

FRAMCOLOR 2001 INTENSE SERIES & BASES			
	reflex (tone)	base	suggested usage
INTENSE NATURAL	.00	INTENSE BLUE VIOLET	- INTENSE 100% GRAY COVERAGE - CREATE INTENSE BRUNETTES & BLONDES
MOKA	.024	INTENSE BLUE ORANGE	- USE ALONE FOR WARMER BRUNETTES WITH INTENSE 100% GRAY COVERAGE - CREATE FULL BODIED BRUNETTES, BLONDES & BRONDES
COOL GOLD	.031	INTENSE YELLOW GREEN	- USE ALONE FOR COOL GOLDS WITH GRAY COVERAGE - CREATE BEAUTIFUL, NATURAL GOLDS
INTENSE GOLD	.33	INTENSE YELLOW YELLOW	- TO ENHANCE WARMTH OR ADD GOLD TO ANY FORMULA. - CAN BE ADDED TO RESISTANT GRAY COVERAGE FORMULAS FOR A RICHER RESULT. - CREATES BEAUTIFUL WARM GOLDEN BLONDES WHEN USED AS A TONER.
HAZELNUT	.035	INTENSE YELLOW RED	- USE ALONE TO CREATE WARM HAZELNUTS WITH GRAY COVERAGE - MIX WITH THE INTENSE NATURALS TO CREATE RICH BRUNETTES & BLONDES ON WHITE HAIR - EXCELLENT FOR TONING AND LOWLIGHTING
SANDY BEIGE	.036	INTENSE YELLOW VIOLET	- USE ALONE TO CREATE SOFT AND DELICATE SANDY, BABY BLONDES WITH GRAY COVERAGE - EXCELLENT FOR TONING PRE-LIGHTENED HIGHLIGHTS
AMBER BLONDE	.046	INTENSE ORANGE VIOLET	- CREATE WARM BRUNETTE OR BLONDE SHADES WITH A SOFT, NATURAL COPPER TONE
COPPER	.044	INTENSE ORANGE ORANGE	- CREATE INTENSE COPPER TONES - CAN BE USED FOR GRAY COVERAGE, BUT NOT RECOMMENDED FOR USE ALONE ON HAIR WITH HIGH PERCENTAGES OF GRAY
RED NATURAL	.054	INTENSE RED ORANGE	- CREATES RICH, WARM RED TONES WITH NATURAL RESULTS. - CAN BE USED ALONE FOR A SOFTER RED RESULT OR INTERMIXED WITH OTHER REDS FOR A MORE VIBRANT RESULT. - PROVIDES 100% GRAY COVERAGE
DEEP RED	.055	INTENSE RED RED	- CREATE INTENSE TRUE RED TONES - MIX WITH INTENSE COOL GOLD OR SANDY BEIGE FOR GRAY COVERAGE.
INTENSE EXTREME VIOLET	.066	INTENSE VIOLET VIOLET	- CREATE INTENSE VIOLET TONES - MIX WITH INTENSE NATURALS (.00) OR MOKAS (.024) FOR GRAY COVERAGE
MOTHER OF PEARL	.62	INTENSE VIOLET BLUE	- TONE HAIR TO A BEAUTIFUL MOTHER OF PEARL BLONDE - TONE HAIR TO CREATE THE PERFECT BASE FOR VIVID COLOR APPLICATION
ICE PEARL	.26	INTENSE VIOLET BLUE	- TONE HAIR TO A BEAUTIFUL ICY, PEARL BLONDE - TONE HAIR TO CREATE THE PERFECT BASE FOR COOLER, VIVID COLOR APPLICATION
FROZEN BROWN	.021	INTENSE BLUE GREEN	- MIX WITH INTENSE NATURALS (.00) FOR THE COOLEST GRAY COVERAGE - TOTAL CONTROL IN CREATING COOL BRUNETTES AND BLONDES - MIX WITH MOTHER OF PEARL (.62) FOR SMOKEY GRAYS - NOT RECOMMENDED TO USE ALONE FOR GRAY COVERAGE

ALL INTENSE SHADES ARE VEGAN & GLUTEN FREE

technical assistance 1.800.245.6323

FRAMCOLOR 2001 INTENSE SERIES AND BASES

FRAMCOLOR
2001
INTENSE

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FRAMCOLOR
2001
INTENSE
PERMANENT HAIRCOLOR



WALLCHART

FEATURING ALL 40+ LUMINOUS,
HI-FI INTENSE TONERS & SHADES
THAT **PROCESS IN HALF THE TIME!**

FRAMCOLOR
2001
INTENSE



FRAMCOLOR 2001 INTENSE MEASURING

FRAMCOLOR 2001 INTENSE is measured using the universal metric system, based on units of 10 called "cc's." Each tube of FRAMCOLOR 2001 INTENSE is clearly marked in 10cc increments, for ultimate ease in measuring.

FRAMCOLOR 2001 INTENSE MIXING

1. Mix 30cc (1 oz.) of FRAMCOLOR 2001 INTENSE with 60cc (2 oz.) of the appropriate FRAMESI PROFESSIONAL ACTIVATOR (see chart at bottom).

2. Apply color mixture to the hair and **PROCESS IN HALF THE TIME!**

3. Rinse, shampoo and proceed with styling.

PLEASE NOTE: Traditional processing time may vary based on hair texture and gray resistance. For best results, follow your normal hair color procedures for each guest but **PROCESS IN HALF THE TIME!**

ECONOMICAL

1:2
mix ratio

1 PART • **2 PARTS**
HAIRCOLOR • **ACTIVATOR**

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR 2001 FOR 130+ PERMANENT SHADES THAT **PROCESS IN HALF THE TIME!**



CHOOSING THE BEST FRAMESI PROFESSIONAL ACTIVATOR

FRAMESI
PROFESSIONAL
ACTIVATOR



Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

ACTIVATOR VOLUME	DESIRED COLOR RESULT							
	TONING	DARKER DEPOSIT	LEVEL ON LEVEL	1 LEVEL OF LIFT	2 LEVELS OF LIFT	3-4 LEVELS OF LIFT	GRAY COVERAGE	REFRESHING FADED ENDS
10	X							X
15	X	X					X	X
20			X	X			X	X
25				X	X		X	
30					X		X	
40						X	X	

PLEASE NOTE: When choosing between two FRAMESI PROFESSIONAL ACTIVATORS listed under the **DESIRED COLOR RESULT** in the chart above, please select the most appropriate option for your client. Choose the lower volume activator when coloring more porous and/or fragile hair. Choose the higher volume activator for more resistant hair.

COMPLETING THE COLOR SERVICE WITH FRAMESI COLOR METHOD

COLOR METHOD SHAMPOO GO

A gentle after-color shampoo for salon use only. Minimizes color fadeage with a blend of surfactants specifically designed to cleanse the hair and remove color residue and alkalinity to stop oxidation and neutralize chemicals after a color service. Restores proper pH.

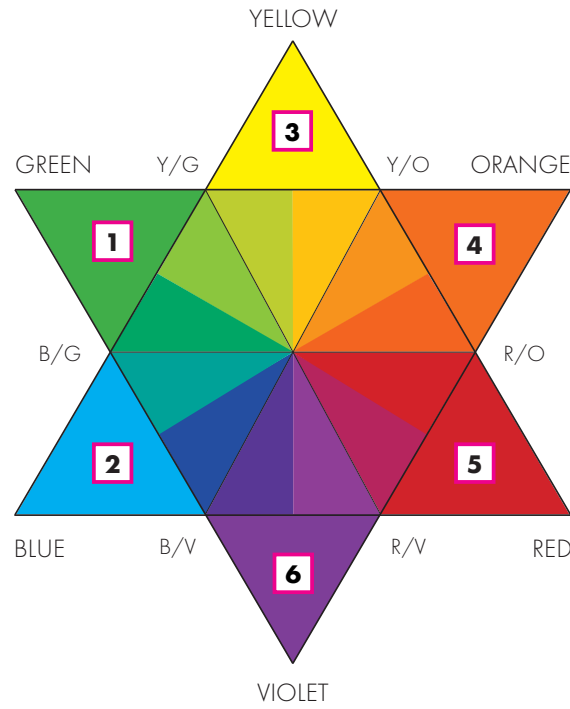
COLOR METHOD POST COLOR MASK

A conditioning after-color mask specifically formulated to restructure the hair after a color service, extending the life of the color up to 47%. Cationic conditioners wrap hair in a protective, shine enhancing shield, letting color shine through.



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FRAMCOLOR 2001 INTENSE NUMBERING SYSTEM



NUMBERING SYSTEM KEY

	Level is denoted by the left most number.			
.	a separation mark between level and description			
00	denotes INTENSE NATURALS			
0	denotes INTENSE			
1	= GREEN	4	= ORANGE	
2	= BLUE	5	= RED	
3	= YELLOW	6	= VIOLET	

COLOR THEORY

Color may be warm or cool , depending on amount of blue, red, and yellow contained in each color.

When you mix *primary colors*, you create *secondary colors*.

When you mix *primary* and *secondary colors*, you create *tertiary colors*.

When working with the *Color Wheel*, you can:

ORANGE	= RED + YELLOW
VIOLET	= RED + BLUE
GREEN	= BLUE + YELLOW

YELLOW/ORANGE	BLUE/VIOLET
RED/ORANGE	BLUE/GREEN
RED/VIOLET	YELLOW/GREEN

1. WORK AROUND THE WHEEL - to *create* color

2. WORK ACROSS THE WHEEL - to *refine* color

STEPS TO FORMULATION

1. DETERMINE THE NATURAL LEVEL (NL)

Match the natural level of the hair using the **INTENSE NATURAL SERIES** on the **FRAMCOLOR 2001 INTENSE** swatchcard.

2. DETERMINE THE DESIRED LEVEL (DL)

Determine the final desired level. Is the client going darker, lighter, or staying the same color level?

3. DETERMINE THE TONAL VALUE OF THE DESIRED LEVEL

THE GUIDING PRINCIPAL OF COLOR:
The remaining color at lift level + framesi color base = final tone.

Remaining color may be enhanced or refined depending on desired results.Refer to the color wheel and series/bases.

4. DETERMINE THE CORRECT DEVELOPER

See chart on inside cover.

PRELIMINARY TEST STRAND/ PATCH TEST

Prior to the application of color, the FDA requires that you perform a simple patch test to determine if the person is allergic to the color dye, and that the test is performed 24-48 hours prior to each application behind the ear or in the bend of the elbow.

If redness, burning, itching, small blisters or any other type of eruption appears in the general area used for the skin test during the first 24-48 hours, then the individual is sensitive to the dye, and *under no circumstances* should it be used to dye the hair.

FORMULATE FOR DESIRED COLOR IN MINUTE FORM
4 ribbon inches of desired shade + 10cc of activator

EXAMPLE DESIRED FORMULA:

TEST STRAND/ PATCH TEST

30cc (1 oz.)	60cc (2 oz.)	4 ribbon inches	10cc (1/3 oz.)
FRAMCOLOR 2001 INTENSE 5.00	FRAMESI PROFESSIONAL ACTIVATOR 20	FRAMCOLOR 2001 INTENSE 5.00	FRAMESI PROFESSIONAL ACTIVATOR 20

*PLEASE NOTE: Patch test formulation must be the exact same formula to be used on the client. DO NOT USE FRAMCOLOR 2001 INTENSE ON EYELASHES, EYEBROWS, BEARDS, OR FACIAL HAIR

TECHNICAL ASSISTANCE 1.800.245.6323

MONDAY - THURSDAY
9:00 a.m. - 8:00 p.m. EST

FRIDAY
9:00 a.m. - 4:30 p.m. EST



NATURAL LEVEL

REMAINING COLOR

10

White/
Yellow

9

Yellow

8

Yellow/
Orange

7

Orange

6

Red/
Orange

5

Red

4

Red/
Violet

3

Violet

2

Blue/
Violet

1

Blue

CONCENTRATE

INTENSE NATURAL INTENSE BLUE VIOLET	MOKA INTENSE BLUE ORANGE	COOL GOLD INTENSE YELLOW GREEN	HAZELNUT INTENSE YELLOW RED	SANDY BEIGE INTENSE YELLOW VIOLET	AMBER BLONDE INTENSE ORANGE VIOLET	COPPER INTENSE ORANGE ORANGE	RED NATURALS INTENSE RED ORANGE	DEEP RED INTENSE RED RED	EXTREME VIOLET INTENSE VIOLET VIOLET	MOTHER OF PEARL VIOLET BLUE	ICE PEARL BLUE VIOLET	FROZEN BROWN INTENSE BLUE GREEN
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