

JOICO



# AGELESS BRUNETTE

Youthful Gray Coverage

VERO K-PAK<sup>®</sup> | AGE  
COLOR | DEFY

# VERO K-PAK<sup>®</sup> | AGE DEFY COLOR



What happens when rich, velvety chocolate-brown meets caramel's gorgeous golden gleam? Our Ageless Brunette: a brilliant brunette technique from colorist extraordinaire, Eric Mayes, that uses a trio of application techniques to create an illuminated effect that's better than the real deal... and literally turns back the clock before your very eyes.

**FORMULA 1 - Base Color**  
1oz 6NN+ + 1 oz 7NA+ + 1/2 oz 7NN+ + 2.5 oz 20 Volume Veroxide

**FORMULA 2 - Highlight**  
VeroLight with 10 Volume Veroxide

**FORMULA 3 - Balayage**  
1oz Vero K-PAK Chrome A7 + 1oz N6 + 4oz Vero K-PAK Chrome Activator

**FORMULA 4 - Glaze**  
2oz LumiShine Demi-Liquid 9NV + 1oz LumiShine Demi-Liquid Clear + 3oz LumiShine 5 Volume Developer



**BEFORE**  
Model is 60% gray with a Level 5 regrowth.

**STEP 2**  
Section off a natural veil of hair ¼- to ½-inch below the part and clip away.

**STEP 4**  
Apply Formula 2 to the mid-shaft and ends feathering into Formula 1 to visually diffuse the starting point of the highlights.

**STEP 5**  
Continue working toward the front hairline taking diagonal slice partings that are approximately 1-inch apart.

**STEP 1**  
Begin with a slight off-center part from the front hairline to the crown.

**STEP 3**  
Taking diagonal slice partings starting at the crown, apply Formula 1 to the gray new growth at the base of the foil. Feather the base color slightly past the line of demarcation.

**TIP:** Take the last slice 1- to 2-inches from the client's actual hairline so as not to create any visual lines of demarcation.



**STEP 6**  
Repeat on the opposite side.

**STEP 7**  
Begin the base color application to the remaining new growth not within the foils.

**STEP 8**  
Apply Formula 3 using a free-hand balayage technique to create additional dimension. Begin application at the nape and work toward the front of the head and between the foils (determining where to place the lowlights).

**STEP 9**  
Process at room temperature for 20 minutes once the final balayage section is in place. This should allow for the minimum 45-minute processing time for optimal gray coverage.

Rinse thoroughly with warm water. Apply K-PAK Cuticle Sealer and process for 5 minutes; rinse. Apply K-PAK Intense Hydrator and process for 5 minutes; rinse thoroughly.

**TIP:** Starting the base color application where the client's gray is most resistant (often on or around the front hairline) ensures complete gray coverage.



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the **joi** of healthy hair