

JOICO

VERO K-PAK<sup>®</sup>  
**COLOR  
INTENSITY**



DISCOVER A **NEW** SPECTRUM OF BRILLIANT COLOR  
 WITH VERO K-PAK® COLOR INTENSITY,  
**EXTREMELY CONCENTRATED PIGMENTS ALLOW FOR  
 EXCEPTIONAL VIBRANCY THAT LASTS THROUGH 15 SHAMPOOS.**

Use them straight from the tube, or intermix shades to your colorist's heart content—the creative possibilities are endless!



**BENEFITS & TECHNOLOGY**

- Reconstructs and protects as you color with K-PAK's exclusive Quadramine Complex,® leaving hair in healthy, shiny condition
- Kukui Nut Oil conditions and boosts shine
- 15 intermixable semi-permanent shades: **NEW Ruby Red**, **NEW Amethyst Purple**, **NEW Sapphire Blue**, Orchid, Light Purple, Titanium, Cobalt Blue, Peacock Green, Pink, Indigo, Red, Yellow, Orange and Clear Mixer

**DIRECTIONS**

- NO DEVELOPER REQUIRED
- Do not mix with Vero K-PAK® Color or Vero K-PAK Chrome
- Wear gloves to avoid staining
- Apply neatly to clean, dry hair, ¼-inch (½ cm) from scalp
- For maximum vibrancy, pre-lighten hair prior to application
- Process for 20 minutes

**RECOMMENDED LEVELS OF LIGHTENING**

Follow these guidelines for maximum color vibrancy.

RECOMMENDED PRELIGHTENING GUIDE	
COLOR INTENSITY SHADE	PRELIGHTENED HAIR LEVEL
Pink, Magenta, Orchid, Light Purple, Indigo, Amethyst Purple	Level 9 and lighter
Peacock Green, Cobalt Blue, Sapphire Blue	Level 7 and lighter
Ruby Red, Red, Orange, Yellow	Level 7 and lighter
Titanium	Level 9 and lighter

**CAUTIONS**

Beware of staining on scalp and hands. Always wear gloves and avoid contact with the scalp if possible. Product can be difficult to remove with Vero Stainless. Thoroughly shampoo after color application to remove all surface dyes and minimize staining.

**JOICO**