PRIMARY



PRIMARY
PRIMARY Permanent Hair Color is scientifically calibrated to achieve desired shades and tones with consistency.

Formulated with a low content of ammonia, PRIMARY Permanent Hair Color is balanced with natural ingredients that work to protect and hydrate the hair for long-lasting, radiant results.

HYDRATING
PRIMARY is made with the natural ingredients of Chia and plant-based Hemisqualane. When combined, they attract moisture, increase shine and seal in hydration while protecting the hair. PRIMARY is formulated to reduce frizz and damage.

PROTECTIVE
PRIMARY is formulated with Chia, which is rich in natural vitamin E and acts as a barrier for environmental stressors while maximizing color vibrancy. Chia also protects from heat and free radicals.

PURE
PRIMARY is formulated with micro dye molecules that have up to 99.8% pigment purity. This technology allows color to penetrate the hair deeper, resulting in long-lasting, radiant shine.

CALIBRATED
Scientifically calibrated to set a standard of color, PRIMARY is designed to achieve level and tones for precision and consistency.

ECO-FRIENDLY
PRIMARY is cruelty-free, vegan and free from gluten, parabens, and silicones. With 120 mL tubes that are up to 2x the size of other tubes on the market, PRIMARY is a luxurious hair color that also reduces packaging waste.

PERSONALIZED
PRIMARY offers intermixable bases designed to achieve desired shades and tones, allowing you to personalize the hue or select from pre-blended colors.



STOP
CREAM OXIDIZATION STOPPER AND CUTICLE SEALANT

Cream chemical process stopper with antioxidizing, repairing and hydrating Shea Butter. Formulated to neutralize further chemical process and lock in color.



STOP
LIQUID OXIDIZATION STOPPER AND CUTICLE SEALANT

Liquid chemical process stopper with a thermal protecting natural extract.



ACTIVATE
CREME DEVELOPER

Creme hair color developer with antioxidizing, repairing and hydrating Shea Butter. Formulated to penetrate the cuticle to deliver optimal color results.



ACTIVATE
LIQUID DEVELOPER

Liquid hair color developer with hydrating and soothing Provitamin B5. Formulated to penetrate the cuticle to deliver optimal color results.



BOND
RESTRUCTURING AND PROTECTING HAIR & SCALP TREATMENT

Hair and scalp treatment with calming, hydrating Marigold and softening Coconut Oil. Formulated to protect, moisturize and reconstruct while reducing ammonia perception.

PRODUCT KNOWLEDGE ROADMAP

WATCH THE VIDEOS FOLLOWING THE ROADMAP BELOW.
Simply scan the QR Code with your phone camera, or
Click on each QR Code to view the videos.

COLOR SPACE™ WAY

ESSENTIALS

UNIMIX COLOR MIXER



ZERO AMMONIA-FREE PERMANENT HAIR COLOR



PRIMARY PERMANENT HAIR COLOR



LIGHTEN HIGH-LIFT LIGHTENER



LIFT POWDER LIGHTENERS



3D-EMI DEMI PERMANENT HAIR COLOR



GREY COVERAGE & REDS FORMULATION

EXTRAS

MUNSELL TEST

CS FORMULATION HOTLINE
1-833-882-0111 Ext. 2

CS ED. COMMUNITY

MISSION

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

COLOR SPACE™ WAY

1. REVIEW OR CREATE PROFILE
2. GREETING
3. PORTFOLIO CONSULTATION CONNECT
4. CONFIRM SERVICE INCLUDING UPGRADE
5. PREPARING FOR THE SERVICE UNIMIX BOND OPTION
6. PERFORM SERVICE
7. REMOVAL OF COLOR
8. USE STOP OXIDIZATION STOPPER
9. USE BOND SCALP & HAIR TREATMENT
10. BLOW DRY LESSON A PRODUCT
11. CONFIRM PRE-BOOKED APPOINTMENT
12. FAREWELL FOR NOW I LOVE YOU

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

COLORSPACEHAIR.COM
FOR PROFESSIONAL USE ONLY.

⚠ FOLLOW PATCH TEST GUIDELINES LOCATED ON OUTER PACKAGE OF PRODUCT

COLOR SPACE™

PRIMARY

PERMANENT HAIR COLOR
COLORATION PERMANENTE

NATURAL
NATUREL - NATURAL

- **1.0** NATURAL BLACK — NOIR NATUREL — NEGRO NATURAL
- **2.0** NATURAL VERY DARK BROWN — BRUN TRÈS FONCÉ NATUREL — CASTAÑO NATURAL MUY OSCURO
- **3.0** NATURAL DARK BROWN — BRUN FONCÉ NATUREL — CASTAÑO OSCURO NATURAL
- **4.0** NATURAL MEDIUM BROWN — CHÂTAIN MOYEN NATUREL — CASTAÑO MEDIO NATURAL
- **5.0** NATURAL LIGHT BROWN — CHÂTAIN CLAIR NATUREL — CASTAÑO CLARO NATURAL
- **6.0** NATURAL DARK BLONDE — BLOND FONCÉ NATUREL — RUBIO OSCURO NATURAL
- **7.0** NATURAL MEDIUM BLONDE — BLOND MOYEN NATUREL — RUBIO MEDIO NATURAL
- **8.0** NATURAL LIGHT BLONDE — BLOND CLAIR NATUREL — RUBIO CLARO NATURAL
- **9.0** NATURAL VERY LIGHT BLONDE — BLOND TRÈS CLAIR NATUREL — RUBIO MUY CLARO NATURAL
- **10.0** NATURAL LIGHTEST BLONDE — BLOND TRÈS TRÈS CLAIR NATUREL — RUBIO MÁS CLARO NATURAL

INTENSE NATURAL
NATUREL INTENSE - NATURAL INTENSO

- **3.00** INTENSE NATURAL DARK BROWN — BRUN FONCÉ NATUREL INTENSE — CASTAÑO OSCURO NATURAL INTENSO
- **5.00** INTENSE NATURAL LIGHT BROWN — CHÂTAIN CLAIR NATUREL INTENSE — CASTAÑO CLARO NATURAL INTENSO
- **7.00** INTENSE NATURAL MEDIUM BLONDE — BLOND MOYEN NATUREL INTENSE — RUBIO MEDIO NATURAL INTENSO
- **9.00** INTENSE NATURAL VERY LIGHT BLONDE — BLOND TRÈS CLAIR NATUREL INTENSE — RUBIO MUY CLARO NATURAL INTENSO

NATURAL ASH
NATUREL CENDRÉ - NATURAL CENIZA

- **5.01** LIGHT NATURAL ASH BROWN — CHÂTAIN CLAIR NATUREL CENDRÉ — CASTAÑO CLARO NATURAL CENIZA
- **7.01** MEDIUM NATURAL ASH BLONDE — BLOND MOYEN NATUREL CENDRÉ — RUBIO MEDIO NATURAL CENIZA
- **9.01** VERY LIGHT NATURAL ASH BLONDE — BLOND TRÈS CLAIR NATUREL CENDRÉ — RUBIO MUY CLARO NATURAL CENIZA

COOL ASH
CENDRÉ FROID- CENIZA FRÍO

- **4.17** MEDIUM COOL ASH BROWN — CHÂTAIN CENDRÉ FROID MOYEN — CASTAÑO CENIZA FRÍO MEDIO
- **6.17** DARK COOL ASH BLONDE — BLOND CENDRÉ FROID FONCÉ — RUBIO CENIZA FRÍO OSCURO

BEIGE
BEIGE - BEIGE

- **6.13** DARK BEIGE BLONDE — BLOND FONCÉ BEIGE — RUBIO BEIGE OSCURO
- **8.13** LIGHT BEIGE BLONDE — BLOND CLAIR BEIGE — RUBIO BEIGE CLARO

GOLDEN ROSÉ
DORÉ ROSÉ - DORADO ROSADO

- **6.32** DARK GOLDEN ROSÉ BLONDE — BLOND FONCÉ DORÉ ROSÉ — RUBIO OSCURO DORADO ROSADO
- **8.32** LIGHT GOLDEN ROSÉ BLONDE — BLOND CLAIR DORÉ ROSÉ — RUBIO CLARO DORADO ROSADO
- **10.32** LIGHTEST GOLDEN ROSÉ BLONDE — BLOND TRÈS TRÈS CLAIR DORÉ ROSÉ — RUBIO MÁS CLARO DORADO ROSADO

GOLDEN COPPER
DORÉ CUIVRÉ - DORADO COBRIZO

- **5.34** LIGHT GOLDEN COPPER BROWN — CHÂTAIN CLAIR DORÉ CUIVRÉ — CASTAÑO CLARO DORADO COBRIZO
- **7.34** MEDIUM GOLDEN COPPER BLONDE — BLOND MOYEN DORÉ CUIVRE — RUBIO MEDIO DORADO COBRIZO
- **9.34** VERY LIGHT GOLDEN COPPER BLONDE — BLOND TRÈS CLAIR DORÉ CUIVRE — RUBIO MUY CLARO DORADO COBRIZO

METALLIC BLONDE
BLOND MÉTALLIQUE - RUBIO METÁLICO

- **6.101** DARK METALLIC BLONDE — BLOND FONCÉ MÉTALLIQUE — RUBIO OSCURO METÁLICO
- **8.101** LIGHT METALLIC BLONDE — BLOND CLAIR MÉTALLIQUE — RUBIO CLARO METÁLICO
- **10.101** LIGHTEST METALLIC BLONDE — BLOND TRÈS TRÈS CLAIR MÉTALLIQUE — RUBIO MÁS CLARO METÁLICO

COOL
FROID - FRÍO

- **6.12** DARK COOL BLONDE — BLOND FROID FONCÉ — RUBIO OSCURO FRÍO
- **8.12** LIGHT COOL BLONDE — BLOND CLAIR FROID — RUBIO CLARO FRÍO
- **10.12** LIGHTEST COOL BLONDE — BLOND TRÈS TRÈS CLAIR FROID — RUBIO MÁS CLARO FRÍO

COPPER
CUIVRÉ - COBRIZO

- **4.4** MEDIUM COPPER BROWN — CHÂTAIN MOYEN CUIVRÉ — CASTAÑO COBRIZO MEDIO
- **6.4** DARK COPPER BLONDE — BLOND FONCÉ CUIVRÉ — RUBIO COBRIZO OSCURO
- **8.4** LIGHT COPPER BLONDE — BLOND CLAIR CUIVRÉ — RUBIO COBRIZO CLARO
- **9.4** VERY LIGHT COPPER BLONDE — BLOND TRÈS CLAIR CUIVRÉ — RUBIO COBRIZO MUY CLARO

INTENSIFIED BASE
BASES INTENSES - BASES INTENSAS

- **.22** INTENSIFIED VIOLET BASE — BASE VIOLET INTENSE — BASE VIOLÁCEA INTENSA
- **.44** INTENSIFIED COPPER BASE — BASE CUIVRE INTENSE — BASE COBRIZA INTENSA
- **.66** INTENSIFIED RED BASE — BASE ROUX INTENSE — BASE ROJIZA INTENSA

RED
ROUX - ROJOS

- **4.6** MEDIUM RED BROWN — CHÂTAIN MOYEN REFLETS ROUX — CASTAÑO ROJIZO MEDIO
- **6.6** DARK RED BLONDE — BLOND FONCÉ REFLETS ROUX — RUBIO ROJIZO OSCURO

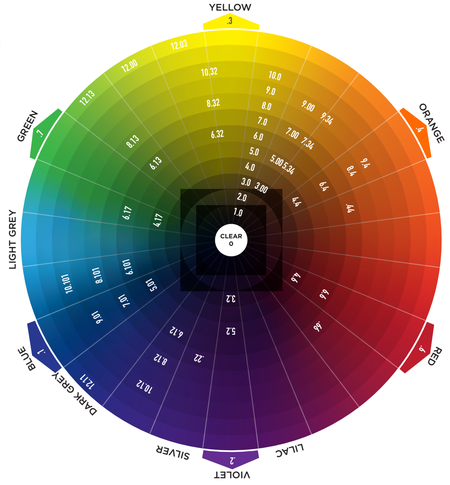
VIOLET
VIOLET - VIOLETA

- **3.2** DARK VIOLET BROWN — BRUN VIOLET FONCÉ — CASTAÑO VIOLÁCEO OSCURO
- **5.2** LIGHT VIOLET BROWN — CHÂTAIN VIOLET CLAIR — CASTAÑO VIOLÁCEO CLARO

PUSH TONE
NUANCEUR AMPLIFICATEUR TÓNER IMPULSO

- **0** CLEAR — CLAIR — NEUTRO
- **.1** BLUE — BLEU — AZUL
- **.6** RED — ROUGE — ROJO
- **.3** YELLOW — JAUNE — AMARILLO
- **.2** VIOLET — VIOLET — VIOLETA
- **.7** GREEN — VERT — VERDE
- **.4** ORANGE — ORANGE — NARANJA

- **LIGHT GREY** — GRIS CLAIR — GRIS CLARO
- **DARK GREY** — GRIS FONCÉ — GRIS OSCURO
- **LILAC** — LILAS — LILA
- **SILVER** — ARGENT — PLATEADO



STEPS TO FORMULATION USING PRIMARY PERMANENT

STEP 1	Identify the Natural Level
STEP 2	Choose Natural and/or Pre-blended **based on Desired Level**
STEP 3	Select ACTIVATE Developer according to the Desired Lift
STEP 4	Select PUSH Tone Increments **based on Desired Level**
STEP 5	Mix PRIMARY Permanent Hair Color with ACTIVATE Developer in a **1: 1.5** ratio
STEP 6	Process following the recommended Processing Time in ACTIVATE MIXING TABLE
STEP 7	Proceed with **Removal of Color**

ACTIVATE MIXING TABLE
PRIMARY PERMANENT HAIR COLOR

LEVEL OF LIFT	ACTIVATE DEVELOPER	MIXING	PROCESSING TIME
0+	5 Volume	1 : 1,5	20 minutes
up to 1	10 Volume	1 : 1,5	25 minutes
up to 2	20 Volume	1 : 1,5	35 minutes
3	30 Volume	1 : 1,5	45 minutes
4	40 Volume	1 : 1,5	55 minutes

*MIX 1:2 FOR LIGHTEN HIGH-LIFT LIGHTENER
**MIX 1:2 FOR HIGH-LIFT CLEAR

PRIMARY
PUSH TONE INCREMENTS

CONTROL			REFLECTION	
Additional Tonal Hue Create a Tertiary Color Control Warmth		LEVEL	Additional Reflection	Grey Coverage & Reds
LIGHT (x 0.5) grams	STANDARD (x 1) grams	per 40 grams	SATURATED (x 1.5) grams	INTENSIFIED (x 2) grams
0,5 g	1 g	10.0	1,5 g	2 g
0,5 g	1 g	9.0	1,5 g	2 g
1 g	2 g	8.0	3 g	4 g
1,5 g	3 g	7.0	4,5 g	6 g
2 g	4 g	6.0	6 g	8 g
2,5 g	5 g	5.0	7,5 g	10 g
2,5 g	5 g	4.0	7,5 g	10 g
3 g	6 g	3.0	9 g	12 g
3,5 g	7 g	2.0	10,5 g	14 g
4 g	8 g	1.0	12 g	16 g

BOND
MIXING CHART



HAIR COLOR		BOND		ACTIVATE Developer
40 g	+	10 g	+	60 mL

PERCEPTION OF GREY

GREY COVERAGE OPTIONS FOR PRIMARY PERMANENT HAIR COLOR

25% OF GREY (0 - 25%)

BEFORE COVERAGE	Natural (.0)	Intense Natural (.00)	Pre-Blended	ACTIVATE Developer
BLENDED (OPTION #1)	40 g		+	60 mL (20 Volume)
BLENDED (OPTION #2)		40 g	+	60 mL (20 Volume)

50% OF GREY (26 - 50%)

BEFORE COVERAGE	Natural (.0)	Intense Natural (.00)	Pre-Blended	ACTIVATE Developer
BLENDED	10 g	+	30 g +	60 mL (20 Volume)
OPAQUE	20 g	+	20 g +	60 mL (20 Volume)
MEDIUM CHROMA		20 g +	20 g +	60 mL (20 Volume)

75% OF GREY / 100% WHITE (51-100%)

BEFORE COVERAGE	Natural (.0)	Intense Natural (.00)	Pre-Blended	ACTIVATE Developer
BLENDED	10 g	+	30 g +	60 mL (20 Volume)
OPAQUE	30 g	+	10 g +	60 mL (20 Volume)
MEDIUM CHROMA		30 g +	10 g +	60 mL (20 Volume)
HIGH CHROMA	10 g +	30 g +	INTENSIFIED +	40 mL (20 Volume)

Illustration displayed is a representation at a **Level 5, with a reflective tone of .34**
Refer to the **PUSH Tone Increments Table** for the appropriate amount of PUSH Tone at a selected level.

PROCESSING TIME 30-35 minutes

REDS

	MAXIMUM CHROMA	INTENSIFIED	MEDIUM CHROMA	NATURAL	MAXIMUM BACKGROUND
PRE-BLENDED + NATURAL	40 g 6.6	30 g 6.6 10 g 6.0	20 g 6.6 20 g 6.0	10 g 6.6 30 g 6.0	40 g 6.0
PUSH TONE + NATURAL	40 g .6	30 g .6 10 g 6.0	20 g .6 20 g 6.0	10 g .6 30 g 6.0	40 g 6.0
INTENSIFIED BASE + NATURAL	40 g .66	30 g .66 10 g 6.0	20 g .66 20 g 6.0	10 g .66 30 g 6.0	40 g 6.0

REMOVAL OF COLOR

