

COLOR  
INTENSITY

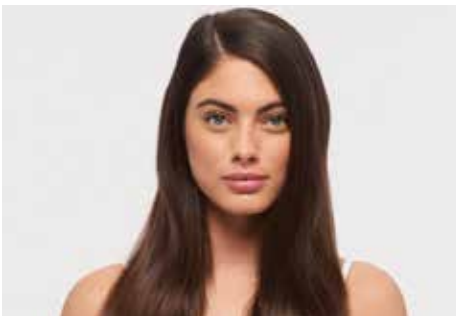
JOICO

RAINBOW  
RIOT



### TO DYE FOR...

is a fitting description for Joico International Artistic Color Director Sue Pemberton's latest masterpiece: Rainbow Riot, dazzling pops of four Color Intensity hues artistically spun into a flowing, impossibly glossy chocolate-brown mane. Beyond brilliant! Beyond beautiful!



**BEFORE**

### PRELIGHTENING FORMULA

VeroLight Lightening Powder with 10 Volume (3%) Veroxide

### COLOR FORMULAS

- FORMULA 1:** Color Intensity Hot Pink (pink foil)
- FORMULA 2:** Color Intensity Orchid (purple foil)
- FORMULA 3:** Color Intensity Mermaid Blue (blue foil)
- FORMULA 4:** Color Intensity ½ oz Peacock Green + ½ oz Clear (green foil)
- BASE COLOR:** Vero K-PAK Chrome ½ oz B5 + ½ oz G6 with 2 oz Vero K-PAK Chrome Activator

### PHASE 1: PRELIGHTENING



**1** Starting on the heavier side and working toward the fringe area and side parting, take a diagonal zigzag parting of hair that will over hang.



**2** Picking up the points of the zigzag, apply Prelightening Formula approximately 2 ½ -inches from the scalp area and feather out through the midshaft and ends.







**3** Take a second back-to-back slice parting, applying Prelightening Formula in the same manner as before.



**4** Pivoting and leaving a slight hairline of perimeter color, take an additional three diagonal back-to-back slice partings (a total of five foils) and apply Prelightening Formula.



**5** Stepping back from the hairline, take a triangular section and clip it out of the way. Working just above the ear, take a horizontal/diagonal slice parting and apply Prelightening Formula in the same manner as before, (feathering approximately 2 ½ -inches from the scalp area to the midshaft and ends) for a total of four foils.



**6** Proceed to the opposite side. Take a zigzag overhang and clip it out of the way. Picking up the points of the zigzag, take a diagonal/horizontal slice parting and apply Prelightening Formula in the same manner.



**7** Continue in the same manner for a total of four back-to-back slice partings.



**8** Take a triangle section of hair, stepping back to above the ear area. Take diagonal slice partings with Prelightening Formula (feathering approximately 2 ½ -inches from the scalp area to the midshaft and ends) for a total of four foils.



**9** Proceed to the back section. Take a section of hair just below the crown and clip it out of the way. Take a horizontal slice parting and apply Prelightening Formula for a total of four foils.



**10** Completed foiling procedure. Lift to a Level 9 pale yellow, rinse, shampoo with K-PAK Color Therapy and rinse again. Apply K-PAK Deep-Penetrating Reconstructor for 5 minutes, rinse and dry the hair. Proceed to Phase 2.

## PHASE 2: COLOR TECHNIQUE



**11** Start on the heavier side. Working toward the fringe area from a side parting, take a diagonal/horizontal weave parting (picking up the points of the zigzag overhang) and apply Formula 1.



**12** Take a second slice parting with Formula 1. Take a slice parting with Formula 2. Take a weave parting with Formula 2. Take a weave parting with Formula 3.



**13** Take a weave parting with Formula 2 and then a slice parting of Formula 4.



**14** Resection out triangle section. Working above the ear area, take: a weave parting with Formula 1; a weave parting with Formula 2; a weave parting with Formula 3; a weave parting Formula 2; and a slice parting Formula 4.



**15** Proceed to the opposite side. Section out the zigzag overhang, then take: a diagonal/ horizontal weave parting with Formula 1; a slice parting with Formula 1; a weave parting with Formula 2; a weave parting with Formula 2; a weave parting with Formula 3; and a slice parting with Formula 4.



**16** Repeat Step 14.



**17** Proceed to the back section. Resection out the darker overhang, then take: a horizontal weave parting with Formula 1; a back-to-back weave parting with Formula 1; a weave parting with Formula 2; a weave parting with Formula 3; and the last slice parting with Formula 4.



**18** Completed foiling procedure. Apply Base Color to all remaining hair and process for 20 minutes. Shampoo with K-PAK Color Therapy, rinse. Apply K-PAK Cuticle Sealer, leave in 5 minutes, rinse. Apply K-PAK Intense Hydrator, leave in 5 minutes, rinse. Dry and style hair using the appropriate Joico styling products.