



# COLOR INTENSITY

*Haute* HUE

COLOR INSPIRATION GUIDE

# FRESH, VIBRANT, TREND-DEFINING COLOR

*Get Inspired!*

## INTENSIFY YOUR PASSION FOR COLOR

Elevate your color to a new level with Vero K-PAK® Color Intensity. Use each shade straight from the tube, or mix-and-match all eight shades to create your own custom formula.

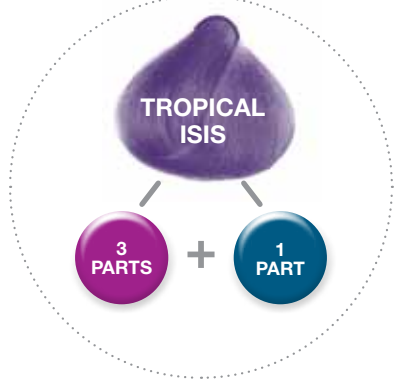
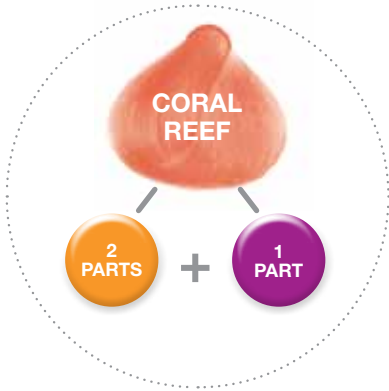
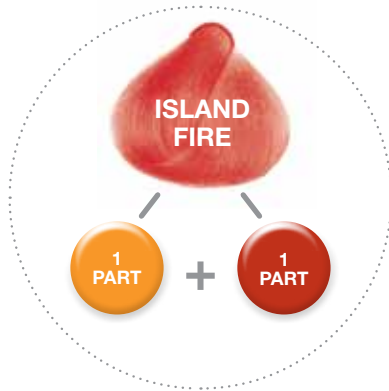
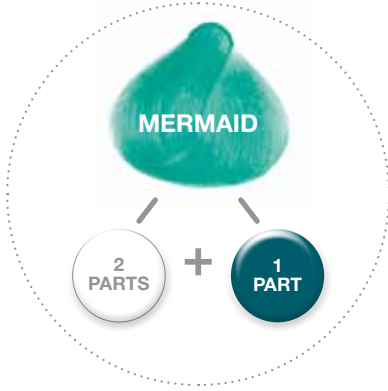
Here, Vero K-PAK's star colorists, Sue Pemberton and Cherry Petenbrink, show just what happens when Vero K-PAK Color Intensity meets pure passion for color artistry.

The result? Two very different shade collections: one inspired by an island oasis, the other by the celestial night sky.

## COLOR KEYS



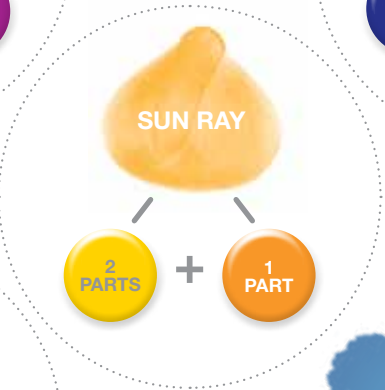
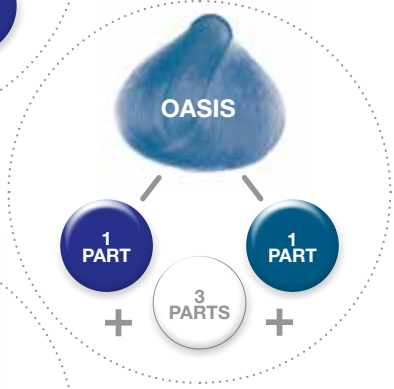
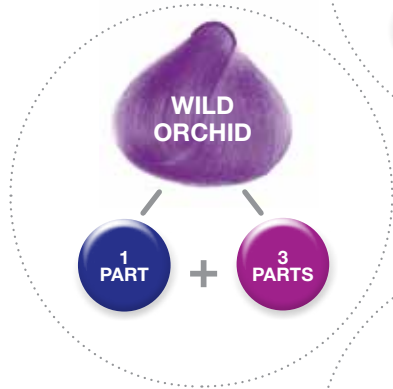
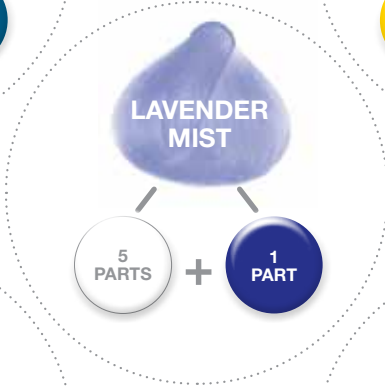
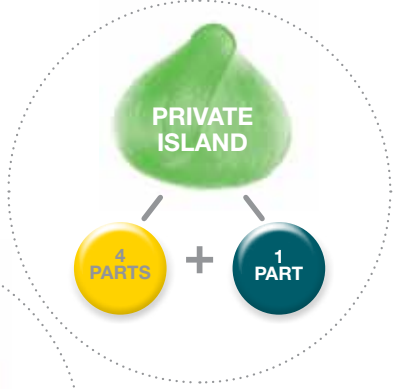
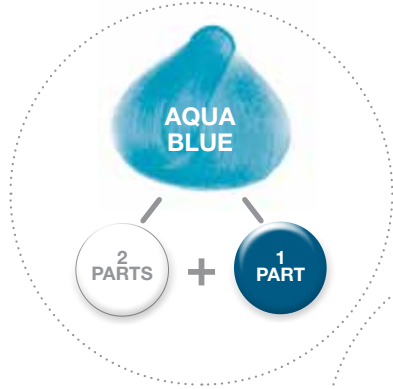
# Calypso Colors



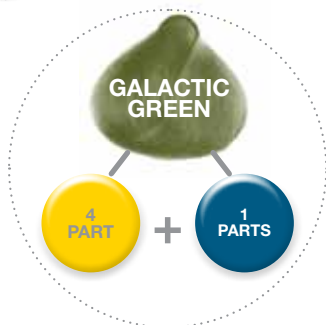
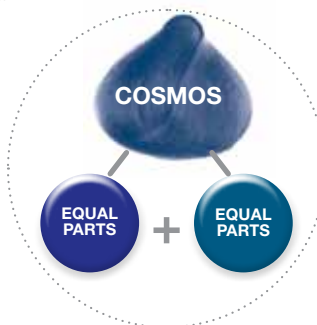
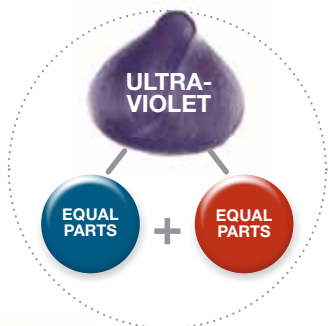
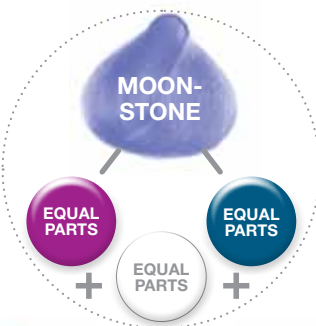
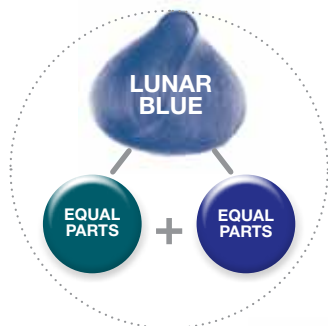
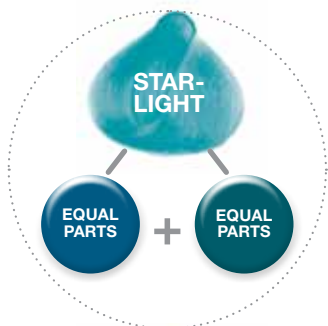
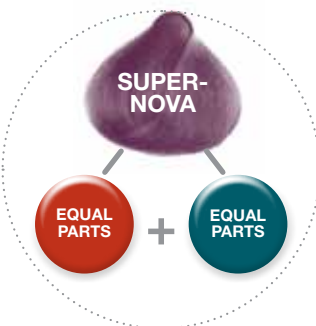
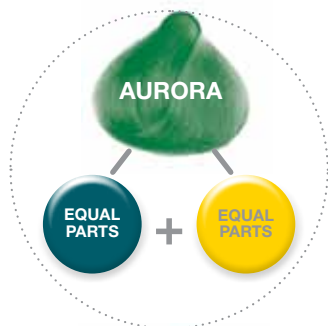
*“These bright, exotic shades will transport your clients to the island holiday of their dreams. Warm sunlight, clear blue skies, aqua waters, beautiful flowers—instant bliss in every color service!”*

– Sue Pemberton, Vero K-PAK Color  
International Artistic Director

*Sue Pemberton*



# Celestial Mystique



*“This dreamy collection of starry, luminous shades will inspire you. However you use them, I guarantee your clients will think they’re out of this world.”*

– Cherry Petenbrink, Celebrity Colorist and Joico Guest Artist

*Cherry Petenbrink*

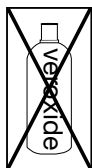
# INCREDIBLE INTENSITY AND LUMINOSITY. CONDITIONED BY K-PAK®.

## BENEFITS & TECHNOLOGY:

- Extremely concentrated pigments allow for exceptionally vibrant haircolor results
- Reconstructs as you color with K-PAK's exclusive Quadramine Complex® to leave hair in healthy, shiny condition
- Eight intermixable semi-permanent shades: NEW Cobalt Blue, NEW Peacock Green, Pink, Indigo, Red, Yellow, Orange and Clear Mixer

## INSTRUCTIONS FOR USE:

### • 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, prelighten hair prior to application
- Process for 20 minutes
- Rinse well for several minutes, rinsing different colors separately. Follow with Color Endure® Shampoo, apply K-PAK Cuticle Sealer and finish with K-PAK Intense Hydrator.

## APPLICATION TIPS:

- Horizontal Slices: Maximum color visibility on the surface
- Vertical Slices: Minimum bursts of color
- Diagonal Slices: Visible yet diffused color effect
- Mix-and-match foil placement for even more dramatic results
- Color Intensity shades are extremely concentrated and will produce vibrant results. Clear Mixer allows you to control this intensity, enabling you to create any shade imaginable.