

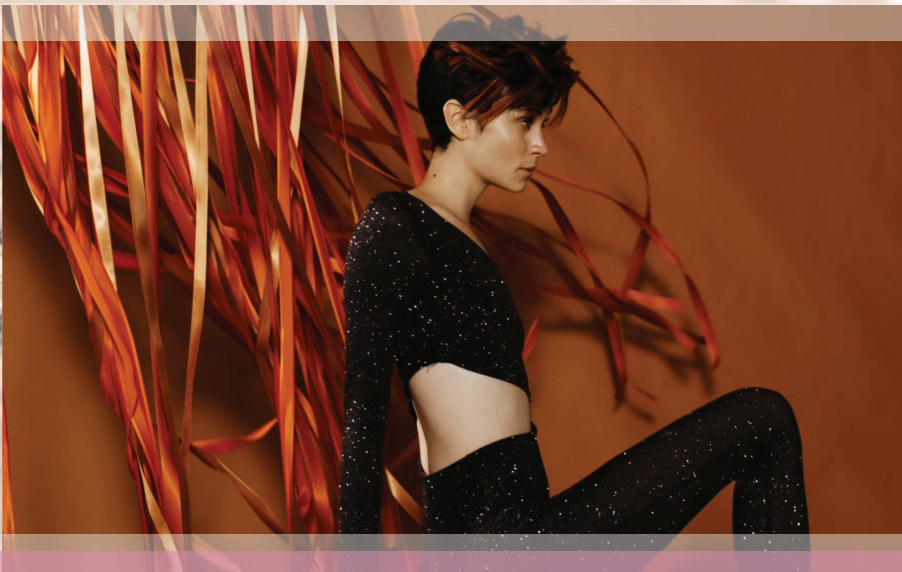


FRAMCOLOR 2001  
LIGHT &  
SHINE

 framesi®  
MILAN



FRAMCOLOR 2001  
LIGHT & SHINE





# ONE STEP **LIFT & DEPOSIT** PERMANENT COLOR

PERMANENT HAIRCOLOR THAT  
LIFTS & DEPOSITS UP TO 3  
LEVELS ON TINTED HAIR

**NO PRELIGHTENING OR  
BLEACHING REQUIRED!**







FRAMCOLOR 2001  
LIGHT &  
SHINE



# DIVERSIFY YOUR CREATIVITY WITH FRAMCOLOR 2001 LIGHT&SHINE

## WHY FRAMCOLOR 2001 LIGHT&SHINE?

Lifts & deposits on tinted hair up to 3 levels

Perfect for clients who want dimension and highlights without bleaching the hair

Create partial effects

Accentuate shape and volume of cuts

Personalize style with tailor-made contrasts





## HI-TECH BOOSTER SYSTEM

THE PERFECT FORMULA FOR  
EFFECTIVENESS, SIMPLICITY,  
AND PROTECTION

### PERFECT BRILLIANCE

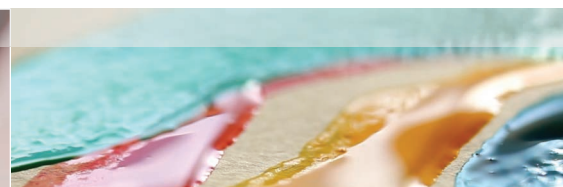
FRAMCOLOR 2001 **LIGHT&SHINE** contains precious amaranth oil that enhances and intensifies shine.

### PERFECT PROTECTION AND HYDRATION

Coconut oil, scientifically recognized as the most effective ingredient for protecting hair during coloring, ensures maximum delicacy, while the vitamin C preserves hair youth and vitality, for a color service that finds beauty through wellness.

### CONTAINS NO BLEACH OR BLEACH INGREDIENTS

Resulting in the most brilliant, conditioned highlights and dimension on color-treated or natural hair with lasting color results.



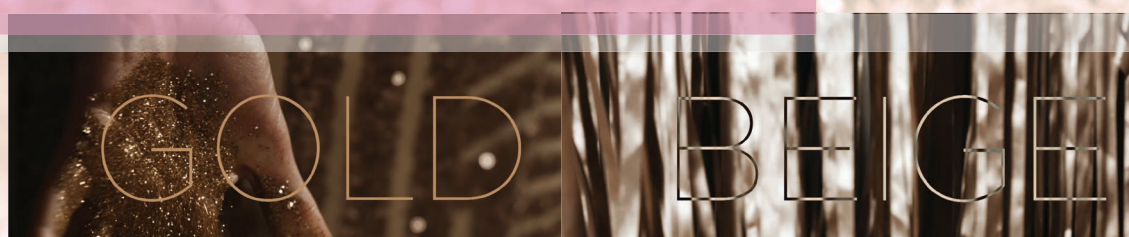






## FRAMCOLOR 2001 LIGHT&SHINE SHADES

| FRAMCOLOR 2001<br>LIGHT&SHINE<br>COLOR            | COLOR | COLOR BASE    |
|---------------------------------------------------|-------|---------------|
| DEEP VIOLET                                       | 5.66  | violet/violet |
| MAGENTA RED                                       | 6.56  | red/violet    |
| ABSOLUTE RED                                      | 7.55  | red/red       |
| INTENSE COPPER                                    | 7.44  | orange/orange |
| AMBER                                             | 7.46  | orange/violet |
| GOLDEN                                            | 8.3   | yellow        |
| NATURAL BEIGE                                     | 7.13  | green/yellow  |
| COLOR EXALT*                                      | 0     | clear         |
| *COLOR EXALT required with all LIGHT&SHINE shades |       |               |





# PROCESSING

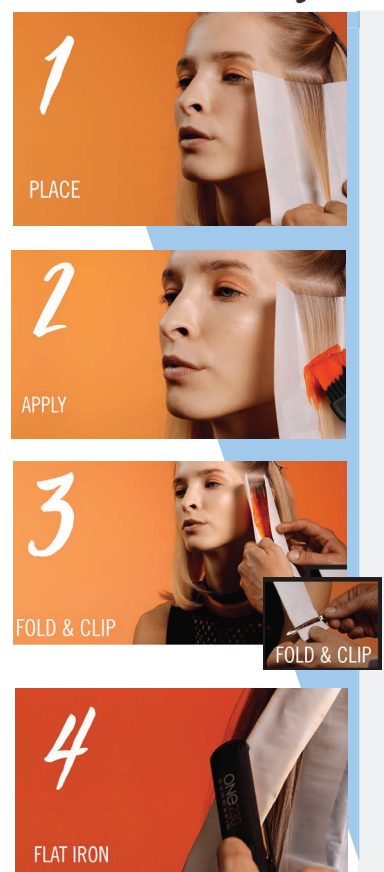
FRAMCOLOR 2001 **LIGHT & SHINE** can be processed using traditional methods at room temperature for 30-35 minutes or under a pre-heated dryer for 20 minutes.

**HOWEVER**, when using FRAMCOLOR 2001 **LIGHT & SHINE** with framesi **STRIKE4 Flat Iron Processing Sheets**, processing time is reduced to 20 seconds without compromising performance or longevity.



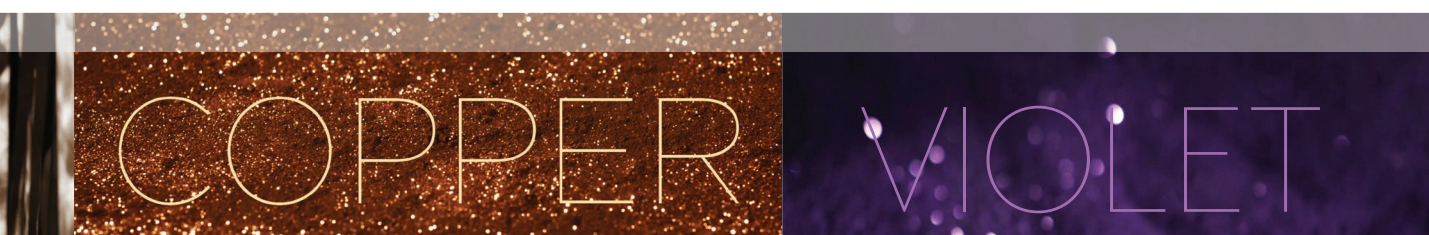
| ONE STEP LIFT AND DEPOSIT PERMANENT COLOR                   | PRELIGHTEN/ BLEACH | PROCESSING/ COLOR | TOTAL PROCESSING   |
|-------------------------------------------------------------|--------------------|-------------------|--------------------|
| Traditional bleach/ processing with foils                   | 20-40 minutes      | 20-40 minutes     | 40-80 minutes      |
| FRAMCOLOR 2001 <b>LIGHT &amp; SHINE</b>                     | 30-35 minutes      |                   | 30-35 minutes      |
| <b>STRIKE4</b> with FRAMCOLOR 2001 <b>LIGHT &amp; SHINE</b> | <b>20 SECONDS!</b> |                   | <b>20 SECONDS!</b> |

## STRIKE4



Flat Iron at 340° - 375° Fahrenheit (170° - 190° Celsius)  
Tap and slide with a light touch

Visit [www.framesiprofessional.com/STRIKE4](http://www.framesiprofessional.com/STRIKE4) to view the "how-to" video!





## AT THE STYLIST'S SERVICE

Exclusively professional

to create custom-made formulas for each guest and place your "signature touch" on every color or cut

A unique result

to make all of your guests loyal through exceptional performance and different, exclusive contrasts of color

Quick added service

your guests have more options, your salon offers more services, and you gain more revenue thanks to a color line that always offers innovative tools for creating beauty with amazing results







FRAMCOLOR 2001  
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FRAMCOLOR 2001  
LIGHT &  
SHINE



## AT THE GUEST'S SERVICE

### Superior quality

shiny, conditioned hair and natural or intense colors in just one gesture

### Extreme customization

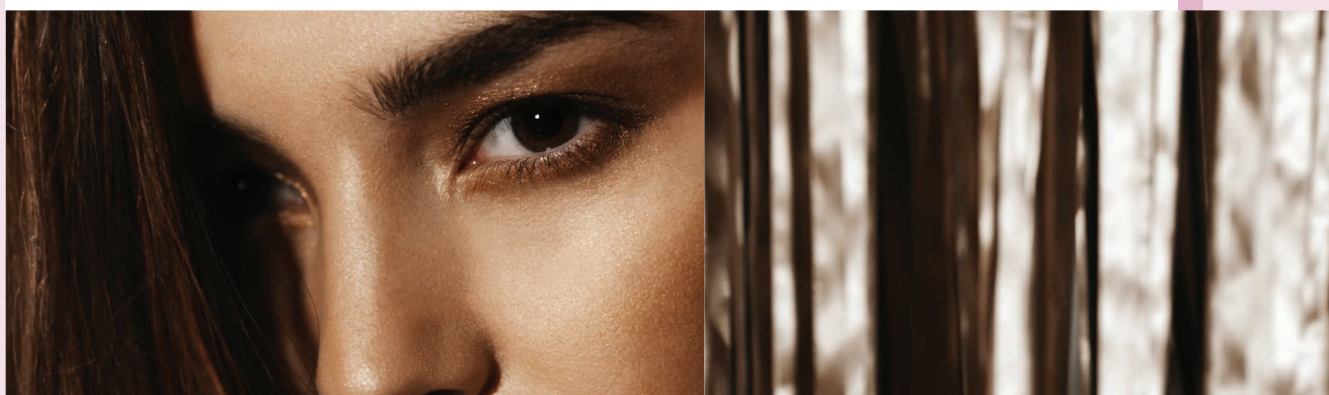
creation of custom-made partial highlights or contrasts to accentuate individual looks

### Wellness

protection and hydration for unparalleled results

### Speed

highlights and contrasts in **20 seconds** using framesi STRIKE4





# FRAMCOLOR 2001 LIGHT&SHINE SHINE

## DIRECTIONS

There are two tubes required for each FRAMCOLOR 2001 **LIGHT&SHINE** application:

1. FRAMCOLOR 2001 **LIGHT&SHINE** COLOR EXALT
2. Any other FRAMCOLOR 2001 **LIGHT&SHINE** shade of choice

When these two tubes are mixed with 40 volume developer, up to 3 levels of lift can be achieved on color-treated and natural hair in as little as 30 minutes at room temperature, or 20 seconds with framesi STRIKE4.

Apply formula from root to end using framesi STRIKE4 Flat Iron Processing Sheets, foils or visibles.

### STEP 1

1 PART FRAMCOLOR 2001 **LIGHT&SHINE** COLOR EXALT (1/2 oz. or 15cc)

TO

2 PARTS 40 Volume FRAMESI PROFESSIONAL ACTIVATOR (1 oz. or 30cc)

### STEP 2

Simply add desired FRAMCOLOR 2001 **LIGHT&SHINE** shade of choice (1/2 oz. or 15cc)

MIX WELL AND APPLY!

TOTAL OUNCES OR CC'S USED PER **LIGHT&SHINE** SERVICE

|                                        | oz.          | cc's          |
|----------------------------------------|--------------|---------------|
| COLOR EXALT                            | 1/2 oz.      | 15cc's        |
| <b>LIGHT&amp;SHINE</b> shade of choice | 1/2 oz.      | 15cc's        |
| 40 Vol. Activator                      | 1 oz.        | 30cc's        |
| <b>Total</b>                           | <b>2 oz.</b> | <b>60cc's</b> |



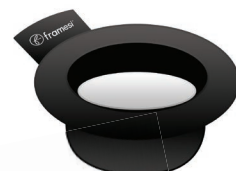
FRAMCOLOR 2001  
**LIGHT&SHINE**  
COLOR EXALT  
(1/2 oz. or 15cc)

+



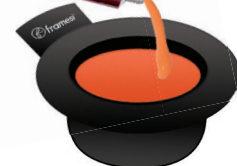
40 Vol. FRAMESI  
PROFESSIONAL  
ACTIVATOR  
(1 oz. or 30cc)

1:2



+

FRAMCOLOR 2001  
**LIGHT&SHINE**  
Shade of Choice  
(1/2 oz. or 15cc)



### REFRESHING FRAMCOLOR 2001 **LIGHT&SHINE**

When refreshing faded hair that was previously lightened with FRAMCOLOR 2001 **LIGHT&SHINE** or bleach, it is not necessary to use COLOR EXALT or 40 Volume Developer. Simply apply the **LIGHT&SHINE** shade to the hair and process 5-15 minutes.

NOTE: If 3 levels of lift are not desired, a lower volume developer can be used.



LIGHT&SHINE SHADES ON COLOR-TREATED HAIR

|   | 5.66    | 6.56    | 7.55    | 7.44    | 7.46    | 7.13    | 8.3     |
|---|---------|---------|---------|---------|---------|---------|---------|
| 2 | *       | *       | *       | *       | *       | *       | *       |
| 3 | Subtle  | Subtle  | Subtle  | Subtle  | Subtle  | Subtle  | Subtle  |
| 4 | Evident | Evident | Evident | Evident | Evident | Evident | Evident |
| 5 | Vibrant | Evident | Evident | Evident | Evident | Evident | Evident |
| 6 | *       | Vibrant | Evident | Vibrant | Evident | Evident | Evident |
| 7 | *       | *       | Vibrant | Vibrant | Vibrant | Vibrant | Evident |
| 8 | *       | *       | *       | *       | *       | *       | Vibrant |

LIGHT&SHINE SHADES ON NATURAL HAIR

|   | 5.66    | 6.56    | 7.55    | 7.44    | 7.46    | 7.13    | 8.3     |
|---|---------|---------|---------|---------|---------|---------|---------|
| 2 | Subtle  | Subtle  | Subtle  | Subtle  | Subtle  | Subtle  | Subtle  |
| 3 | Evident | Evident | Evident | Evident | Evident | Evident | Evident |
| 4 | Evident | Evident | Evident | Evident | Evident | Evident | Evident |
| 5 | Vibrant | Vibrant | Evident | Evident | Evident | Evident | Evident |
| 6 | *       | Vibrant | Vibrant | Vibrant | Evident | Evident | Evident |
| 7 | *       | *       | Vibrant | Vibrant | Vibrant | Vibrant | Evident |
| 8 | *       | *       | *       | *       | *       | *       | Vibrant |



# L&S TECHNIQUE LIGHTNING STRIKES

## STEP BY STEP

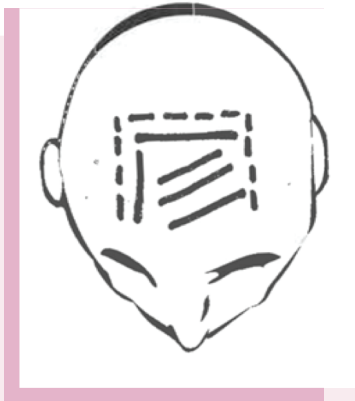
Single-process color and highlight in 35 minutes

**BASE Formula:**

framesi FRAMCOLOR Eclectic CARE 4.6  
(Deep Violet)

**STRIKES/HIGHLIGHT Formula:**

FRAMCOLOR 2001 **LIGHT&SHINE** 7.44  
(Intense Copper)



- Apply BASE formula to regrowth.
- Set timer for 35-45 minutes depending on gray coverage.
- While the BASE formula sits on the regrowth, create the top parting.
  - a. Create a front rectangle section starting at the left and right mid eyebrow to the vertex.
- Take 5 subsections ( $\frac{1}{2}$ " partings):
  - a. Left Eyebrow Arch
  - b. The Vertex
  - c. 3 diagonal sections starting at the right eyebrow
- Apply the STRIKES/HIGHLIGHT formula.
- Work towards the apex, leaving sections of hair between the framesi STRIKE4.
- Once you have reached the apex you can apply the BASE formula to the remaining sections.
- Once the BASE formula has finished processing, rinse the hair and wash with framesi COLOR METHOD System to ensure longevity of color.
- Style as desired.



# L&S TECHNIQUE

## STROBE LIGHTS

### STEP BY STEP

Single-process color and highlight in 35 minutes

**BASE Formula:**

framesi FRAMCOLOR 2001 1NB (Blue Black) +  
4EXN (Extreme Natural Medium Chestnut)

**STROBE LIGHTS Formula:**

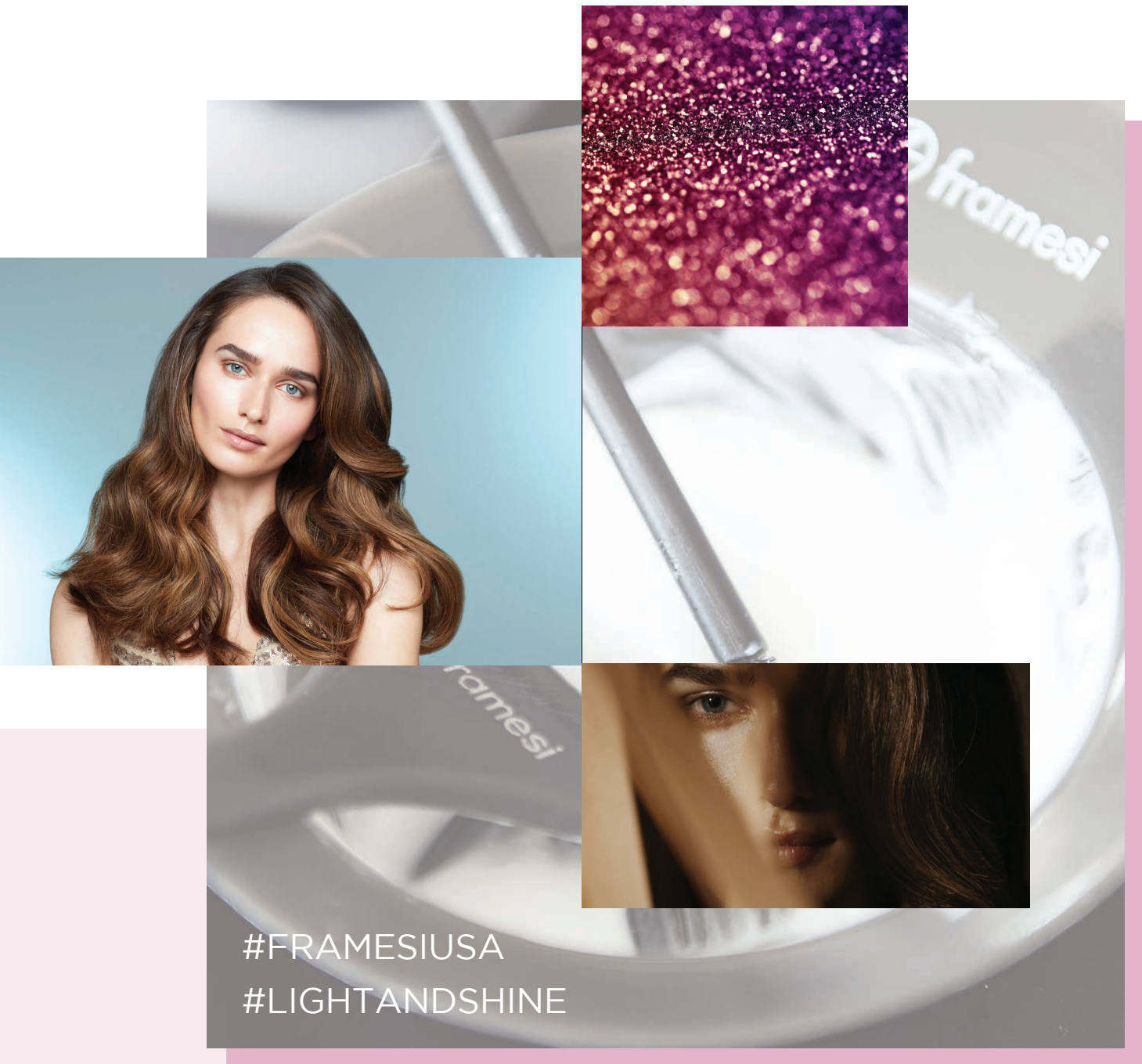
FRAMCOLOR 2001 **LIGHT&SHINE** 7.46  
(Amber)



- Part the hair in circular sections starting at the crown of the head and working down.
- Apply the BASE formula root to end in the bottom section.
- In the next section up, apply the BASE formula to the regrowth only.
- In the third section, apply the BASE formula root to end.
- Repeat step 3.
- In the final section (top), apply the BASE formula root to end.
- Begin timer (35-45 minutes depending on gray coverage.)
- Take the section from Step 3, and apply STROBE LIGHT formula using framesi STRIKE4.
- Once that section is complete, repeat the same steps for the section in Step 5.
- You can rinse once the BASE formula has fully processed.
- Use framesi COLOR METHOD System to ensure longevity of the color.
- Style as desired.



FRAMCOLOR 2001  
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#FRAMESIUSA  
#LIGHTANDSHINE



# PERFECT FRAMCOLOR 2001

## LIGHT&SHINE WITH FRAMESI

### COLOR METHOD

Before, during and after color treatment, it is important to protect the scalp, prepare hair, and re-establish physiological balance, to highlight the shaft's compact, shiny look and imprison coloring molecules for a longer lasting result.

#### SHAMPOO GO

Stops the oxidation process, removes color residue and neutralizes chemicals and alkalinity to stop the color process.

#### POST COLOR

Closes the cuticle to seal in color. Removes peroxide residue and reduces color fadeage.

#### RELIEF

Soothing scalp spray; performs an effective, instant, prolonged action reducing sensitive scalp irritation, before, during, and after color service. For all hair types and haircolor services.

#### GRAY COLOR BOOSTER

Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types.

#### MASK

Restructures the hair after coloring and keeps the cuticle compact for maximum color hold.

#### SUPERSMAK

Gently removes unwanted haircolor stains from the skin.







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