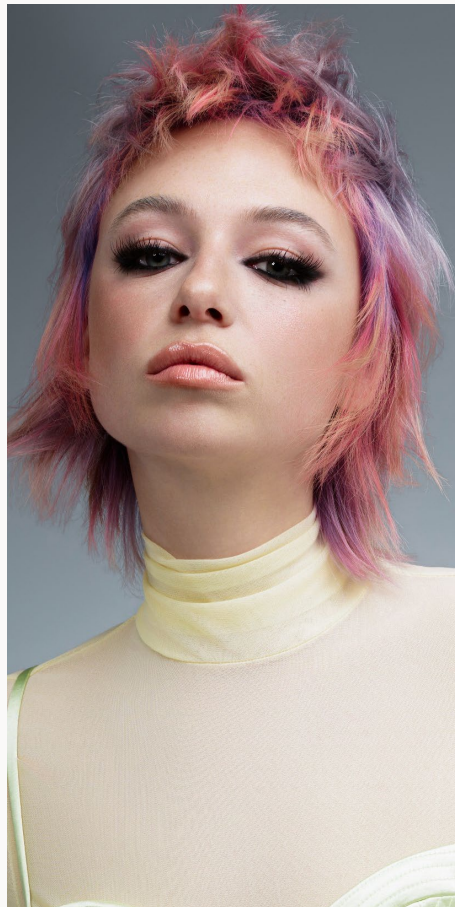
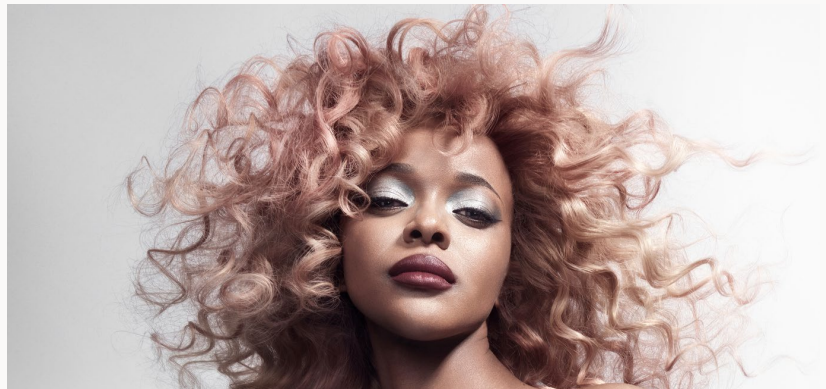


COLOR TALENT
AWARDS 2027





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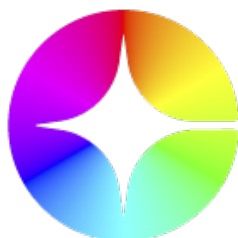
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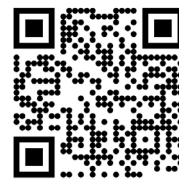
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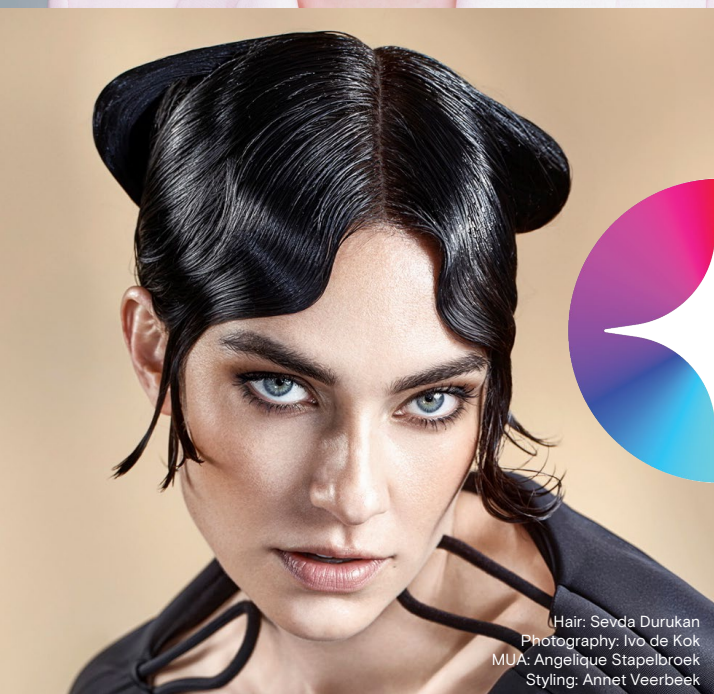
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COLOR TALENT
AWARDS 2027



Hair: Monika Woźniak, Bruno Giamattei & Dan Spiller
Photography: Jamie Blanshard
MUA: Katie Moore
Styling: Ellen Spiller



Hair: Sevda Durukan
Photography: Ivo de Kok
MUA: Angelique Stapelbroek
Styling: Annet Veerbeek



COLOR TALENT
AWARDS 2027

ENTRY GUIDELINES



Hair: Bona Jörg
Photography: Jamie Blanshard
MUA: Katie Moore
Styling: Ellen Spiller

Your Vision.
Your Color.
Your Moment.

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JOICO
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CATEGORIES

We have 3 fabulous categories within the Color Talent Awards – something for everyone at all stages of your career.

CREATIVE COLOR AWARD

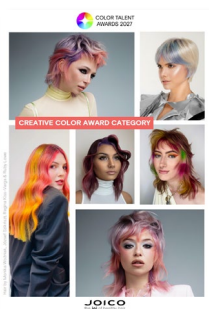
For innovative color techniques and creative expression

This category is for skilled, visionary professionals who want to demonstrate their mastery of hair color. Whether it's a timeless, sophisticated creation or a boundary-pushing look, this is your chance to show the world what expert artistry looks like!

Let your creativity run wild and use one of the inspirational mood boards as a starting point to create a trend-setting masterpiece! We want to see your work – whether it's been shot on your phone or part of a photographic shoot – it's your skills and talent we are looking to unveil.

- Check out the mood board for inspiration.
- Bring your unique perspective to life with color, cut, and styling.
- Please submit: 1 unedited “before” image + 1 beauty image (final look).
- Upload to your Instagram account tagging **@joicoeurope** & **#CTA2027**.
- Go to our website, fill in the form with your information adding the link to your Instagram post and submit your entry.

Important: without the link to your post, the submission is invalid!



CATEGORIES

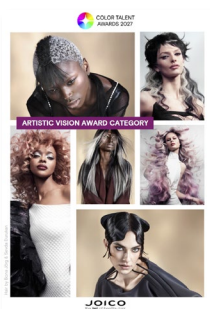
ARTISTIC VISION AWARD

For avant garde creativity and boundary pushing concepts

This category is dedicated to visionary colorists who push the boundaries of hair artistry. It celebrates bold, avant-garde thinking and exceptional technical execution – where color becomes the central language of creative expression. From high-fashion editorial statements to experimental, boundary-defying concepts, this is your platform to showcase transformative color work at its most elevated level. Sculpt, layer, and construct your vision using any medium – wigs, pieces, wefts or natural hair – to create a striking, collection-worthy image. We're looking for fearless creativity, refined craftsmanship, and color placement that challenges convention while remaining intentional and sophisticated. Show us work that feels directional, artistic, and unmistakably yours.

- Check out the mood board for inspiration.
- Show off your expert color application and trend-driven styling. In this category you are allowed to use wigs, pieces, and wefts.
- Please submit: 1 unedited "before" image + 1 beauty image (final look).
- Upload to your Instagram account tagging **@joicoeurope** & **#CTA2027**.
- Go to our website, fill in the form with your information adding the link to your Instagram post and submit your entry.

Important: without the link to your post, the submission is invalid!



CATEGORIES

IN-SALON TRANSFORMATION AWARD

For real salon transformations

This is the category that brings real-life salon magic to the spotlight! Whether it's a dramatic makeover or a subtle yet stunning enhancement, we want to see the before & after that made your client feel amazing. Use the provided inspiration mood board as a guide, capture your process, and share your best transformation snapshot!

- Check out the mood board for inspiration.
- Emphasis is placed on sharing a real in-salon client snapshot, creating a gentle entry point for emerging talents. Focus on real salon results – no models, just genuine client transformations. Submit before & after images that showcase the power of professional hair color.
- Please submit: 1 unedited "before" image + 1 beauty image (final look).
- Upload to your Instagram account tagging **@joicoeurope** & **#CTA2027**.
- Go to our website, fill in the form with your information adding the link to your Instagram post and submit your entry.

Important: without the link to your post, the submission is invalid!





WHO CAN ENTER

The JOICO Color Talent Awards are open to any professional hairdresser working in a commercial environment – salon based or freelance hairdresser throughout Europe, UK, Middle East & Africa countries. A minimum of 3 years' experience working in a commercial environment is necessary.

Hair: Bona Jörg
Photography: Jamie Blanshard
MUA: Katie Moore
Styling: Ellen Spiller

JOICO
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RULES & GUIDELINES



WHAT DOES A SUCCESSFUL ENTRY LOOK LIKE?

- Cut and Color that complement each other and work in harmony.
- Clear and sharp images – can be phone images or professional images – we need them to be clear and focus on the hair.
- You do not need to use professional models.
A model with photogenic features will always enhance the visual impact of your entry – tip from us: take a picture of the model you have in mind before you do the work and evaluate if this is the best model for the work you have in mind.
- You should ensure your look is suitable for the face shape and skin tone of your model.
- Make-up and clothes need to complement the overall look, working in synergy with the hairstyle showing the highest level of craftsmanship.
- Make sure you upload your images of high quality.
- Images should have a clean background without clutter. Make sure to submit your images with your model front-facing (not only from the backside) so our judges are able to evaluate properly.

We want to see your transformations, your standout color work and the way you use color creatively to showcase your work.

RULES & GUIDELINES



STYLIST GUIDELINES

- Hair color and styling can be created using any professional hair color brand—you are not required to use JOICO products alone. (Of course, we will love it if you do!).
- The haircut, color, and styling must be the focal point of the look and clearly visible in the submitted photo.
- The color work must be visible and showcase skillful application, dimension, and creativity—submissions with excessive filters or edits that alter the hair color will not be accepted.
- Only natural hair is allowed - with the exception of the Artistic Vision Award category where the use of wigs, pieces, and wefts is allowed.

MODEL GUIDELINES

- Models (male or female) must be 18 years or older.

RULES & GUIDELINES



RETOUCHING GUIDELINES

Your photographic entry is the key element being judged. If you choose to retouch your photo, please follow these guidelines:

- Minor retouching to correct small skin or hair imperfections is allowed.
- Excessive retouching that significantly alters the hair color, texture, or overall look will be considered by the judges and may impact your score.
- No retouching is permitted on the model in the “before” image. The before photo must accurately represent the starting point of your work.

IMAGE REQUIREMENTS & GUIDELINES

- Each entry must include two images of one model:
1 “before” image + 1 final beauty shot
- Only color images are allowed—black & white photos and Polaroids are not permitted.
- All images must be submitted via the form on the website including the link to Instagram and the relevant Hashtag (see Category information) in digital format only—printed or scanned images will not be accepted.
- Excessive retouching of hair’s shape, texture, or color is not allowed—the judges must be able to evaluate the true artistry of the color work.

RULES & GUIDELINES



IMAGE USAGE & COMPETITION EXCLUSIVITY

- All entries must be original and created specifically for the Color Talent Awards 2027—they cannot have been used, published, or submitted to any other competition or project.
- Participants cannot share or provide their submitted images to third parties for any kind of use or publication, before the announcement of the Winners.

IMAGE USAGE ACROSS CATEGORIES

- Only one participation in one category is permitted

Each category will have an **overall winner and 2nd, and 3rd places.**

CREATIVE COLOR AWARD

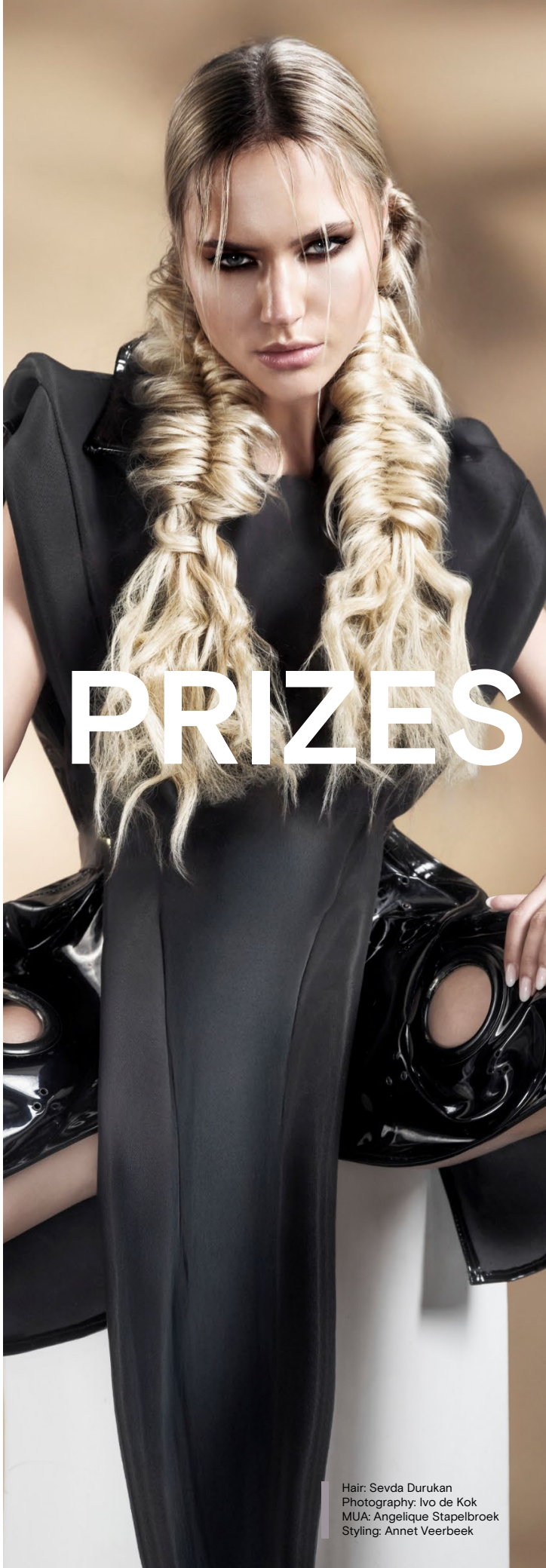
1st, 2nd, and 3rd place winners will receive a personalized Color Talent Awards 2027 trophy.

1st place winner will receive:

- Cash Prize of €2,500 / £2,000
- Guest appearance at a European JOICO event to engage with our European educator community
- Industry PR coverage and a dedicated coverage piece in Estetica magazine
- Pre-selected package of JOICO Professional products with a value of €1,000 / £ 850
- Your very own JOICO Color Talent Awards 2027 winner apron pin
- Be a Judge next year!

2nd & 3rd place winners will receive:

- Salon fabric banner with finalist image
- Coverage on JOICO Europe's social media channels
- Your very own JOICO Color Talent Awards 2027 finalist apron pin
- Pre-selected package of JOICO Color Essentials products with a value of €500 / £ 450
- Professional tools and cool JOICO merchandise items



PRIZES

Hair: Sevda Durukan
Photography: Ivo de Kok
MUA: Angelique Stapelbroek
Styling: Annet Veerbeek

ARTISTIC VISION AWARD

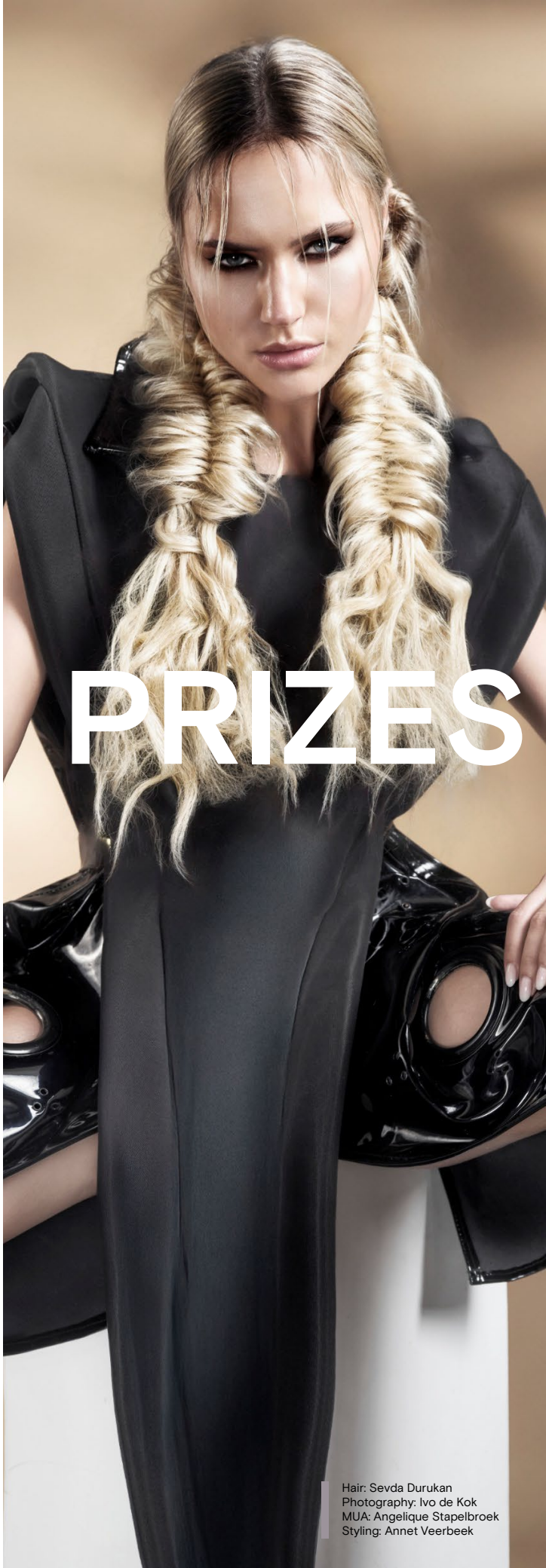
1st, 2nd, and 3rd place winners will receive a personalized Color Talent Awards 2027 trophy.

1st place winner will receive:

- Cash Prize of €2,000 / £1,700
- Invitation to a Professional Content Day with one of our JOICO European Creative Team members
- Industry PR coverage and a dedicated coverage piece in Estetica magazine
- Pre-selected package of JOICO Professional products with a value of €1,000 / £ 850
- Your very own JOICO Color Talent Awards 2027 winner apron pin
- Be a Judge next year!

2nd & 3rd place winners will receive:

- Salon fabric banner with finalist image
- Coverage on JOICO Europe's social media channels
- Your very own JOICO Color Talent Awards 2027 finalist apron pin
- Pre-selected package of JOICO Color Essentials products with a value of €500 / £ 450
- Professional tools and cool JOICO merchandise items



PRIZES

Hair: Sevda Durukan
Photography: Ivo de Kok
MUA: Angelique Stapelbroek
Styling: Annet Veerbeek

IN-SALON TRANSFORMATION AWARD

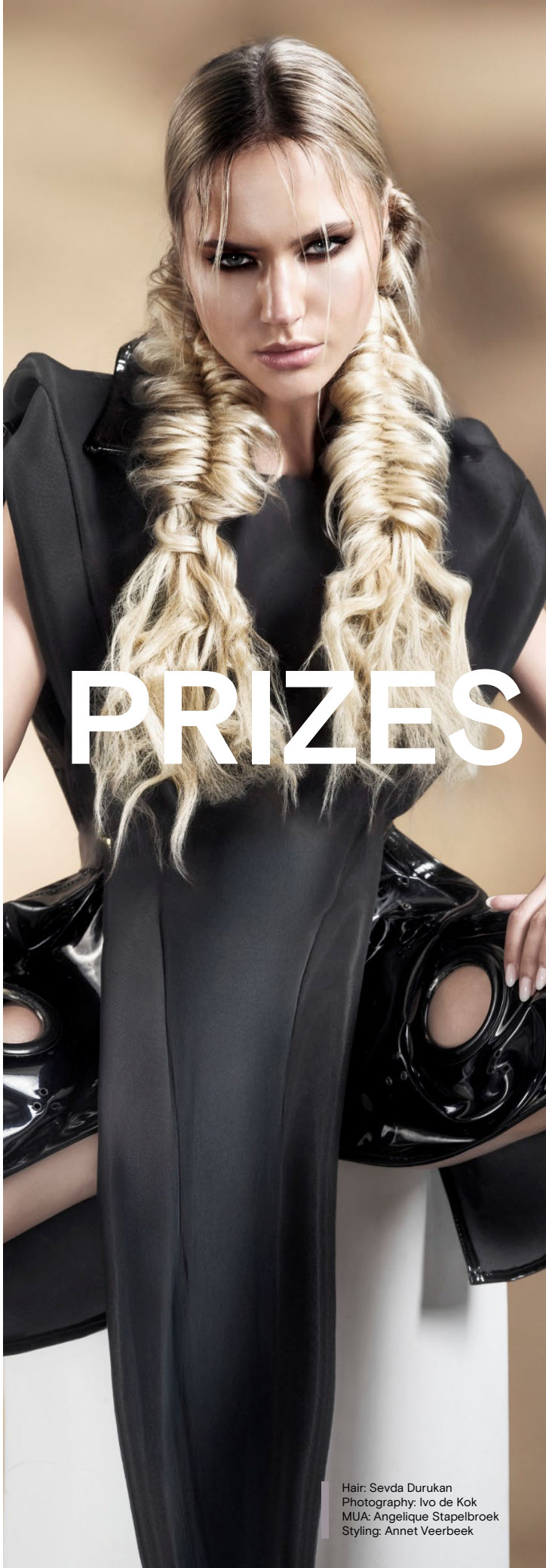
1st, 2nd, and 3rd place winners will receive a personalized Color Talent Awards 2027 trophy.

1st place winner will receive:

- Product & Professional Tools Pack worth €1,000 JOICO professional products
- Exclusive coverage on JOICO Europe's social media channels
- Salon fabric banner with winning image and window sticker
- Your very own JOICO Color Talent Awards 2027 winner apron pin
- Get cool JOICO merchandise items

2nd & 3rd place winners will receive:

- Mirror sticker with finalist image
- Coverage on JOICO Europe's social media channels
- Your very own JOICO Color Talent Awards 2027 finalist apron pin
- Professional tools and cool JOICO merchandise items



PRIZES

TIMELINE

Don't forget to make a note of these key dates.

Entries submitted after the deadline date will not be included.

Entries
Open

Entries
Close

Judging
takes place
& finalists
will be
announced

Winners
will be
announced
online

1st October
2026

31st March
2027

April 2027

April 2027

Hair: Bona Jörg
Photography: Jamie Blanshard
MUA: Katie Moore
Styling: Ellen Spiller

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FAQ

Q Is there a cost to enter?

A No entry to the JOICO Color Talent awards is free.

Q Who can enter?

A The JOICO Color Talent Award is open to any professional hairdresser working in a commercial environment – salon based or freelance hairdresser throughout the UK or EMEA countries.

A minimum of three years' experience working in a commercial environment is necessary.

Q Can I post my entries to you?

A Entries must be submitted via Instagram and entries delivered by other means – email or by post as an example, will not be accepted.

Q Can I use wigs or hairpieces in my photograph?

A No, only in the Artistic Vision Award category are you allowed.

Q Can I enter more than one category?

A No, every participant can only enter one of the three categories.

Q Can I post my entry on social media before submitting for the Color Talent Awards?

A Entries to the competition may not be posted on social media or in any trade media prior to the submission to the Color Talent Awards. (Entries can be submitted from 1st October 2026 – 31st March 2027).

Q Do I have to use JOICO products?

A You do not need to use JOICO products or work in a JOICO-affiliated salon to participate—stylists who use any professional hair color brand are welcome!

If you would like to use JOICO products, you can find the Technical Manuals for all JOICO Color lines in the Briefing Kit, available for download.



FAQ

Q Do I need to use a professional photographer?

A Images can be shot on your phone or by a professional photographer – it's up to you, for us it's all about the hair color.

Q Is retouching allowed?

A Re-touching minor skin or hair imperfections is allowed. Excessive retouching that significantly alters the hair color, texture, or overall look will be considered by the judges and may impact your score. Please have a close look to our Retouching Guidelines for further details.

Q Should I win, is there an option to change the prize?

A Prizes are not transferable and cannot be exchanged for an alternative prize.

Q Do I need to have all image rights if working with a professional photographer or a model from an agency?

A Yes, Entrants must guarantee the work submitted, is their own and they have the right to submit it to this competition, and that JOICO Europe has the right to publish this work in print or digitally.

Q Can I create my look on a mannequin head, training head, or headblock and submit it?

A No, only entries featuring real models will be considered valid. To ensure fairness and authenticity in the competition, all submissions must showcase a completed look on a live model. Entries created on mannequin heads, training heads, or headblocks will not be accepted.



FAQ

Q What happens if the awards are cancelled?

A JOICO Europe reserves the right in its absolute discretion to add to or waive any of these terms and conditions, or to cancel the awards at any stage, in the event of circumstances arising beyond its reasonable control. In the event of cancellation, JOICO will not use any submitted work for any purpose.

Q I want to enter in the name of my salon – can I do that?

A If an entrant enters the Color Talent Award in the name of a salon business, the hair colorist must get the consent of the salon owner prior to enter into this competition. Make sure to include your name in the caption of the post—for example, Hair by [Your Name] – to distinguish your entry from others submitted under the same account.

Q What if I don't have my own Instagram account?

A If you don't have an Instagram account, click [HERE](#) to see how to create one.

Alternatively, you can submit your entry using your salon's or training academy's Instagram account, but please ensure you have their permission to do so.

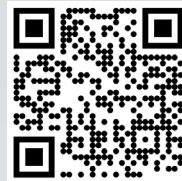
Make sure to include your name in the caption of the post—for example, Hair by [Your Name] – to distinguish your entry from others submitted under the same account.





By entering the Color Talent Awards 2027, all participants:

- Must be fully qualified hairdressers from the EMEA and UK region. Stylists from all brands are welcome to participate—JOICO products are not a requirement.
- Must be 18 years or older on the date of submission, as well as their models.
- Cannot be employees or family members of employees from Henkel. Employees of companies involved in any way in the development and/or implementation of this contest and their family members are also excluded from participation.
- Agree to the processing of their provided data as part of the competition entry process.
- Must provide proof that their model has signed a release form, giving consent for their image to be used in connection with the competition.
- Automatically grant JOICO and its affiliated companies full rights to use the submitted images and any material created during the competition. Submitted photos and documents will not be returned to entrants.
- Confirm that their submitted work is original and free from third-party rights, including photographer or model restrictions.
- Accept that the judges' decisions are final and that all entries will be evaluated based on the official rules, judging criteria, and competition terms.
- The winners must be prepared to take part in publicity accompanying or resulting from the competition. No additional compensation will be awarded for such promotional activities.
- If the prize is declined or if the winner forfeits the prize under these terms and conditions, then the judges may at their absolute discretion select an alternative winner.
- Acknowledge that by submitting their entry, they have read, understood, and fully accepted the competition rules, judging criteria, and terms & conditions without reservation.



COLOR TALENT AWARDS 2027

Presented by
JOICO
the **joi** of healthy hair

Hair: Monika Woźniak, Bruno Giamattei & Dan Spiller
Photography: Jamie Blanshard
MUA: Katie Moore
Styling: Ellen Spiller

CONTEST REGULATIONS JOICO Color Talent Awards 2027

ARTICLE 1: ORGANISATION

This contest is organised by

Henkel Nederland BV
JOICO Europe Division
Jaarbeursboulevard 284
3521 BC Utrecht
Netherlands
(Hereinafter referred to as 'HENKEL')

ARTICLE 2: ACCEPTANCE OF REGULATIONS

Valid participation in this contest automatically implies the unconditional acceptance of these contest regulations [hereinafter: 'REGULATIONS']. Each participant is therefore deemed to have read, understood and accepted the content of these REGULATIONS without any limitation. These REGULATIONS can be consulted at any time at www.colortalentawards.joico.eu. By participating in the JOICO Color Talent Awards each participant expressly and formally agrees to the terms and conditions related to aforementioned contest, including the privacy policy. Such acceptance implies amongst others that JOICO, to the extent necessary, will need to process personal data of a participant within the framework of the handling of the contest.

ARTICLE 3: CONTEST PERIOD

The contest takes place from 01.10.2026 at 00:00 until 31.03.2027 at 23:59. Submissions sent after this period will no longer be accepted.

ARTICLE 4: PARTICIPATION

To validly participate and be eligible to win one of the prizes, participants must follow the guidelines and further instructions that can be found here www.colortalentawards.joico.eu. They then need to:

Step 1 - Choose one of the 3 categories they want to participate in:

- **Creative Color Award:** For innovative color techniques and creative expression
- **Artistic Vision Award:** For avant garde creativity and boundary pushing concepts
- **In-Salon Transformation Award:** For real salon transformations

Participation is only valid for one category, any subsequent entries for other categories will be disregarded.

Step 2 - Pick the mood board for inspiration. Select the theme of the chosen mood board as the foundation for their look.

Step 3

- Create a stunning hair color look based on their chosen category and mood board.
- Make sure the **hair color, cut, and style are clearly visible** in the final image.
- **No extensions, wigs, or excessive retouching** are allowed, with the exception of the **Artistic Vision Award** category where the use of wigs, pieces, and wefts are allowed.

Step 4 - Submit Entry

Once their masterpiece is complete, they can enter by uploading their image(s) on their own Instagram account and use the correct hashtags for the specific category, according to the Image Requirements & Guidelines:

- **Creative Color Award:** 1 “before” image + 1 final beauty shot

Submit on Instagram tagging @joicoeurope and using the hashtag: #CTA2027

- **Artistic Vision Award:** 1 “before” image + 1 final beauty shot

Submit on Instagram tagging @joicoeurope and using the hashtag: #CTA2027

- **Transformation Snapshot:** 1 “before” image + 1 after image (showcasing the salon transformation)

Submit on Instagram tagging @joicoeurope and using the hashtag: #CTA2027

Tag @joicoeurope and use the hashtags as described. Only submit their image in one of the three categories above. Fill out the form on the <https://colortalentaward.joico.eu/> website with their information including the link to their Instagram post and then submit the entry, otherwise their entry will not be considered.

Entries can be submitted only between 1st October and 31st March 2027.

Step 5 - Winners Announcement

The winner will be chosen by our Jury panel and will be announced in April 2027.

This contest takes place via Instagram by tagging @joicoeurope and using the above mentioned hashtags followed by sharing the link to the post via the form on the <https://colortalentaward.joico.eu/> website.

The contest is accessible free of charge, with the exception of the possible normal communication, without obligation to purchase and to any natural person that is 18 years of older and domiciled in EMEA and UK region with the exception of HENKEL employees and members of their families. Employees of companies involved in any way in the development and/or implementation of this contest and their family members are also excluded from participation.

To safeguard the chances of individual participants, no grouped entries will be accepted. Therefore, only one participation in one category in their own name and for their own account is permitted.

ARTICLE 5: WINNERS

As with all JOICO activities we will be transparent and impartial. We have a group of the most experienced European judges who have a wealth of experience in both entering and winning awards and competitions. Judging will take place online and each judge will be sent over the images that have been submitted in each category. All images will be judged anonymously, and scores will be sent to JOICO Europe where an independent adjudicator will collate the scores.

Successful finalists in each category will be informed by email in April 2027 and announced on the JOICO Europe Social Channels.

Winners will be notified personally by email or a DM message on Instagram no later than April 2027. By accepting the prize, the winners of this contest authorise HENKEL to use their name, photo, the visuals they sent in for this Color Talent Awards, and other visual material on which they appear for campaigns related to the contest. If requested, they will cooperate in other activities related to the campaign, without any compensation other than the ordinary prize.

If a winner does not respond within 14 days to the notification by Instagram/e-mail from HENKEL, the winner's prize will expire, and HENKEL has the right to choose the second-best entry or not to nominate any winner.

In case of redeemable prizes/vouchers: The prizes must be redeemed between April 2027 and December 2028. If they are not redeemed within that period, all vouchers will expire and lose their value.

ARTICLE 6: PRIZES

The prizes are:

The Color Talent Awards 2027 winners will receive prestigious industry recognition, exclusive opportunities, and exciting prizes. Each category will have an overall winner and 2nd and 3rd places.

1. Creative Color Award Winner

1st, 2nd, and 3rd place winners will receive a **personalized** Color Talent Awards 2027 trophy.

1st place winner will receive:

- **Cash Prize** of €2,500 / £2,000
- **Guest appearance at a European JOICO event** to engage with our European educator community
- **Industry PR coverage** and a dedicated **coverage piece in Estetica magazine**
- **Pre-selected package of JOICO Professional products** with a value of €1,000 / £ 850
- Your very own JOICO Color Talent Awards 2027 **winner apron pin**
- Be a **Judge** next year!

2nd & 3rd place winners will receive:

- **Salon fabric banner** with finalist image
- **Coverage on JOICO Europe's social media channels**
- Your very own JOICO Color Talent Awards 2027 **finalist apron pin**
- Pre-selected package of **JOICO Color Essentials** products with a value of €500 / £ 450
- **Professional tools** and cool JOICO **merchandise items**

2. Artistic Vision Award Winner

1st, 2nd, and 3rd place winners will receive a **personalized** Color Talent Awards 2027 **trophy**.

1st place winner will receive:

- **Cash Prize** of €2,000 / £1,700
- Invitation to a **Professional Content Day** with one of our JOICO European Creative Team members
- **Industry PR coverage** and a dedicated **coverage piece in Estetica magazine**
- **Pre-selected package of JOICO Professional products** with a value of €1,000 / £ 850
- Your very own JOICO Color Talent Awards 2027 **winner apron pin**
- Be a **Judge** next year!

2nd & 3rd place winners will receive:

- **Salon fabric banner** with finalist image
- **Coverage on JOICO Europe's social media channels**
- Your very own JOICO Color Talent Awards 2027 **finalist apron pin**
- Pre-selected package of **JOICO Color Essentials** products with a value of €500 / £ 450
- **Professional tools** and cool JOICO **merchandise items**

3. In-Salon Transformation Award Winner

1st, 2nd, and 3rd place winners will receive a **personalized** Color Talent Awards 2027 **trophy**.

1st place winner will receive:

- **Product & Professional Tools Pack** worth €1,000 JOICO professional products
- **Exclusive coverage on JOICO Europe's social media channels**
- **Salon fabric banner** with winning image and **window sticker**
- Your very own JOICO Color Talent Awards 2027 **winner apron pin**
- Get cool JOICO **merchandise items**

2nd & 3rd place winners will receive:

- **Mirror sticker** with finalist image
- **Coverage on JOICO Europe's social media channels**
- Your very own JOICO Color Talent Awards 2027 **finalist apron pin**
- **Professional tools** and cool JOICO **merchandise items**

The prizes are not transferable to third parties, not exchangeable, not refundable in cash, not extensible, not changeable, and are subject to the terms and conditions of the supplier. HENKEL is not responsible for technical defects in the prize. HENKEL reserves the right to replace the prize with a similar and/or equivalent prize.

The prizes will be sent at the risk of the winners to the address the participant/winner specifies for participation in the contest. In the event of loss, the prize will not be replaced.

Any tax burden arising from this contest will be fully borne by the winner(s).

ARTICLE 7: EXCLUSION & FRAUD

HENKEL reserves the right to immediately or at a later date exclude a participant from the contest and/or other ongoing and future contests, as well as to have the prize that the participant would have already received by participating in the current contest reimbursed in the case of:

- Incomplete, incorrect or falsely communicated personal or other data;
- Organised and/or collective (automated or not) participations;
- Behaviour that can disrupt the proper course of the contest for HENKEL and/or other participants;
- Any (attempted) fraud or unlawful action;
- Any violation of these REGULATIONS;
- Behaviour that is inconsistent with HENKEL's business philosophy.

If fraud is suspected, a report will always be made to the competent authorities.

ARTICLE 8: LIABILITY

HENKEL and any other intervening person or company cannot be held liable: in the case of force majeure and/or if an event occurs outside the will of HENKEL and/or in the case of exhaustion of the prize stock; if certain terms and conditions of this contest and therefore also of these REGULATIONS would be changed, or the contest would be interrupted, postponed, stopped or cancelled, or awarding of the prize would be postponed or cancelled for any reason.

HENKEL and any other intervening person or company cannot be held liable for any damage of any kind that results from participating in the contest or awarding of the prize. HENKEL thus excludes, among other things, its liability for errors in connection with (tele)communication, printing and spelling errors or for any prize defects.

HENKEL reserves the right to make changes to the REGULATIONS at any time. If any provision of these REGULATIONS is declared null and void, the other provisions of these REGULATIONS will remain in full force.

ARTICLE 9: COPYRIGHTS

By entering the JOICO Color Talent Awards 2027, the participant transfers to HENKEL all of his/her property rights to the photos (or collages, drawings, slogans, etc.), including any copyright and/or personal rights.

HENKEL reserves the right to use these photos (or the collages, drawings, slogans, etc.) for the exercise of its activity (e.g.: advertising). HENKEL may distribute the photos (or the collages, drawings, slogans, etc.) to the public or make them public and modify them. The participant explicitly gives his/her permission to destroy the works that were not selected.

The participant explicitly waives the right to any compensation for submitting his/her participation form and the accompanying photos (or the collages, drawings, slogans, etc.).

ARTICLE 10: PERSONAL DATA PROTECTION

The Personal Data collected within the framework of present contest will only be processed and used by HENKEL in connection with this contest.

HENKEL acts in accordance with the European General Data Protection Regulation (GDPR) of 2016/679 concerning the protection of personal data.

These data can be collected and processed depending on the consent given, in accordance with the [Statement on data protection](#).

The participant can withdraw his/her consent for the future at any given time by sending a DM to the JOICO Europe Instagram account no later than 31.03.2027. The withdrawal of consent does not affect the legality of processing based on the consent before it was revoked.

ARTICLE 11: DISPUTES

In the case of force majeure, if unforeseen circumstances would arise or in the case of dispute, HENKEL may take any decision necessary to ensure that the contest takes place properly. Its decisions are final and sovereign.

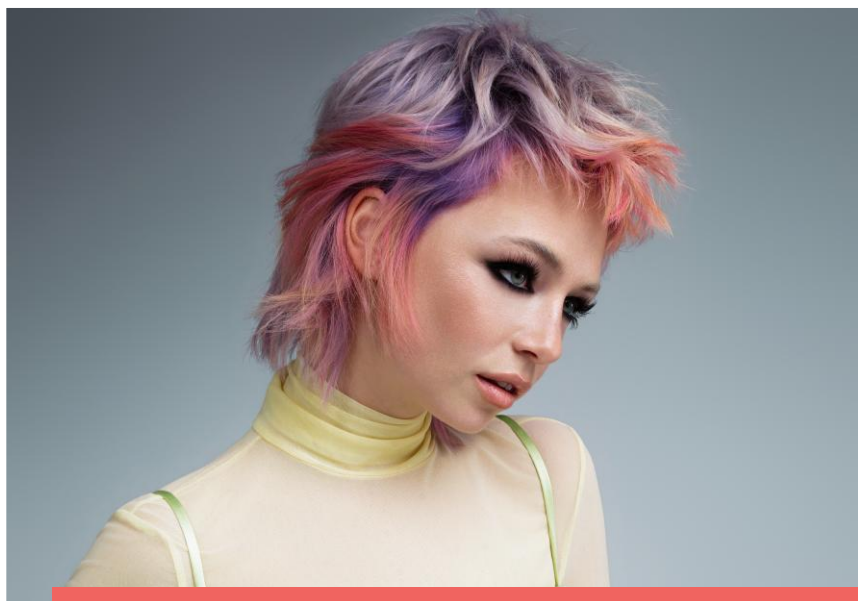
The current REGULATIONS are subject to Dutch legislation and are interpreted and implemented in accordance with Dutch law. In the event of a dispute related to this contest that cannot be settled amicably, only the courts of Den Haag shall have jurisdiction.

ARTICLE 12: COMMUNICATION

Except in the cases provided for in these REGULATIONS, no written correspondence will be made concerning this contest, nor will there be any telephone or other communications, during the contest. Only the winners will be announced after the contest and exposed like explained in this document.



COLOR TALENT
AWARDS 2027



CREATIVE COLOR AWARD CATEGORY



JOICO
the **joi** of healthy hair



COLOR TALENT
AWARDS 2027



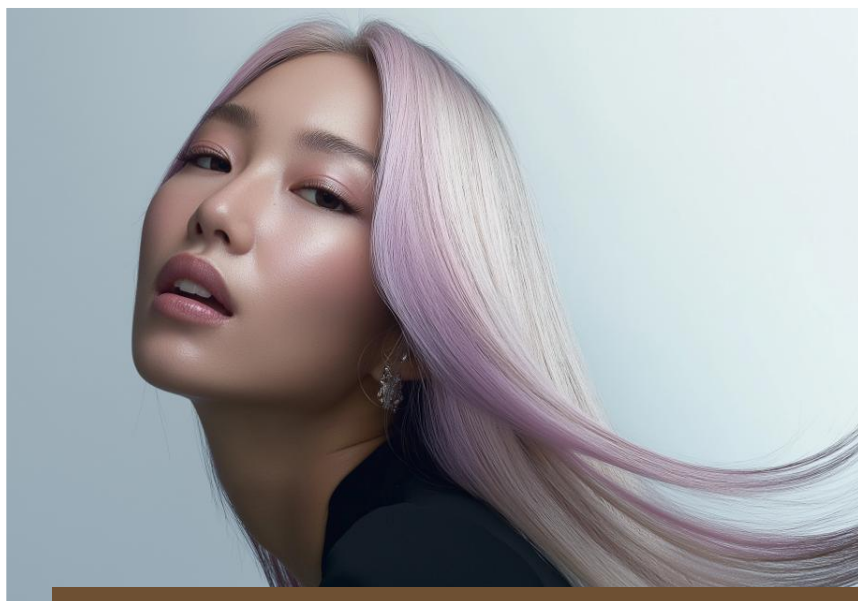
ARTISTIC VISION AWARD CATEGORY



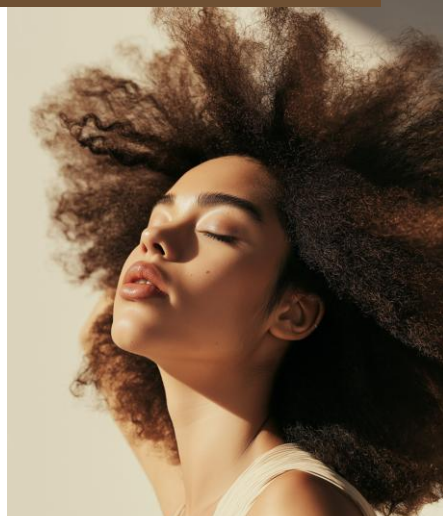
JOICO
the **joi** of healthy hair



COLOR TALENT
AWARDS 2027



IN-SALON TRANSFORMATION AWARD CATEGORY



JOICO
the **joi** of healthy hair

VERO K-PAK[®] COLOR

VERO K-PAK
COLOR



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VERO K-PAK | THE SYSTEM COLOR

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 Hydrolyzed 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.

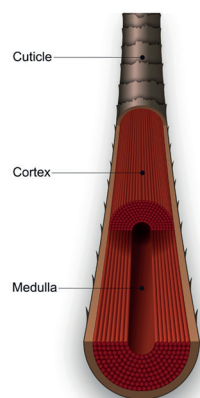


VERO K-PAK COLOR | FUNDAMENTALS OF HAIR COLOR

COMPOSITION OF HAIR

PRIMARY COMPONENT OF THE HAIR = KERATIN PROTEIN

JOICO products contain Keratin Protein, which supplies the correct amino acid composition to the damaged parts of the hair.



The three layers of the hair shaft:

1 Cuticle = the outermost layer of the hair that:

- a) encircles and protects the hair shaft
- b) is built out of overlapping cells, free of melanin (natural pigment)
- c) plays a major role in transferring color pigments in and out the cortex

2 Cortex = the middle layer of the hair that:

- a) represents most of the hair shaft's volume
- b) contains the hair's natural melanin
- c) can be altered through the use of chemical services

3 Medulla = the innermost layer of the hair that:

- a) is not always present
- b) has no known role in the hair coloring process

NATURAL PIGMENTS (MELANIN)

There are two types of pigments found in the hair:

1. Eumelanin (granular): black/brown pigment
2. Pheomelanin (diffused): red/yellow pigment

Varying degrees of melanin distribution create the endless variations of natural hair color.

E.g.:

- | | |
|---------------------------|---|
| Black and dark brown hair | = predominantly granular pigments |
| Light brown hair | = a mixture of granular and diffused pigments |
| Blonde hair | = predominantly diffused pigments |

CHARACTERISTICS OF HAIR

Texture

The size or diameter of the hair shaft.

Three categories:

Fine - Medium - Coarse

Relation to hair color:

Fine hair accepts color and lightens faster than coarse hair.

Porosity

The ability of the hair to hold and absorb moisture.

Relation to hair color:

Porous hair lifts more easily, accepts color and releases color faster. Hair is more porous on midshaft and ends.

Tenacity

The degree of difficulty to penetrate the cuticle.

Relation to hair color:

Tenacious hair is difficult to color and known as resistant hair.

Density

The quantity of hair per square cm (inch) on the scalp.

Relation to hair color:

Denser hair can trap heat at the scalp: and needs more product. Avoid brighter scalp areas by not pressing the hair against the scalp while processing.

Elasticity

The ability of the hair to stretch and return back to its natural shape.

Relation to hair color:

If the hair breaks or does not return to its natural shape during a test, it is in no condition to be colored.

CONCLUSIONS:

- Coarse hair is more resistant to color treatments
- Porous hair accepts coolness and rejects warmth
- Use enough product and respect maximum processing time for resistant hair
- More hair color and smaller partings should be taken for proper coverage on denser hair
- Use the K-Pak Professional Hair Repair System to rebuild the hair

THE FOUR CATEGORIES OF HAIR COLOR

TEMPORARY HAIR COLOR

- Coats the cuticle and lasts only 1 shampoo
- Not mixed with developer
- Does not lift the natural pigment

SEMI-PERMANENT HAIR COLOR

- Coats the cuticle and lasts 4 to 6 shampoos
- Not mixed with developer
- Contains large direct dyes
- Using heat helps to open the cuticle and some dyes can penetrate just underneath the cuticle

DEMI-PERMANENT HAIR COLOR

- Penetrates slightly into the cortex and lasts 10 - 15 shampoos depending on the hair's porosity
- Mixed with low volume developer. 1½% (5 Vol.) up to 3% (10 Vol.)
- Deposit-only (some have lifting ability due to ammonia content or volume of developer)
- Contains large direct dyes (some demi-permanent colors are a combination of direct and intermediate dyes)
- Gray blending ability

PERMANENT HAIR COLOR

- Fully penetrates the cortex
- Mixed with developer: 3% (10 Vol.) – 6% (20 Vol.) – 9% (30 Vol.) – 12% (40 Vol.)
- Lifts natural pigment and deposits artificial pigment
- Covers gray
- Can lift the natural hair color





VERO K-PAK
COLOR

KEY INGREDIENTS OF PERMANENT HAIR COLOR

The following three components are essential to create permanent hair color:

AMMONIA (pH 10):

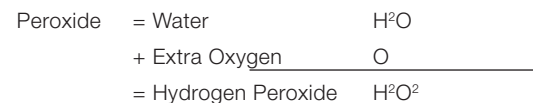
- Swells the hair shaft
- Raises the pH
- Opens the cuticle
- Allows penetration of the hair color molecules

HYDROGEN PEROXIDE (pH 3.5 TO 3.8):

Supplies the oxygen needed to fuel the oxidation process.

The oxidation process in hair coloring performs two tasks:

- Lifts the natural pigment in the cortex
- Develops the artificial pigment to produce new hair color



= Activator: 12% (40 Vol.) is high grade
 3% (10 Vol.) is low grade

The higher the volume of peroxide, the more aggressive the oxidation process and the stronger the lifting ability of the color will become.

INTERMEDIATE DYES:

- These are the oxidative dyes used to produce permanent hair color
- Provide extra richness and depth to each individual color
- Two different types of intermediate dyes:

a. Reflective dyes (Amino-phenylenediamine)

Responsible for the intense shine, thus avoiding dull “colored-looking” hair.

Used in abundance in Vero K-Pak Color.

b. Flat dyes (Para-phenylenediamine)

Non-reflective dyes; their use in Vero K-Pak Color is minimized;

however, some are used to aid in gray coverage

LAWS OF COLOR

Hair color is based on the laws of color, which revolve around the interaction of the three primary colors. Let's review:

PRIMARY COLORS

There are only three pure colors: "primary colors". Primary colors can be divided into Cool and Warm Tonalities. From these three colors, all other colors can be created when mixed in varying proportions.

Primary	Description
Yellow 	The lightest primary color Reflects the most light A warm primary color
Red 	The brightest primary color Absorbs as much light as it reflects A warm primary color
Blue 	The darkest primary color Dominates red and yellow Absorbs the most light A cool primary color

SECONDARY COLORS

Two primaries mixed together in equal proportions create a secondary.

Secondary	Primary + Primary	Tone
Orange 	Yellow + Red	Strongest and only warm secondary
Violet 	Red + Blue	Cool secondary due to the blue that overpowers warm primaries
Green 	Blue + Yellow	Cooler secondary due to the blue that overpowers warm primaries

TERTIARY COLORS

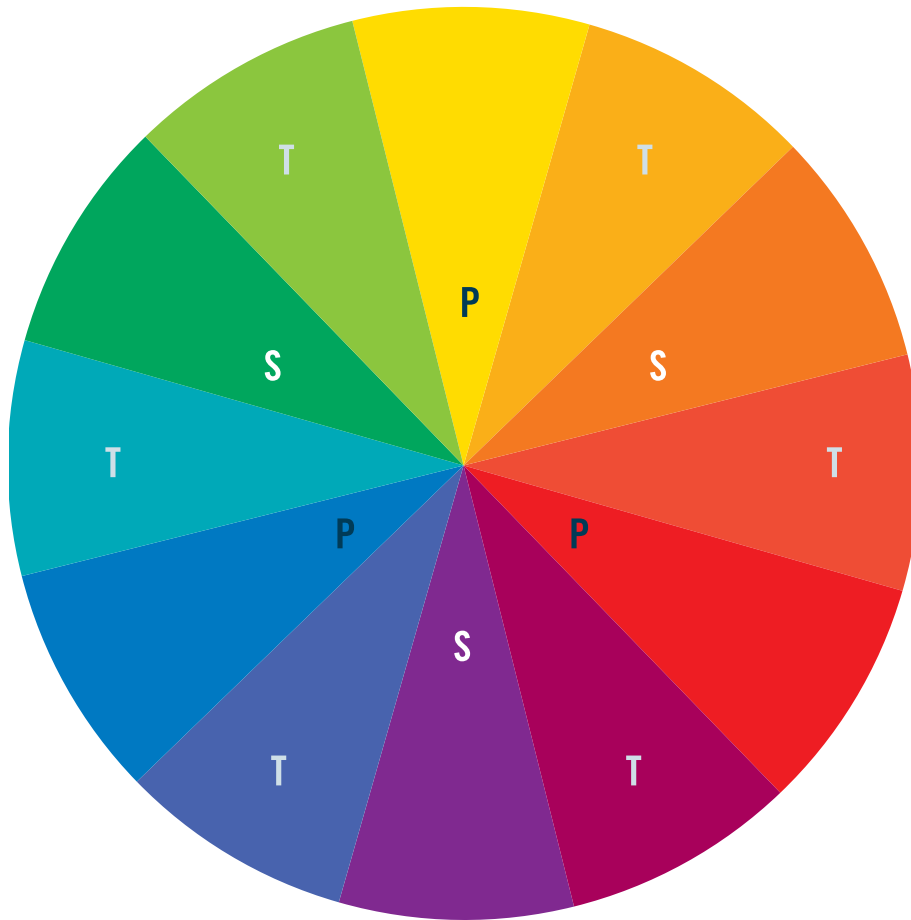
A primary and a neighbouring secondary mixed together in equal proportions create a tertiary.

Tertiary	Primary + Neighboring Secondary	Tone
Yellow/Orange	Yellow + Orange	Warm
Red/Orange	Red + Orange	Warm
Red/Violet	Red + Violet	Warm
Blue/Violet	Blue + Violet	Cool
Blue/Green	Blue + Green	Cool
Yellow/Green	Yellow + Green	Cool

When mixing three primary colors together, Blue can no longer dominate.

Example: 50% Blue + 25% Red + 25% Yellow = a neutral brown. The three primaries can not be mixed together without browning out. The basic color of all naturally pigmented hair, from the darkest to the lightest, is a variation of brown.

VERO K-PAK COLOR | FUNDAMENTALS OF HAIR COLOR



P = Primary – S = Secondary – T = Tertiary

THE COLOR WHEEL

The Universal Law of Color states that every color imaginable can be formed by mixing the three primary colors: Yellow, Red and Blue.

HOW TO USE THE COLOR WHEEL

- To enhance or create a color, work around the color wheel
- To refine (neutralize) a color, use its direct opposite on the color wheel. Refinement is commonly known as neutralizing color or 'browning out'

Example: Violet refines (neutralizes) yellow. Refinement occurs by combining a primary yellow and an opposing secondary violet, which is composed of two primaries blue and red. In doing so, you are mixing all three primaries together, thus creating a form of brown.

THE LEVEL SYSTEM AND REMAINING PIGMENT CONTRIBUTION

- A level is a measurement of depth, from dark to light:
Level 1 = the darkest
Level 10 = the lightest
- The international level system is used to define the lightness or darkness of natural hair color and the palette of hair color shades

Level number	Level description	Reflects light	Gray shades
10	Very Light Blonde	100%	White
9	Light Blonde	90%	
8	Medium Blonde	80%	
7	Dark Blonde	70%	
6	Light Brown	60%	
5	Medium Brown	50%	Gray
4	Dark Brown	40%	
3	Darkest Brown	30%	
2	Brown/Black	20%	
1	Black	10%	Black

Note: When lifting the natural hair with a permanent hair color, the primary pigment blue is the first pigment to be removed. The warm pigments red and yellow will be exposed.

**The visible warm pigment exposed at the level
where you interrupt your lifting process
=
Remaining Pigment Contribution (RPC)
(Natural Underlying Pigment)**

REMAINING PIGMENT CONTRIBUTION (RPC)

Level number	Level description	Remaining pigment	
11	Palest Blonde	Yellow/White	
10	Pale Blonde	Pale Yellow	
9	Light Blonde	Yellow	
8	Medium Blonde	Yellow/Orange	
7	Dark Blonde	Orange	
6	Light Brown	Red/Orange	
5	Medium Brown	Red	
4	Dark Brown	Red/Violet	
3	Darkest Brown	Violet	
2	Ebony Brown	Blue/Violet	
1	Black	Blue	

RPC is crucial because it determines the tonal selection when lifting.

You may choose to either enhance or neutralize the RPC by working with the Color Wheel.

- The first primary to be removed is blue exposing the warmer red and yellow tones
- Varying shades of red/brown are seen when lifting from darker levels
- The RPC changes from level to level
- To neutralize the RPC choose its opposite color on the Vero K-Pak Color Wheel
- To enhance the RPC choose a color by working around the Vero K-Pak Color Wheel
- When lifting, RPC has the ability to overrule the artificial pigmentation

VERO K-PAK COLOR | KEY POINTS OF DIFFERENCE

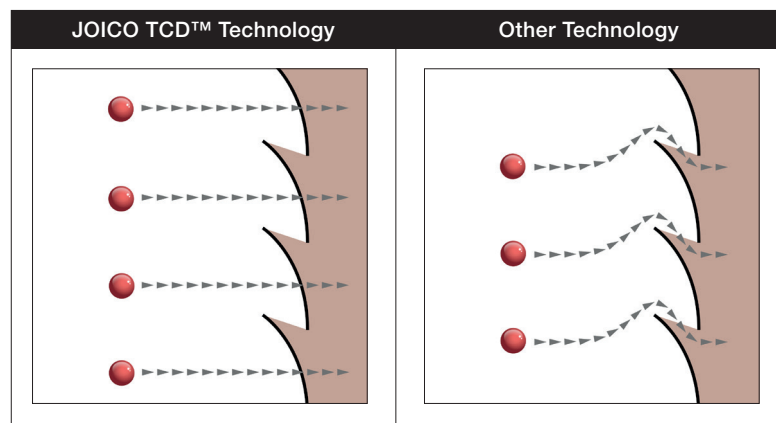
THE K-PAK SECRET WITHIN VERO K-PAK COLOR

TRADITIONAL HAIR COLOR

- Traditional hair color formulations force penetration by swelling the hair and blowing out the cuticle cells, creating uneven spaces along the hair shaft through which the dyes can pass. This often results in uneven color distribution and dull, damaged hair.
- All hair color manufacturers claim conditioning benefits from the use of their hair color.

VERO K-PAK COLOR

- Is the first hair color that uses the reconstructive qualities of Quadramine Complex found within K-Pak Reconstructor, the award-winning Reconstructor of JOICO, 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 (combination of Quadramine Complex and Moisture Complex) has enabled JOICO to create a definite new kind of 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.

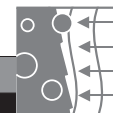


HOW THE VERO K-PAK COLOR TECHNOLOGY WORKS?

Facts

- All living cells surrounding the hair follicle have small openings through which nutrients and wastes pass.
- When cells keratinize, as is the case with the cells building up the hair's protective cuticle, these openings close down and natural penetration becomes very difficult.

TRANS-CUTICLE DELIVERY SYSTEM (TCD)



Moisture Complex (technologically advanced moisture science)	
Features	Benefits
• Lecithin helps to soften the cuticle and reduces surface tension, thus gently opening the natural pores during processing • Lecithin combined with the amino-acid Lysine, creates liposome-like capsules delivering moisture and color molecules deeply inside the hair • After processing, the channels re-close locking color molecules deep within the hair shaft	• Low ammonia contents in Vero K-Pak Color • Deep, uniform penetration of color dyes • Unique conditioning benefits • Protects the cuticle against damage and moisture loss • Added bounce and flexibility • Virtually no fading or unevenness • Intense, beautiful, longer lasting color • Healthy, moisture-rich hair • Immediate apparent results

Quadramine Complex™



Features	Benefits
• Quadramine Complex™ penetrates deep into the cuticle to repair damage while adding condition, strength and shine • The Quadramine Complex™ adheres strongly to the hair structure's surface	• Superior penetration of color pigments, keratin protein and conditioners • Reconstructs hair & repairs cuticle • Longer lasting color • Exceptional color results & healthy hair

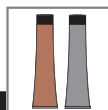
LOW AMMONIA



Features	Benefits
• Less than 2% (1.4% – 1.9%) ammonia • Calibrated ammonia levels	• Less cuticle damage and scalp irritation • Longer lasting, vibrant and shiny color • Reduced odor

VERSATILE

Vero K-Pak Color can be used as a permanent or as a demi-permanent hair color



Features	Benefits
• Vero K-Pak Color + Vero K-Pak Color Veroxide = Permanent hair color • Vero K-Pak Color + VeroGlaze = Demi-permanent hair color • 1 Vero K-Pak Color Shade Selector and the same Vero K-Pak Color Shades for two different color services	• Reduced stock and inventory • Helps to increase the permanent color business in your salon • Easy to use and understand

A COMPACT PALETTE OF INTERMIXABLE SHADES FOR UNLIMITED CREATIVITY

Features	Benefits
• Basic Shades & Custom Formulations • Regular custom formulation updates • Inspirational Vero K-Pak Color formulations and techniques with each training	• Lower stock and inventory • Unique and personalized color service • Increased client satisfaction and retention • Fashion forward approach • The stylist is the color expert

STRONG AND CONTINUOUS EDUCATION

Vero K-Pak Color is supported in each country by a professional team of Educators, Technical Advisors and Guest Artists.

A full range of fundamental, advanced and creative Vero K-Pak Color seminars are available to guide you in your continuing hair color education and growth. The Education and Marketing Department develop creative color ideas, techniques and concepts on a regular base and share these with professionals to assure continuing Vero K-Pak Color excitement and exploration.

See our website for more information, education program and online registration for training and workshops, www.joico.eu.

THE COLOR PALETTE

Properties

Natural Levels

NATURAL SERIES

N Predominantly Blue (Cool)

Composed of warm and cool pigments but predominantly blue (cool). For natural gray coverage. Cool enough to refine some RPC when lifting.

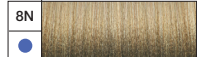
VERY LIGHT BLONDE



LIGHT BLONDE



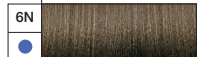
MEDIUM BLONDE



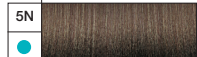
DARK BLONDE



LIGHT BROWN



MEDIUM BROWN



DARK BROWN



Ebony Brown



Black



ASH SERIES

A Blue/Green (Very Cool)

Refines unwanted RPC when lifting. Not recommended to be used alone on high percentages of gray.

VERY LIGHT ASH BLONDE



LIGHT ASH BLONDE



MEDIUM ASH BLONDE



DARK ASH BLONDE



LIGHT ASH BROWN



MEDIUM ASH BROWN



DARK ASH BROWN



BLUE ASH SERIES

G BA Blue/ Green/Gray

Control unwanted Orange/Red. Coolest result due to gray base. Not recommended to be used alone on high percentages of gray hair.

LIGHT BLONDE BLUE ASH



MEDIUM BLONDE BLUE ASH



GOLD SERIES

G Yellow/Orange

Adds warm golden tones to the hair. Will add brightness and aid in gray coverage when mixed with the Natural, Red or Beige series.

LIGHT GOLDEN BLONDE



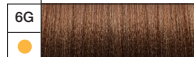
MEDIUM GOLDEN BLONDE



DARK GOLDEN BLONDE



LIGHT GOLDEN BROWN



MEDIUM GOLDEN BROWN



RED SERIES

R Varies with each red shade

Vibrant and long lasting. When using Red series on hair that is up to 50% gray, mix with appropriate percentage of Natural, Beige or Gold series.

MEDIUM RED GOLD



BRIGHT RED COPPER



SCARLET



RED COPPER



RUBY RED



CRIMSON



RED GARNET



RED MAHOGANY



VIOLET RED



WILD ORCHID



BEIGE SERIES

B Violet (Cool)

Composed of primary colors: yellow, red and blue. When lifting, yellow will dominate. When depositing on high percentage of gray or blonde hair, violet will dominate.

VERY LIGHT BEIGE BLONDE



LIGHT BEIGE BLONDE



MEDIUM BEIGE BLONDE



DARK BEIGE BLONDE



LIGHT BEIGE BROWN



MEDIUM BEIGE BROWN



HIGHLIGHT & TONER SERIES

HL Natural and Ash

Used for maximum lift. In single-process blonding, lifts up to 4 levels from Natural level.

HIGH LIFT NATURAL BLONDE



HIGH LIFT ASH BLONDE



T

Pastel colors designed to enhance or refine tone of prelightened hair.

SILVER BLONDE TONER



PEARL BLONDE TONER



ULTRA HIGHLIGHT & TONER SERIES

UHL Natural, Ash, Platinum

Used for maximum lift and tonal control in single process blonding. Designed to create natural looking cool blondes as of level 6/7 and up.

ULTRA HIGH LIFT PLATINUM BLONDE



ULTRA HIGH LIFT ASH BLONDE



INTENSIFIER/ CORRECTOR

IN

Concentrated oxidizing pigments that help intensify or correct tonal value. Mix up to 25% Intensifier to Vero K-Pak formula. Intensifiers are not on the level system.

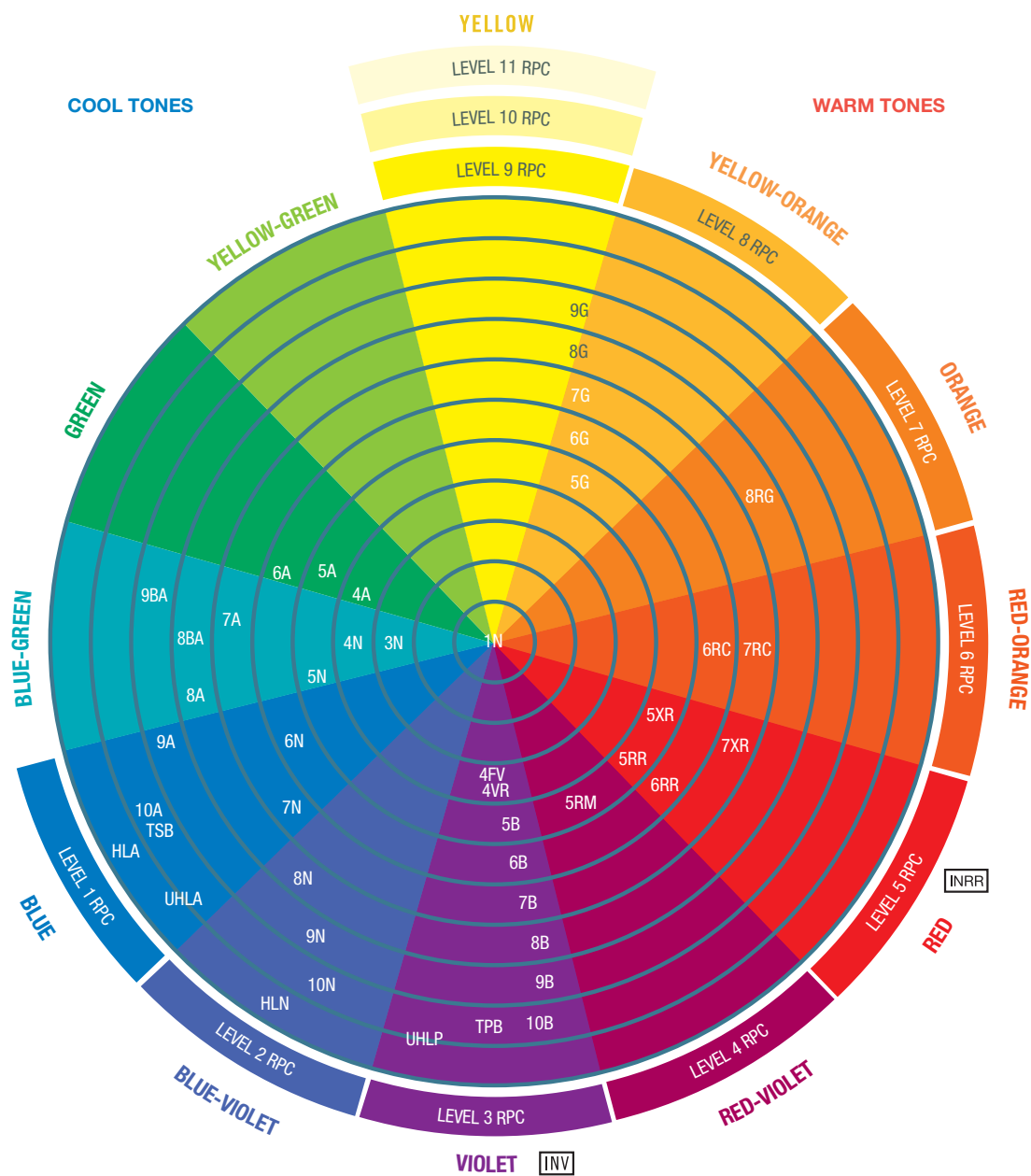
EXTRA RED INTENSIFIER



VIOLET INTENSIFIER



THE COLOR WHEEL



NOTE:

INRR

The rectangular names on the color wheel represent intensifiers/correctors.

Assortment may vary per country

Features	Benefits
- A gentle crème developer formulated with Squalane, a moisture binding component that works with Vero K-Pak Color base - Available in 3% (10 Vol.), 6% (20 Vol.), 9% (30 Vol.) and 12% (40 Vol.)	- Maintains the integrity of the hair structure - Leaves hair in optimum condition - Mixes quickly and is compatible with all Vero K-Pak Color shades, toners and lighteners

MIXING INSTRUCTIONS



VERO K-PAK COLOR MIXING

Vero K-Pak Color is mixed with equal parts of Veroxide (1 to 1)
(1 part Color + 1 part Veroxide)



EXCEPTIONS TO THE RULE ARE:

HL and UHL Series - Mix 1 to 2
(1 part Color to 2 parts 12% (40 Vol.) Veroxide)

UNDERSTANDING HOW PEROXIDE WORKS

Peroxide predominantly lifts first, then deposits. All peroxides need at least 20 minutes deposit time for minimum timing or 25 minutes deposit time for maximum results.

Volume %	Lift	Deposit	Minimum timing	Maximum timing
(3%) 10 Vol.	10 minutes	+ 20 minutes	= 30 minutes	35 minutes
(6%) 20 Vol.	20 minutes	+ 20 minutes	= 40 minutes	45 minutes
(9%) 30 Vol.	30 minutes	+ 20 minutes	= 50 minutes	55 minutes
(12%) 40 Vol.	40 minutes	+ 20 minutes	= 60 minutes	65 minutes



VERO K-PAK COLOR VEROXIDE USAGE & TIMING CHART

Veroxide	%	Usage	Timing
10 Volume	3%	- Primarily for deposit - To color tone-on-tone ½ up to 1 level of lift depending on the color chosen and the natural level	30 minutes 35 minutes for reds/coppers
20 Volume	6%	- For gray coverage - Lifts up to 2 levels depending on color chosen and the natural level	40 minutes 45 minutes reds/coppers/resistant gray
30 Volume	9%	Lifts up to 3 levels depending on color chosen and the natural level	50 to 55 minutes
40 Volume	12%	Lifts up to 4 levels depending on color chosen and the natural level	60 to 65 minutes

Note: The amount of ammonia varies from level to level in a calibrated ammonia level system.

Darker Shades: less ammonia » more pigment weight » less lifting ability.

Lighter Shades: more ammonia » less pigment weight » more lifting ability.

Use stronger developers to obtain correct lift when starting from darker natural levels.

2.5 fl oz / 74 ml $\oplus$

PIGMENT CRÈME COLOR | COLORANT
PIGMENT | CREMA COLORANTE PERMANENTE



Intensifiers are concentrated oxidizing pigments that help intensify or correct tonal value.

MIXING INSTRUCTIONS

- The maximum amount of Intensifier should not exceed 25% of the formulation: 1 part Intensifier to 3 parts Vero K-Pak Color
- Always use equal parts Veroxide and color formula
- The Intensifier should be measured first
- Add the desired Vero K-Pak Color shade and mix thoroughly
- Veroxide should be added last

Note: Intensifiers may be used with 3% (10 Vol.) Veroxide as “Fashion Tones” on prelightened hair. For intense and accurate results, hair should be prelightened to yellow (level 9 or 10). Tonal results and fadeage issues are variable, depending on the hair’s porosity. This technique is for trend and high fashion looks only. Alternatively, use JOICO Color Intensity colors for trend and high fashion looks and longer-lasting results.

		Vero K-Pak Color Intensifiers/Correctors	Base	Mixed with tonal families				
				Natural series	Gold series	Ash series	Red series	Beige series
INRR		Extra Red Intensifier (INRR) Compatible with all red shades	Red	Adds a cool red tone	Adds a cool red tone	Not advisable	Adds a cool red tone	Adds a cool red tone
INV		Violet Intensifier (INV) For best results, mix with Levels 6 and lower	Violet	Adds a violet tone	Not advisable	Adds a violet tone	Adds a violet tone	Adds violet tones

NOTE: Specific mixtures of, for example Ash series with a drop of INRR, can be used for fashion results or toners. When doing these types of custom formulations we always recommend testing these out on a swatch first. We also refer to the Vero K-Pak Color Shade Selector for examples of these formulas.



VERO K-PAK COLOR XTRA RED SERIES

- Red series that ensure superior color reflection while creating a pure red transmittance
- Increases longevity by 20% while resulting in true, vivid, sharp reds
- Increases shine on the hair by up to 200% (against untreated hair) while leaving the hair shinier and more vibrant

THE DIFFERENCE

- Fusion of patented dye technology, to stabilize and bond dye molecules in the hair for extraordinary intense reds with unsurpassed vibrancy, shine and longevity
- Trans Cuticle Delivery System, featuring Quadramine Complex
- Ppd-free

HOW THE VERO K-PAK XTRA REDS TECHNOLOGY WORKS

Patented dye technology	
Features	Benefits
• New patented dyes anchor deeply to hair's natural melanin • Patented red molecules give intense color pigment to dye • Superior color reflection	• Increased color longevity by 20% • Extra true tone of vivid, sharp reds • Pure red transmittance, color reflects more light thus leaving the hair shinier and more vibrant



COLOR PALETTE

	Fashion reds	Predominant base	Ideal base
	5XR Crimson	Red	Level 5
	7XR Scarlet	Red	Level 7

INSTRUCTIONS FOR USE:

- Can be used alone or mixed with each other or with the other Vero K-Pak Color series and Intensifiers (Do not mix with Vero K-Pak Chrome or Vero K-Pak Color Age Defy)
- Xtra Reds were designed to create long-lasting true reds
- Respect all basic red standards and procedures to obtain maximum performance
- Use in combination with K-Pak Professional Hair Repair System for ultimate results

FORMULATION WHEN WORKING ON GRAY HAIR:

The recommended Veroxide for maximum results is 20 Volume (6%). On more than 25% gray hair, always mix with Natural, Gold or Beige Series. We recommend using N series to obtain the most true and cool red results.



Gray timing:

45 minutes with Vero K-Pak Color Veroxide 20 Volume (6%)

Gray %	Formula	Vero K-Pak Color Veroxide	Timing	Tonal result
> 25%	$\frac{3}{4}$ XR + $\frac{1}{4}$ N	6% (20% Vol.)	45 minutes	True, vivid, sharp red
> 50%	$\frac{1}{2}$ XR + $\frac{1}{2}$ N			Intense red
> 75%	$\frac{1}{4}$ XR + $\frac{3}{4}$ N			Soft, violet red



MIXING INSTRUCTIONS

Xtra Reds are mixed 1:1 (Equal parts color and Veroxide 10 Volume (3%) , 20 Volume (6%), 30 Volume (9%) or 40 Volume (12%), according to desired end result and the natural level)

FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test and step 1, 2 and 3 of the K-Pak Professional Hair Repair System before any hair color service
- Never apply heat to any Vero K-Pak Color service
- Follow standard application procedures for all applications with Vero K-Pak Color Xtra Reds

APPLICATION TIPS

- Apply generous amount of color
- Always respect the processing times of the chosen Vero K-Pak Color Veroxide

Important

Reds cannot be timed in the same way as the other series and should be brought through the shaft and ends of the hair within 15 minutes after regrowth portion of the service is completed. Not pulling the color through within that time frame generally results in banding and flat ends

Note: Remember, porous hair accepts coolness and rejects warmth!

Features	Benefits
- A no-lift developer with a pH of 2.7 - Includes the full Vero K-Pak Color palette - Produces tonal change without lifting the client's natural haircolor - Lasts 10 to 15 shampoos depending on the hair's porosity - Blends gray - Tones pre-lightened hair	- Makes Vero K-Pak Color work as a true-to-tone, deposit only, demi-permanent hair color - A great initiation for your color shy clients - Low commitment hair color - Fades gradually on tone - Conditions and adds beautiful shine - Fast and easy to use and understand - Ideal for coloring men's hair



VEROGLAZE MIXING INSTRUCTIONS

VeroGlaze is mixed with equal parts of Vero K-Pak Color (1 to 1).
(1 part Color + 1 part Developer)

- Allow VeroGlaze mixture to stand for 5 minutes after mixing and before application
- Never apply heat



VEROGLAZE TONAL CHART

Vero K-Pak Color basic series	Pre-dominant base	Results on natural hair	Blending results on gray hair
Natural	Blue	Cool natural tones	Cool natural tones
Gold	Yellow/Orange	Warm golden tones in lighter levels. Shine and luster to darker levels	Warm golden tones
Beige	Violet	Soft natural cool violet tones in lighter levels	Soft cool beige tones
Ash	Blue/Green	Coolest tones, controls warmth	Not recommended
Blue Ash	Blue/Green/Gray	Coolest tones, controls warmth	Not recommended
Red	Varies with each shade	Varying red to copper tones	Must be mixed with the Natural, Gold or Beige Series

VEROGLAZE INTENSITY GUIDELINES

Intensity	Level needed	Result
Maximum	Same level as client's natural or the desired level	Darker than client's natural level
Normal	1 level lighter than client's natural level or 1 level lighter than the desired level	Same as client's natural level or the desired level
Minimum	2 levels lighter than client's natural level or 2 levels lighter than the desired level	To add shine, or on porous hair, the same as client's natural level

Note: VeroGlaze produces strong and darker results if used on color-treated hair or hair that is over porous. When in doubt, use minimum intensity guidelines as mentioned above.

TIMING

- 5 to 20 minutes on dry hair depending on intensity desired
- Less time produces softer, less intense results
- Longer time produces stronger, more intense and longer-lasting results



VERO K-PAK COLOR | INSTRUCTIONS FOR USE | Vero K-Pak Color High Lift & Ultra High Lift Series



High lift colors are designed to provide you with the maximum lift in single process blonding. Vero K-Pak Color High Lift and Ultra High Lift Series are the true answer to one-step blonding. The Vero K-Pak Color Ultra High Lift Series offer unsurpassed deposit and more tonal control than our Vero K-Pak Color High Lift shades.

Features	Benefits
- Formulated with TCD Technology featuring Quadramine Complex - Formulated with reduced ammonia (2.9%) - All HL and UHL shades lift up to 4 levels from a natural level 7. UHLA lifts up to 4 levels from a level 6/7 - Assists in neutralizing RPC when lifting	- The ultimate in healthy high lift color results - Maintains the integrity of hair and scalp - Leaves hair in optimum condition - Single process blonding - For very pale natural, shiny and healthy looking blonde hair

1:2

HL & UHL Series 40 Volume Developer

MIXING INSTRUCTIONS

Vero K-Pak Color High Lift & Ultra High Lift Series

» Mix 1 to 2

1 part Vero K-Pak Color High Lift/Ultra High Lift Series to 2 parts Veroxide 12% (40 Vol.)

Note:

- These colors create the lightest possible single process blonding results. They are not designed for gray coverage.
- Vero K-Pak High Lift and Vero K-Pak Ultra High Lift Series can be mixed together.

HIGH LIFT PALETTE

High Lift Shade			Predominant base	Tonal results
HLN		High Lift Natural Blonde	Blue/Violet	For very pale natural blonde tones
HLA		High Lift Ash Blonde	Blue	For very pale cool blonde tones

Note:

- It might be necessary to adjust the formulation at the midshaft and ends when the Remaining Pigment Contribution is absent from the hair

ULTRA HIGH LIFT PALETTE

JOICO Vero K-Pak Color Ultra High Lift Shade			Predominant base	Tonal results
UHLP		Ultra High Lift Platinum Blonde	Violet	For very pale platinum blonde tones
UHLA		Ultra High Lift Ash Blonde	Blue/Green	For ultra cool blonde tones

Note:

- Due to the heavier and cooler pigment load we do not recommend to emulsify or pull the color through to lengths and ends as this may create matte end results

TIMING HIGH LIFT & ULTRA HIGH LIFT

- Time for 60 to 65 minutes
- Apply Vero K-Pak Color High Lift Series to porous ends for the last 5 to 20 minutes. Check ends every 5 minutes of your total timing. Do not use Ultra High Lift Series on lengths and ends.
- Apply Vero K-Pak Color Ultra High Lift Series only on dark re-growth area. As the Ultra High Lift Shades provide extra color deposit, be careful not to overlap on existing blonde hair as the tone may grab on previously lightened hair

VERO K-PAK COLOR | INSTRUCTIONS FOR USE | Vero K-Pak Color Toners

COLOR TONERS

TSB, TPB

VERO K-PAK COLOR





1:1

With 10 or 20 Volume

OR



MIXING INSTRUCTIONS

Mix 1 to 1
Time 5 to 20 minutes, checking every 5 minutes, until desired result is achieved

Features	Benefits
- With TCD Technology featuring Quadramine Complex - Enhance or neutralize the tone of prelightened or bleached hair - May be mixed with Vero K-Pak Color levels 8 and lighter to personalize lighter shades and customize toner results	- Reconstruct the hair while toning following the bleaching service - Protect the hair for maximum condition - For beautiful pastel blondes - Beautiful, healthy and shiny hair

FORMULATION INSTRUCTIONS

- Determine where the exposed pigment left in the hair lies on the stages of the RPC
- Choose a toner base, working with the color wheel, which will refine (neutralize) the exposed pigment

Example:

Exposed pigment	Refinement (neutralize) toner
Yellow/Orange	Equal parts TSB + TPB
Orange	TSB
Yellow	TPB

- When toner base selection has been made, use the following chart to choose a developer for desired deposit.

Developer	Total formula
VeroGlaze	Maximum color deposit
3% (10 Vol.) Veroxide	Subtle color deposit
6% (20 Vol.) Veroxide	Translucent color deposit

TONER PALETTE

Toner			Predominant Base	Results
TSB		Toner Silver Blonde	Blue	For silver blonde effect and refinement of orange
TPB		Toner Pearl Blonde	Violet	For pearl blonde effect and refinement of yellow

HOW TO FORMULATE | Steps to formulation

Proper formulation is the foundation to creating any color.

FUNDAMENTAL GUIDELINES

- Artificial color will not lift artificial color
- The hair's density, texture, porosity, elasticity and tenacity affect the hair color process
- The higher the volume of peroxide used, the less deposit you will obtain

STEPS TO FORMULATION

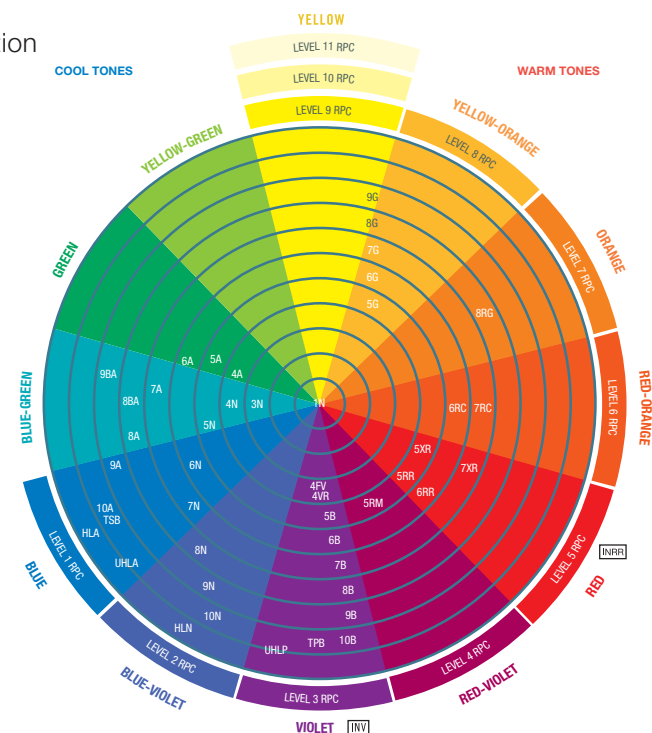
- 1 Define the natural level using the Vero K-Pak Color swatch book or the JOICO Consultation Kit. Examine the client's regrowth and scalp area. If gray is seen first, the client's hair is more than 50% gray. Follow the instructions located in the "Gray Coverage/Gray Coverage Base Choices" section
- 2 Determine the color level on the midshaft and ends as well as the tonal value
- 3 Identify the client's desired level using the Vero K-Pak Color swatch book or the JOICO Consultation Kit. Use this level in your color formula
- 4 Determine the client's desired tone. Identify the Remaining Pigment Contribution (RPC) at the desired tone using the RPC chart. The RPC will need to be enhanced or refined (neutralized) to create the client's desired tone. Use the color wheel to determine the correlating Vero K-Pak Color base that will enhance or refine the RPC
- 5 Analyze the characteristics of the hair
 - Texture – coarse or fine
 - Density – how much
 - Porosity – affects all aspects of hair color
 - Elasticity – condition
 - Tenacity – especially important in gray coverage
- 6 Determine the proper volume of Veroxide. Decide how many levels of lift are required to reach the desired level using the Veroxide usage and timing chart
- 7 Establish your working procedure and application method and record this information onto the client consultation card

Note: When the natural base level falls between two different levels and you want to lift the hair to a lighter level (color), judge the natural base at the darkest level. This is important to accurately determine the level of lift you want to achieve.



VERO K-PAK COLOR | HOW TO FORMULATE | Steps to formulation

Level number	Level description	Remaining pigment	
11	Palest Blonde	Yellow/White	
10	Pale Blonde	Pale Yellow	
9	Light Blonde	Yellow	
8	Medium Blonde	Yellow/Orange	
7	Dark Blonde	Orange	
6	Light Brown	Red/Orange	
5	Medium Brown	Red	
4	Dark Brown	Red/Violet	
3	Darkest Brown	Violet	
2	Ebony Brown	Blue/Violet	
1	Black	Blue	



EXAMPLE 1: REFINEMENT (NEUTRALIZING) FORMULA

Step 1	Step 2	Step 3	Step 4		
Natural Level	Desired Level	Desired Tone	RPC on desired level	Formula used	Veroxide & Timing
5	6	Coolest Natural	Red/Orange	Equal parts 6N + 6A	20 Vol. (6%): 40 to 45 minutes
5	7	Coolest Natural	Orange	7N or 7A	30 Vol. (9%): 50 to 55 minutes

EXAMPLE 2: ENHANCEMENT FORMULA

Step 1	Step 2	Step 3	Step 4		
Natural Level	Desired Level	Desired Tone	RPC on desired level	Formula used	Veroxide & Timing
5	6	Red	Red/Orange	6RR	20 Vol. (6%): 45 minutes
5	7	Copper	Orange	7RC	30 Vol. (9%): 55 minutes

HOW TO FORMULATE | Gray coverage / gray coverage base choices

FUNDAMENTAL GUIDELINES FOR GRAY COVERAGE

- Determine the percentage of gray hair:
 - If gray is seen first, then your client is more than 50% gray
 - If the natural level is seen first, then your client is less than 50% gray
- Examine all areas of new growth – temple, front hairline, crown, nape and sides. Your final formulation will depend on what you observe throughout the client's new growth area
- Adjust your formula based on the percentage of gray as observed during the retouch application
If your client had 25% of gray hair two years ago, chances are she could be 50% gray now
- All shades level 4 or darker will cover gray due to high percentage of dye load, except cool red shades. These follow different rules, see below
- Ash and Blue Ash series are not designed to cover more than 50% gray

MAXIMUM GRAY COVERAGE

- 1 Define the natural level and percentage of gray
- 2 Determine the client's desired level
- 3 Identify the client's desired tone and the RPC at the desired level using the RPC Chart
- 4 Determine the appropriate gray coverage base to intensify or neutralize the RPC
- 5 Select Veroxide 6% (20 Vol.) for optimum gray coverage
- 6 Check the density of the hair and size of the regrowth to determine the necessary amount of color needed for optimum gray coverage
- 7 Process for a full 45 minutes for maximum gray coverage

GRAY COVERAGE BASE CHOICES

Hair	Gray coverage base
Coolest	Natural Series
Cool	Beige Series
Warm	Gold Series

Up to 50% gray:

All shades will cover with the exception of the cool red shades 4VR, 4FV, 5RM, 5XR, 5RR, 6RR, 7XR and BA series. The cool red shades must be mixed with N or B on hair that is 25% to 50% gray to maintain the cool character of the shade. N series will respect the cool character the most and is thus the best choice. The BA series must be mixed with N as of 25% gray for optimal coverage.

Example cool red shades 25% - 50% gray:

1/4 N + 3/4 XR
1/4 N + 3/4 RR
1/4 N + 3/4 VR

50% - 75% gray:

Add one of the gray coverage base choices to your desired shade, depending on the desired result.

Desired result		Mixes
Naturals	Cool natural Neutral natural Warm natural	N + B N + G G + B
Fashion shades	Muted red Soft red Warm/brightest red	RC/RG + N RC/RG + B RC/RG + G

Examples:

1/2 N + 1/2 B
1/2 N + 1/2 G
1/2 B + 1/2 G
1/2 G + 1/2 RC
1/2 B + 1/2 RG

Examples cool reds on 50% - 75% gray:

1/2 N + 1/2 XR
1/2 N + 1/2 RM
1/2 N + 1/2 VR

75% - 100% gray:

For maximum gray coverage:

- formulate 1/2 to 1 level darker than desired end result – base shade N or B series is recommended for most opaque results
- intermix ALL missing pigments (Yellow + Red + Blue)

e.g. 75% gray:

1/2 7B + 1/4 8G + 1/4 8RG
1/2 6N + 1/4 7B + 1/4 7G
1/4 6N + 1/4 6B + 1/2 7G

100% gray

1/2 7B + 1/4 7G + 1/4 7RC
1/2 6N + 1/4 6B + 1/4 6G
1/4 6N + 1/4 6B + 1/2 6G

Cool reds on 75% - 100% gray hair examples:

3/4 N + 1/4 XR
3/4 N + 1/4 VR
3/4 N + 1/4 RR

Additional gray coverage information:

- Start application in the most resistant area's
- Apply color against the natural direction of the cuticle scales



HAIR COLOR FADAGE

The most common complaint about reds is their tendency to fade.

The most common causes are:

- Incorrect level selection (RPC)
- Incorrect volume of developer
- Incorrect application and timing
- Incorrect post color services and home maintenance

Stylist

Responsibilities to help prevent fadage	• Lift to the correct RPC • Utilize the correct Veroxide Volume (%) • Time according to Veroxide usage chart
---	--

Client

Responsibilities to help prevent fadage	• Do not shampoo for 48 hours • Home maintenance: use the appropriate color care products at home • Use the appropriate JOICO Style & Finish products
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GUIDELINES FOR LONGER LASTING RED SHADES

- Lift the natural pigment to a level 7 (Dark Blonde) for the brightest reds. The underlying pigment on a level 7 is Orange. The longest lasting Red shades are those utilizing the hair's own natural pigment contribution
- Reds can not be timed in the same way as the other series and should be brought through the shaft and ends of the hair within 15 minutes after the regrowth portion of the service is completed. Not pulling the color through within that time frame generally results in banding and flat ends
- Process for a full 35 minutes with 3% (10 Vol.) Veroxide or 45 minutes with 6% (20 Vol.) Veroxide
- Red shades lose their intensity at a greater rate than others. A rule of thumb is to mix with Gold shades:
 - Example: 6RR + 6N ➤ Red fades first leaving a brown
 - 6RR + 6G ➤ The hair retains much more of its vibrancy and balance
 - Example: 8RG + 8N ➤ Red fades and leaves a warm tan tone
 - 8RG + 8G ➤ 8G is a true gold, after weeks of shampooing, the hair will retain much of its original vibrancy
- Higher volumes of Veroxide may be necessary when lifting to achieve the desired red level. These give more lift and less deposit. Less deposit may sometimes lead to quicker fading. Process for the maximum amount of time. Recommend the client to return for a retouch and refreshment of midshaft and ends sooner than the traditional 4 week period. When refreshing midshaft and ends, use: 3% (10 Vol.) Veroxide or VeroGlaze
- An adjusted Vero K-Pak Color formula should be applied when the color on the midshaft and ends has faded. The Vero K-Pak Color formula for the midshaft and ends should be adjusted according to the present shades on the midshaft and ends. You can choose to reduce or eliminate the Natural, Gold or Beige Series when they were present in the regrowth formula

Example:

Type of refreshment	Regrowth formula	Vero K-Pak Color Veroxide & timing	Midshaft/ ends formula	Vero K-Pak Color Veroxide & timing
Reduction	½ 6G + ½ 6RC	6% (20 Vol.) 45 min.	¼ 6G + ¾ 6RC	3% (10 Vol.) 35 min.



- For extremely faded midshaft and ends (two or more levels lighter), repigmentize prior to color application
- Use a shifting technique when coloring hair red for the first time. This technique uses a lower volume developer at the scalp than through the midshaft and ends. This will eliminate “hot roots” and ensure more consistent results from scalp to ends
- Overlay Vero K-Pak Reds with a complimentary Color Intensity shade to further reconstruct the hair, seal the cuticle and add intensity and longevity to your red shade
- Use the K-Pak Professional Hair Repair System in combination with your in-salon color service for longer-lasting results

VERO K-PAK COLOR | PREPARATION SERVICES

PRELIMINARY PATCH TEST

To determine whether allergy or hypersensitivity exists, a preliminary patch test should be performed. The following test should be done 48 hours before every application.

1. Use soap and water, wash an area about 2 cm (1-inch) in diameter on the inside of the elbow or behind the ear, touching the hairline. Pat dry with cotton
2. Prepare a test solution by mixing the exact formula to be used
3. Apply mixture to test area using an absorbent cotton-tipped applicator
4. Permit the area to dry. Do not cover or disturb it for 48 hours
5. Examine the area after 48 hours. If no reaction has occurred, proceed with hair color service

Caution:

- DO NOT USE hair color if any of these danger signs appear:
Burning, itching, swelling, eruption, irritation, redness or abnormal reaction.
If these signs appear during the test period, color must not be applied.
- This product should not be applied if the scalp shows evidence of cuts, abrasions, eruptions, open wounds or any other abnormal condition.
- The Vero K-Pak Color System is for professional use only. No product is to be taken internally or used for coloring eyelashes or eyebrows. Avoid contact with eyes. If any of the mixture should get into the eyes, rinse immediately with a large amount of water and call a doctor. Always wear suitable gloves. Store in a cool, dry place. Keep all hair color products out of the reach of children.

PROFESSIONAL PRODUCTS AND PREPARATIVE TREATMENTS

1. JOICO K-Pak Professional Hair Repair System

For hair in questionable condition

- Cleanses, reconstructs and moisturizes hair restoring it's natural strength, condition and shine to ensure success with all chemical services
- Contains the exclusive Smart Release Technology featuring the Quadramine Complex of JOICO to reconstruct and repair the hair structure before the chemical service
- For the strongest, healthiest hair, longest lasting and most beautiful hair color you will ever experience

2. JOICO Defy Damage

To prevent hair from future damage

- Shields the hair from chemical damage
- Replenishes, strengthens and hydrates the hair
- Contains the exclusive Smart Release Technology



Combination with Color Procedures



STEP 1: 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



STEP 2: 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



STEP 3: 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



STEP 2: K-Pak Cuticle Sealer » Acidify

Acidifies the hair, closes the cuticle and strengthens the shaft

- Apply and leave on for 5 minutes. Rinse. Towel blot



STEP 4: 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. Do not overuse

Combination with Color Procedures



DEFY DAMAGE DETOX SHAMPOO:

This deep-cleansing shampoo removes metals, minerals, chlorine, and product build-up without drying out the hair. It's perfect for preparing the hair before a color service or when rinsing out lightener. The formula effectively detoxifies while keeping hair feeling soft and healthy.



DEFY DAMAGE PROTECTIVE SHAMPOO:

A bond-strengthening shampoo that gently cleanses while preserving vibrant color and protecting the hair cuticle. It creates a rich, luxurious lather that leaves hair smooth, shiny, and resilient. Ideal for use when rinsing out color or toner from the hair.



DEFY DAMAGE KBOND20 POWER MASQUE:

This powerful bond-building treatment delivers visibly stronger, healthier-looking hair in just one use. It hydrates deeply, detangles instantly, and reinforces internal hair bonds. Apply after the lightener as an optional step in case the hair needs treatment before the toner and always use after the color/toner to strengthen the hair bonds and safeguard the color service. Leave in for 2-5 minutes before rinsing thoroughly.

VERO K-PAK COLOR | APPLICATIONS | Virgin applications



FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test and a K-Pak Professional Hair Repair System before any haircolor service
- Divide hair into four sections before application
- ½ cm (¼-inch) partings must be taken for proper coverage
- Never apply heat to any Vero K-Pak Color service

TYPE 1: GOING LIGHTER

A: Standard method

1. Apply Vero K-Pak Color 1 cm (½-inch) from scalp to ends, making sure each strand is completely covered
2. Time for 20 minutes until a definite color change can be seen
3. Mix fresh Vero K-Pak Color formula. Apply to scalp area and reapply over lengths and ends
4. Begin timing according to the Veroxide Usage Chart for developer chosen

B: Alternative for going lighter = Color shifting

1. Formulate color using correct Veroxide for desired level of lift
2. Mix Vero K-Pak Color formula with higher volume than desired in step 1
3. Apply the formula of step 2, 1 cm (½ inch) from scalp to ends
4. Time for 20 minutes until definite color change can be seen
5. Mix fresh Vero K-Pak Color formula using the Vero K-Pak Color Veroxide chosen in step 1 and apply this formula at the scalp area
6. Begin timing according to the Veroxide Usage Chart for developer chosen in step 1

TYPE 2: GOING DARKER

1. Apply Vero K-Pak Color mixture to the outline of each section for control
2. Apply Vero K-Pak Color mixture from scalp area up to the ends
3. Begin timing according to the Veroxide Usage Chart for developer chosen
4. Apply Vero K-Pak Color formula to the porous ends for the last 10 to 15 minutes depending on porosity (reds should be brought through the porous ends immediately for maximum development)

APPLICATIONS | Retouch applications

TYPE 1

Normal retouch/slightly faded midshaft and ends

1. Apply Vero K-Pak Color formula to the regrowth in the outline of each section
2. Apply the formula to the remaining regrowth in each section
3. Time according to the Veroxide Usage Chart for developer chosen
4. Work the color through the hair strands for the last 15 minutes of processing time.
Adjustment of formula (i.e., adding warm pigments) may be necessary to obtain the desired tone.
Take a strand test for proper timing

Note: Reds should be pulled through within 15 minutes of completing new growth application.

TYPE 2

Extremely faded (two or more levels lighter) midshaft and ends

1. Repigmentize midshaft and ends following all repigmentizing instructions in the Corrective Color section thoroughly
2. Apply Vero K-Pak Color formula to the regrowth in the outline of each section
3. Apply the formula to the remaining regrowth in each section
4. Begin timing according to the Veroxide Usage Chart for developer chosen
5. Create a new midshaft and ends formula. Analyze the tonal results achieved through repigmentizing. What color bases would be the best choice to enhance or refine (neutralize) the tone present on the newly repigmentized midshaft and ends?
6. The final formula can be mixed with:
 - 3% (10 Vol.); after applying, time for 30 up to 35 minutes

Note: Remember, porous hair accepts coolness and rejects warmth!



VERO K-PAK COLOR | APPLICATIONS | VeroGlaze applications

FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test and use the K-Pak Professional Hair Repair System
- Divide hair into four sections prior to application
- Take ½ cm (¼-inch) partings for proper coverage
- Let the VeroGlaze mixture sit for 5 minutes after mixing. This allows the ammonia to dissipate ensuring deposit only results
- Apply VeroGlaze mixture to the outline of each section for control
- Apply VeroGlaze mixture to the rest of the hair
- Never apply heat

TONE ON TONE

- Apply to clean damp or dry hair from scalp to porous ends
- Apply to porous ends during the last 5 to 10 minutes of processing
- Maximum, normal and minimum intensity are all options, depending on desired result and hair's porosity

AFTER A PERM OR RELAXER OR AS A TONER ON PRE-LIGHTENED HAIR

- Apply to damp hair from scalp to porous ends. Do not stretch the fresh curl or pre-lightened hair
- Apply to porous ends for the last 5 to 10 minutes of processing
- Normal to minimum intensity are the best options
- A strand test is always recommended prior to toning

GRAY BLENDING

- Apply to dry hair from scalp to porous ends
- Apply to ends for the last 5 to 10 minutes
- Maximum or normal intensity are the best options

RETOUCH

- Apply to regrowth area
- Apply to previously color-treated midshaft and ends for the last 5 to 10 minutes, depending on porosity and amount of fading
- Consider using a maximum or normal intensity at the regrowth area and minimum intensity at the midshaft and ends for full processing time

Note: Although demi-permanent colors are meant for gradual pigment release, there may be a situation when a client still has a large amount of artificial pigment in the hair from the last demi-permanent application. In this case a retouch application is necessary.



APPLICATIONS | High Lift and Ultra High Lift applications

FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test
- Apply to dry hair to ensure maximum lift
- Divide hair into four sections before application
- Take ½ cm (¼-inch) partings for maximum lifting ability
- Never apply heat

VIRGIN APPLICATION

1. Apply the Vero K-Pak Color High Lift/ Ultra High Lift mixture through midshaft and ends, starting 1 cm (½-inch) away from the scalp
2. Time for 20 minutes or until a definite color change can be seen
3. Mix a fresh formula, apply the mixture to the scalp area out over the midshaft and ends
4. Time for 60 up to 65 minutes

Recommendation for porous ends:

Leave out the porous ends during your virgin application method. Apply High Lift Mixture to the ends for the last 5 to 20 minutes. Check ends every 5 minutes of your total timing. It is also possible to adjust the formulation to add the Remaining Pigment Contribution that is absent from the hair.

RETOUCH APPLICATION

1. Apply Vero K-Pak Color High Lift mixture to the outline of each section for control
2. Apply mixture to regrowth area only (do not overlap!)
3. Time for 60 up to 65 minutes

Note: Vero K-Pak Ultra High Lift series contain heavier and cooler pigment load therefore we do not recommend to emulsify or pull the color through to lengths and ends as this may create matte end results.

APPLICATION TIPS

- When the hair around the hairline is fine-textured and/or porous, apply your color the last 15 to 20 minutes of the total processing time
- Tell the client to return for a retouch every three weeks (4 weeks maximum)
- If longer than four weeks, the regrowth will go beyond the warm zone of the scalp. Waiting over four weeks makes achieving maximum lift very difficult, and results in a gold (warm) band
- Remember texture, density, tenacity, porosity and elasticity will affect the success of maximum lifting and depositing results
- If a level 10 Gold, Natural or Beige is required starting from a natural level 7, High Lift Series can be mixed with 2 parts 9% (30 Vol.) to create a level 10 color



VERO K-PAK COLOR | APPLICATIONS | Toner applications

FUNDAMENTAL GUIDELINES

- Typically following a pre-lightening service, apply Vero K-Pak Color Toner on dry or on damp hair for more control
- Hair must be divided into four sections before the application
- Take ½ cm (¼-inch) partings for proper coverage
- Never apply heat of any kind to toners

VIRGIN APPLICATION

- Use ½ cm (¼-inch) partings; apply Vero K-Pak Color Toner mixture from scalp up to (typically after lightening) porous ends
- When a tonal change is observed, apply to the porous ends
- Processing time will be determined by the desired end result. Take a strand test

RETOUCH APPLICATION AFTER BLEACHING

- Use ½ cm (¼-inch) partings; apply Vero K-Pak Color Toner mixture to regrowth area only
- If remaining hair needs to be refreshed, apply to midshaft and ends where a tonal change is observed
- Processing time will be determined by the desired end result
- Take a strand test





JOIC
VERO K-PAC
CO
PERMANENT CRÈME COLOR / COLOR PERMANENT / CREMA COLORANTE
6N
5831X3
CAUTION / ATTENTION
2.5 oz / 74 ml e

YOUTHFUL, HEALTHY HAIR BEGINS WITH THE DECISION TO DEFY THE EFFECTS OF TIME!

± 50% of salon clients are 40 years of age and older.

± 70% of these 40+ clients have hair color, they are the most valuable salon clientele:

- Highest salon visit frequency
- Biggest spender on salon services (and often on retail product for home care)
- Most loyal customer
- Best salon advertisers

Hair, like skin, is affected by changes in body chemistry over time. A decline in the body's production of lipids and essential amino acids leads to an undesirable change in texture and vibrancy. Maturing clients will notice:

- More coarse, wiry texture
- Less shine
- Less manageability
- More gray
- More damage

Permanent hair color typically targets only one problem associated with maturing hair, covering gray hair. This solution is purely cosmetic and addresses only one of many problems associated with aging hair.

Vero K-Pak color Age Defy responds to the effects of aging on hair with two scientific breakthroughs; 3-Defense Technology™ and TCD Technology™ featuring Quadramine Complex™ and delivering the ultimate in healthy youthful looking hair, because your clients deserve:

- Unparalleled texture & softness
- Long lasting luster & shine
- Incredible gray coverage





3-DEFENSE TECHNOLOGY™

A highly advanced blend of time-released lipids, essential amino acids and bio-mimetic ceramides that soften and smooth the hair surface and penetrate deep into the hair strand structure to produce superior condition and manageability.

This unique technology begins by having a comprehensive understanding of what happens to hair as it ages and then classifying these findings into 3 dimensions:

- 1st Dimension Change in Texture
- 2nd Dimension Change in Lustre
- 3rd Dimension Change in Color

1st Dimension: Change in Texture
Solution: Time-released lipids within 3-Defense Technology™

Fact: Aging and gray hair:

- Lacks the vital moisture & lipids that keep youthful hair soft shiny and manageable
- Is coarser, wiry, brittle and less manageable than youthful hair and often seems to have a “mind of its own”
- Clients can physically feel and see the change in their hair’s texture when they begin to age

Features	Benefits
Time-released lipids penetrate and replenish vital lipids and amino acids, rejuvenating aging hair	Dramatically softens and smoothes the hair

2nd Dimension: Change in Lustre
Solution: Bio-mimetic ceramides within 3-Defense Technology™

Fact: Aging and gray hair often appears dull, lacks luster and shine due to a lowered production of natural lipids, such as Ceramides

Features	Benefits
• Man-made Ceramides that mimic Ceramides found in nature • Mimic the function of the Ceramides found naturally in hair • Are a critical piece of the Cuticle/Cellular Membrane Complex (CMC).	• Transform the reflective quality of gray hair • Maintain cuticle integrity and smoothness • Enhance shine • Help maintain the hair's elasticity, smoothness and improve moisture in the hair • Hair is left with an exceptional luminosity only Vero K-Pak Color Age Defy can produce

3rd Dimension: Change in Color
Solution: Award winning TCD Technology™ featuring Quadramine Complex™

Empowers Vero K-Pak Color Age Defy to reconstruct, strengthen and provide hair with long-lasting protection from the inside out. Age Defy Color also has a higher dye-load to ensure coverage and longevity.

Conclusion: 3-Defense Technology™

Instant result, added value and extra benefits for the stylist and customer:

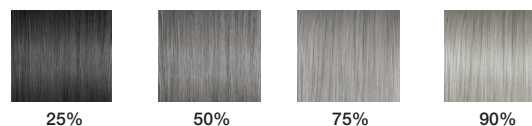
- Instant younger looking and feeling hair with a better condition, more shine and vibrancy
- The hair becomes more moveable, has an increased suppleness and is easier to manage
- Exceptionally long-lasting color and shine
- Optimum, easy and lasting gray coverage
- Easy to use and understand
- Unique and exclusive color service that will help to increase the color business/quality reputation and revenue in your salon



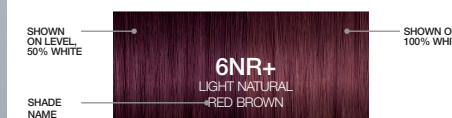
COLOR PALETTE

	NN+ NATURAL NATURAL SERIES	NPA+ NATURAL PLATINUM ASH SERIES	NG+ NATURAL GOLD SERIES	NGC+ NATURAL GOLD COPPER SERIES	GC+/CG+ GOLD COPPER SERIES	NR+ NATURAL RED SERIES	NB+ NATURAL BEIGE SERIES
	NN+ Double natural base for optimum gray coverage and neutral cool results	NPA+ Natural and gray-blue platinum base gives this series the cooling power to produce the most natural cool tones by canceling out any brassiness	NG+ Mixture of natural and gold for warm natural browns and blondes	NGC+ Mixture of natural, gold and copper with a predominance of natural and gol for soft muted golden copper tones	GC+/CG+ Mixture of gold and copper for more intense copper tones	NR+ Mixture of natural and red for soft red results	NB+ Mixture of natural and beige for balanced creamy blondes and taupes
10 Lightest Blonde	10NN+						10NB+
9 Light Blonde	9NN+		9NG+				9NB+
8 Blonde	8NN+		8NG+	8NGC+	8GC+		8NB+
7 Medium Blonde	7NN+	7NPA+	7NG+				7NB+
6 Dark Blonde	6NN+	6NPA+	6NG+	6NGC+	6CG+	6NR+	6NB+
5 Light Brown	5NN+	5NPA+	5NG+			5NR+	5NB+
4 Medium Brown			4NG+				

GRAY LEVEL FINDER



HAIR SWATCH KEY



SWATCH COLORS IN THIS CHART ARE ONLY REPRESENTATIONS. CONSULT THE VERO K-PAK® COLOR AGE DEFY SWATCHBOOK FOR A MORE ACCURATE GUIDE.

VERO K-PAK[®] COLOR | AGE DEFY | INSTRUCTIONS FOR USE

Vero K-Pak Color Age Defy Veroxide usage and timing

Veroxide	Mixing ratio	Timing
20 volume (6%)	1:1 (equal parts color and Veroxide)	45 minutes without heat

Gray coverage and intensity guidelines

Gray coverage and intensity guidelines	
Series	Gray coverage and intensity guidelines
NN+	For coolest natural result, use NN+ on its own To reduce coolness, it is possible to mix* NN+ with NG+
NG+	For optimum gray coverage: - use NG+ in combination with NN+ Warmest result: 3/4 NG+ with 1/4 NN+ Medium warm result: 2/3 NG+ with 1/3 NN+ Soft warm result: 1/2 NG+ with 1/2 NN+
NGC+/NB+	For optimum gray coverage, use on its own
CG+/GC+	For maximum intensity use CG+/GC+ on its own For medium intensity mix* CG+/GC+ with NG+ For soft intensity mix* CG+/GC+ with NN+
NR+	For intense cool reds use NR+ on its own For reduced intensity mix* with NN+
NPA+	For optimum gray coverage: Use NPA+ in combination with NN+

*mixing ratio depends on desired end result

Important:

+ Sign indicates presence of maximum dye load

Note:

- If used on clients with less than 50% gray hair, color end results will appear darker
- Add (more) NN+ to your formula when you want more opaque gray coverage results

Important tips

- Respect all basic gray coverage standards and procedures to obtain maximum performance in gray coverage
- Use in combination with K-Pak Professional Hair Repair System for ultimate results
- Apply generous amount of color
- Apply product against natural direction of cuticle layer
- Respect processing time
- Do not use heat!
- Use 20 Volume (6%) Vero K-Pak Color Veroxide on lengths when pulling through



APPLICATIONS

FUNDAMENTAL GUIDELINES

- Perform a preliminary patch test and step 1, 2 and 3 of the K-Pak Professional Repair System* before any hair color service

First time application with Vero K-Pak Color Age Defy on previously color treated hair

- Prior to using Vero K-Pak Color Age Defy for the first time it is key to start off with a thorough consultation and analysis/diagnose of your client's hair

Retouch application with Vero K-Pak Color Age Defy

Age Defy has superior longevity:

1. Mix enough product for full head application (roots + lengths and ends)
2. Apply formula to regrowth (always with 20 Volume Veroxide (6%)) – time for 45 min
3. To refresh lengths and ends, apply remaining color during last 5-10 minutes of the total processing time depending on the degree of fadeage on lengths and ends.

* Aging hair can benefit more from the K-Pak Hair Repair System.

EXAMPLE:

Desired end result:

Soft cool red on a level 6

Diagnose:

Natural level: 6

Regrowth: 1,5cm

Gray percentage: 100%

Color level lengths and ends: 6

Shade reflection lengths and ends: Natural red

Formula roots:

½ 6NR+ with ½ 6NN+
and 20 Volume Veroxide (6%)

Formula lengths and ends:

6NR+ with 20 Volume Veroxide (6%)

Apply appropriate formula's to roots, lengths and ends and process for 45 minutes!



VERO K-PAK | VERO K-PAK VEROLIGHT LIGHTENING POWDER

Vero K-Pak VeroLight is a lightening powder with the unique K-Pak Hydrolized Keratin ensuring the hair stays in optimum condition. VeroLight Dust-Free Lightening Powder has to be used with JOICO Veroxides.

KEY POINTS OF DIFFERENCE

Features	Benefits
- Dust-free formula - K-Pak Hydrolized Keratin - Sorbitol moisturizing crystals - On- and off-scalp usage - Lifts up to 8 levels	- Comfortable to use - Hair remains in optimum condition - Leaves the hair shiny, healthy and resilient - High lifting abilities - Fast

VERO K-PAK VEROLIGHT LIGHTENING POWDER

Levels of lift	JOICO Vero K-Pak Verolight	Developer
½ to 1 (cleansing)	1 scoop (15g)	30 cc/ml (1 oz) Hot Water
1 to 2	1 scoop (15g)	30 cc/ml (1 oz) 3% (10 Vol.) Veroxide
2 to 3	1 scoop (15g)	30 cc/ml (1 oz) 6% (20 Vol.) Veroxide



1:2

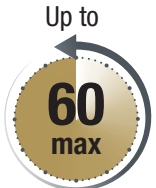
20g 10, 20, 30 or 40 Volume Developer

INSTRUCTIONS FOR USE

Mixing instructions off-the-scalp

1 Scoop VeroLight with 30 ml (1oz) Veroxide in a non-metallic bowl. Designed to be used with 3% (10 Vol.), 6% (20 Vol.), 9% (30 Vol.) and 12% (40 Vol.)

Maximum 6% (20 Vol.) for on-scalp usage.



Up to
60 max

Time visually





VERO K-PAK COLOR CRÈME LIGHTENER

TECHNOLOGY

Combination of powder phase, oil phase, Shea Butter and Quadramine Complex™:

POWDER PHASE:

- Existing Verolight Dust-Free Lightening Powder as the oxidizing agent to remove the pigment
- Pale blue appearance
- Cleansing agents to improve washability and reduce oily feel after application

OIL PHASE (MINERAL OIL):

- Mineral oil is a stable and reliable cosmetic material:
 - Free from impurities
 - Used in many personal care products ranging from baby oils to lipsticks
- Mineral oil contributes to:
 - Product stability (acts as a thickening agent) for reliable results
 - The rich, creamy consistency for even lift
 - Conditioning crème base that enrobes & protects hair fibers during process for a soft and silky end result
 - Protection of hair lipids (acts as a protective barrier)

SHEA BUTTER (BUTYROSPERMUM PARKII)

- This precious vegetable oil is derived from the kernel of the nuts of the Shea Tree
- Rich in saturated & unsaturated fatty acids, Vitamin A & E & Carotene
 - Moisturizes, protects and soothes the scalp and hair
 - Shields and protects hairs lipidic structure to retain elasticity

QUADRAMINE COMPLEX™

- Ensures maximum reconstruction as you lighten
- Reconstruction from cuticle to cortex

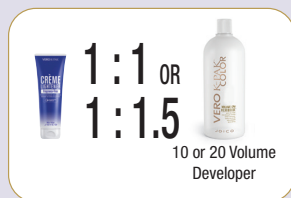


VERO K-PAK COLOR | VERO K-PAK COLOR CRÈME LIGHTENER

Fast-acting Crème Lightener that features the exclusive Quadramine Complex™ of JOICO to reconstruct as you lighten. Vero K-Pak Color Crème Lightener can be used with Vero K-Pak Color Veroxides.

KEY POINTS OF DIFFERENCE

Features	Benefits
Quadramine Complex™	Hair remains in optimum condition
Shea Butter	Nourishes hair and scalp for soft & shiny hair
Fragrance-free	Comfortable to use/user friendly
Creamy formula	Stays moist for even lift & application
Minimized swelling	Control over gold bands
Lifts up to 8 levels	Fast & high lifting ability
pH 9.5 – 10.0	Acceptable alkalinity



INSTRUCTIONS FOR USE

Mixing instructions on-the-scalp

One part Crème Lightener with one part of Veroxide or LumiShine developer (1:1) to one and a half part of Veroxide or LumiShine developer (1:1½) in a non-metallic bowl. On-the-scalp designed to be used with 3% (10 Vol.) and 6% (20 Vol.) only to avoid scalp irritation.

Mixing instructions for off-scalp:

One part Creme Lightener with one part developer or one and a half part Creme Lightener with 1 and a half part developer from 3% (10 Vol.) to 12% (40 Vol.)



TIMING

Process for 30-45 minutes without heat

Note:

- Mix well for smooth, even consistency and application
- Rinse with HOT water
- Shampoo with K-Pak Professional Clarifying Shampoo to prevent oily feeling



ESSENTIALS OF LIGHTENING

Lightening is designed to decolorize hair. The lightening process breaks down the melanin granules (natural pigment). Hair goes through different stages to reach the lightest, palest blonde. The stages of the lightening chart demonstrate the various stages of exposed pigment.

FUNDAMENTAL GUIDELINES

BLEACHING

- 1 Analyze the natural level, the condition, porosity of the hair, and determine how many levels of lift you need in order to get your desired end result. The strength of Veroxide needs to be adapted accordingly
- 2 How thick you mix your bleach and your choice of developer will depend on the lift desired, the tenacity of the hair and your speed as a haircolorist. A thicker bleach mixture works faster than a thinner bleach mixture. The addition of more peroxide dilutes the ammonia content, resulting in a slower lift
- 3 It is essential that you do NOT OVERLAP during a bleach retouch application. Overlapping causes porous bands and breakage
Helpful hint: If breakage has been noted prior to a bleach retouch, apply K-Pak Hydrator as a barrier to protect the previously lightened hair
- 4 To avoid “golden bands”, make sure pre-lightener has an even consistency when bleaching
Helpful hint #1: If the regrowth or midshaft areas have not been lifted evenly, reapply bleach formula to gold areas prior to toning
Helpful hint #2: If the regrowth is more than 1 cm (½-inch), consider the hair as a virgin application
- 5 The Veroxide used will determine how long the bleach will continue to lift (stops lifting after 60 minutes). If the hair is not at the desired level of lift, re-mix a fresh batch of bleach and reapply
- 6 If the hair is lifting unevenly, rinse and reapply new mixture to uneven areas

REMAINING PIGMENT CONTRIBUTION (RPC)

Level number	Level description	Remaining pigment	
11	Palest Blonde	Yellow/White	
10	Pale Blonde	Pale Yellow	
9	Light Blonde	Yellow	
8	Medium Blonde	Yellow/Orange	
7	Dark Blonde	Orange	
6	Light Brown	Red/Orange	
5	Medium Brown	Red	
4	Dark Brown	Red/Violet	
3	Darkest Brown	Violet	
2	Ebony Brown	Blue/Violet	
1	Black	Blue	

BLEACHING AND TONING

1. Train your eye to differentiate exposed pigment. This is vital to the success of your color
2. If a bleach appears to have stopped lifting and all stages have not been reached, the hair still has the capacity to lighten. Continue processing for a longer period of time, or opt for a second bleach application
3. Toners are pastel colors that do not have enough pigment to refine excessive warmth in hair that has not been lifted enough. To create the desired tone, you must achieve the correct amount of lift first
4. Pre-lighten hair one level lighter than the desired level. The palest yellow stage is ideal for optimal toner refinement

VERO K-PAK | LIGHTENER APPLICATIONS

COLOR



FUNDAMENTAL GUIDELINES

OFF-THE-SCALP

- Execute step 1, step 2 and step 3 of the K-Pak Professional Hair Repair Service prior on hair in questionable condition
- When using Defy Damage for hair in good condition, start with the lightener immediately
- Strand testing is required to ensure an accurate result
- Apply bleach mixture to dry hair
- Never apply heat
- Apply with highlighting method of choice

ON-THE-SCALP

- Perform a preliminary patch test before any hair color service
- Strand testing is required to ensure an accurate result
- Maximum 6% (20 Vol.) for on-scalp lighteners
- Apply bleach mixture to dry hair
- Hair must be divided into four sections before application
- Take ½ cm (¼-inch) partings for optimum lift and even results
- Never apply heat
- Execute step 1, step 2 and step 3 of the K-Pak Professional Hair Repair Service or Defy Damage Detox Shampoo followed by Defy Damage KBond20
- To tone the hair follow toner instructions

Note: Damaged or severely damaged hair can not be bleached. Recommend the K-Pak Professional Hair Repair service as a reconstructive in-salon treatment and the K-Pak regimen as a home maintenance follow-up regimen. Advise the client to return after 3-4 weeks to re-evaluate the condition of the hair.

POST LIGHTENING SERVICES

PRE- & POST COLOR SERVICE

DAMAGE PREVENTION	REPAIR DAMAGED HAIR
Lightening Process	Lightening Process
 Shampoo hair with Defy Damage Detox Shampoo	 Apply Hair Repair System Step 1, 2 & 3
 Apply JOICO Defy Damage KBOND20 Power Masque	
Apply color/toner following prescribed procedure	Apply color/toner following prescribed procedure
 Shampoo hair with Defy Damage Protective Shampoo	 Shampoo hair with K-Pak Color Therapy Shampoo
 Apply JOICO Defy Damage KBOND20 Power Masque	 Apply Hair Repair System Step 2 & 4

HOME MAINTENANCE

1. Recommend the correct JOICO home care regimen
2. Inform the client that color molecules need time to bond. The client should avoid shampooing the hair for 24 to 48 hours after the color service to prevent color fading and provide longer lasting results. The client may rinse/wet the hair, if necessary



FUNDAMENTAL GUIDELINES

1. Emulsify hair color by massaging the hairline before adding water to prevent staining.
Color removes color
2. Rinse until the water runs clear. Towel blot

PRE- & POST COLOR SERVICE

Damage prevention	Repair Damaged Hair
 Apply Defy Damage Detox Shampoo if hair shows build-up	 Apply Hair Repair System Step 1, 2 & 3
Color hair as usual	Color hair as usual
 Shampoo hair with Defy Damage Protective Shampoo	 Shampoo hair with K-Pak Color Therapy Shampoo
 Apply Defy Damage KBOND20 Power Masque	 Apply Hair Repair System Step 2 & 4

HOME MAINTENANCE

1. Recommend the appropriate JOICO Category for the client to use as a home maintenance regimen. Colorful or K-Pak Color Therapy will deliver maximum results to increase the longevity of any Red and/or Copper shade. Recommend Blonde Life Violet to maintain cool blond tones
2. Inform the client that color molecules need time to bond. The client should avoid shampooing the hair for 24 to 48 hours after the color service to prevent color fading and provide longer-lasting results. The client may rinse/wet the hair, if necessary

Note: Vero Stainless Color Stain Remover: high-performance formula effectively removes even the darkest haircolor stains without leaving a “shadow” behind. Pleasantly scented for client comfort. Rinse hairline well after usage.











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JOICO - A Division of Henkel AG & Co. KGaA | Henkelstraße 67, 40589 Düsseldorf, Germany

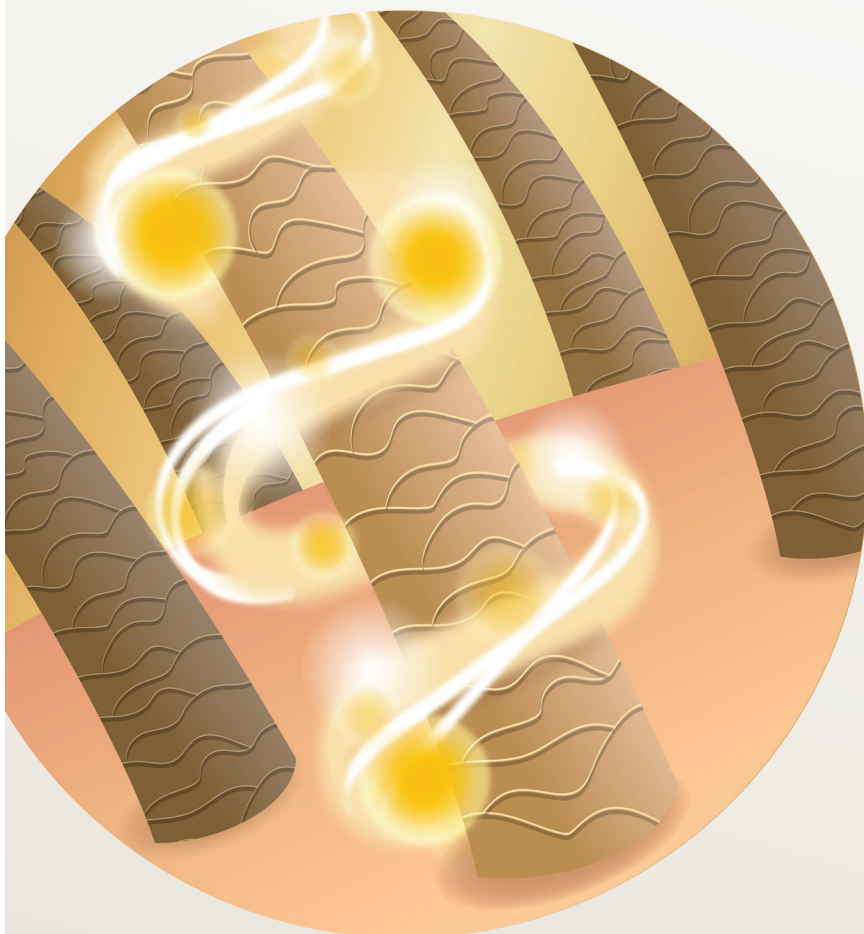
JOICO
the **joi** of healthy hair

BLONDELIFE

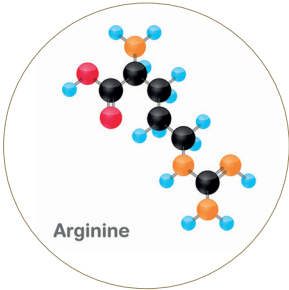
We love blondes. We're fanatical about them—especially those who proudly choose to lighten up. For that very reason, we created **BLONDELIFE**: a lightening and brightening system, with color, care & styling products, just for blondes and those who want to be lifted to new heights without sacrificing hair's shine or condition.

With bond-building Arginine and an exotic, nutrient-rich blend of Tamanu and Monoi oils—**BLONDELIFE** banishes the challenges of brassiness, off-tones, fading and damage that blondes face on a daily basis.

BLONDELIFE products are specifically created to make blondes light & bright. Worries about unhealthy bleached locks belong to the past as these products will make hair: gorgeous, shiny and healthy! Most “blondes by choice” love to be bright! Being blonde was never so easy!



OUR ENTIRE **BLONDELIFE** SYSTEM CONTAINS:



BOND-BUILDING ARGININE:
Arginine is greatly depleted during the lightening process. This naturally occurring, elasticity-boosting amino acid instantly replenishes and strengthens lightened strands to help reduce breakage.*

* vs. untreated damaged hair



TAMANU OIL:
Packed with essential fatty acids and Omega-6 and -9, this rare moisturizing and conditioning oil from Southeast Asia bumps up shine, protects hair color, and helps smooth brittleness away with every single application.



MONOI OIL:
Rich in essential fatty acids, this exotic blend of Coconut Oil and Tahitian Gardenia Flower Extract nourishes and protects each strand, working:

- From the inside out to replace essential moisture and give softness, elasticity and body a major boost.
- From the outside in to help polish the hair surface, fight frizz and guard against dryness and environmental damage.

PRE AND POST COLOR SERVICE FOR ALL BLONDELIFE LIGHTENING AND COLOR PRODUCTS

DAMAGE PREVENTION		REPAIR DAMAGED HAIR	
Lightening Process		Lightening Process	
	Shampoo hair with Defy Damage Detox Shampoo		Apply Hair Repair System Step 1, 2 & 3
	Apply JOICO Defy Damage KBOND20 Power Masque		
Apply color/toner following prescribed procedure		Apply color/toner following prescribed procedure	
	Shampoo hair with Defy Damage Prevention Shampoo		Shampoo hair with K-Pak Color Therapy Shampoo
	Apply JOICO Defy Damage KBOND20 Power Masque		Apply Hair Repair System Step 2 & 4



BLONDELIFE CRÈME LIGHTENER

Exotic oils and bond-building Arginine make this next-generation crème lightener the perfect blinding choice for on- or off-the-scalp techniques

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

- Achieve up to 9+ levels of lift in a flash
- Reduce breakage by 77% in one treatment*
- Strengthens hair to be 4X more resistant to breakage**
- On/Off-scalp application
- Blonde hair becomes lustrous and healthy-looking
- Oil-presence makes it the ideal on-scalp lightener working gently on the scalp
- Also great for balayage, freehand and ombré techniques— with or without foils
- Easy removing and rinsing

NOW LET'S USE IT...

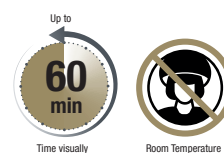
BLONDELIFE Crème Lightener takes you to new heights quickly and safely, delivering consistent, beautiful blondes.

On-Scalp application



Mix 1:1 or 1:2 (quantity of developer may be varied to achieve desired consistency)
Developer: Use with **BLONDELIFE**
Developer. On-scalp use maximum 20 Volume (6%) Developer.

NOTE: other JOICO Developers (LumiShine or Vero K-Pak) may be used when 10 (3%) Volume is required.



Process up to 60 minutes.
No heat / room temperature only.

Off-Scalp application



Mix 1:1 or 1:2 (quantity of developer may be varied to achieve desired consistency)
Developer: Use with **BLONDELIFE**
Developer. **NOTE:** other JOICO Developers (LumiShine or Vero K-Pak) may be used when 10 (3%) or 30 (9%) Volume is required.



Process up to 60 minutes.
No heat / room temperature only.

* vs. untreated damaged hair ** Against combing breakage on damaged hair vs. a non-conditioning shampoo, when used as a system. *** vs. other JOICO lighteners



BLONDELIFE POWDER LIGHTENER

An ultra-high-lift formula that safely kicks you up to 9+ levels in record time.
Variable mixing ratio for maximum versatility with or without foils, on- or off scalp.

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

- Up to 9+ levels of fast-acting lift
- The quickest*** way to brighten & lighten hair!
- Healthy-looking results without additives
- Blondes that look healthier & feel nourished
- Strengthens hair, reducing breakage by over 54%* in just one treatment

NOW LET'S USE IT...

On-Scalp application



Mix 1 scoop (20g) with 60ml of **BLONDELIFE Developer**. On-scalp use maximum 20 Volume (6%) Developer.

NOTE: other JOICO Developers (LumiShine or Vero K-Pak) may be used when 10 (3%) Volume is required.



Process up to 60 minutes.
No heat / room temperature only.

Off-Scalp application



Mix 1 scoop (20g) with 30 – 60ml of **BLONDELIFE Developer**.

NOTE: other JOICO Developers (LumiShine or Vero K-Pak) may be used when 10 (3%) or 30 (9%) Volume is required.



Process up to 60 minutes. No heat / room temperature only.

TIPS & TRICKS FOR BLONDELIFE LIGHTENERS:

- When hair is porous or compromised, we recommend step 1, 2 and 3 of the K-Pak Professional Hair Repair System prior to the lightening service. Please avoid rubbing the scalp during step 1.
- When using **BLONDELIFE** Lighteners on virgin hair, we recommend using the virgin application technique: First apply on lengths & ends. Time visually and apply the lightener on the scalp area when enough lift is achieved on lengths and ends. Then mix new product with same developer and apply on root area, time visually.
- **BLONDELIFE** lighteners are very powerful, so they creep away from the scalp easier when scalp is oily. Application against the natural direction of the cuticle scales is crucial! This will also avoid overlap banding.
- Due to the oil consistency, it may be beneficial to use very warm water for rinsing **BLONDELIFE** Crème Lightener, use K-Pak Clarifying Shampoo as a first shampoo, and apply shampoo directly on the lightener prior to adding water.



BLONDELIFE BALAYAGE LIGHTENER

No more having to choose between lift and creative freedom. We've teamed the power of **BLONDELIFE** Lightening Powder with the precision of kaolin clay in our **BLONDELIFE** Balayage Lightener. With a soft clay texture that stays put throughout painting and processing, Balayage Lightener makes balayage and freehand techniques a breeze.

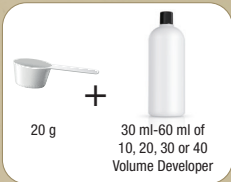
HERE'S WHY YOU'LL LOVE IT...

- Delivers up to 7+ levels of fast-acting lift
- Builds bonds for strong blondes
- For fearless, foil-free lightening and painting techniques
- Soft clay texture stays put when lifting
- Stays moist and does not transfer while processing
- Formulated with Kaolin Clay which provides the product with its clay texture

NOW LET'S USE IT...

DO NOT USE ON-SCALP – for off-scalp applications only.

Off-Scalp application



Mix 1 scoop (20g) with 30 – 60ml of **BLONDELIFE Developer**.
NOTE: other JOICO Developers (LumiShine or Vero K-Pak) may be used when 10 (3%) or 30 (9%) Volume is required.

**DO NOT USE ON SCALP
ONLY ON LENGTHS**



Process for up to 60 minutes or until the desired level is achieved. Do not use heat.



BLONDELIFE SILVERLIGHT LIGHTENING POWDER

Helps prepare the hair for cool blonde tones, build bonds, and lift hair up to 9+ levels using NEW **BLONDELIFE** SilverLight. With JOICO's fast-acting, charcoal-infused powder lightener, it's easy to keep you and your clients' blonde hair, cool.

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

- Helps prime hair while processing to prepare for cool/silver blondes
- Charcoal-infused formula helps counteract brassiness while processing hair
- Lifts and primes while processing, for cool blondes
- Delivers up to 9+ levels of lift!
- Builds bonds for strong blondes
- Does not transfer when rinsing
- Protects hair and reduces styling breakage by over 54%*
- Strengthens hair, making it 2x more resistant to breakage*



NOW LET'S USE IT...

Cool-as-can-be blondes are just a few steps away with this easy-to-mix formula that does not transfer when rinsing!

On-Scalp application



Mix 1 scoop (20g) with 60ml of **BLONDELIFE Developer**. On-scalp use maximum 20 Volume (6%) Developer.

NOTE: other JOICO Developers (LumiShine or Vero K-Pak) may be used when 10 (3%) Volume is required.

DO NOT USE 30 OR 40 VOLUME



Process up to 60 minutes. No heat / room temperature only.

Off-Scalp application



Mix 1 scoop (20g) with 30 – 60ml of **BLONDELIFE Developer**.

NOTE: other JOICO Developers (LumiShine or Vero K-Pak) may be used when 10 (3%) or 30 (9%) Volume is required.



Process up to 60 minutes. No heat / room temperature only.

*Against combing breakage on damaged hair; when used with Joico **BLONDELIFE** Brightening Masque vs. a non-conditioning bleach.



BLONDELIFE QUICK TONE LIQUI-CRÈME DEMI-PERMANENT TONERS

5 minutes or less! That's all it takes to get fast and fabulous blonde hair with Quick Tone Liqui-Crème Toners—a swift, powerful way to make your mark on prelightened looks.

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

- The ultimate timesaver, delivering instant toning in 5 minutes or less
- 3 shades (Violet, Sand and Silver) and Clear for a variety of blonde tones
- Sand, Silver, and Violet can be intermixed to customize toning and correct any RPC issue
- Clear can be mixed with Sand, Silver, or Violet to customize deposit and slow down processing time
- The unique "Liqui-Crème" formula is the perfect viscosity for quick application while also facilitating fast, even deposit of tone in the hair
- Ammonia-free formulas leave hair in better condition* – even on damaged, color-treated, or bleached hair

TONES

TONER SHADE	SERVICE APPLICATION
Silver	For cool, silver-blond results. Features a silver base.
Violet	For cool, violet- and pearl-blond results. Features a violet base.
Sand	For warm, beige-blond results. Features a tan base.
Clear	For extra customization and for slowing down the quick processing time on highly porous and compromised hair.



* Results will vary based on starting level, hair porosity/condition, timing and dilution with Clear

NOW LET'S USE IT...

Mixing ratio



BLONDELIFE 5 Volume (1.5%) Developer

Application

Can be used with bottle application or bowl and brush application. When mixing in a bottle, add developer first, then color, and shake well. Apply to damp, towel-dried, or completely dried prelightened (bleached) hair or previously colored hair in need of a toning refresh.



Timing

Process for up to 5 minutes or until desired shade is achieved. Do not use heat.

TIPS AND TRICKS

- Q: What if I need to slow down **BLONDELIFE** Quick Tone's processing time?
- A: Simply add Quick Tone Clear to your formula to slow down the processing time.
- Q: Can you use **BLONDELIFE** Quick Tone shades on gray hair?
- A: Quick Tone shades are not recommended for gray coverage. However, Quick Tone can be applied to gray hair to neutralize unwanted yellow tones or to add tone.
- Q: On what level can the **BLONDELIFE** Quick Tone shades best be applied?
- A: Best result will be obtained on a level 8 and lighter.

BLONDELIFE DEMI GLOSS TONERS



Luminous shine, bond-building, and endless toning possibilities? Meet **BLONDELIFE** Demi Gloss Toners—the demi-permanent liquid toner that checks all the must-haves on your list! Use these seven intermixable liquid toners to boost shine, neutralize brassy blondes, and customize your **BLONDELIFE** masterpiece.

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

- Builds bonds for strong blondes
- One formula tones, glazes & glosses
- Helps refresh dull, brassy blondes
- Leaves hair looking luminous & shiny
- Customizable results in one step
- Drip-free bottle application
- Ammonia-free formula
- Intermixable shades for customizable results

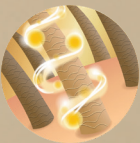
NOW LET'S USE IT...



Mixing instructions
BLONDELIFE® 5 Volume (1.5%) Developer

Application

Best applied with a color applicator bottle. When mixing in a bottle, add developer first, then color and shake well. Apply to damp, towel-dried, or completely dried pre-lightened (bleached) hair or previously colored hair in need of a toning refresh.



BUILD BONDS FOR STRONG BLONDES



Time visually



Room Temperature

Timing

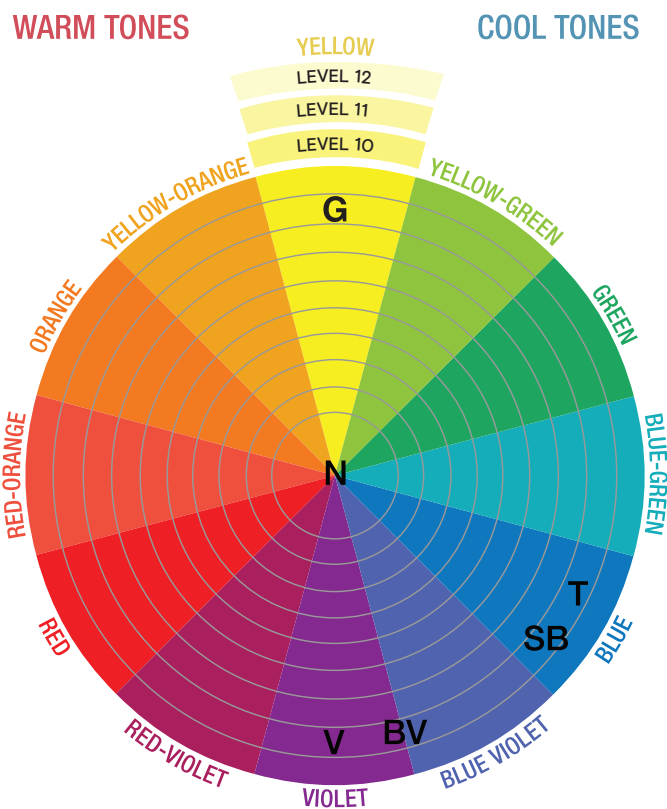
Process for up to 20 minutes or until the desired tone is achieved, at room temperature. Do not use heat.

TIPS AND TRICKS

- Q:** What is the difference between **BLONDELIFE** Demi Gloss Toners and LumiShine Demi-Permanent Liquid Color?
- A:** While both formulas feature bond-building Arginine, the **BLONDELIFE** Demi Gloss Toners shades are formulated with a signature blend of Tamanu and Monoi oils and their essential fatty acids. These shades were also specifically developed to address the unique needs of post-lightened blonde hair: enhancing tone, neutralizing brassy orange/yellow undertones, boosting brilliance, and restoring condition.

BLONDELIFE TONES

STONE	NUMBER
Natural	0
Violet	2
Gold	3
Blue Ash /Silver Blue	8



	WARM TONE						COOL TONE	
	G (.3) GOLD	N (.0) NATURAL	V (.2) VIOLET	BV (.82) BLUE VIOLET	SB (.8) SILVER BLUE	T (.88) TITANIUM	CLEAR	
12 Palest Blonde		 12N/12.0 Nude	 12V/12.2 Lavender Haze			 12T/12.88 Starlight	 CLEAR	
10 Lightest Blonde	 10G/10.3 Bondi Beach	 10N/10.0 Self-Made Blonde	 10V/10.2 Violet Platinum	 10BV/10.82 Moonstone	 10SB/10.8 Glacial Goddess	 10T/10.88 Lightning		
9 Light Blonde	 9G/9.3 Gold Coast		 9V/9.2 Blonde Ambition	 9BV/9.82 Pearl	 9SB/9.8 Ice Queen	 9T/9.88 Storm		
8 Blonde		 8N/8.0 Rooted						



BLONDELIFE COCONUT OIL DEVELOPER

Mix some Coconut Oil into the blonding process with **BLONDELIFE** Coconut Oil Developer, formulated to work in harmony with all **BLONDELIFE** lighteners and toners to help leave hair feeling soft and hydrated.

Available in 5 Volume (1.5%), 20 Volume (6%), and 40 Volume (12%).

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

Our creamy, coconut oil-enriched **BLONDELIFE** developers—in 5, 20, and 40 Volume—work in tandem with our **BLONDELIFE** lighteners and toners to add the little extra care hair needs when being lifted to new heights.

- Formulated with Coconut Oil to help hair feel hydrated
- Helps hair look smooth and feel soft
- Easy-to-mix, creamy, spreadable consistency
- Our powerhouse formula also includes Tamanu and Monoi oils

NOW LET'S USE IT...

Mix according to the **BLONDELIFE** products' manufacturing instructions.



BLONDELIFE CARE

After helping you reach your #blondegoals, **BLONDELIFE** offers clients the royal treatment at home with superB formulas specially formulated to combat the dreaded “B’s” –brassiness, brittleness and breakage– many blondes face after they leave the salon. You’ll love it as it is proven to keep blondes bright and on-tone for up to 8 weeks*.

Additionally to the inside system secrets Bond-Building Arginine, Tamanu Oils and Monoi Oils, our BLONDELIFE care products contain:

SMARTRELEASE TECHNOLOGY

Our unique one-of-a-kind delivery system packs our triple powered, healthy-hair ingredients

- **Keratin & Arginine** (penetrate the hair to repair damaged sites and strengthen hair)
- and **Rosehip Oil** (adds softness and shine to the cuticle layer) – inside an invisible liposome. This delivery system offers continuous release to the hair – to help repair, strengthen, and protect hair from the cumulative effects of daily styling and wear.

BLONDELIFE BRIGHTENING

Detoxifiers: Neutralize chlorine and remove trace minerals, knocking out brassy and yellow tones before they appear, to keep blondes bright and perfectly on-tone between touch-ups. Natural, exotic oils pair with our most fortified, hair-healing ingredients a to provide shine and hydration for healthy-looking, blondes.

BLONDELIFE VIOLET

Light Violet Hue, the ultimate balancing act, cools brassy blondes in a single shot.



BLONDELIFE TIPS AND TRICKS

- Q: If I just use the shampoo alone will I still get all of the brightening benefits of **BLONDELIFE**?
- A: No. For best results **BLONDELIFE** care should be used as a system.
- Q: Can natural blondes benefit from **BLONDELIFE** care?
- A: Yes!
- Q: Why is **BLONDELIFE** Brilliant Glow Brightening Oil the best oil to use on "bottle blonde" hair?
- A: Brilliant Glow Brightening Oil is specifically formulated for lightened hair. Brilliant Glow is crystal-clear so you never have to worry about staining even the lightest of platinum blondes!
- Q: The benefits of Brilliant Glow Brightening Oil sound amazing; can you use it if your hair isn't blonde?
- A: Of course; however, keep in mind that Joico offers a large selection of nourishing, strengthening, and protective products designed for all types of hair.

BLONDELIFE VIOLET TIPS AND TRICKS

- Q: Will **BLONDELIFE** Violet Shampoo and Conditioner help nourish my over-processed hair?
- A: Yes! **BLONDELIFE** formulas keep blonde hair conditioned and restrengthened with a signature blend of nourishing Tamanu and Monoi oils plus Joico's breakthrough SmartRelease Technology.
- Q: Can I use **BLONDELIFE** Violet to maintain naturally gray hair or hair that's been colored silver?
- A: Yes, **BLONDELIFE** Violet Shampoo and Conditioner make a great home maintenance regimen for these clients.



**BLONDELIFE**

Brightening Shampoo

*to cleanse, nourish & illuminate***pH 4.5 - 5.5 MWS 150 - 2500**

- Free of SLS/SLES Sulfates*
- Gently cleanses, removing dirt and sebum
- Restores hair's optimal pH level
- Banishes brass by neutralizing chlorine and trace minerals that lead to dullness and yellowing

DIRECTIONS: Apply Brightening Shampoo to damp hair, lather and rinse.

**BLONDELIFE**

Brightening Conditioner

*for illuminating hydration & softness***pH 4.5 - 5.5 MWS 150 - 2500**

- Lightweight formula
- Deeply nourishes
- Instantly revives blonde hair
- Exceptional shine
- Instant slip and detangling
- Brightens blonde strands by neutralizing chlorine and trace minerals that lead to dullness and yellowing

DIRECTIONS: Apply Brightening Conditioner to clean, damp hair. Comb through. Leave in 2-3 minutes. Rinse.

**BLONDELIFE**

Brightening Masque

*to intensely hydrate & illuminate***pH 4.5 - 5.5 MWS 150 - 2500**

- Intensively hydrates, softens, adds shine and conditions
- Brightens blonde strands by neutralizing chlorine and trace minerals that lead to dullness and yellowing

DIRECTIONS: Cleanse with **BLONDELIFE** Shampoo. Apply to damp hair. (Avoid scalp area on fine hair) Comb through. Leave in 2-5 minutes. Rinse.

**BLONDELIFE**

Blonde Strong

*Detangler for fragile hair***pH 3.60-4.60 MWS 150-2500**

Helps detangle those fragile strands while keeping them resilient and shielded from UV rays and heat-styling tools

- Detangles and leaves fragile strands feeling hydrated, helps prevent and mend split ends
- Strengthens hair, making it resistant to breakage, keeps blonde hair feeling soft and looking bright
- 72 hours of frizz-fighting humidity protection
- Protects from damaging UV and heat up to 232° C

DIRECTIONS: Apply to clean, damp hair, focusing on tangled areas. Comb through and style as desired.

**BLONDELIFE**

Color Enhancing Masques

*in Violet, Silver, and Rose Champagne***pH 3.0-4.0 MWS 150-2500**

- Deeply nourishing, color-depositing treatments that maintain your unique blonde tones by neutralizing unwanted warmth or enhancing luscious rose or peach hues.
- Color enhancement lasts up to 3 washes
- Reduces breakage by 60% in a single use
- **VIOLET** For cool, pearl-blond results.
- **SILVER** For icy, silver-blond results.
- **ROSE CHAMPAGNE** For rose/ peach results.

DIRECTIONS: **Violet & Silver:** Apply to clean, damp hair (**BLONDELIFE** Violet Shampoo recommended). Comb through evenly. Leave on for 5 minutes. Rinse. **Rose Champagne:** Apply to clean, damp hair (**BLONDELIFE** Shampoo recommended). Comb through evenly. Leave on for 5 minutes. Rinse.



BLONDELIFE
Brilliant Glow
Brightening Oil

- 2x more shine*** for extraordinary illumination
- Makes blonde hair appear brighter than ever
- Makes hair 7x stronger**
- Won't stain even the palest shades of blonde
- Smoothing ingredients fight frizz
- Provides 87% less combing breakage on clean, damaged hair



BLONDELIFE
Violet Shampoo
for cool, bright blondes
pH 5.75 - 6.75 MWS 150 - 2500

You'll never lose your cool with **BLONDELIFE** Violet Shampoo - a brilliant, brass-neutralizing cleanser, free of SLS/SLES Sulfates*, that instantly banishes undesirable yellow tones, so cool blondes stay nice and icy.

- Rich lather gently cleanses hair
- Free of SLS/SLES Sulfates*



BLONDELIFE
Violet Conditioner
for cool, bright blondes
pH 4.5 - 5.5 MWS 150 - 2500

Nourish and neutralize in one brilliant application of **BLONDELIFE** Violet Conditioner, the color-balancing formula that gives cool blonde hair everything it needs - shine, hydration, and protection-while sending brass packing.

- Nourishes and protects fragile blonde hair
- Provides incredible slip and detangling

BLONDELIFE VIOLET SHAMPOO: works in a flash to cleanse and chase away dulling yellow tones for the most perfect cool blonde imaginable.

DIRECTIONS: Apply to wet hair. Lather. Leave in 1-3 minutes. Rinse, and follow with **BLONDELIFE** Violet Conditioner. Use 2-3 times per week to maintain cool tones.

BLONDELIFE VIOLET CONDITIONER: is lightweight enough for frequent use, but takes a heavy hand to those unwanted yellow tones.

DIRECTIONS: Apply to clean, damp hair. Leave 1-3 minutes. Rinse. Use 2/3 times per week.



* SLS/SLES Sulfates = Sodium Lauryl Sulfate and Sodium Laureth Sulfate

** Against combing breakage on damaged hair vs. a non-conditioning shampoo, when used as a system.

*** vs. untreated hair

JOICO

the **joi** of healthy hair



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JOICO - A Division of Henkel AG & Co. KGaA | Henkelstraße 67, 40589 Düsseldorf, Germany



COLOR INTENSITY | KEY POINTS OF DIFFERENCE

How the Color Intensities work:

JOICO Color Intensities exist out of a variety of shades from vibrant to soft and 1 Clear Mixer. All colors are intermixable for endless creative combinations. Formulated with the exclusive Quadramine Complex to leave the hair in superb, shiny and healthy condition and reconstruct as you color.

JOICO Color Intensity:

- An assortment of intermixable semi-permanent shades and 1 Clear Mixer
- Give semi-permanent results that last up to 20 shampoos*
- Deposit-only with variety in strong, heavy and soft, light pigment load for maximum intensity or fashion hues
- With a neutral pH for the ultimate in healthy hair
- No need to mix with developer, use straight from the tube for maximum ease of use
- A 20-minute service with fantastic end results

QUADRAMINE COMPLEX®

Features	Benefits
• Quadramine Complex penetrates deep into the cuticle to repair damage while adding condition, strength and shine • The Quadramine Complex adheres strongly to the hair structure's surface	• Superior penetration of color pigments, keratin protein and conditioners • Reconstructs hair & repairs cuticle • Longer lasting color • Exceptional color results & healthy hair

* Longevity depends on pigment load of the shade, condition of the hair, starting level and home care. Longevity can be anywhere between 8 (light, pastel shades) and 20+ shampoos (bold shades such as Magenta).

PROTECTING OIL & CONDITIONING QUAT SYSTEM

Features	Benefits
• A combination of conditioning agents, Mineral Oil, Kukui Nut Oil and Borage Oil	• Shiny hair • Smooth and soft hair • Easy to comb • Revitalized and more manageable hair

BASIC DIRECT DYES

Features	Benefits
• Positively charged • Strong and heavy dye load • Do not require presence of developer	• Strong adherence to negatively charged cuticle (applied on pre-lightened hair) • Maximum intensity and longevity

CLEAR MIXER

Features	Benefits
• Dilute pigment load when mixing with other Intensity shades	• To create lighter and pastel shades for maximum creativity and client-customization



THE COLOR PALETTE



Color Intensity **Clear**



Color Intensity **Indigo**



Color Intensity **Pink**



Color Intensity **Red**



Color Intensity **Yellow**



Color Intensity **Amethyst Purple**



Color Intensity **Soft Pink**



Color Intensity **Magenta**



Color Intensity **Titanium**



Color Intensity **Light Purple**



Color Intensity **Orchid**



Color Intensity **Sapphire Blue**



Color Intensity **Ruby Red**



Color Intensity **Mermaid Blue**



Color Intensity **True Blue**



Color Intensity **Rose Gold**



Color Intensity **Silver Ice**



Color Intensity **Peri Wink**

COLOR INTENSITY | INSTRUCTIONS FOR USE



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 or 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 shades to clean, dry hair.
- Process for 20 minutes.
- Rinse thoroughly for several minutes (rinsing different shades separately).

Intensity guidelines	
• Maximum	• Use Color Intensity directly from tube (full strength)
• Medium	• 2 parts Color Intensity Shade with 1 part Color Intensity Clear Mixer
• Moderate	• 1 part Color Intensity Shade with 1 or 2 parts Color Intensity Clear Mixer
• Pastel	• Use Color Intensity Clear Mixer as your base. Gradually add your desired Color Intensity Shade and stir until desired shade appears

Note: In stead of using Clear Mixer, use a lighter pastel shade to mix with your Color Intensity shade when more pigment is required then with Clear Mixer.

Removing Intensity shades

Most Color Intensity shades can easily be removed by briefly applying a lightener. You can use VeroLight Powder Lightener or Blonde Life Lightening Powder with 10 or maximum 20 Volume developer (JOICO Developers). Certain shades are very difficult to remove with lightener, especially shades with red tones. Visual timing.

APPLICATIONS

GUIDELINES

- Perform a preliminary patch test before any hair color service.
- Follow Pre- & Post Color Service (see p. 6) depending on the condition of the hair.
When hair is damaged and needs repair, use K-Pak Professional Hair Repair System; when hair needs damage prevention, use Defy Damage.
- For maximum vibrancy, pre-lighten hair. Sometimes prelightening is not required when the hair is light enough. Example: Magenta can perfectly be used on level 7 and lighter.
- Tone the hair if necessary (if hair lifted uneven or when using cool tones afterwards). Find toning examples in table below.
- Always apply to dry hair. When using on damp hair, pigments will be diluted.
- Thicker product-consistency requires application on thin sections at a time. When applying Color Intensity in foils, always go back and check saturation by opening the foils in the opposite direction after finishing initial application.
- Direct dyes cause staining. Wear gloves and be precise with application.
- What you see in the bowl is what you get on the hair (counts for most shades).
- Color Intensity shades are intermixable shades, but keep general color rules in mind.
- Processing time can be varied depending on the desired result. Example: certain pastel shades produce stronger result when left on the hair for the full 20 minutes and can therefore be processed for only 10 minutes.
- When melting two shades together, immediately massage the point where the two colors meet.
For an even result, apply shades in small sections thoroughly saturating hair.
- Do not allow Color Intensity shades opposite each other on the color wheel (complementary colors) to merge into one another; this can create a “brown out” or an undesirable result.
- When doing techniques, do not let Color Intensity and other permanent or demi-permanent colors touch each other. This will create a “brown out”.
- Shades with blue: blue pigments will dominate on the more porous areas.

TIPS

- The ideal prelightening level for each shade is mentioned on each tube.
- Color Intensity is great to use as a top coat to intensify or change the hue of your permanent or demi-permanent color result. For example: After having completed a Vero K-Pak Color 5XR or LumiShine 5RR color application, including post color care and drying, apply Color Intensity Magenta and process for 20 minutes for a deeper red with a beautiful magenta glow.
- Do not use any crème lighteners when using light or pastel shades.
The low pigment in light and pastel shades is not strong enough for deposit after an oil-based lightener. Use powder lighteners.
- Mixtures of any kind of Color Intensity Pink with Yellow will create an orange tone.

Pre-toning for Color Intensity cool shades (violets, cool pastels, grays, greens, blue, etc...)

Blonde life Quick Tone 	Blonde Life Demi Gloss 	LumiShine Liquid 	Vero K-Pak Toner 
Silver, Violet, Mixtures with Clear	10V, 9V, 10SB, 9SB	9SB, 9NV, 9V+Clear, 10SB	TSB, TPB

COLOR
INTENSITY



POST COLOR SERVICES

PRE- & POST COLOR SERVICE

DAMAGE PREVENTION	REPAIR DAMAGED HAIR
Lightening Process	Lightening Process
 Shampoo hair with Defy Damage Detox Shampoo	 Apply Hair Repair System Step 1, 2 & 3
 Apply JOICO Defy Damage KBOND20 Power Masque	
Apply color/toner following prescribed procedure	Apply color/toner following prescribed procedure
 Shampoo hair with Defy Damage Protective Shampoo	 Shampoo hair with K-Pak Color Therapy Shampoo
 Apply JOICO Defy Damage KBOND20 Power Masque	 Apply Hair Repair System Step 2 & 4

Color Intensity must be shampooed from the hair to thoroughly remove excessive direct dyes from the hair immediately after the color service. This will eliminate staining and prevent color bleeding afterwards.

FUNDAMENTAL GUIDELINES

Rinse until the water runs clear. Towel blot.

Tip: Try to use luke-warm cold water, this will aid the longevity by keeping the cuticle as closed as possible .

HOME MAINTENANCE

1. Recommend the Colorful or K-Pak Color Therapy for the client to use as a home maintenance regimen.
Recommend Blonde Life Violet Shampoo to maintain cool blond tones.
2. Inform the client that color molecules need time to bond. The client should avoid shampooing the hair for 24 to 48 hours after the color service to prevent color fading and provide longer-lasting results. The client may rinse/wet the hair, if necessary.
3. Advise Weekend Hair (Dry shampoo) to postpone shampooing for even longer longevity

VERO STAINLESS COLOR STAIN REMOVER:

High-Performance formula effectively removes even the darkest haircolor stains without leaving a “shadow” behind. Pleasantly scented for client comfort. Rinse hairline well after usage.



JOICO
the **joi** of healthy hair



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LUMISHINE®

LUMISHINE® TECHNICAL MANUAL

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DISCOVER LUMISHINE

THE JOI OF HEALTHY COLOR

JOICO LumiShine® Repair+ Color transforms hair from the inside out with breakthrough ArgiPlex Technology™, delivering **healthy-looking, long-lasting color results with up to 2X* more shine + 100% gray coverage.**



LUMISHINE REPAIR+ PERMANENT CRÈME COLOR

- Nourishes and protects hair, sealing in moisture, softness and shine for up to 30 shampoos**
- Delivers exceptional color longevity and vibrancy
- Healthy-looking color results
- 100% gray coverage
- Low-ammonia formula delivers healthy-looking, reliable results
- Optimal viscosity for bowl + brush application usage



LUMISHINE REPAIR+ YOUTHLOCK PERMANENT CRÈME COLOR

- Lock in 100% gray coverage
- Lock in body, movement, and bounce
- Lock in manageability, noticeable smoothness, and increased softness**
- Lock in radiance with up to 2X the shine*
- Lock in hydration and help prevent breakage***
- Helps revitalize strands and lock in the look and feel of younger-looking hair
- Low-ammonia formula delivers healthy-looking, reliable results



LUMI10

- Permanent hair color develops in just 10 minutes
- 100% gray coverage
- Long-lasting color with even coverage
- Delivers up to 2x the shine*
- Reduced breakage*** and 100% replenished and restrengthened hair**
- Leaves strands feeling soft and luminous-looking



LUMISHINE REPAIR+ DEMI-PERMANENT LIQUID COLOR

- Up to 2x shinier hair*
- Ammonia-free, pH-balanced formula
- Ideal viscosity for drip-free bottle application
- Versatile formula corrects, glazes, glosses, and blends gray

* Vs. untreated hair

** With JOICO K-Pak Color Therapy regimen

*** Combing breakage on damaged hair with K-PAK Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo



All LumiShine color lines are mixed in a 1:1 ratio

LUMISHINE®

BREAKTHROUGH TECHNOLOGY & PERFORMANCE



ArgiPlex Technology fuses the power of three proven, advanced complexes to repair hair damage and lock in exceptional color longevity, vibrancy and shine.

- 1: Bond Building Arginine:** unlike traditional haircolor, which depletes this vital amino acid from hair, LumiShine replenishes Arginine 100%. The result: hair is instantly restrengthened and breakage is reduced.*
- 2: Signature Conditioner:** this conditioning shield surrounds the hair shaft to nourish and protect color-treated hair for up to 30 shampoos**, sealing in moisture, softness and unprecedented shine.
- 3: Quadramine Complex®:** our exclusive blend of low molecular weight and size proteins (MWS 150-2500), that you can find in ALL our joicolor products, adhere quickly and effectively to ensure maximum protection and reconstruction from the cuticle to the cortex, guaranteeing healthier-looking hair after each color service.

ULTIMATE CLIENT COMFORT

LumiShine features breakthrough **Gentle Fresh Fragrance** technology, a patented combination of molecules that neutralize airborne ammonia and envelop your color service in fresh, calming notes of bergamot, iris and sandalwood.

VERSATILE PALETTE

A full spectrum of perfectly balanced, pre-blended shades allows you to deliver straight-from-the-tube (or bottle) color perfection.

EASY AS 1-2-3

With the variety of a Permanent Crème Color and Demi-Permanent Liquid which can be used as a dual system (permanent root color and demi-permanent color length and ends), simple 1-to-1 mixing, gentle formulas, instantly healthy results and a streamlined 3-step color service, LumiShine provides stylists with an easy color solution for every salon service and every hair type. A 10-min gray coverage color makes it even easier to achieve the results you want and with the anti-aging color you can cater to all target groups in the salon.

* Combing breakage on damaged hair with K-PAK Color Therapy Shampoo and Conditioner vs. non-conditioning shampoo

** With JOICO K-Pak Color Therapy regimen

HAIR COLOR BASICS

UNDERSTANDING HAIRCOLOR CATEGORIES

PERMANENT HAIRCOLOR

- Lightens, darkens, or adds/changes tones
- Lifts natural pigment and deposits artificial pigment
- Covers gray
- Penetrates fully into the cortex
- Mixed with developer

DEMI-PERMANENT HAIRCOLOR

- Demi-Permanent Liquid Color gives more translucent deposit
- No-lift, deposit only
- Lasts 4 to 6 weeks (10-15 shampoos) depending on hair porosity
- Blends gray
- Penetrates the cortex slightly
- Mixed with low-volume developer

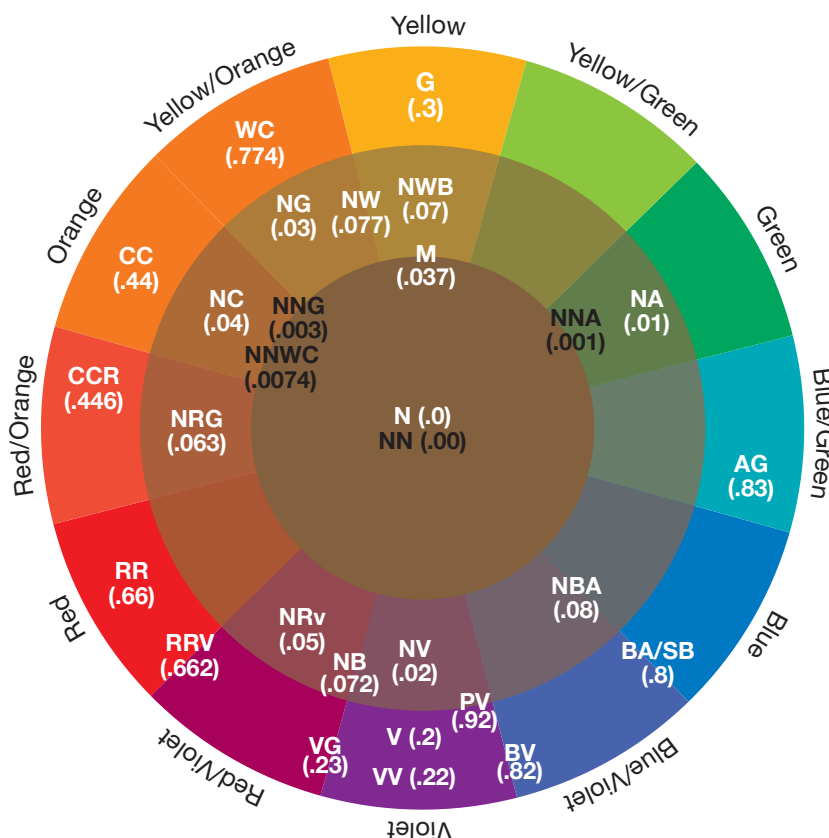
The primary difference between demi-permanent and permanent haircolor is permanent color's ability to lift the pigment in natural hair.

HOW TO USE THE COLOR WHEEL

The Laws of Color state that every color imaginable can be formed by mixing the three primary colors yellow, red and blue.

Mixing the three primary colors together with specific proportions creates brown.

- Natural hair contains all three primary colors. The primaries are present in varying amounts creating lighter to darker shades of haircolor.
- To refine (neutralize) a color, use its direct OPPOSITE on the Color Wheel. Refinement is commonly known as neutralizing color. For example, use a blue-based shade to neutralize a brassy-orange tone.



* Please note: Not all shades are available in all categories. For accurate color/shade availability per category, please refer to the shade chart on the pages 20-26.

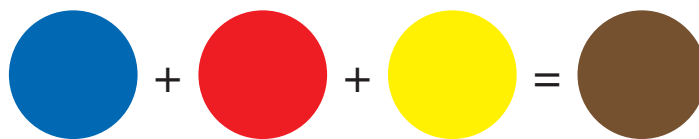
THE LAWS OF HAIRCOLOR

Haircolor is based on the laws of color, which revolve around the interactions of the primary colors red, yellow and blue.

PRIMARY COLOR

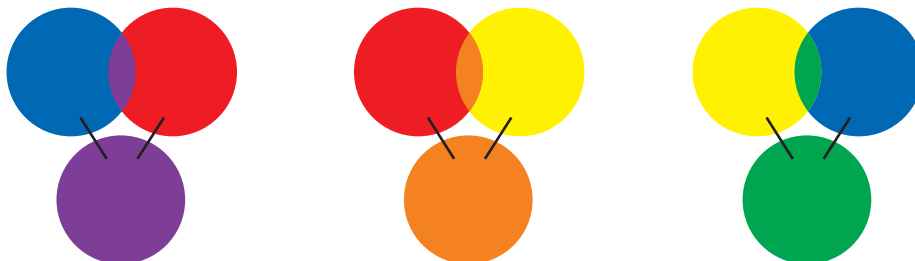
Mixing primary colors creates a "browning out" effect, resulting in natural brown without coolness or warmth.

NOTE: Brown is the basic color of all naturally pigmented hair - from darkest to lightest variations.



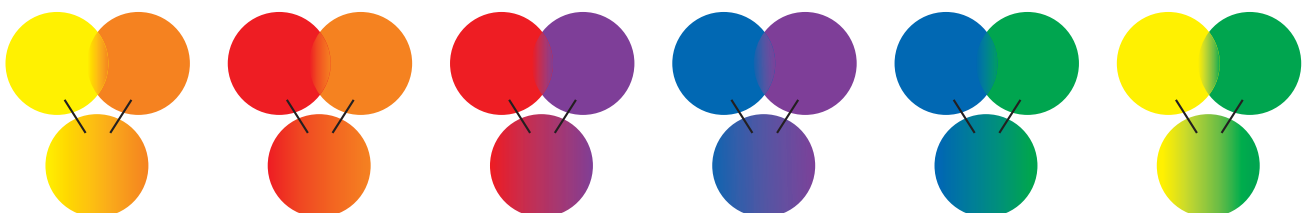
TWO PRIMARIES CREATE A SECONDARY COLOR

Two primaries mixed together in equal proportion create a secondary color.



CREATING TERTIARY COLOR

Mixing a primary and a neighboring secondary in equal proportion creates a tertiary color.



UNDERSTANDING UNDERLYING PIGMENT

When lightening the hair with a lightener or lifting the hair with permanent color natural pigment is lifted out of the hair. The remaining tone is referred to as hair's underlying pigment. When both lifting and depositing haircolor, the end result is a combination of the natural hair's underlying pigment PLUS the deposited tones.

Natural Hair's Underlying Pigment + Deposited Tone = Final Color Result

The chart below shows the underlying pigment at each level of lift and the corrective/neutralizing tone.

You can either refine or enhance the underlying pigment by choosing shades opposite (refine) or adjacent (enhance) on the color wheel. For example, to refine an orange tone, use a blue-based shade to "correct" for a neutralized result.

LEVEL NUMBER	LEVEL DESCRIPTION	UNDERLYING PIGMENT	CORRECTIVE
11	Palest Blonde	Yellow/White	Pale Violet
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	

LUMISHINE®

LUMISHINE SYSTEM

LUMISHINE LEVEL SYSTEM

LumiShine is based on a global level system ranging from 1-10, with 1 being the darkest (Black) and 10 being the lightest (Lightest Blonde).

LUMISHINE TONAL LETTER AND NUMBER SYSTEM

LumiShine uses a Tonal Letter System to identify the predominate tone in each shade.

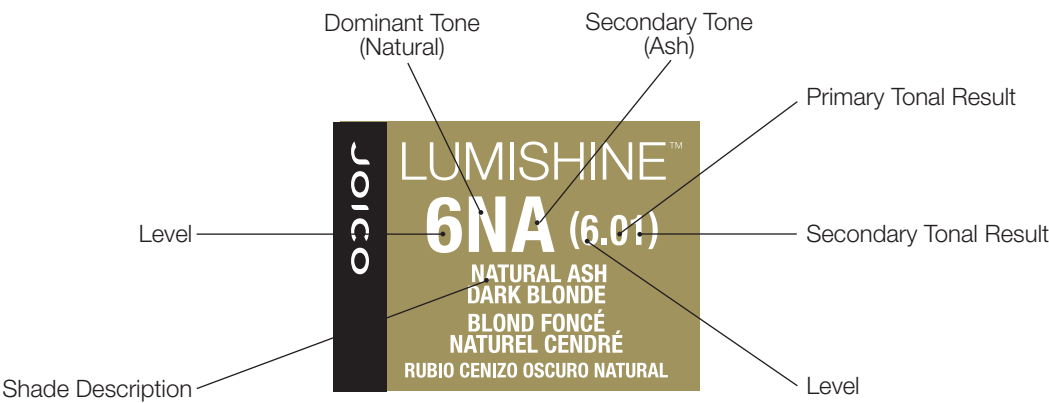
- First Letter = Dominant Tone
- Second Letter = Secondary Tone

LumiShine also uses the Global Tonal Number Key System to identify each tone.

tone	number
Natural	0
Ash	1
Violet	2
Gold	3
Copper	4
Red Violet	5
Red	6
Warm Beige	7
Blue Ash /Silver Blue	8
Platinum	9

LUMISHINE LABELLING

In this example, the Level is 6 (Dark Blonde) and the tone is described as Natural Ash (.01). Natural is the dominant tone and Ash is the secondary tone.



LUMISHINE SHADE FAMILY DESCRIPTIONS

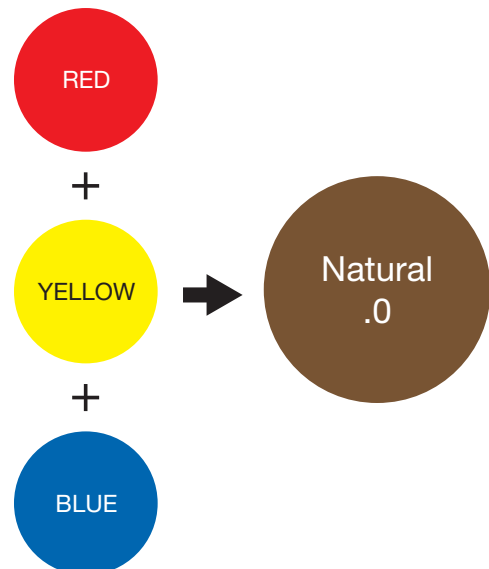
TONAL FAMILIES		
Natural	N	.0
Natural Natural	NN	.00
Natural Ash	NA	.01
Natural Natural Ash	NNA	.001
Natural Violet	NV	.02
Natural Beige	NB	.072
Mocha	M	.037
Natural Warm Beige	NWB	.07
Natural Warm	NW	.077
Natural Natural Warm Copper	NNWC	.0074
Natural Gold	NG	.03
Natural Natural Gold	NNG	.003
Gold	G	.3
Natural Copper	NC	.04
Copper	CC	.44
Warm Copper	WC	.774
Natural Red Gold	NRG	.063
Copper Copper Red	CCR	.446
Red	RR	.66
Natural Red Violet	NRV	.05
Red Red Violet	RRV	.662
Violet	V	.2
Violet Violet	VV	.22
Violet Gold	VG	.23
Natural Blue Ash	NBA	.08
Platinum Violet	PV	.92
Blue Violet	BV	.82
Blue Ash/Silver Blue	BA/SB	.8
Ash Gold	AG	.83

LUMISHINE®

INDIVIDUAL LUMISHINE SHADES & OVERVIEW

N NATURAL (.0)

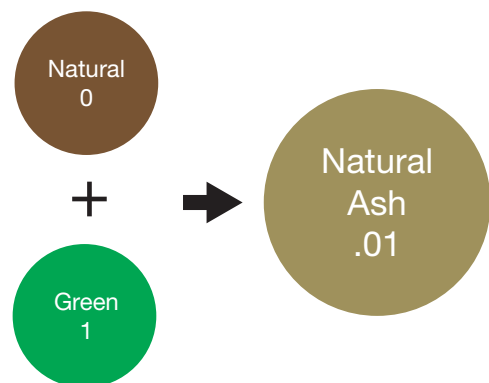
A combination of red, yellow and blue tones that create perfectly balanced, natural blonde and brown results at each level. Can be mixed with other tones to soften or subdue any haircolor result. Can be added to copper/red/violet formulas to achieve balanced gray coverage. Can also be used alone for 100% gray coverage.



This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color, and Lumi10.

NA NATURAL ASH (.01)

Natural base tones combined with a cool ash (green) undertone to counterbalance warmth, while still delivering cool brunette and blonde results. Covers gray naturally.

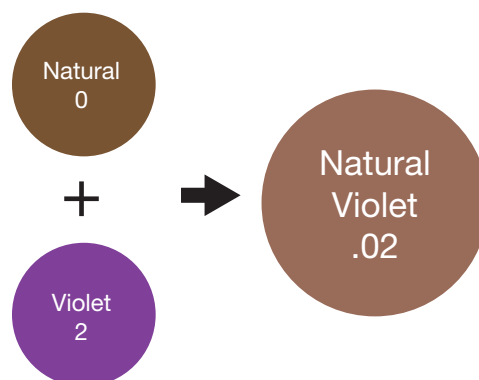


This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color, and Lumi10.

NV NATURAL VIOLET (.02)

Natural base tones combined with violet tones, resulting in rich, smoky, cool blondes and brunettes. Covers gray naturally.

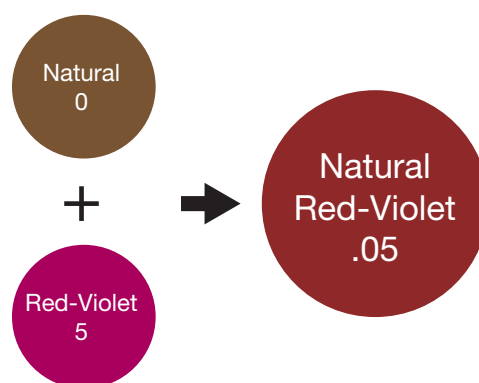
This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color and Lumi10.



NRv NATURAL RED VIOLET (.05)

Natural base tones combined with red (predominate tone) and cool violet (secondary tone), creating a perfect cool red-brown result. Covers gray naturally.

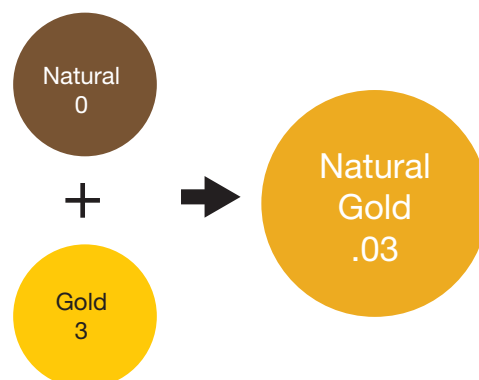
This shade family is available in Permanent Crème Color.



NG NATURAL GOLD (.03)

Natural base tones combined with gold tones for stunning golden blondes and brunettes. Covers gray naturally.

This shade family is available in Permanent Crème Color, Demi-Permanent Liquid Color and Lumi10.

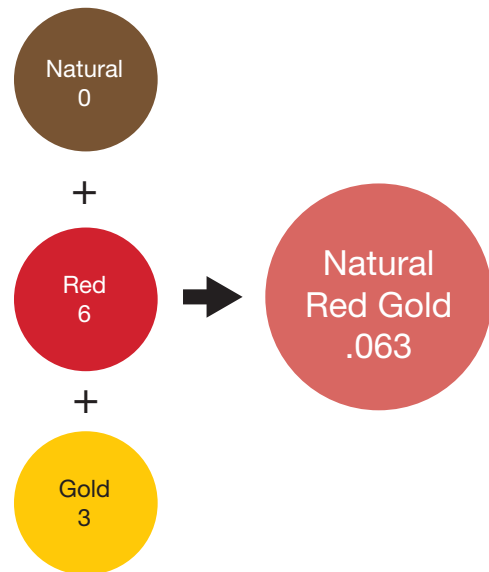


LUMISHINE®

NRG NATURAL RED GOLD (.063)

Pre-mix of Natural, Red and Gold for beautiful red golden shades.
Covers gray naturally.

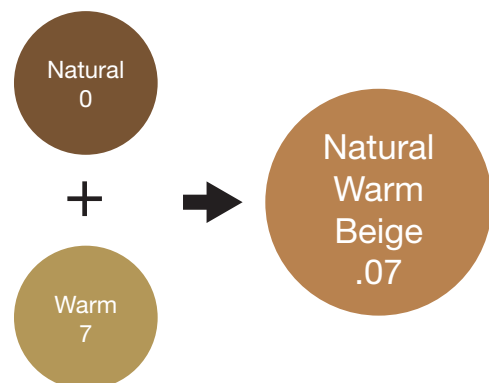
This shade family is available in Permanent Crème Color.



NWB NATURAL WARM BEIGE (.07)

Natural base tones combined with warm beige tones,
resulting in soft, caramel-beige blonde and brunette shades.
Covers gray naturally.

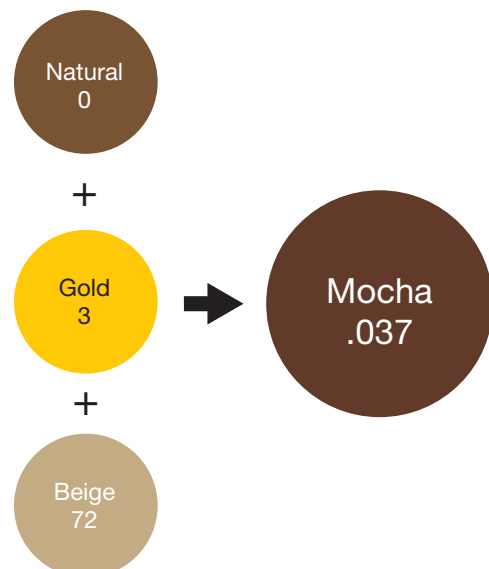
This shade family is available in Permanent Crème Color, Lumi10 and
Demi-Permanent Liquid Color.



M MOCHA (.037)

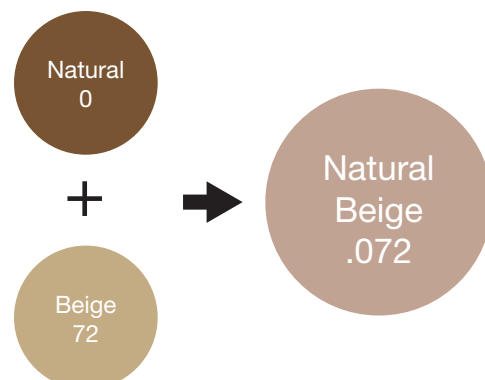
A balanced mix of natural and rich, warm chocolate-brown
hues adds dimension to brunette hair and helps achieve
caramel mocha to mocha latte hues while covering gray.

This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.



NB NATURAL BEIGE (.072)

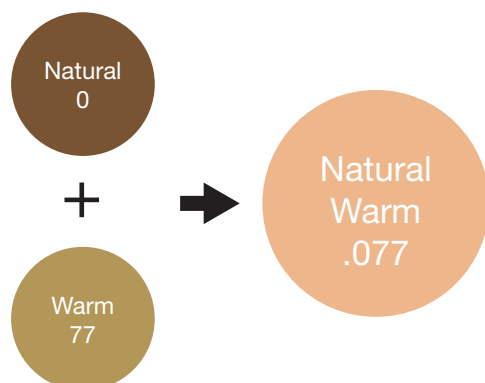
Natural base tones combined with beige tones, resulting in soft beige-blond and brunette shades.



This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

NW NATURAL WARM (.077)

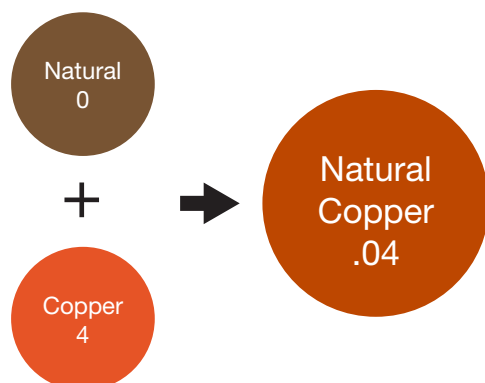
Natural base tones combined with warm tones that mingle warmth with luminous nude tones. Covers gray naturally.



This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

NC NATURAL COPPER (.04)

Natural base tones combined with spicy copper tones, resulting in stunning copper-blond and deep copper shades. Covers gray naturally.

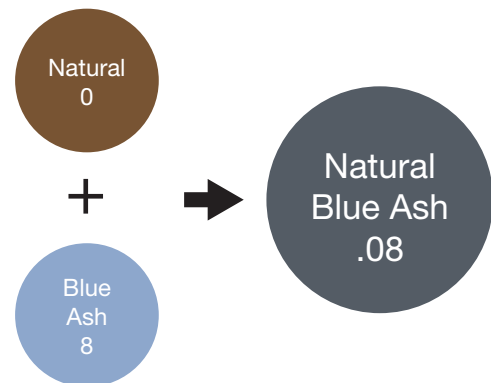


This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

LUMISHINE®

NBA NATURAL BLUE ASH (.08)

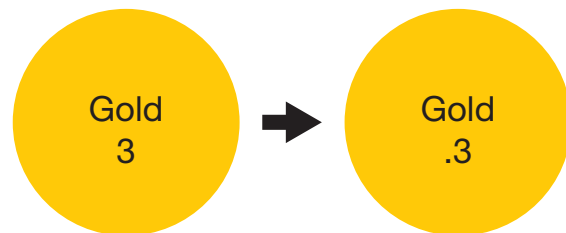
Natural Base tones combined with blue ash tones to neutralize unwanted warmth and cover gray at the same time.



This shade family is available in Permanent Crème Color and Lumi10.

G GOLD (.3)

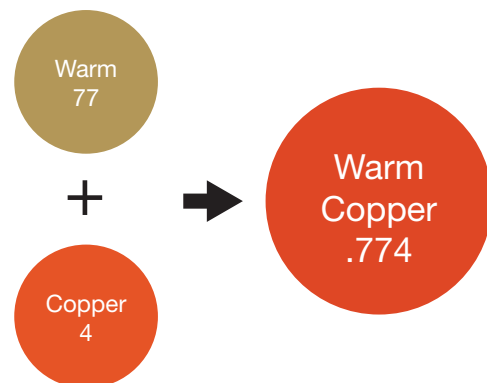
Pure gold tones, resulting in warm golden blonde and brunette shades.



This shade family is available in LumiShine Demi-Permanent Liquid Color.

WC WARM COPPER (.774)

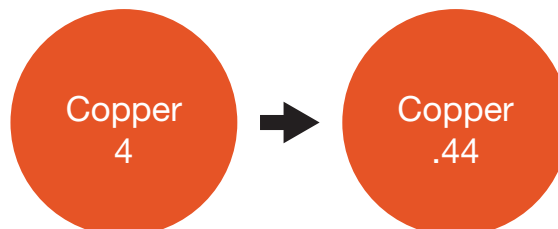
Warm Copper tones, resulting in warm copper blonde and brunette shades.



This shade family is available in LumiShine Demi-Permanent Liquid Color.

CC COPPER (.44)

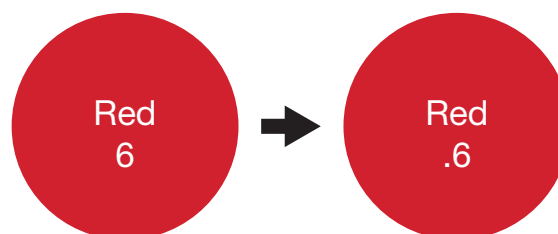
Vivid shades designed with pure copper tones that do not have a natural base.



This shade family is available in Permanent Crème Color.

RR RED (.66)

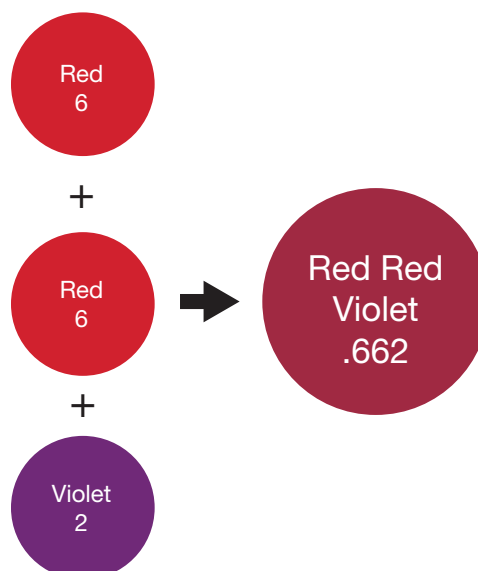
Rich shades designed with red tones that do not have a natural base.



This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

RRV RED RED VIOLET (.662)

Intense, rich red-violet shades for a luxurious redplum/-crimson result. Contains no background (natural) pigment.

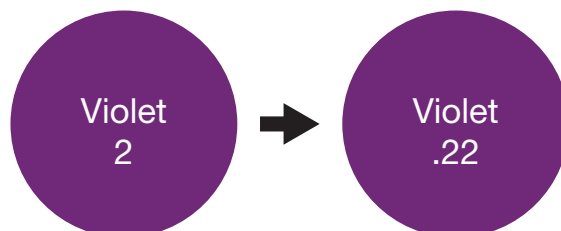


This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

LUMISHINE®

VV VIOLET (.22)

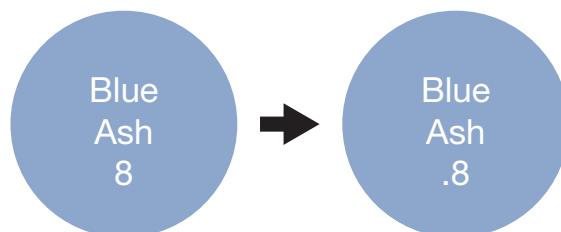
Vibrant shades with violet tones that do not have a natural base.



This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

BA BLUE ASH (.8)

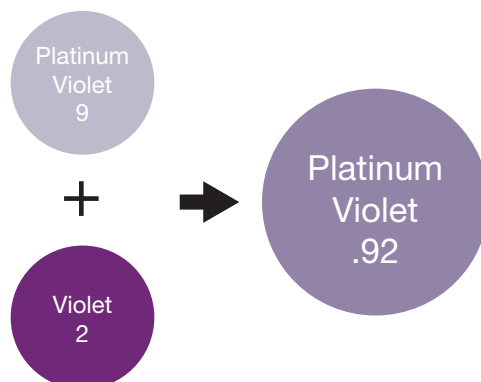
Gray-blue tones created without a natural base for the ultimate neutralization of unwanted warmth while lifting or neutralizing brassy fadeage.



This shade family is available in Permanent Crème Color and Demi-Permanent Liquid Color.

PV PLATINUM VIOLET (.92)

Ideal for platinum blonde clients who don't want to see any yellow or warmth come through.

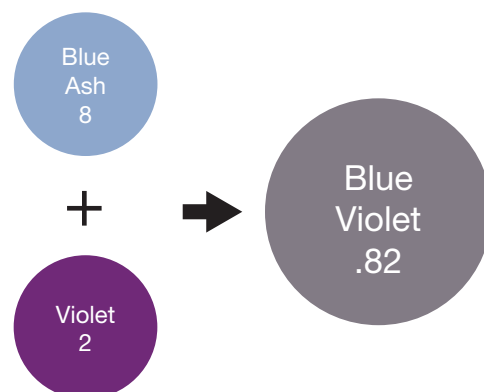


This shade family is available in LumiShine Demi-Permanent Liquid Color.

BV BLUE VIOLET (.82)

Ideal for creating cool, pearl blonde results on lighter tones. They are also a strong brass-fighter on dark blondes when orange/yellow undertones are not desired.

This shade family is available in LumiShine Demi-Permanent Liquid Color.



VG VIOLET GOLD (.23)

The violet tone allows for maximum refinement of unwanted yellow, while the gold tone helps add reflection. Ideal for neutral blonde results.

This shade family is available in LumiShine Demi-Permanent Liquid Color.



AG ASH GOLD (.83)

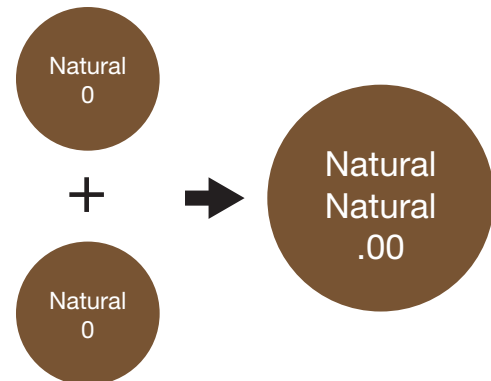
Ash Gold neutralizes unwanted warmth with a soft blue ash tone while allowing a gentle warmth to remain for a balanced result.

This shade family is available in LumiShine Demi-Permanent Liquid Color.



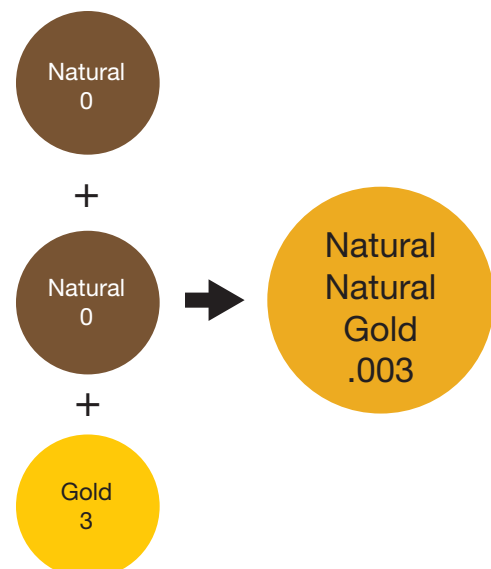
NN NATURAL NATURAL (.00)

Feature increased opacity for natural, balanced, and complete gray coverage.



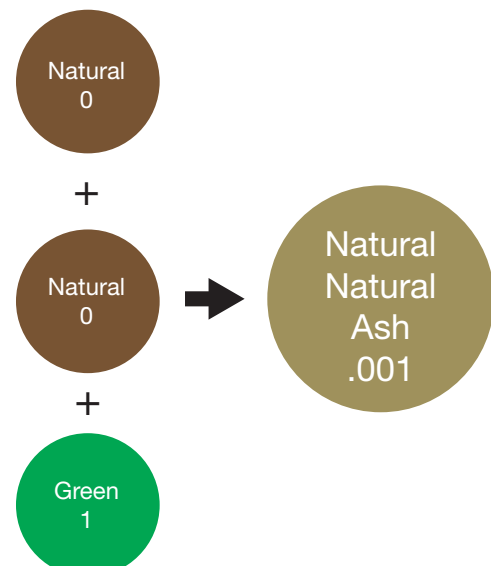
NNG NATURAL NATURAL GOLD (.003)

Feature a natural base with warm gold undertones and increased opacity for complete gray coverage.



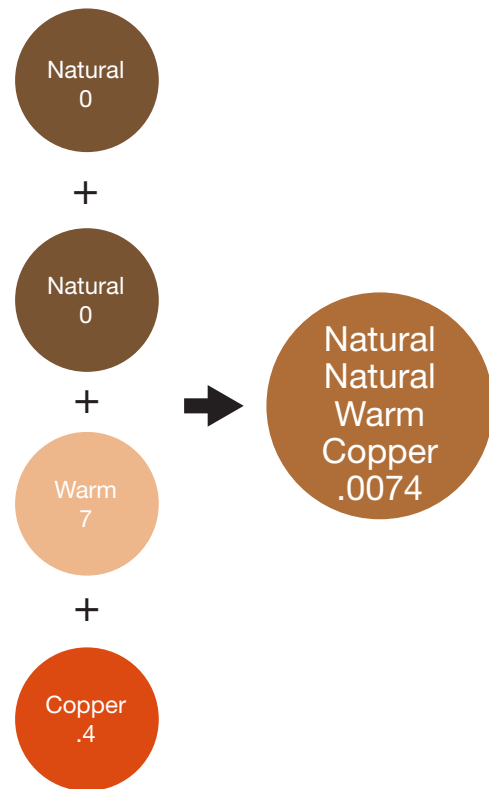
NNA NATURAL NATURAL ASH (.001)

Feature natural base tones combined with cool ash undertones to counterbalance warmth, while also featuring increased opacity for complete coverage.



NNWC NATURAL NATURAL WARM COPPER (.0074)

Natural Natural Warm Copper shades feature a natural tone with warm copper undertones. Increased opacity for complete gray coverage.



LUMISHINE®

PERMANENT CRÈME COLOR SHADE CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NBA NATURAL BLUE ASH (.08)	NWB NATURAL WARM BEIGE (.07)	NW NATURAL WARM (.077)	NB NATURAL BEIGE (.072)	M MOCHA (.037)	NG NATURAL GOLD (.03)	NRG NATURAL RED GOLD (.063)
10 Lightest Blonde	10N / 10.0			10NWB / 10.07		10NB / 10.072		10NG / 10.03	
9 Light Blonde	9N / 9.0	9NA / 9.01		9NWB / 9.07		9NB / 9.072		9NG / 9.03	
8 Blonde	8N / 8.0	8NA / 8.01	8NBA / 8.08	8NWB / 8.07				8NG / 8.03	8NRG / 8.063
7 Medium Blonde	7N / 7.0	7NA / 7.01	7NBA / 7.08	7NWB / 7.07	7NW / 7.077	7NB / 7.072		7NG / 7.03	7NRG / 7.063
6 Dark Blonde	6N / 6.0	6NA / 6.01	6NBA / 6.08	6NWB / 6.07	6NW / 6.077	6NB / 6.072	6M / 6.037	6NG / 6.03	6NRG / 6.063
5 Light Brown	5N / 5.0	5NA / 5.01	5NBA / 5.08	5NWB / 5.07	5NW / 5.077	5NB / 5.072	5M / 5.037		5NRG / 5.063
4 Medium Brown	4N / 4.0	4NA / 4.01			4NW / 4.077			4NG / 4.03	
3 Dark Brown	3N / 3.0	3NA / 3.01					3M / 3.037		
2 Darkest Brown									
1 Black	1N / 1.0								

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.

* Recommended for use on Level 5 and darker hair.





J5 FADE-RESISTANT							
NC NATURAL COPPER (.04)	NRV NATURAL RED VIOLET (.05)	NV NATURAL VIOLET (.02)	CC COPPER (.44)	RR RED RED (.66)	RRV RED RED VIOLET (.662)	VV VIOLET (.22)	BA BLUE ASH (.8)
		10NV / 10.02					10BA / 10.8
9NC / 9.04		9NV / 9.02					9BA / 9.8
8NC / 8.04							
7NC / 7.04		7NV / 7.02	7CC / 7.44				7BA / 7.8
6NC / 6.04	6NRv / 6.05	6NV / 6.02	6CC / 6.44	6RR / 6.66	6RRV / 6.662		6BA / 6.8
5NC / 5.04	5NRv / 5.05	5NV / 5.02		5RR / 5.66			5BA / 5.8
					4RRV / 4.662	4VV / 4.22	
				3RR / 3.66		3VV / 3.22	

PERMANENT CRÈME COLOR HIGH LIFT



XLN / XL.0



XLA / XL.1

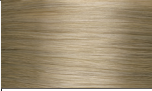
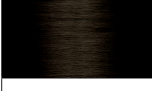


XLAA / XL.11*

LUMISHINE® YOUTH²LOCK

PERMANENT CRÈME COLOR SHADE CHART



	NN NATURAL NATURAL (.00)	NNA NATURAL NATURAL ASH (.001)	NNG NATURAL NATURAL GOLD (.003)	NNWC NATURAL NATURAL WARM COPPER (.0074)
10 Lightest Blonde	 10NN / 10.00			
9 Light Blonde	 9NN / 9.00	 9NNA / 9.001	 9NNG / 9.003	
8 Blonde	 8NN / 8.00		 8NNG / 8.003	
7 Medium Blonde	 7NN / 7.00	 7NNA / 7.001	 7NNG / 7.003	 7NNWC / .0074
6 Dark Blonde	 6NN / 6.00	 6NNA / 6.001	 6NNG / 6.003	 6NNWC / .0074
5 Light Brown	 5NN / 5.00	 5NNA / 5.001	 5NNG / 5.003	 5NNWC / .0074
4 Medium Brown	 4NN / 4.00			
3 Dark Brown		 3NNA / 3.001		
2 Darkest Brown	 2NN / 2.00			
1 Black				

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

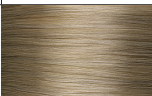
Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.



LUMISHINE® LUMI10™

PERMANENT CRÈME COLOR SHADE CHART



	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NG NATURAL GOLD (.03)	NV NATURAL VIOLET (.02)	NBA NATURAL BLUE ASH (.08)
10 Lightest Blonde	 10N / 10.0					
9 Light Blonde					 9NV / 9.02	
8 Blonde	 8N / 8.0	 8NA / 8.01	 8NWB / 8.07	 8NG / 8.03		
7 Medium Blonde	 7N / 7.0	 7NA / 7.01	 7NWB / 7.07		 7NV / 7.02	
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NG / 6.03		 6NBA / 6.08
5 Light Brown	 5N / 5.0		 5NWB / 5.07			 5NBA / 5.08
4 Medium Brown	 4N / 4.0					
3 Dark Brown	 3N / 3.0					
2 Darkest Brown						
1 Black	 1N / 1.0					

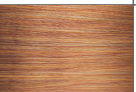
EASY 1:1 MIXING RATIO FOR ALL FORMULAS

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.



LUMISHINE®

DEMI-PERMANENT LIQUID COLOR SHADE CHART

	N NATURAL (.0)	NA NATURAL ASH (.01)	NWB NATURAL WARM BEIGE (.07)	NB NATURAL BEIGE (.072)	M MOCHA (.037)	NG NATURAL GOLD (.03)	NC NATURAL COPPER (.04)	NV NATURAL VIOLET (.02)	G GOLD (.3)	WC WARM COPPER (.774)
10 Lightest Blonde	 10N / 10.0					 10NG / 10.03				
9 Light Blonde		 9NA / 9.01	 9NWB / 9.07	 9NB / 9.072				 9NV / 9.02	 9G / 9.3	
8 Blonde	 8N / 8.0	 8NA / 8.01				 8NG / 8.03	 8NC / 8.04			
7 Medium Blonde			 7NWB / 7.07	 7NB / 7.072	 7M / 7.037		 7NC / 7.04		 7G / 7.3	 7WC / 7.774
6 Dark Blonde	 6N / 6.0	 6NA / 6.01	 6NWB / 6.07	 6NB / 6.072	 6M / 6.037	 6NG / 6.03	 6NC / 6.04			 6WC / 6.774
5 Light Brown	 5N / 5.0	 5NA / 5.01			 5M / 5.037					 5WC / 5.774
4 Medium Brown			 4NWB / 4.07		 4M / 4.037					
3 Dark Brown	 3N / 3.0									
2 Darkest Brown										
1 Black										

EASY 1:1 MIXING RATIO FOR ALL FORMULAS

Swatch colors in this chart are shown on 100% white hair and for representative use only. Actual results may vary.





J5 FADE-RESISTANT									
CCR COPPER COPPER RED (.446)	RR RED RED (.66)	RRV RED RED VIOLET (.66)	VG VIOLET GOLD (.23)	PV PLATINUM VIOLET (.92)	V VIOLET (.2)	BV BLUE VIOLET (.82)	SB SILVER BLUE (.8)	AG ASH GOLD (.83)	CLEAR
			10VG / 10.23	10PV / 10.92	10V / 10.2*	10BV / 10.82	10SB / 10.8	10AG / 10.83	CLEAR
			9VG / 9.23	9PV / 9.92	9V / 9.2	9BV / 9.82	9SB / 9.8	9AG / 9.83	
	8RR / 8.66		8VG / 8.23	8PV / 8.92					
					7V / 7.2	7BV / 7.82	7SB / 7.8	7AG / 7.83	
6CCR / 6.446							6SB / 6.8		
		5RRV / 5.66							
	4RR / 4.66						4SB / 4.8*		
							1BS / 1.8		



LUMISHINE REPAIR+ PERMANENT CRÈME COLOR



BASIC USAGE RULES & LEVELS OF LIFT

DEVELOPER	USAGE	PROCESSING TIME
 10 Volume (3%) + LumiShine Permanent Crème Color	Tone on tone. Going darker.	 35 minutes. Do not use heat.
 20 Volume (6%) + LumiShine Permanent Crème Color	1 Level of lift. Gray coverage.	 35 minutes. Do not use heat.  45 minutes for gray coverage. Do not use heat.
 30 Volume (9%) + LumiShine Permanent Crème Color	2 Levels of lift.	 35 minutes. Do not use heat.
 40 Volume (12%) + LumiShine Permanent Crème Color	3 Levels of lift. 4 Levels of lift with High-Lift "XL" shades	 35 minutes. Do not use heat.  Up to 60 minutes for High Lift "XL" shades. Do not use heat.

GRAY COVERAGE GUIDE

SHADE	FULL COVERAGE ON 25%-50% GRAY HAIR	FULL COVERAGE ON 50%-75% GRAY HAIR	FULL COVERAGE ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural	✓	✓	✓	 20 volume (6%)	 45 minutes at room temperature
Natural Ash					
Natural Warm Beige					
Natural Warm					
Natural Violet	✓	✓	Add 25% Natural (.0) to formula		
Natural Gold					
Natural Beige					
Natural Blue Ash					
Mocha					
Natural Red Gold					
Natural Copper					
Natural Red Violet					
Violet	Add 25% Natural (.0) to formula	Add 50% Natural (.0) to formula	Add 75% Natural (.0) to formula		
Copper					
Red					
Blue Ash					

Note: Add more N to your formula when you want more depth or more opaque gray coverage results

HIGH LIFT “XL” SHADE DESCRIPTIONS & SUGGESTED SERVICE APPLICATIONS

HIGH LIFT “XL” SHADE	DESCRIPTION	SERVICE APPLICATION
XLN (XL.0) Xtra Lift Natural	Xtra Lift Natural (Natural base) results in natural-looking, perfectly balanced blondes.	Designed for blonding, XL shades are excellent for up to 4 levels of lift on Levels 6 and lighter.
XLA (XL.1) Xtra Lift Ash	Xtra Lift Ash (Green/Blue base) results in cool blonde shades.	* Not designed for gray coverage. * If used on a natural levels darker than 6, results will be warm.
XLAA (XL.11) Xtra Lift Double Ash	Xtra Lift Double Ash (Green/Blue base) results in extra refinement of underlying pigment when lifting from a Level 5 or darker.	A special blonding tool with a double cool tone base designed for lifting four levels on natural Level 5 and darker hair for caramel to golden end results. * Not designed for gray coverage. * Not designed for use on Levels 6 and lighter.

PERMANENT COLOR FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 4	0	Level 6 Cool Dark Blonde	60 ml LumiShine Permanent Crème Color 6NA (6.01) + 60 ml 30 volume LumiShine Developer	Process for 35 minutes at room temperature
Level 5	50%	Level 6 Natural Dark Blonde	60 ml LumiShine Permanent Crème Color 6N (6.0) + 60 ml 20 volume LumiShine Developer	Process for 45 minutes at room temperature
Level 4	0	Level 6 Copper Red Dark Blonde	60 ml LumiShine Permanent Crème Color 6CC (6.44) + 60 ml 30 volume LumiShine Developer	Process for 35 minutes at room temperature
Level 5	50%	Level 6 Copper Red Dark Blonde	60 ml LumiShine Permanent Crème Color 6NC (6.04) + 60 ml 20 volume LumiShine Developer Note: 6NC (6.04) was chosen due to the presence of gray hair.	Process for 45 minutes at room temperature
Level 5	75%	Level 6 Copper Red Dark Blonde	45 ml LumiShine Permanent Crème Color 6NC (6.04) + 15 ml LumiShine Permanent Crème Color 6N (6.0) + 60 ml 20 volume LumiShine Developer.	Process for 45 minutes at room temperature

XL SHADE FORMULATION EXAMPLES

NATURAL LEVEL	GRAY %	DESIRED RESULT	FORMULA	TIMING
Level 7	0	Level 10 Natural Lightest Blonde	60 ml LumiShine Permanent Crème Color XLN (XL.0) + 60 ml 40 volume LumiShine Developer	Process for 60 minutes at room temperature
Level 3	0	Level 7 Natural Medium Blonde	60 ml LumiShine Permanent Crème Color XLAA (XL.11) + 60 ml 40 volume LumiShine Developer Note: XLAA (XL.11) was chosen due to the darker Level 3; XLAA should not be used on Levels 6 and lighter.	Process up to 60 minutes at room temperature

HOW TO APPLY THE PERMANENT COLOR

Virgin application:

- Going darker: apply from scalp to ends
- Going lighter: use a shifting technique (higher volume on lengths and ends)

Retouch application:

- Apply at root area and emulsify through lengths and ends during the last 5-10 minutes or at the basin depending on fadage

VERSATILITY

Enhance the versatility of your LumiShine palette by blending LumiShine Permanent Crème Color with LumiShine 5 Volume Developer for deposit-only, demi-permanent results. This guideline can also be used for gray-blending results.

TIMING: Mix at a 1:1 ratio and process for up to 20 minutes, based on the desired opacity. A shorter processing time will produce softer, less intense results. A longer processing time will deliver more intense, longer-lasting color. DO NOT USE HEAT.

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LUMISHINE YOUTHLOCK REPAIR+ PERMANENT CRÈME COLOR



BASIC USAGE RULES

Mixing Instructions:

- LumiShine YouthLock Permanent Crème Color is mixed 1:1 (equal parts color and 20 Volume LumiShine Developer)
- Apply with a bowl and brush.
- Process for 45 minutes for gray coverage.

Mixing Ratio



Processing Time



GRAY COVERAGE GUIDE

SHADE	GRAY COVERAGE ON 25% GRAY HAIR	GRAY COVERAGE ON 50% GRAY HAIR	GRAY COVERAGE ON 75%-100% GRAY HAIR	DEVELOPER	TIMING
Natural Natural	100%	100%	100%	 20 Volume (6%)	 45 minutes at room temperature
Natural Natural Ash					
Natural Natural Gold					
Natural Natural Warm Copper					

Note: You can always add YouthLock NN to any of your YouthLock formulas for increased opacity.

FIRST TIME LUMISHINE YOUTHLOCK PERMANENT CRÈME COLOR APPLICATION:

Example: client is 100% gray; wish is 8NNA
Root area: LumiShine YouthLock Permanent Crème Color 8NNA + LumiShine Crème Developer 20 Volume (6%)
Lengths & Ends: LumiShine YouthLock Permanent Crème Color 9NNA + LumiShine Crème Developer 20 Volume (6%)
Timing = 45 minutes

Note: Due to the double concentration of Natural pigment we recommend to use one level lighter on lengths and ends to avoid darker lengths and ends due to over-deposit.

REGROWTH LUMISHINE YOUTHLOCK PERMANENT CRÈME COLOR APPLICATION:

Example: client is 100% gray; wish is 8NNA
Root area: LumiShine YouthLock Permanent Crème Color 8NNA + LumiShine Crème Developer 20 Volume (6%) – start timing 45 min. Typically, due to technology and change of the hair structure, longevity with LumiShine YouthLock Permanent Crème Color will be very good and lengths and ends will only need a short 5 minute emulsification at the end of the processing time.

When lengths and ends are more faded apply 1 level lighter (in this case 9NNA) with 20 volume on lengths and ends for 45 minutes or less (typically 20 minutes) depending on the degree of fade.

Note: if lengths and ends are porous and already matte, consider mixing the Lengths & Ends formula with a LumiShine YouthLock Permanent Crème Color shade without ash.

LUMI10 100% GRAY COVERAGE PERMANENT CRÈME COLOR



BASIC USAGE RULES

DEVELOPER	USAGE	PROCESSING TIME
Mixing Ratio  22 Volume (6.6%) Lumi10 Accelerator + Lumi10 Permanent Creme Color	• Gray coverage • Root stretches/ Shadow roots • Color change on short hair (up to 2 levels of lift) • Men • Color refresh for time-restrained clients • Clients arriving late for their appointment • Walk in clients • Quick regrowth touch-ups at the hairline in between color appointments • Add on service for cutting or blowdry appointment	  If lengths and ends need a refresh, emulsify LUMI10 root color onto lengths and ends right before rinsing during the emulsification process.

NOTE: To ensure 100% gray coverage in 10 minutes, it is not recommended to use another volume developer.

TIPS

- Formulate 1 level lighter on hair that is not gray!
- On clients with a lot of hair to compensate for longer application time:
 - Formulate 1 level lighter on the area where the application starts
 - Use target formula where the application ends
- On gray coverage clients – a regular LumiShine application every now and then will be beneficial
- When lift is desired: example
- Use Lumi10 shade level 8 on a natural base 6 to get lift (otherwise results will look darker)

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LUMISHINE REPAIR+ DEMI-PERMANENT LIQUID COLOR



BASIC USAGE RULES

DEVELOPER	USAGE	PROCESSING TIME
 5 Volume (1.5%) + LumiShine Demi-Permanent Liquid Color	No lift. Deposit only.	 5 to 35 minutes depending on desired result. Process at room temperature or with heat.

DEMI-PERMANENT LIQUID COLOR SERVICE APPLICATIONS

SERVICE	APPLICATION	PROCESSING TIME	PROCESSING
Virgin Application	Apply to roots and ends, or depending on porosity on scalp area first, in thin, even sections. Work color through the hair lengths for the last 10-20 minutes.	Up to 35 minutes	Room Temperature
Haircolor Retouch	Apply to scalp area first, in thin, even sections. Work color through the hair lengths for the last 5-10 minutes.	Up to 35 minutes	Room Temperature
Toning prelightened hair	Apply at scalp area in thin, 3 mm sections (up to 2 cm of hair shaft). Work formula through hair lengths for 90 seconds (or up to 2 minutes).	Process 5-15 minutes, then strand test. Most prelightened hair is effectively toned in 15 minutes or less.	Room Temperature
Clear* Treatment: Adds shine and improves hair condition	Apply to scalp area first, in thin, even sections. Work through the hair lengths for up to 20 minutes.	20 minutes	Room Temperature
Porous lengths and ends	Apply to scalp area first in thin, even sections. Add clear or mix a fresh batch of color with a shade 1 or 2 levels lighter for the lengths and ends and apply during the last 20 minutes.	up to 35 minutes (lengths and ends up to 20 minutes)	Room Temperature

*Clear can also easily be used to soften, lighten and reduce the intensity of other liquid shades. To dilute the intensity of a shade, mix 30 ml of target shade with 30 ml of Clear.



LUMISHINE REPAIR+ COLOR CORRECTION

HOW TO REPIGMENTIZE

Steps for Repigmentizing or "Tint Back".

1. Determine the desired level for the end result.
2. Choose the appropriate building block shade to achieve desired end result.
3. Apply your chosen building block shade.

Repigmentation formula should be rinsed only and target shade should be applied on dry hair.

Note: If the hair is very porous, you may need to reapply a second building block formula 1-2 levels lighter than the first formula.

4. Apply your chosen shade for desired result. Always strand test final formula when working with cool shades.

PERMANENT CRÈME REPIGMENTATION CHART

DESIRED SHADE	STEP 1	TIMING
Level 4 Natural Medium Brown	5NC or 5NRG + 5 (1.5%) volume Developer	20 minutes
Level 5 Natural Light Brown	6NC or 6NRG + 5 (1.5%) volume Developer	20 minutes
Level 6 Natural Dark Blonde	7NC or 7NRG + 5 (1.5%) volume Developer	20 minutes
Level 7 Natural Medium Blonde	8NC or 8NRG + 5 (1.5%) volume Developer	20 minutes
Level 8 Natural Blonde	9NC + 5 (1.5%) volume Developer	20 minutes

NOTE: Always use final formula with 10 Volume (3%) Developer and time for 35 minutes.

Use NC or NRG depending on the brightness of the desired end result

DEMI-PERMANENT LIQUID REPIGMENTATION CHART

DESIRED SHADE	STEP 1	TIMING
Level 5 Natural Light Brown	6NC + 5 (1.5%) volume Developer	20 minutes
Level 6 Natural Dark Blonde	7NC + 5 (1.5%) volume Developer	20 minutes
Level 7 Natural Medium Blonde	8NC + 5 (1.5%) volume Developer	20 minutes
Level 8 Natural Blonde	1/2 8NC + 1/2 Clear + 5 (1.5%) volume Developer	20 minutes

NOTE: For the final formula always follow with a LumiShine Demi-Liquid shade and 5 Volume (1,5%) Developer when repigmentation is done with LumiShine Demi-Liquid and time for 20 minutes.

1/2 8NC + 1/2 Clear creates 9NC

LUMISHINE REPAIR+ POST COLOR SERVICE

PRE AND POST COLOR SERVICE

DAMAGE PREVENTION		REPAIR DAMAGED HAIR	
	Shampoo hair with Defy Damage Detox Shampoo		Apply Hair Repair System Step 1, 2 & 3
Apply color following prescribed procedure			
	Shampoo hair with Defy Damage Protective Shampoo		Shampoo hair with K-Pak Color Therapy Shampoo
	Apply JOICO Defy Damage KBOND20 Power Masque		Apply Hair Repair System Step 2 & 4

HOME MAINTENANCE

Recommend the appropriate JOICO products for client home maintenance.





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