ZERO



ZERO
ZERO Ammonia-Free Permanent Hair Color is formulated with a micro-dye molecule technology that penetrates the hair deeper for optimal color deposition.

Formulated with Chia and plant-based Hemisqualane, ZERO Ammonia-Free Permanent Hair Color works to protect and hydrate the hair for long-lasting, radiant results.

HYDRATING
ZERO 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. ZERO is formulated to reduce frizz and damage.

PROTECTIVE
ZERO 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
ZERO 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.

LUMINOUS
Ammonia-free and high-performance, ZERO protects the hair's natural moisture levels to work against dryness, increase luminosity and reduce damage.

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

PERSONALIZED
ZERO 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

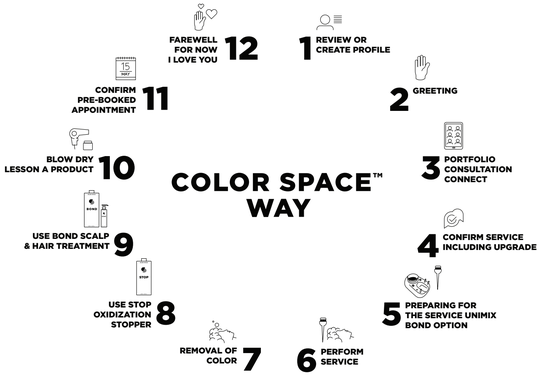
MUNSELL TEST

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 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™

ZERO

AMMONIA-FREE
PERMANENT HAIR COLOR

COLORATION PERMANENTE
SANS AMMONIAQUE

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

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

ASH
CENDRÉ - CENIZA

1.10 BLUE BLACK
NOIR BLEU
NEGRO AZULADO

6.1 DARK ASH BLONDE
BLOND FONCÉ CENDRÉ
RUBIO OSCURO CENIZA

8.1 LIGHT ASH BLONDE
BLOND CLAIR CENDRÉ
RUBIO CENIZA CLARO

9.1 VERY LIGHT ASH BLONDE
BLOND TRÈS CLAIR CENDRÉ
RUBIO CENIZA MUY CLARO

BEIGE
BEIGE - BEIGE

7.13 MEDIUM BEIGE BLONDE
BLOND MOYEN BEIGE
RUBIO BEIGE MEDIO

9.13 VERY LIGHT BEIGE BLONDE
BLOND TRÈS CLAIR BEIGE
RUBIO BEIGE MUY CLARO

10.13 LIGHTEST BEIGE BLONDE
BLOND TRÈS TRÈS CLAIR BEIGE
RUBIO BEIGE MÁS CLARO

GOLD
DORÉ - DORADO

4.3 MEDIUM GOLDEN BROWN
CHÂTAIN MOYEN DORÉ
CASTAÑO DORADO MEDIO

6.3 DARK GOLDEN BLONDE
BLOND FONCÉ DORÉ
RUBIO DORADO OSCURO

8.3 LIGHT GOLDEN BLONDE
BLOND CLAIR DORÉ
RUBIO DORADO CLARO

10.3 LIGHTEST GOLDEN BLONDE
BLOND TRÈS TRÈS CLAIR DORÉ
RUBIO DORADO MÁS CLARO

COOL
FROID - 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

5.4 LIGHT COPPER BROWN
CHÂTAIN CLAIR CUIVRÉ
CASTAÑO COBRIZO CLARO

7.4 MEDIUM COPPER BLONDE
BLOND MOYEN CUIVRÉ
RUBIO COBRIZO MEDIO

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 CUIVRÉE INTENSE
BASE COBRIZA INTENSA

.66 INTENSIFIED RED BASE
BASE ROUX INTENSE
BASE ROJIZA INTENSA

RED
ROUX - ROJOS

5.6 LIGHT RED BROWN
CHÂTAIN CLAIR REFLETS ROUX
CASTAÑO ROJIZO CLARO

7.6 MEDIUM RED BLONDE
BLOND MOYEN REFLETS ROUX
RUBIO ROJIZO MEDIO

MAHOGANY
ACAJOU - CAOBA

4.062 MEDIUM MAHOGANY BROWN
CHÂTAIN MOYEN ACAJOU
CASTAÑO CAOBA MEDIO

6.062 DARK MAHOGANY BLONDE
BLOND FONCÉ ACAJOU
RUBIO CAOBA OSCURO

7.062 MEDIUM MAHOGANY BLONDE
BLOND MOYEN ACAJOU
RUBIO CAOBA MEDIO

PUSH TONE
NUANCEUR AMPLIFICATEUR
TÓNER IMPULSO

.1 BLUE
BLEU
AZUL

.6 RED
ROUGE
ROJO

.3 YELLOW
JAUNE
AMARILLO

.2 VIOLET
VIOLET
VIOLETA

.7 GREEN
VERT
VERDE

VIOLET
VIOLET - VIOLETA

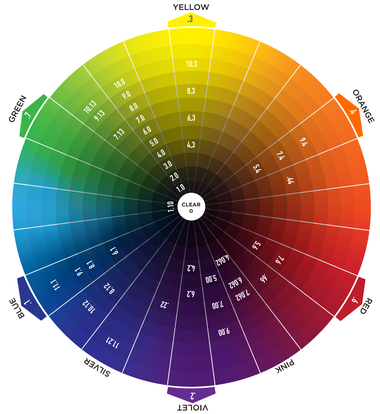
4.2 MEDIUM VIOLET BROWN
CHÂTAIN MOYEN REFLETS VIOLETS
CASTAÑO CLARO CON REFLEJOS VIOLETAS

6.2 DARK VIOLET BLONDE
BLOND FONCÉ REFLETS VIOLETS
RUBIO OSCURO CON REFLEJOS VIOLETAS

PLATINUM
PLATINE - PLATINO

11.1 ASH PLATINUM
PLATINE CENDRÉ
PLATINO CENIZA

11.21 VIOLET ASH PLATINUM
PLATINE CENDRE REFLETS VIOLETS
PLATINO CENIZA CON REFLEJOS VIOLETAS



STEPS TO FORMULATION USING ZERO AMMONIA-FREE

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

ACTIVATE MIXING TABLE ZERO AMMONIA-FREE PERMANENT HAIR COLOR

LEVEL OF LIFT	ACTIVATE DEVELOPER	MIXING	PROCESSING TIME
0	5 Volume	1 : 2	15 - 20 minutes
0+	10 Volume	1 : 1,5	30 - 35 minutes
1	20 Volume	1 : 1,5	30 - 35 minutes
2	30 Volume	1 : 1,5	30 - 40 minutes
3	40 Volume	1 : 1,5	40 - 45 minutes
3 *FOR MAXIMUM LIFT USING 5:1 AND 11.21	40 Volume	1 : 2	40 - 50 minutes

NOTES
ZERO AMMONIA-FREE REQUIRES ONE LEVEL HIGHER DEVELOPER CHOICE TO ACHIEVE THE SAME LIFT AS PRIMARY PERMANENT.

FOR GREY COVERAGE, REFER TO PERCEPTION OF GREY CHART.

ZERO AMMONIA-FREE 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

PRE-COLOR USING ZERO AMMONIA-FREE

WHEN GOING MORE THAN 3 LEVELS DARKER, PRE-COLOR AT YOUR TARGET LEVEL



LEVEL	.3 Yellow		.4 Orange		ZERO Clear		5 Volume ACTIVATE Developer
6 - 9	4 g	+	4 g	+	40 g	+	80 mL
1 - 5			12 g	+	40 g	+	80 mL

PROCESSING TIME
Up to 20 minutes
*Longer Processing Time = More Deposition

BOND MIXING CHART



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

PERCEPTION OF GREY

GREY COVERAGE OPTIONS FOR ZERO AMMONIA-FREE PERMANENT HAIR COLOR

25% OF GREY (0 - 25%)

BEFORE COVERAGE		Natural (.0)		Intense Natural (.00)		PUSH Tone / Pre-Blended		ACTIVATE Developer
BLENDED		40 g			+	STANDARD (Optional)	+	60 mL (20 Volume)
OPAQUE		30 g	+	10 g	+	STANDARD / SATURATED	+	60 mL (20 Volume)

50% OF GREY (26 - 50%)

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

75% OF GREY / 100% WHITE (51–100%)

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

Illustration displayed is a representation of **Level 5 Natural**
Refer to the **PUSH Tone Increments Table** for the appropriate amount of PUSH Tone at a selected level.

PROCESSING TIME	40 - 45 minutes	HIGH CHROMA COVERAGE	Choose 1 level higher than the desired level

REDS

	MAXIMUM CHROMA	INTENSIFIED	MEDIUM CHROMA	NATURAL	MAXIMUM BACKGROUND
PRE-BLENDED + NATURAL	40 g 7.6	30 g 7.6 + 10 g 7.0	20 g 7.6 + 20 g 7.0	10 g 7.6 + 30 g 7.0	40 g 7.0
PUSH TONE + NATURAL	40 g .6	30 g .6 + 10 g 7.0	20 g .6 + 20 g 7.0	10 g .6 + 30 g 7.0	40 g 7.0
INTENSIFIED BASE + NATURAL	40 g .66	30 g .66 + 10 g 7.0	20 g .66 + 20 g 7.0	10 g .66 + 30 g 7.0	40 g 7.0

ZERO AMMONIA-FREE GLOSSING GUIDELINES



	ZERO Clear		Natural or Pre-blended		5 Volume ACTIVATE Developer
BLENDED	20 g	+	20 g	+	80 mL
HEAVY BLENDED	10 g	+	30 g	+	80 mL
SATURATED			40 g	+	80 mL
SHADOW ROOT			40 g At Desired Level & Tone	+	60 mL

PROCESSING TIME
5 – 15 Minutes
*Longer Processing Time = More Deposition

RESTORING MID-LENGTHS & ENDS

NATURAL	NATURAL & INTENSIFIED RED
MISSING TONE	**MISSING TONE**
ZERO Ammonia Free Add 75% ZERO Clear + PUSH Tone or Pre-Blended	ZERO Ammonia Free Use Maximum Chroma Option or PUSH Tone
3D-EMI Use Pre-Blended Alone or Concentrates	3D-EMI Use Concentrates (no level)
MISSING TONE AND FADED 1 – 1 1/2 LEVELS	**MISSING TONE AND FADED 1 – 1 1/2 LEVELS**
ZERO Ammonia Free Add 50% ZERO Clear to PUSH Tone or Pre-Blended	ZERO Ammonia Free Use Intensified or Medium Chroma Option
3D-EMI 25% Natural + 75% Pre-Blended	3D-EMI Use 25% Pre-Blended + 75% Concentrate
MISSING TONE AND FADED 2 - 3 LEVELS	**MISSING TONE AND FADED 2 - 3 LEVELS**
ZERO Ammonia Free Use Pre-Blended	ZERO Ammonia Free Use Formula 1:1.5 with 10 or 20 Volume ACTIVATE developer
3D-EMI 75% Natural + 25% Pre-Blended or Concentrate	3D-EMI Use 50% Pre-Blended + 50% Concentrate

REMOVAL OF COLOR

