

# BASE BREAKER

LIFTS **1** LEVEL

IN **10** MINUTES

## LIGHTENING LIQUID COLOR TREATMENT

The most convenient way to break the haircolor base, Vero K-PAK Base Breaker **lifts virgin hair 1 level in 10 minutes**, making retouches between blonding services faster and easier than ever before. Featuring reconstructive K-PAK® Technology, this ammonia-free formula leaves hair in healthy, shiny condition.



### FEATURES & BENEFITS

- Ideal for “breaking the base”– to soften contrasting regrowth between blonding services
- 10-minute processing time
- Ammonia-free formula conditions and adds shine
- Ideal for most hair types on virgin hair
- Gentle enough on hair to bleach or apply other haircolor on the same visit

### K-PAK TECHNOLOGY



Reconstruct as you color with K-PAK’s exclusive Quadramine Complex® to leave hair in superb, shiny condition.

### THREE WAYS TO USE BASE BREAKER

- 1) For highlighting services on virgin hair, apply Base Breaker all over, rinse and remove, and then apply highlights.
- 2) For highlight retouches, apply Base Breaker to the regrowth area ONLY before or after the highlights.
- 3) To soften the base re-growth between highlighting service appointments.

*Beth* **MINARDI**  
FOR JOICO VERO K-PAK COLOR



“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

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## QUESTIONS & ANSWERS

**Q: How do I use Base Breaker?**

A: Mix 2 oz of Base Breaker with 2 oz of 20 Volume (6%) Veroxide. Mix vigorously. Use a wide application brush, or a bottle for a fast application.



Apply quickly and thoroughly to dry or towel-dried, natural hair. For retouch application, apply to regrowth only. Process for 10 minutes. Rinse, shampoo, and condition.

**Q: Is there a special developer for Base Breaker?**

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

**Q: Can I use a toner after a Base Breaker application?**

A: Yes, if desired.

**Q: Can I apply Base breaker to an entire head of hair?**

A: Yes, if used on virgin hair only. This is a service option to offer in conjunction with virgin highlights, or for anyone who desires a brighter yet subtle lift. Use Base Breaker first, then follow with demi-permanent color.

**Q: Does Base Breaker stop processing after 10 minutes?**

A: Yes, apply Base Breaker quickly and remove 10 minutes after you apply the last section. Remove promptly after 10 minutes to avoid any potential excessive warmth.

**Q: Can Base Breaker be added to Vero K-PAK Color?**

A: No, Base Breaker is not a color additive and should be used by itself.

**Q: Does Base Breaker utilize MEA (Monoethanolamine)?**

A: Yes, Base Breaker is formulated with MEA, the ideal ingredient for achieving one level of controlled lift.

**Q: 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.

**Q: Could the same results be achieved with existing Vero K-PAK Color products like High Lifts or Level 9-10's?**

A: Base Breaker is a new tool in your color arsenal that offers a great deal of control and predictability, PLUS a faster, more cost-effective process.

**Q: Will Base Breaker remove permanent color?**

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

**Q: Can Base Breaker be used as a "pre-softener" for resistant gray hair?**

A: Yes, Base Breaker will soften resistant gray hair.

**Q: Can I use Base Breaker to blend gray?**

A: On Levels 7 to 9, Base Breaker will lift one level to blend with lighter gray hair. This provides an overall brighter look and is a great service option. Note that Base Breaker does not contain deposit pigment, so it will not blend gray by adding color.

**Q: What is the recommended waiting period between a permanent wave and a Base Breaker application?**

A: Refer to manufacturer's permanent wave directions. If the directions state that you can apply color mixed with 20 Volume Veroxide on the same day of a perm, you may use Base Breaker the same day. Otherwise, wait 72 hours.

**Q: Are there issues with porosity that I should be concerned with when using Base Breaker?**

A: Hair that is highly porous may lift slightly more than one level. For porous hair, perform a K-PAK Hair Repair System treatment service before using Base Breaker.