

VERO K-PAK
COLOR SYSTEM

BASE BREAKER



10 WAYS TO INCREASE YOUR COLOR BUSINESS IN 10 MINUTES WITH BASE BREAKER

LIQUID LIGHTENING TREATMENT
Lift natural hair 1 level in 10 minutes!

BASE BREAKER is the most creative and convenient way to add **NEW** profitable color services for blondes and beyond.

10 BUSINESS BUILDING SERVICES

1. For **first-time highlighting services** on virgin hair, start by applying Base Breaker ALL OVER (from scalp to ends). After you rinse, shampoo and dry the hair, apply your highlights.
2. During **highlighting touch-up appointments**, apply Base Breaker to the re-growth ONLY, before OR after your highlights. (If you apply after your highlights, you save time because you can apply Base Breaker in the shampoo bowl after you take out the foils.)
3. To soften the regrowth **between highlighting service** appointments, apply Base Breaker from the scalp to the line of demarcation for an added service that will soften noticeable contrast.
4. Offer a **“Winter Brightening”** service to fight seasonal drab by lightening virgin hair all over—or just around the face.
5. Offer a fast, **subtle color service for men** by applying Base Breaker onto level 7-9, virgin hair to brighten all over or selectively throughout the crown. Remember, you can apply Base Breaker in the shampoo bowl for the “discreet gentlemen!” **It’s a quick ten-minute touch-up with every other haircut**, too!
6. Turn “dishwater blonde” into a desirable **“Butter Blonde”** by lightening one level in ten minutes.
7. Utilize Base Breaker to **customize a demi-permanent color** application. Apply to virgin hair in sections that most flatter the style—or all over. Remove Base Breaker, shampoo, and continue with your demi-permanent application. **HINT:** Go outside the box by performing this technique on ANY level of virgin hair—and choose a demi-permanent shade that offers a bright result!
8. Offer a **“Selective Curl Color”** application by isolating the most desirable and flattering curls. Apply Base Breaker to strands, wind curl down to scalp, and use a plastic clip to hold in place. The result is brightened accent curls only where you want them. Customize further by continuing with a demi-permanent color application.
9. **Fast Gray Blending** can be achieved on levels 7-9. Base Breaker lifts one level to soften the appearance of lighter gray hair. (Note: Base Breaker does not deposit color.)
10. For resistant gray hair, use Base Breaker to **pre-soften** prior to color application.

Beth
MINARDI



“Once you use Vero K-PAK Color Base Breaker, you won’t be able to live without it! It lightens hair one level – quickly, easily, effectively – and it’s so easy to mix and apply. Base Breaker is a must-have product in every color dispensary.”

– Beth Minardi

BRIGHTER BUSINESS

Imagine up to a **40% increase** in the business value of each highlighting client—with just ONE easy-to-use product!

Each highlight client receives about FIVE color services per year. At an estimated \$150.00 per service, that’s \$750.00 a year.

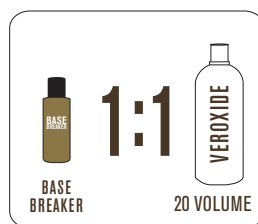
Now, you can expand your current highlighting business by offering Base Breaker with every service AND also in between services!

For example: Assume a \$65.00 price for a Base Breaker + Highlight service. For a Base Breaker Touch-Up Service, assume a \$32 service charge.

Q & A:

How do I mix and apply Base Breaker?

A: Mix 2 oz (or desired amount for technique) of Base Breaker with 2 oz of 20 Volume (6%) Veroxide.



Mix vigorously. Apply with a bowl and brush, or use a Joico applicator bottle for a faster application.

Is there a special developer for Base Breaker?

A: No, Base Breaker should be mixed with 20 Volume Veroxide, mixed 1:1. There is no added investment in a new developer.

Will Base Breaker remove permanent color?

A: Base Breaker is not a bleach product; therefore, it will not remove permanent color.

What happens if Base Breaker overlaps pre-existing colored hair during application?

A: Base Breaker will not lift permanent color; however, care should be taken to avoid overlapping Base Breaker over demi-permanent color, as some demi-permanent color may lift out of the hair’s cuticle layer.

Can I use a toner after a Base Breaker application?

A: Yes, if desired.

Does Base Breaker utilize MEA (Monoethanolamine)?

A: Yes, Base Breaker is formulated with MEA, the ideal ingredient for achieving one level of controlled lift on virgin hair levels 5-9.

	HIGHLIGHTS	BASE BREAKER	TOTAL	MULTIPLY x 5
5 COMPLETE SERVICES	\$150.00	\$65.00	\$215.00	\$1,075.00
5 TOUCH-UP SERVICES	\$0.00	\$32.00	\$32.00	\$160.00
			TOTAL FOR YEAR	\$1,235.00

FOR EXCLUSIVE
BASE BREAKER
TIPS, SCAN HERE:



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US ON:  