

PRESS KIT

COLORSMITH.CO


colorsmith

Different by design.™



The total custom experience.

Made to order.
Crafted by experts.
Shipped to your door.



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The overview.

Historically, men have only had two options: one-size-fits-all boxed hair dye from the drugstore or frequent visits to their salon. Successful womens' custom hair color brand eSalon launched Colormsmith, their first mens' brand with unlimited color options. Colormsmith creates made-to-order, home hair color for men, complete with the first-of-its-kind Gray Reduction Program.

The stats.

- Over **50% of men** who color their hair do so every six weeks or less.
- **75% of men** who dye their hair do so at home, either themselves or with help from a friend or family member.
- **57% of men** are not completely satisfied with their current hair dye.
- **40% of men** who have beards and dye their hair, also dye their beards.



Colormsmith offers solutions to men's hair color issues with custom color yielding natural-looking results. Now every man can confidently color their hair with ease.

What makes us different?

1. We craft custom color from scratch using groundbreaking technology, taking into account your grays and hair length for a natural and seamless finish. Plus, our technology allows us to make quarter-shade adjustments.
2. Your color is shipped directly to your door, along with everything you need to color at home in a snap (including personalized instructions).
3. Our expert colorists provide one-on-one guidance and support long after your color ships.

Our mission.

No two men have the same color goals. That's why we craft custom hair, beard, and mustache color that's just for you. Our mission is simple: **To offer men a completely custom, personalized, and effortless home hair color experience with options for gray coverage on their terms.** To do it, we craft a unique color formula for every man, no matter where they are in their hair color journey. It's color with feel-good ingredients, free of Ammonia, PPD, Resorcinol, Parabens, and Phthalates.



WHY DOES CUSTOM MATTER?

Every facet of your experience is designed specifically for you. From your individually dispensed formula and tailored instructions to your name on the bottle, and date we made it. Plus, we can even make down to 1/4th of a shade adjustments to your formula. You've finally found a hair color that gives you that natural look you want.

FOR YOUR HAIR ONLY: A personal colorist will factor in your color goals, photos, profile, and hair history to formulate your color.

MORE THAN JUST DYE: We'll use your amount of gray and color resistance to assign your Developer level, while factors like hair length and color history play into which instructions you receive.

OUR CUSTOM TECHNOLOGY: To create individual formulas for each client, our engineers and coders crafted color-editing software and mixing technology. We can even match or replicate your natural hair color.

OUR ONE-OF-A-KIND GRAY REDUCTION PROGRAM: Designed for men who want to gradually blend their gray hair over time, with natural-looking coverage and subtle results over 2-3 applications. Blend grays or cover them up, you decide.

BEARD AND MUSTACHE-FRIENDLY: Versatile color for your hair, beard, and mustache that blends seamlessly with coverage that fits you.



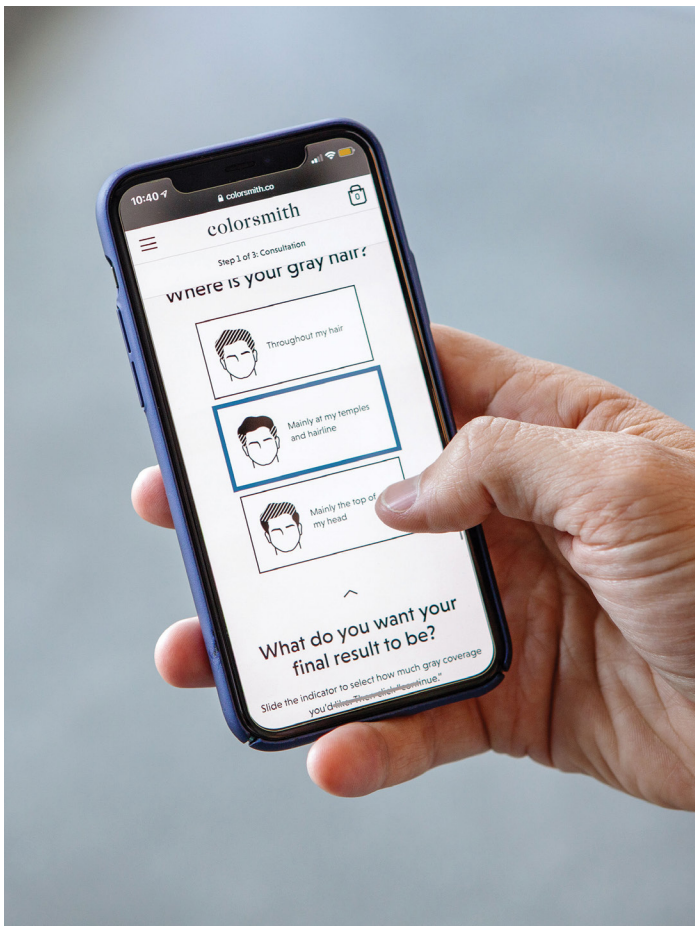
HOW DO WE DO IT?

It's part art, part science, and plain-old human connection.

PROPRIETARY TECHNOLOGY: Our engineers and coders turned color into a language. Shade variations and pigments become characters and symbols that are sent to our on-demand, color-mixing machine.

INDIVIDUALLY-CRAFTED FORMULAS: Our color-mixing machine individually fills each bottle with exact drops of pigments that are customized to a client's tone, length, and desired coverage.

EXPERT COLORISTS: We don't just rely on an algorithm. Our team of colorists come from top schools and salons around the country, and are available to call whenever clients need extra guidance.



HOW DOES IT WORK? In four simple steps.

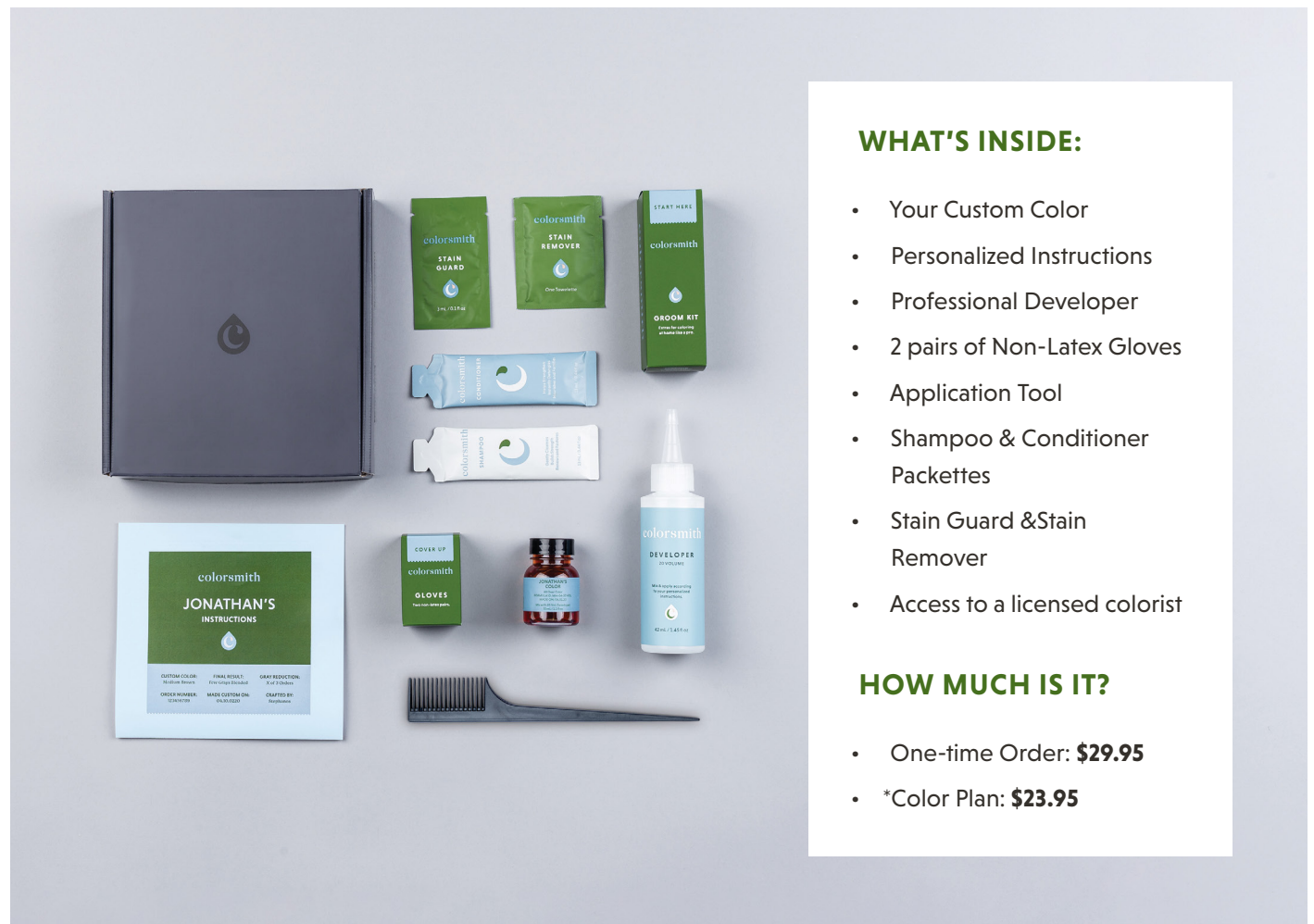
1. Create a profile, telling us all about your hair history and color goals.
2. Your colorist formulates your color using our online color editor.
3. Our color-mixing machine prints your label on an empty bottle and dispenses your custom color with precise pigments.
4. Your color is packed and shipped to your door, discreetly.

OUR TECH LEADS TO INFINITE SHADE COMBINATIONS.

With the expertise of our licensed colorists, the advanced technology equipped by our patented software, and the capability of our machinery, we are able to customize hair color to an extent of precision never seen before. Remember that quarter-shade adjustment capability? We're the only company that can do that.

Our Custom Color Case.

Never premixed or premade, each made-to-order custom Color Case is crafted in our Los Angeles headquarters to achieve a client's ultimate color goal. Then, it's packed and shipped directly to a client's door with personalized instructions and everything needed for self coloring at home. Offering permanent and demi-permanent hair color formulas, in addition to our gradual blending formula with the *Gray Reduction Program*, we use professional-grade, long-lasting pigments.



*On a Color Plan, you opt to have your color shipped on your schedule for 20% off. You may also choose to skip or cancel your Plan at any time.

WHAT OUR CLIENTS SAY.



"I absolutely love the results. My color is just right, with a nice blending of my gray that's not too dark. Plus, it lasts for quite a long time and it made my hair look healthier with lots of shine."

— MICHAEL D.



"It couldn't have been easier, my hair feels so soft and has a ton of shine. It toned down my gray hairs perfectly and looks incredibly natural."

— TIM C.



"I love the way it just blended my gray in. It felt good going on, it didn't smell, and I didn't feel it going on my scalp. It feels really good, really natural. I feel a little younger, so I'm happy."

— RICK W.



**We're committed to getting
your color just right.
Not fully satisfied? It's on us.**

Custom beard and hair color tips: How-to Videos and FAQs

This is our client education hub for anyone looking to learn more about our easy application process for hair, beard, and mustache. We've become the authority on custom color, by collecting the expertise provided by our talented team of licensed colorists and making it openly available to the public. Plus, we pull back the curtain to show you just how we do it behind the scenes.

With [how-to videos](#), [colorists' tips](#), and [FAQs](#), this resource makes the coloring process crystal clear and answers all of your questions in a snap.

VIDEOS



How to Color Short Hair

A step-by-step walkthrough of short hair application.

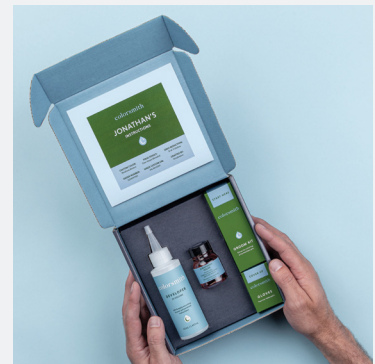
[Watch now →](#)



How to Color Your Hair & Beard

See the steps to dye your hair and beard.

[Watch now →](#)



What's our Gray Reduction Program?

Blend your grays with subtle results over time.

[Watch now →](#)

Listen to our Spotify playlist '[Hair Dye Jams](#)' as you color your hair at home.



Our press mentions.

AWARDS.

2020

AskMen Grooming Award for *Best Hair Dye*



PRESS FEATURED ARTICLES.

Men's Journal

Use Colorsmith To Cover Grey Hairs With Custom Colors

8.11.20

"Why should you go on over to Colorsmith? Because it is an amazing service that helps you fight off the greys. It does so by helping craft perfect, custom colors to dye your hair. That way you can help your hair get back to its youthful appearance."

[Read more →](#)

MEN'S JOURNAL

Forbes

The Surprisingly Impressive Technology Behind Colorsmith's At-Home Hair Color For Men

9.8.20

"Colorsmith hasn't forgotten your facial hair—the customized colors can absolutely be applied on one's beard or mustache. (Instructions for a DIY allergy test are provided.) The team has even introduced what they call the Gray Reduction Program, allowing men to replace their grays on the sly or, should they prefer, to retain some of that salt and pepper."

[Read more →](#)

Forbes



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