3D-EMI BOTANICALS

DESERT BLEND
The creation of 3D-EMI stemmed from a revolutionary idea that led us to innovate with Botanical Actives infusing the essence of Desert Blend Botanicals into haircolor.

The desert is synonymous with dryness, similar to the scalp. Our goal was to create a haircolor with the uniqueness of nourishing scalp care and conditioning properties. Desert plants have an evolved sophisticated systems that enable them to more efficiently use and conserve the water available to them.



EVENING PRIMROSE
Has been traditionally utilized for anti-inflammatory and moisturization properties to reduce dry, itchy skin.



SANDY VERBENA
A popular desert plant utilized for antiseptic properties to keep skin healthy and to minimize breakouts.



AGAVE
Rich in natural compounds offering wound healing and moisturization benefits for the skin.



JOSHUA TREE
Offers soothing benefits to the skin or scalp.



OPUNTIA COCCINELLIFERA (A.K.A NOPALES)
A type of cactus commonly utilized for dry, sensitive skin types.



OCOTILLO
A semi-succulent desert plant offering nourishing and conditioning properties to beauty formulation.

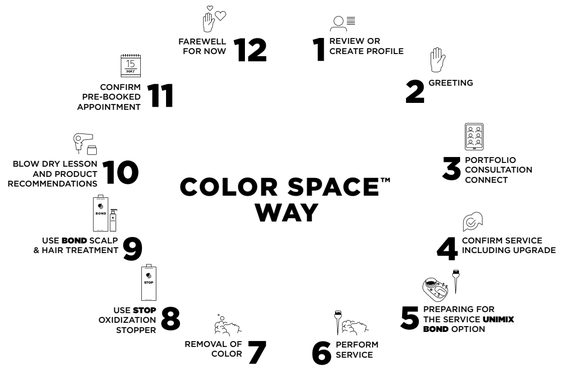


CREOSOTE BUSH
A medicinal herb traditionally used to address skin concerns.

Each of these plants possesses numerous adaptations that enables them to survive and flourish in unhospitable environments. Many of these plants have developed mechanisms to protect themselves from UV radiation and damage by utilizing heat shock proteins.

MISSION

PUTTING PEOPLE, OUR PLANET AND PERFORMANCE FIRST, WE COMBINE CRAFT & CARE WITH SCIENCE, BOTANICALS & EDUCATION TO **REVOLUTIONIZE THE WORLD OF HAIR COLOR.**



SCAN TO WATCH
3D-EMI USAGE VIDEO

SCAN TO WATCH
3D-EMI GUIDELINE VIDEO

COLORSPACEHAIR.COM
FOR PROFESSIONAL USE ONLY.

COLOR SPACE INC.
TORONTO, ON M2N 6S3
CANADA | MADE IN ITALY.

⚠ **FOLLOW PATCH TEST GUIDELINES LOCATED ON OUTER PACKAGE OF PRODUCT**

COLOR SPACE™

INFORMATION GUIDE

DEMI PERMANENT HAIR COLOR

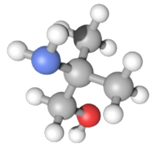
3D-EMI

DEMI-PERMANENTE COLORATION CAPILLAIRE

3D-EMI SCIENCE

NOBODY MAKES COLOR LIKE WE DO.

BACKGROUND
Color Space™ has a comprehensive haircolor range that delivers optimal results while catering your salon service haircoloring needs, utilizing different type of alkalizers in each haircolor category.



AMP ALKALIZER
3D-EMI utilizes pure AMP (Aminomethyl Propanol) as its alkalizer. Our AMP-powered demi permanent haircolor delivers the depth of an Ammonia haircolor, and the vibrancy of an MEA haircolor.

KEY BENEFITS
- Gently raises the pH of the hair for optimal deposition
- Ensures even openings of the hair cuticle
- Allows colorants to penetrate deep into the cortex
- Ability to deposit without shifting the base
- Removes easily from hair
- Key ingredients that prevent fading

3D-EMI INNOVATIONS

WE STAND FOR SOMETHING BIGGER THAN HAIR.

PERFORMANCE - Our high-performing vegan, cruelty-free demi-permanent hair color delivers impeccable condition, brilliant shine, and precise toning without altering the natural base. Experience a luxurious demi-finish sought after by stylists and consumers alike.

SCALP CARE - Healthy hair starts at the scalp. We are the first haircolor brand to make a haircolor product that cares for the scalp, backed by a rich, plant-based formula.

CONDITIONING - Lustrous and hydrating results due to our adaptogenic Desert Blend in 3D-EMI that addresses the scalp and hair.

DYE MOLECULES – Color Space™ haircolor is formulated with micro-dye molecules that have 99.8% pigment purity. This technology allows our haircolor to penetrate the hair for optimal color deposition.

COLOR SATURATION – Rich, intense, brilliant color; up to 99.8% pigment purity.

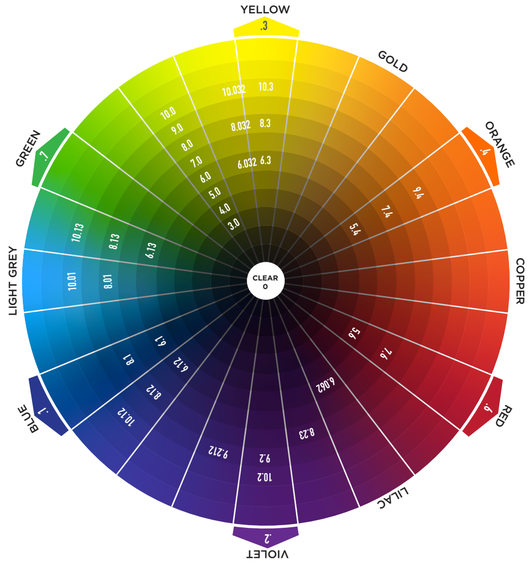
ADAPTOGENIC –The Desert Blend of botanical plants in 3D-EMI exhibits a robust combination of adaptogenic, protective, moisturizing, and antioxidant properties.
Benefits of these desert plants are used in skin and scalp care, which are under similar stressors.

COLOR SPACE™ 3D-EMI ASSORTMENT

COOL							NATURAL	WARM				
.23 OPAL	.2 VIOLET PLATINUM	.212 PEARL	.12 COOL	.1 ASH	.01 NATURAL ASH	.13 BEIGE	.0 NATURAL	.032 VANILLA	.3 GOLD	.4 COPPER	.6 RED	.062 MAHOGANY
	10.2		10.12		10.01	10.13	10.0	10.032	10.3			
	9.2	9.212					9.0			9.4		
8.23			8.12	8.1	8.01	8.13	8.0	8.032	8.3			
							7.0			7.4	7.6	
			6.12	6.1		6.13	6.0	6.032	6.3			6.062
							5.0			5.4	5.6	
							4.0					
							3.0					

CONCENTRATES

LILAC			LIGHT GREY		GOLD	COPPER	
CLEAR	.2	.1		.3	.4	.6	



MIXING GUIDELINES

Add selected shade(s) and 5 or 10 Volume ACTIVATE Developer in a 1 : 1 ratio

Mix thoroughly in a bottle or UNIMIX

*When mixing with UNIMIX, follow the UNIMIX color mixing instructions.
**Do not press the temperature button on the UNIMIX

USAGE AND TIMING GUIDELINES

OPTIONS		MIXING RATIO	ACTIVATE DEVELOPER	PROCESSING TIME
Enhance Natural Hair Color	Wet	1:1	5 Volume	10 minutes
	Dry	1:1	10 Volume	20 minutes
Match or Deepen Natural Hair Color		1:1	10 Volume	20 minutes
Grey Blending *Refer to Grey Blending Chart		1:1	10 Volume	Up to 20 minutes
Glossing / Toning	Wet	1:1	5 Volume	10 minutes
Restoring Mid-Lengths & Ends		1:1	10 Volume	20 minutes
Pre-Color *Refer to Pre-Color Chart		1:1	5 Volume	Up to 20 minutes

GLOSSING / RESTORING MID-LENGTHS & ENDS

SATURATED	BLENDED	SHEER
40 g 3D-EMI 40 mL ACTIVATE	20 g 3D-EMI 20 g Clear 40 mL ACTIVATE	10 g 3D-EMI 30 g Clear 40 mL ACTIVATE

STARTING LEVEL

DEPOSITION COMPARISON

3D-EMI results will vary based on the level of hair to which it is applied to.
Use this chart as a reference to how 3D-EMI will color different levels of hair.

	.4	STARTING LEVEL	8.13
PRE-LIGHTENED		10	
LIGHT		8	
MEDIUM		6	

FORMULA SATURATION

INCREASING CONCENTRATE

0 g Gold 40 g 8.0	10 g Gold 30 g 8.0	20 g Gold 20 g 8.0	30 g Gold 10 g 8.0	40 g Gold 0 g 8.0

FORMULA DILUTION

INCREASING CLEAR

0 g CLEAR 40 g 8.0	10 g CLEAR 30 g 8.0	20 g CLEAR 20 g 8.0	30 g CLEAR 10 g 8.0	40 g CLEAR 0 g 8.0

GREY BLENDING

3D-EMI Grey Blending results will vary based on processing time.

This chart shows the Grey Blending effects at different processing times when using 3D-EMI.

% OF GREY	Illustration displayed is a representation of 4.0		
	5 minutes	10 minutes	20 minutes
25%			
50%			
75%			
100%			

PRE-COLOR

TARGET LEVEL	TONE SELECTION	PRE-COLOR INSTRUCTIONS
6 to 8	GOLD	1. Mix the correct Concentrate Tone 1:1 with 5 Volume ACTIVATE Developer 2. Apply on clean hair, wet or dry 3. Process up to 20 mins 4. Remove Pre-color formula - shampoo 1 time 5. Apply treatment, if needed 6. Proceed with color service
1 to 5	COPPER	

COLOR SPACE™ NATURAL REMAINING PIGMENT CHART

LIFTING	COMPLEMENTARY TONE	LEVEL	COMPLEMENTARY TONE	DEPOSITING
PALE YELLOW	VIOLET	10	VIOLET	PALE YELLOW
YELLOW	VIOLET	9	VIOLET	YELLOW
ORANGE YELLOW	BLUE VIOLET	8	VIOLET BLUE	YELLOW ORANGE
ORANGE	BLUE	7	BLUE	ORANGE
RED ORANGE	GREEN BLUE	6	BLUE GREEN	ORANGE RED
RED	GREEN	5	GREEN	RED
VIOLET RED	YELLOW GREEN	4	GREEN YELLOW	RED VIOLET
VIOLET	YELLOW	3	YELLOW	VIOLET
BLUE VIOLET	ORANGE YELLOW	2	YELLOW ORANGE	VIOLET BLUE
BLUE	ORANGE	1	ORANGE	BLUE

REMOVAL OF COLOR

Shampoo once with comfortably warm water

Towel dry and apply STOP Cream for 3-5 minutes

Rinse and towel dry

Apply treatment for 5 minutes, if needed

Rinse and towel dry