SULTRY BLONDES TECHNIQUE featuring VERO K-PAK® SULTRY BLONDES COLLECTION

JOICO COLLECTION GUIDE 2015
INTRODUCING
SULTRY BLONDES

Vero K-PAK® Color Sultry Blondes permanent shades provide luminous blonde results without brassiness. Sultry Blondes reconstruct while you color for ultimate healthy results.

FEATURES & BENEFITS:
- Reconstructs with Quadramine Complex® as you color
- Three new true tone shades to unleash your artistic potential
- Delivers the ultimate in healthy, luminous, long-lasting color

TECHNOLOGY:
Quadramine Complex: All Vero K-PAK Color formulas offer the unparalleled benefits of Quadramine Complex.

CLAIMS
- Intense, luminous, radiant shine
- Perfectly true-to-tone blonde color
- Balanced, brass-free results
- Delivers long-lasting color
- Reconstructs with K-PAK for the ultimate in healthy results

MIXING:
1 part Color to 1 part Veroxide Developer (20 Volume, 30 Volume, 40 Volume)

APPLICATION:
May be applied on roots (base color) or used in a highlighting service.

TIMING:
With 20 Volume (6%): 35 to 45 minutes
With 30 Volume (9%): 45 to 55 minutes
With 40 Volume (12%): 55 to 65 minutes

Do not use double developer (1:2) when using 40 Volume Veroxide (this is not a high-lift color).
Do not use heat. Rinse from hair.
NEW DEMI-PERMANENT INSTANT GLOSS TONERS

Featuring 4 NEW Sultry Blondes Collection shades
Revitalize blondes in 5 minutes, without dryness, dullness or brassiness!

All too often, a lightening treatment can leave hair dry, brittle and “brassy.” But here’s the rescue: our FOUR NEW DEMI-PERMANENT INSTANT GLOSS TONERS—which complement any VeroLight, VeroBlue or Crème Lightener blonding services—neutralize and enhance the tone of prelightened hair in as little as five minutes. These remarkable demi-liquid toners are also the perfect choice to revitalize faded blonde hues, and pack a moisturizing punch to newly blonde hair… eliminating concerns about damage and dryness.

WHY WE LOVE THEM:
• Reconstruct hair with Quadramine Complex® as you color
• Four new true-tone shades to unleash the artist within you!
• Deliver the ultimate in healthy, luminous, long-lasting color in one simple step

TECHNICALLY SPEAKING:
All Vero K-PAK color formulas offer the unparalleled benefits of Quadramine Complex.

INSTANT GLOSS TONERS: CONVENIENT… SPEEDY… A PERFECT SALON CHOICE
Tone freshly prelightened or highlighted hair right at the shampoo bowl with immediate results. After shampooing with K-PAK Color Therapy Shampoo, gently towel-dry the hair and apply your desired Instant Gloss Toner shade; process five-to-ten minutes or until desired color results are achieved. Rinse thoroughly and condition hair with K-PAK Color Therapy Conditioner.

Choose From:
• Instant Gloss Toner Natural Gold for a beautiful, buttery blonde.
• Instant Gloss Toner Natural Beige for a natural, classic blonde.
• Instant Gloss Toner Natural Violet for a soft, pale blonde.
• Instant Gloss Toner Natural Silver for a striking platinum blonde.

BEYOND BLONDE: EASY ADD-ON IDEAS TO BOOST YOUR BUSINESS
The scenario: Your haircut client comes in with lifeless, dull or faded hair.
The rescue: By taking just a few extra minutes at the shampoo bowl, you can revive the hair with an Instant Gloss Toner.
The how-to: While your client is comfortably relaxing at the shampoo bowl, apply Instant Gloss Toner from scalp to ends and allow to process for 5 to 15 minutes. When desired color result is achieved, simply rinse the product from the hair and follow up with K-PAK Color Therapy Shampoo and Conditioner. In minutes, you will have revived that lifeless, dull, or faded hair color into a bright, lustrous and rich tone beaming with a long-lasting, high-velocity shine. Instant genius!
• Instant Gloss Toner Natural Gold will rejuvenate a faded brunette or redhead with a healthy glow and a long-lasting, glossy shine.
• Keep blonde highlights fresh between color visits by using Instant Gloss Toner Natural Beige.
• Instant Gloss Toner Natural Silver will return yellowing white hair back to an elegant shade of silvery white.
• Have male clients who are too shy to sit in the color area? Instant Gloss Toners allow you to discreetly add a bit of color and shine to their hair without leaving the shampoo bowl.
Step 1:
Section hair into four areas (as shown). Pay particular attention to the crown area and hairline, and adjust the sectioning pattern to work with the natural growth patterns as needed.

Step 2:
Take a vertical parting (the lightest form of cutting). Start at the nape and cut to the desired length. Continue the guide and work up toward the crown area, with the shortest length at the nape area progressing to the longest length at the crown.

Step 3:
Proceed on model’s left side. Take a slight diagonal parting and overdirect slightly to the first guide. Adjust the degree of overdirection to suit your overall design.

TIP: Note the technique also works by cutting left and right sides simultaneously, rather than cutting one side completely then proceeding to the other. This optional approach is excellent for maintaining balance, fluidity and continuity throughout the haircut.

Step 4:
Proceed as before, overdirecting to the last parting. Note that working internally is creating the perimeter/outline; both internal weight and external perimeter length are created at the same time.

Step 5:
Proceed as before, cutting the left and right sides in sequence. Always adjust the degree of overdirection to suit the individual hair density, hair texture, length, growth pattern and overall desired look. Also consider the face shape and silhouette (round, square, asymmetrical, etc.)
Step 6: Crosscheck to ensure balance, proportion, technique; the flow and balance of the haircut are essential to the overall design.

Step 7: Proceed to the topside of the haircut. Take diagonal partings pivoting off the crown; continue to overdirect, lift and apply even tension with each parting. Each parting should be elevated slightly higher than the previous. Note that “pulling” and/or overdirecting the partings back and down will result in a very heavy, unbalanced front side area. Repeat process on the opposite side.

Step 8: To establish a longer, softer fringe area, take horizontal partings, elevating them (for softness) and connect into the side areas.

Step 9: Dry the hair and crosscheck the entire haircut internally and externally by point-cutting and chipping into any corners. Round off corners to remove any excess weight.

Haircut is now ready for color placement. Further refine hair after the color process to ensure the haircut and color flow seamlessly.
**SULTRY BLONDES TECHNIQUE**

**COLOR STEP X STEP**

**TECHNIQUE:** Sultry Blonde featuring Split Strand technique

**WEAVE FORMULAS:**

- **#1 (Gold Foil):** VeroLight Powder Lightener with 10 Volume (3%) Veroxide + equal amounts of HKP to create a 5 Volume (1½%)
- **#2 (Copper Foil):** Vero K-PAK Color 10G with 20 Volume (6%) Veroxide
- **#3 (Blue Foil):** Vero K-PAK Color 10B with 40 Volume (12%) Veroxide

**SPLIT STRAND FORMULAS:**

- **#4 (Red Foil):** Vero K-PAK Color 10G/10B with 40 Volume (12%) Veroxide
- **#5 (Purple Foil):** Vero K-PAK Color 10B/10G with 20 Volume (6%) Veroxide

**Base Color:** Vero K-PAK Chrome ½ B7 + ½ G8 with 2 oz. Activator

---

*Model has mousy, dark blonde hair.*

**Step 1:**
Starting on the left side, weave out an overhang and clip it away.

**Step 2:**
Leave a small piece of hair un-foiled around hairline, then take a vertical/diagonal weave with Formula 3. Take a staggered slice and feather in lightener at the edge of the foil so there is no solid line with Formula 1.

**Step 3:**
Take a vertical slice parting and apply Formula 3 from the edge of the foil through to the ends. Take a vertical/diagonal slice parting and apply Formula 1, feathering the lightener as before. Take both a vertical/diagonal weave and a staggered slice parting with Formula 2. Take a vertical slice parting with Formula 4; take a vertical slice parting with Formula 5 feathering at the scalp area.

**Step 4:**
Continue to take vertical partings in the following manner: one slice Formula 2; one slice Formula 1, feathering the lightener as before; and one last slice with Formula 3.
Step 5:
Proceed to the top and fringe area and section out the top approximately two inches in width. Take a zigzag diagonal/horizontal weave parting of overhang and clip it away.

Step 6:
Pick up the points of the zigzag diagonally and apply Formula 1, feathering the lightener as before. Take a diagonal slice of Formula 1, then take a diagonal slice parting with Formula 1 (feathered as before), a slice with Formula 3, a slice with Formula 2, two slice partings with Formula 4 halfway down the slice and Formula 5 on the remainder, and one last slice parting with Formula 3.

Step 7:
Proceed to the side section and leave out a triangular section into the fringe area. Bend the foils out of the way, then proceed to the side area and take small slice of hair around the hairline. Take a vertical slice parting and apply Formula 3. Take two staggered slice partings with Formula 1 (using the feathering technique), one placed higher toward the top section and one lower toward the hairline. Continue to stagger higher toward the top section and lower toward the hairline to cover the heavier side with the following formulas: two staggered with Formula 3; two staggered with Formula 2; two staggered with Formula 4 halfway down and Formula 5 on the remainder; one slice with Formula 2; and two staggered slices with Formula 3.

Step 8:
Completed foiling technique. Apply Base Color to regrowth area. Process for 20 minutes, rinse. Apply K-PAK Cuticle Sealer for 5 minutes, rinse. Apply K-PAK Intense Hydrator for 5 minutes, rinse. Style hair with appropriate Joico styling products.
NEW
COLOR BALANCE PURPLE Shampoo and Conditioner
to neutralize brassy/yellow tones in blonde/gray hair

Platinum blondes and silver foxes, rejoice, your haircolor regimen just went from high-maintenance to #instacool!

Staying true to hue is now easier than ever thanks to NEW Color Balance Purple Shampoo & Conditioner, our glacial, yellow-mellowing duo specially formulated to keep brassiness from diminishing blonde and gray hair’s cool factor.

With a perfect dose of tone-correcting purple pigments and our color-protecting Multi-Spectrum Defense Complex,™ Color Balance Purple instantly neutralizes unwanted brassy and yellow tones.

• Instantly neutralizes unwanted brassy/yellow tones in blonde/gray hair
• Tone-correcting pigments attach to the hair fibers + stay attached through multiple shampoos
• Multi-Spectrum Defense Complex helps protect color against fading
• Bio-Advanced Peptide Complex™ delivers root-to-tip repair + protection for healthier hair with every use
• Boosts shine + reduces frizz