



**COLOR SPACE™
PUSH TONES
SWATCHBOOK**



SCIENCE - Oxidative Dyes VS. Direct Dyes

OXIDATIVE DYES are used in both permanent and demi-permanent hair color categories.

These dyes change the color of the hair fiber by penetrating the cuticle layer and developing within the cortical layer of the hair, creating a permanent chemical change to the hair structure.

Oxidative dyes can produce vibrant, long-lasting results.

Color Space™ ZERO Ammonia-Free and PRIMARY Permanent Hair Color are hair colors that use oxidative dyes.

DIRECT DYES change the color of the hair fiber by sitting ON the surface of the hair. This type of dye will not penetrate past the cuticle layers.

Direct dyes can produce vibrant results, but those results are temporary and typically last between 4-6 shampoos.

LONGEVITY

A healthy cuticle is the key to the longevity of an oxidative fashion color.

When you work with permanent hair color for vibrant results, ensure the hair is healthy to retain its color vibrancy. If the hair's integrity is compromised, you might consider another option.

To improve hair condition, we recommend using BOND Restructuring and Protecting Hair & Scalp Treatment prior to the color service.



FASHION COLORS

HIGH CHROMA

MEDIUM CHROMA

SOFT CHROMA

CORAL (PINK + ORANGE)



40 g ZERO Pink
10 g .4 ZERO Orange
40 mL 10 Volume ACTIVATE

20 g ZERO Pink
5 g .4 ZERO Orange
20 g ZERO Clear
40 mL 10 Volume ACTIVATE

10 g ZERO Pink
2 g .4 ZERO Orange
30 g ZERO Clear
40 mL 10 Volume ACTIVATE

AMETHYST (SILVER + VIOLET)



40 g ZERO Silver
5 g .2 ZERO Violet
40 mL 10 Volume ACTIVATE

20 g ZERO Silver
2 g .2 ZERO Violet
20 g ZERO Clear
40 mL 10 Volume ACTIVATE

10 g ZERO Silver
1 g .2 ZERO Violet
30 g ZERO Clear
40 mL 10 Volume ACTIVATE

BLOOD ORANGE (ORANGE + RED)



40 g .4 ZERO Orange
5 g .6 ZERO Red
40 mL 10 Volume ACTIVATE

20 g .4 ZERO Orange
2 g .6 ZERO Red
20 g ZERO Clear
40 mL 10 Volume ACTIVATE

10 g .4 ZERO Orange
1 g .6 ZERO Red
30 g ZERO Clear
40 mL 10 Volume ACTIVATE

ZINFANDEL (RED + VIOLET)



40 g .6 ZERO Red
10 g .2 ZERO Violet
40 mL 10 Volume ACTIVATE

20 g .6 ZERO Red
5 g .2 ZERO Violet
20 g ZERO Clear
40 mL 10 Volume ACTIVATE

10 g .6 ZERO Red
2 g .2 ZERO Violet
30 g ZERO Clear
40 mL 10 Volume ACTIVATE

FASHION COLORS

HIGH CHROMA

MEDIUM CHROMA

SOFT CHROMA

DENIM (BLUE)



40 g .1 ZERO Blue
40 mL 10 Volume ACTIVATE

20 g .2 ZERO Blue
20 g ZERO Clear
40 mL 10 Volume ACTIVATE

10 g .2 ZERO Blue
30 g ZERO Clear
40 mL 10 Volume ACTIVATE

FASHION COLORS

FORMULAS

GRASS (YELLOW + GREEN)



HIGH CHROMA

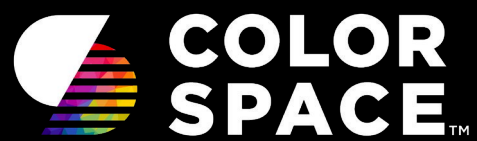
40 g .3 ZERO Yellow
10 g .7 ZERO Green
40 mL 10 Volume ACTIVATE

MANGO (YELLOW + ORANGE)



HIGH CHROMA

40 g .3 ZERO Yellow
10 g .4 ZERO Orange
40 mL 10 Volume ACTIVATE



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