

## PERMANENT HAIRCOLOR

**FRAMCOLOR  
FAST  
2001 INTENSE**

**PROCESSES IN HALF THE TIME!**



1:2 mix ratio  
(color:developer)

cool tonality

dense finish

**FRAMCOLOR  
2001**



1:2 mix ratio  
(color:developer)

natural tonality

reflective finish

**FRAMCOLOR  
GLAMOUR**



1:1 mix ratio  
(color:developer)

cool tonality

dense finish

**FRAMCOLOR  
FUTURA**



1:1 mix ratio  
(color:developer)

cool tonality

dense finish

## AMMONIA FREE

**NEW FRAMCOLOR ECLECTIC  
5D COLOR GLOSS**



1:1 mix ratio (color:developer)

natural tonality

reflective finish

**FRAMCOLOR ECLECTIC**



1:2 mix ratio (color:developer)

natural tonality

reflective finish

**FRAMCOLOR ECLECTIC CARE**



1:2 mix ratio (color:developer)

natural tonality

reflective finish

## RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

### FRAMCOLOR PURE PIGMENT PLUS



**REFRESH & RESTRUCTURE**

no mixing required  
no developer required



**ONE STEP LIGHTEN & COLOR WITH  
PURE PIGMENT PLUS + COLOR EXALT**

1:2 mix ratio  
(PURE PIGMENT PLUS + FRAMCOLOR 2001 COLOR EXALT : developer)

tonality varies by shade

finish varies by shade

## PERMANENT HAIRCOLOR - Key Features

### FRAMCOLOR 2001 INTENSE



- **PROCESSES IN HALF THE TIME!**
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Use alone or mix with **FRAMCOLOR 2001** for 127+ shades that process in **HALF THE TIME!**
- Non-progressive formulation.

### FRAMCOLOR 2001



- 2 applications per tube. Low cost! 1:2 mix ratio.
- Use alone or mix with **FRAMCOLOR 2001 INTENSE** for 127+ shades that process in **HALF THE TIME!**
- Naturally reflective, warm finish or a cool, more dense coverage.

### FRAMCOLOR GLAMOUR



- **AFFORDABLE LUXURY** - Superior quality, two applications per 100mL tube!
- **EASY** - Same formula root to ends with 100% gray coverage.
- **INNOVATIVE** - Pure tone, true to swatch results that do not brown out.

### FRAMCOLOR FUTURA



- Precise color placement allows for the most even color result with 100% gray coverage.
- Low ammonia content and superior high quality dye molecules ensure superior shine and minimal fadage.

## AMMONIA FREE - Key Features

### NEW FRAMCOLOR ECLECTIC 5D COLOR GLOSS



- 20+ intermixable toners for 5 Dimensional Condition and Shine.
- An **EASY-TO-USE**, demi-permanent **liquid haircolor** that provides superior conditioning, longevity, and shine.
- Qualities formerly exclusive to cream haircolor, now available in a liquid haircolor.
- Quick and Easy Brilliance.
- 1:1 mix ratio with dedicated activator.

### FRAMCOLOR ECLECTIC



- Ammonia free, PPD free, demi-permanent haircolor.
- Up to 100% gray coverage.
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Can be mixed with Framcolor **Eclectic CARE** to create 70+ permanent shades.

### FRAMCOLOR ECLECTIC CARE



- Rethink. Reimagine. The evolution of ammonia free, permanent haircolor.
- 100% gray coverage from every shade, up to 3 levels of lift with no build-up.
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Can be mixed with **Framcolor Eclectic** to create 70+ permanent shades.

## RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

### FRAMCOLOR PURE PIGMENT PLUS - pH+ ACIDIC FORMULA



### NO DEVELOPER (PEROXIDE) REQUIRED

#### FRAMCOLOR PURE PIGMENT PLUS IS THE SOLUTION FOR THESE COMMON CHALLENGES:

- Over-processed hair will not hold color that requires peroxide.
- Damaged hair that does not hold color resulting in a dull, faded result.
- Chemically relaxed, keratin treated and thermally styled hair that cannot structurally withstand the use of color that requires peroxide.
- Over-lightened fragile & damaged hair that wishes to go darker but cannot structurally withstand the use of peroxide.