

JOICO



VIVACIOUS RED

Youthful Gray Coverage

VERO K-PAK® | AGE
COLOR | DEFY

VERO K-PAK[®] | AGE DEFY COLOR | DEFY



Rich, radiant, undeniably ravishing from perfectly covered gray roots to *joyfully* healthy ends—your search for the red of your dreams ends here...

Carefully crafted by Vero K-PAK Age Defy Color Expert, Eric Mayes, to deliver major celeb wow-factor with minimal effort and time, this exclusive technique relies on a trio of application styles to create a beautifully balanced, universally flattering red that transforms every client into a red-hot knockout... regardless of her age!

FORMULA 1 - Highlight

VeroLight Lightening Powder +
LumiShine 5 Volume Developer

FORMULA 3 - Balayage

$\frac{3}{4}$ oz Vero K-PAK Chrome RC6 +
 $\frac{1}{4}$ oz Vero K-PAK Chrome G9 +
2oz Vero K-PAK Chrome Activator

FORMULA 2 - Base Color

2oz Vero K-PAK Age Defy 7CG+ 1oz
Vero K-PAK Age Defy 8GC+ with 3oz
Vero K-PAK 20 Volume Veroxide

FORMULA 4 - Balayage

1oz Vero K-PAK Chrome RC8 + 2oz Vero
K-PAK Chrome Activator

FORMULA 5 - Glaze

2oz LumiShine Demi-Liquid 10NG + 1oz LumiShine Demi-Liquid 7NC +
1 cap of LumiShine Demi-Liquid 6RR with 3oz LumiShine 5 Volume Developer



BEFORE

Model is 60% gray with a Level 7-8 regrowth. Repeat on the opposite side.

STEP 1

Subdivide the hair from the apex of the head to behind the ear. Beginning on the left side, take horizontal/diagonal partings 1-inch above the ear. Weave or slice (depending on client's hair density and texture) and apply Formula 1. Continue working up the head shape in the same manner to just below the client's natural part. Be mindful to incorporate the hair at the client's front hairline as sections move above the parietal ridge.



STEP 5

Continue base color application in the crown area to the new growth between the foils.



STEP 6

Move to client's right front section. Continue base color application between the foils, working from the bottom of the section to the top. Repeat on the opposite side.

STEP 3

Proceed to the back of the head. Take a slight diagonal parting just below the crown. Continue working up the head in the same manner: 1-inch partings (approximately 3-4 foils) with Formula 1.



STEP 7 FREEHAND BALAYAGE:

Returning to the nape, take horizontal partings and apply Formulas 3 and 4 in varying patterns depending on desired depth and dimension. For example: alternating or splitting the strand and applying both formulas on a single section. Process for 20 minutes after the final balayage section is applied.

STEP 4

Begin base color application below the crown (below the bottom foil) and divide the back of the head into two sections. Beginning at the nape, take horizontal partings and apply Formula 2 to new growth (feathering slightly into the midshaft where needed). Repeat on the opposite side.

NOTE: Leaving sections of hair or strategic ends uncovered creates an additional aspect of dimension.

STEP 8

Rinse, shampoo with K-PAK Color Therapy, then rinse again. Thoroughly towel-dry the hair, then apply Formula 5. Process for 20 minutes.

Rinse thoroughly. Apply Cuticle Sealer for 5 minutes. Shampoo and condition with K-PAK Color Therapy.



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