



FRAMCOLOR
2001
INTENSE
PERMANENT HAIRCOLOR

PROCESSES IN HALF THE TIME!

TECHNICAL MANUAL

FRAMCOLOR 2001 INTENSE

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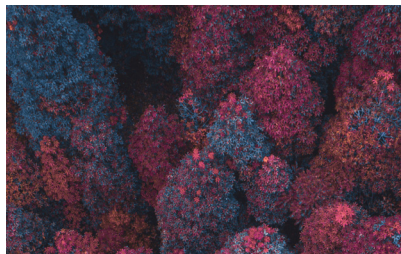
If you have any questions about the framesi system, call our toll-free technical hotline:

framesiprofessional.com

Technical Assistance 1.800.245.6323

PERMANENT COLOR

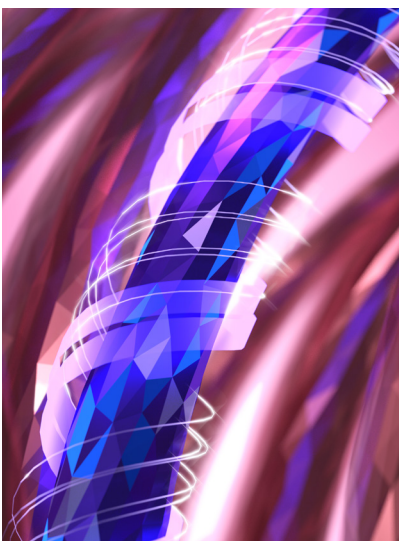
- **PROCESSES IN HALF THE TIME!**
- **INTENSE** 100% GRAY COVERAGE
- SUPERIOR CONDITION, SHINE & LONGEVITY
- FAST PIGMENTATION PROCESSING (FPP), SAVE TIME
- UP TO 4 LEVELS OF LIFT
- LUMINOUS HI-FI SHADES
- NON-PROGRESSIVE FORMULATION
- HAIR INTEGRITY...UNCOMPROMISED
- ECONOMICAL 1:2 MIX RATIO; 2 APPLICATIONS PER TUBE



FPP TECHNOLOGY FAST PIGMENTATION PROCESSING

INTENSE PERFORMANCE

- PROCESSES IN **HALF THE TIME!**



AN INNOVATIVE SYNERGY OF



Luminous Hi-Fi shades perfectly calibrated to guarantee coverage at the intended level (non-progressive) with no build up.



Innovative carrier system transports haircolor dyes quickly into the cortex.



Accelerated haircolor dyes that are stabilized to quickly expand and become permanent in **HALF THE TIME!**

FRAMCOLOR 2001 INTENSE

FRAMCOLOR 2001 INTENSE FEATURES AND BENEFITS

FEATURE	BENEFIT
INNOVATIVE TECHNOLOGY FAST PIGMENTATION PROCESSING (FPP) – the innovative synergy of 3 main factors: • Luminous Hi-Fi shades • New carrier system • Stabilizers NON-PROGRESSIVE FORMULATION	INTENSE PERFORMANCE – PROCESSES IN HALF THE TIME! • Latest generation dyes are transported quickly inside the hair using new carriers with a high affinity to hair. • Permanent haircolor molecules expand in half the time. • Will not go darker if processed longer
HI-TECH BOOSTER SYSTEM which includes the following: • Vegetable Coconut Oil Cream Base • Amaranthus Oil • Vitamin C	SUPERIOR CONDITION, SHINE & LONGEVITY • Better placement of color for even results from root to end while protecting hair fiber for less damage • Enhances shine and intensifies light reflection • Anti-oxidant, preserves youthful vitality of hair
USER-FRIENDLY COMFORT FORMULA	• Easy to prepare and apply, mixes in seconds (even in a bottle), extreme spreadability • Low client sensitivity • Virtually no ammonia fragrance • Age-defying hair nourishment & conditioning action
MOST INTENSE TONALITIES	• Most Intense Naturals for INTENSE 100% gray coverage • Deep Reds and Extreme Violets • Most warmth-controlling intense ashes
CAN BE MIXED WITH FRAMCOLOR 2001	• 40 Framcolor 2001 INTENSE shades plus 90+ Framcolor 2001 shades = 130+ Shades that process in HALF THE TIME! • Creates a deeper, cooler, denser, more solid finish to Framcolor 2001
1:2 MIX RATIO (1 PART COLOR, 2 PARTS DEVELOPER)	• 2 applications per tube / 2 clients per tube • Superior product at an economical per application price

VEGAN, GLUTEN FREE

THE CLIENT CONSULTATION

Client Consultation is the strongest marketing and merchandising tool a stylist has within the realms of the salon. **Client Consultation** can be the most important service performed on a client.

A **Client Consultation** should take place with every single client that sits in your chair, every time.

NEW CLIENTS

Let's consider first the new client to the salon. As a client walks into the salon, who is the first person she comes in contact with? The receptionist. Ensure that not only your receptionist, but every stylist, wears some sort of color/perm and has healthy, shiny hair and an up-to-date overall look. As a professional stylist recommending professional products and services, you should be an example of what those products can do.

Take a minute and think about it. How would you feel if you were walking into a new salon to get a haircut, color or perm? You have no idea:

- Who this person is
- The level of skill the stylist possesses
- What his/her personality is like

From the stylist's point of view, the **Client Consultation** can provide you with vital information needed to successfully service your new client so that she will return time and time again and trust your professional opinions and skills.

EXISTING CLIENTS

Have you ever heard this from a new client "I've been going to the same stylist for years. I kept asking for something different and never got it. So I thought I'd try someone new."

Developing a loyal clientele as well as maintaining existing clientele is not difficult, but it does take some effort and, most of all, focus. We have a very powerful tool at our disposal... the **Client Consultation**.

FIVE STEPS TO A CLIENT CONSULTATION

The Client Consultation - the first step for any salon procedure/service

There are five steps to a successful **Client Consultation**... Listen, Share, Clarify, Ask Permission and Action.

STEP 1 – LISTEN

Listening to clients requires asking the right questions to not only evaluate their needs but to create a plan of action and support the retail of professional products. With a doctor, for example, the consultation of the patient is the most important time spent with the patient. That is where the doctor evaluates the needs of the patient and prescribes the proper medicine or procedure that best treats the situation. Our profession should present itself no differently.

THE CLIENT CONSULTATION

STEP 2 – SHARE

After hearing your client's impression, it is time to share your professional expertise.

Take your time. This is the most important step, because this is where your expertise as a professional comes into play.

- ◇ Analyze your client's face. Is it Oval... Pear... Heart... Round... Square Oblong... Diamond?
- ◇ Analyze your client's features: Eye placement... nose shape... mouth size... etc. Hair should act as arrows, pointing toward good and away from poor features.
- ◇ Proper color highlights the positive and compensates for the negative. Remember that darker colors enclose. Lighter colors open and enlarge.

BE HONEST WITH YOUR CLIENT

This is the time to discuss the following:

1. **The service and in-salon treatments** – what it is going to cost and how much time is involved.
2. **Advanced booking** and how often they need to visit the salon to maintain their new look.
3. **Home maintenance** – recommend or prescribe the necessary framesi products for the client to maintain their color and for you to guarantee the service.

STEP 3 – CLARIFY

Confirm that the client is in agreement with the service they desire.

STEP 4 – ASK PERMISSION

When the client's expectations match your own, simply ask, "May we proceed?"

STEP 5 – TAKE ACTION

The service begins!



TRY THE FOLLOWING STEPS FOR ATTENTIVE LISTENING:

1. Sit on the same level as the client and face them eye-to-eye. Curb the tendency to perform **Client Consultation** looking at the client totally through the mirror.
2. When the client is expressing themselves, encourage them by some sort of acknowledgement, either a verbal “uh-huh” or “I see” or non-verbal cues such as a smile or nod.
3. Do not interrupt when the client is speaking. Paraphrase what your client has said in your own words to ensure an accurate understanding of your client’s perception of the situation.
4. Provide feedback but avoid negative feedback.

Here are some questions to help you communicate successfully while gathering information. As you gather this information, it will help you properly analyze your client’s hair type to successfully proceed with the color service.

Use a client file to record all information gathered for future reference.



Questions - A listening checklist:

1. What is your past experience with haircolor?
2. Has your hair been chemically treated with a perm or relaxer?
3. What do you want this new color to do for you?
4. What kind of color tones do you like?
5. What is your occupation?
6. What is your lifestyle? Personality?
7. Home maintenance and styling needs?
8. How often are you available for touch-ups?

BASIC COLOR THEORY

All color is based on the **Universal Law of Color**.

The **Universal Law of Color** states that every color you can imagine can be created by mixing any of the three primary colors: Red, Yellow & Blue. Mixing color and achieving desired results requires a basic understanding of the **Universal Law of Color**.

Haircolor may be warm or cool, based on the amount of **Red**, **Yellow** or **Blue** contained in each color.

When you combine **primary colors** (Red, Yellow & Blue), you create **secondary colors** (Orange, Green & Violet).

When you combine a **primary color** with a **secondary color**, you create **tertiary colors**.

**Red-Orange, Red-Violet, Yellow-Orange,
Yellow-Green, Blue-Violet & Blue-Green.**

Primary Colors	Secondary Colors
Red	Orange
Yellow	Green
Blue	Violet

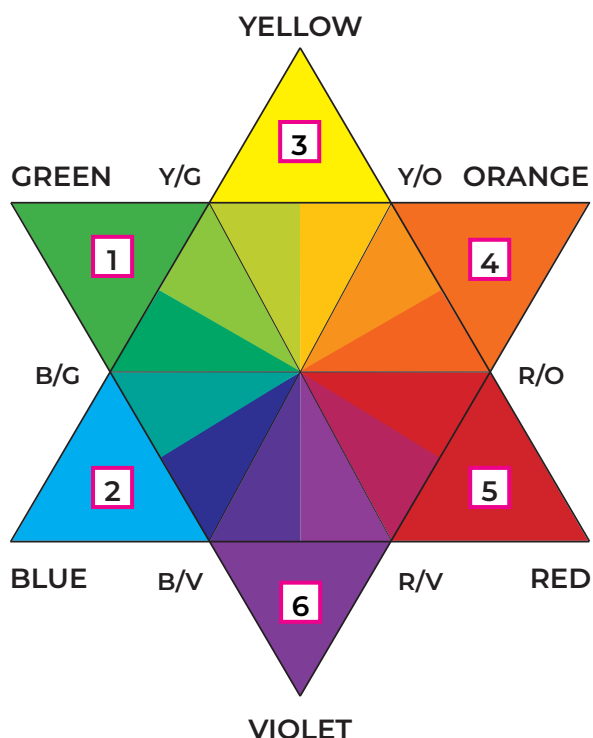
Tertiary Colors	
Red-Orange	Yellow-Green
Red-Violet	Blue-Violet
Yellow-Orange	Blue-Green

NOTES

[illegible]

EUROPEAN + INTERNATIONAL NUMBERING SYSTEM

NUMBERING SYSTEM KEY



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

NUMBERING SYSTEM

.0	INTENSE
.00	INTENSE NATURAL
.1	Green
.2	Blue
.3	Yellow
.4	Orange
.5	Red
.6	Violet

The coding of **Framcolor 2001 INTENSE** consists of the following:

The number preceding the "." designates the level of the color.

EXAMPLE

6.024	Level 6
8.00	Level 8

The number following the "." designates the intensity of the color.

Most of the **Framcolor 2001 INTENSE** include a ".0" to designate the intensity of the shades

EXAMPLE

6.00	INTENSE Natural
4.066	Extreme Violet

The numbers following the ".0" designate the primary and secondary tones of the color

EXAMPLE

5.055	INTENSE Red Red
6.021	INTENSE Blue Green

STEPS TO SUCCESSFUL COLOR FORMULATION

1. Determine the Natural Level
2. Determine the Level of the Desired Haircolor
3. Determine the Tonal Value of the Desired Level
4. Determine the Correct Developer / Activator

STEP 1: DETERMINE THE NATURAL LEVEL

The Natural Series on the **Framcolor 2001 INTENSE** swatch chart will assist you in determining the client's natural level.

Simply match the correct color swatch with the hair at the back of the head nearest the scalp. The hair should be lifted slightly off of the scalp. Be careful not to push it flat against the scalp as this will make it appear darker.

The level is the determination of how light or how dark the natural hair is. It does not determine the tone.

Tone reflects the warmth or coolness of the end result.

STEP 2: DETERMINE THE LEVEL OF THE DESIRED HAIRCOLOR

During the consultation phase, you and your client will have discussed the new haircolor you wish to achieve.

During this phase you choose the level of your client's desired hair color.

Before you can proceed to step 3, you need to understand remaining color, color theory, and the lifting process.

REMAINING COLOR AND LIFTING:

Most haircoloring involves lightening or lifting from a darker level to a lighter level.

The degree of lift is determined by the strength of the framesi activator you use and the time you allow for processing. In a single process color service, the hair is lifted and color is deposited simultaneously, so you never actually see the lifting process take place.

However, at each level of lift, color always remains in the hair. For each level of lift that remaining color is always the same (refer to Remaining Color Chart below.) Because there is always some color remaining in the hair after lifting, when you apply the new color, you're actually combining two colors.

Remaining Color Chart:

LEVELS	FRAMESI LEVELS	REMAINING COLOR
10	Platinum Blonde	Yellow-White
9	Very Light Blonde	Yellow
8	Light Blonde	Yellow-Orange
7	Medium Blonde	Orange
6	Dark Blonde	Red-Orange
5	Light Brown	Red
4	Medium Brown	Red-Violet
3	Dark Brown	Violet
2	Black-Brown	Blue-Violet
1	Black	Blue

FRAMCOLOR 2001 INTENSE

GUIDING PRINCIPLES OF HAIRCOLOR

Remaining color at lift level + the framesi color base = the final color.

Your final color is achieved by mixing one of the framesi color bases with the remaining color at the desired level.

Note: When lifting color, there will always be warm tones remaining, never cool tones

STEP 3: DETERMINE THE TONAL VALUE OF THE DESIRED LEVEL (WARM OR COOL)

True success in mixing color and achieving predictable results lies in understanding and applying simple color concepts inherent in the **Universal Law of Color**.

Remember that all hair (except gray) contains all three primary colors – red, blue and yellow. When hair is lightened, the warmer red and yellow tones are exposed (refer to **Remaining Color Chart** on page 9.) This occurs because the blue pigment leaves the hair first during the lightening cycle. The tone of the desired color is achieved by combining the remaining color at the lift level with the proper selection of one or more of the framesi bases.

STEP 4: DETERMINE THE CORRECT ACTIVATOR:

DESIRED END RESULT	FRAMESI PROFESSIONAL ACTIVATOR	TRADITIONAL PROCESSING TIME	FRAMCOLOR 2001 INTENSE PROCESSING TIME
Level on level, darker, or 1 level of lift	20 volume	35 - 45 minutes	 PROCESSES IN HALF THE TIME!*
2 levels of lift	30 volume	35 - 45 minutes	
3 - 4 levels of lift	40 volume	35 - 45 minutes	
Gray coverage	20, 30, or 40 volume	35 - 45 minutes	
Refreshing faded ends	20 volume	20 minutes	
Toning	10 or 15 volume	10 - 30 minutes	

EXAMPLE 1:

Natural level: 5 with 0% gray
 Desired level: 7 (remaining color is Orange see page 10)
 Levels of lift: 2 levels
 Desired tone: Cool with no warmth
 Activator: 30 volume
 Formula: **Framcolor 2001 INTENSE 7.021**

EXAMPLE 2:

Natural level: 6 with 75% gray
 Desired level: 6
 Levels of lift: 0
 Desired tone: Warm Brown
 Activator: 20 volume
 Formula: **Framcolor 2001 INTENSE 6.024**

FRAMCOLOR 2001 INTENSE

FRAMESI FRAMCOLOR 2001 INTENSE SERIES AND BASES

Reflex
(Tone)

Base

Suggested Uses

★ Denotes Gray Coverage

INTENSE NATURAL		
★ .00	INTENSE Blue-Violet	◇ Can be used alone for INTENSE 100% gray coverage ◇ Creates INTENSE browns and blondes
MOKA		
★ .024	INTENSE Blue-Orange	◇ Can be used alone for a warmer brown with INTENSE 100% gray coverage ◇ Creates full-bodied browns, blondes and brondes
AMBER		
★ .046	INTENSE Orange-Violet	◇ Creates warm brown or blonde shades with a soft, natural copper tone ◇ Can be used alone to provide INTENSE 100% gray coverage on even the most resistant hair
COOL GOLD		
★ .031	INTENSE Yellow-Green	◇ Can be used alone for cool golds with gray coverage ◇ Creates beautiful natural golds ◇ Creates beautiful platinum blondes with cool gold undertones when used as a toner
★ .036	INTENSE Yellow-Violet	◇ Can be used alone to create soft and delicate sandy baby blondes with gray coverage ◇ Excellent for toning pre-lightened highlights
.035	INTENSE Yellow-Red	◇ Creates warm brown or blonde shades with a rich, natural hazelnut tone ◇ Provides 100% gray coverage when mixed with the INTENSE NATURALS on resistant hair
.021	INTENSE Blue-Green	◇ Not recommended to be used alone for gray coverage ◇ Provides the coolest gray coverage when mixed with the INTENSE NATURALS ◇ Creates the most controlled cool browns and blondes
.044	INTENSE Orange-Orange	◇ Creates INTENSE copper tones ◇ Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair
.055	INTENSE Red-Red	◇ Creates INTENSE true red tones ◇ Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair
.066	INTENSE Violet-Violet	◇ Creates INTENSE violet tones ◇ Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair
PLATINUM TONERS		
.21	Blue-Green	◇ Creates beautiful frozen platinum silver ice blondes when used as a toner.
.26	Blue-Violet	◇ Creates beautiful pearl platinum silver ice blondes when used as a toner.
.31	Yellow-Green	◇ Creates beautiful platinum blondes with cool gold undertones when used as a toner
.62	Violet-Blue	◇ Creates beautiful platinum blondes when used as a toner
.66	Violet-Violet	◇ Creates beautiful violet platinum blondes that refine strong yellow tones in the hair when used as a toner

FRAMESI PROFESSIONAL ACTIVATORS



Cream/Liquid Cream Gel

- Reduced scalp sensitivity
- Enhanced color adherence for long-lasting, even color deposit
- Rich consistency for a smooth application
- Leaves hair with superior condition

Vegetable Coconut Oil Cream Base -

Coconut oil is superior to all vegetable oils in penetrating the hair fiber to minimize protein loss during a chemical service

- Saturates the hair and scalp in moisture and reduces scalp sensitivity
- Superior condition
- Resilience/shine
- Less damage (even after repeated chemical services)

Peroxide stabilizer

- Longer lasting shelf life and less waste

PERFORMING A PATCH TEST

Patch test procedures:

1. The hair color contained in the package must never be used for coloring the hair unless a preliminary skin test has been made. The skin test must be performed each time before the hair is to be colored, regardless of whether a skin test has been performed previously.
2. The color used for the preliminary skin test must be a portion of the article intended to be used for coloring the hair.
3. The sample of color to be used for the preliminary skin test should be mixed and prepared in exactly the same manner and according to the directions applicable to the use of the hair color itself.
4. By means of a suitable applicator (clean camel hair brush, cotton-tipped applicator or other applicator) a streak of color not less than a quarter of an inch wide and at least one-half inch long is made on the skin and scalp behind one ear or inside of the elbow.
5. The streak of color should be permitted to remain for at least 24-48 hours. The test area should not be covered with any type of dressing, and contact with combs, hats, eyeglasses or other objects should be avoided.
6. **WARNING:** 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, the individual is sensitive to the color, and under no circumstances should it be used for coloring the hair. Hair colors should not be used when there is any disease or eruption present anywhere on the skin or scalp.

Mixing a Patch Test

Follow the directions for mixing a patch test according to each framesi product and formula to be applied.

Note: 5cc of cream color equals 4 ribbon inches across the bottom of a framesi bowl.

Mixing Instructions:

- 5cc **Framcolor 2001 INTENSE**
- 10cc Activator

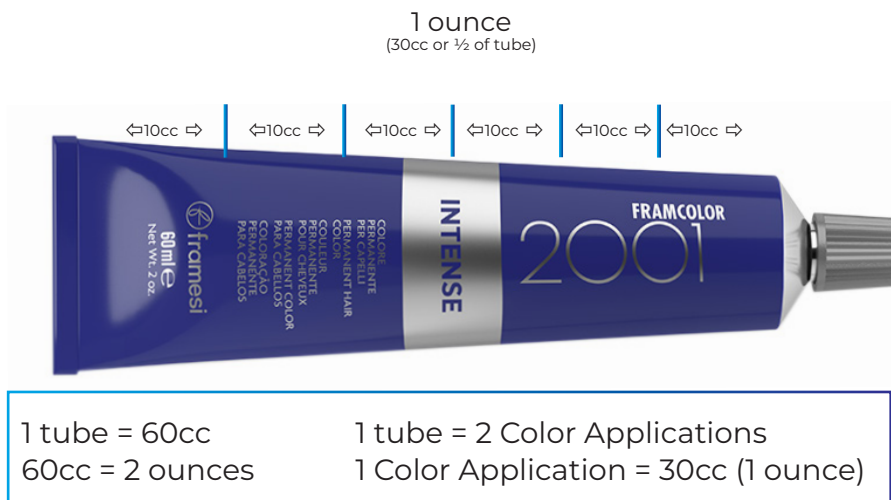
DO NOT USE FRAMCOLOR 2001 INTENSE ON EYE LASHES, EYEBROWS, BEARDS OR FACIAL HAIR.

FRAMCOLOR 2001 INTENSE

MIXING, MEASURING & APPLICATION

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 six 10cc increments, for ultimate ease in measuring.



For Bowl and Brush:

1. Squeeze 30cc (1 ounce) of **Framcolor 2001 INTENSE** cream into bowl.
Use the lines on the tube for accurate measuring.
2. Using a beaker, measure 60cc (2 ounces) of the appropriate **FRAMESI PROFESSIONAL ACTIVATOR**.
3. Pour activator into bowl.
4. Mix with brush.

COLOR APPLICATION

Application is the most important step in achieving professional results. Even the best formulation can result in spotty color, poor gray coverage and uneven lift due to improper application.

All of the framesi color products are designed for a brush-and-bowl application. The color should be gently applied to the hair, taking very thin partings. This gives the stylist more control of the color placement. Proper placement results in even color, superior gray coverage and even lift. The result is professional color achieved through professional application.

FRAMCOLOR 2001 INTENSE

MIXING INSTRUCTIONS & PROCESSING TIME



FRAMESI PROFESSIONAL ACTIVATOR

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

DESIRED END RESULT	FRAMESI PROFESSIONAL ACTIVATOR	TRADITIONAL PROCESSING TIME	FRAMCOLOR 2001 INTENSE PROCESSING TIME
Level on level, darker, or 1 level of lift	20 volume	35 - 45 minutes	PROCESSES IN HALF THE TIME!*
2 levels of lift	30 volume	35 - 45 minutes	
3 - 4 levels of lift	40 volume	35 - 45 minutes	
Gray coverage	20, 30, or 40 volume	35 - 45 minutes	
Refreshing faded ends	20 volume	20 minutes	
Toning	10 or 15 volume	10 - 20 minutes	

***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!**

FRAMCOLOR 2001 INTENSE

APPLICATION INSTRUCTIONS FOR GRAY COVERAGE

Gray hair is the absence of pigment and would require some type of Natural or Gold to obtain the most natural, intense gray coverage. With **Framcolor 2001 INTENSE**, the following Series can be used alone to achieve the most natural, intense gray coverage:

INTENSE Natural (.00)
 Moka (.024)
 Cool Gold (.031)
 Sandy Beige (.036)
 Amber (.046)

Example 1	
Natural Level	5
Desired Level	5
Desired Tone	Natural Brown
% of Gray:	75%
Formula	Framcolor 2001 INTENSE 5.00 + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

Example 2	
Natural Level	100% Gray
Desired Level	9
Desired Tone	Cool Sandy Blonde
% of Gray:	100%
Formula	Framcolor 2001 INTENSE 9.036 + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

In cases when a client has very little gray or is just beginning to gray (25% or less) **ANY** of the **Framcolor 2001 INTENSE** shades can be used to achieve the client's desired result.

Example 3	
Natural Level	6
Desired Level	6
Desired Tone	Vibrant Red
% of Gray	10%
Formula	Framcolor 2001 INTENSE 6.055 + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

FRAMCOLOR 2001 INTENSE

APPLICATION INSTRUCTIONS FOR GRAY COVERAGE

The following **Framcolor 2001 INTENSE** series should **NOT** be used **ALONE** on high percentages of gray hair due to their strong intensity of the base color.

Hazelnut (.035)
 Frozen Brown (.021)
 Deep Red (.055)
INTENSE Extreme Violet (.066)
 Copper (.044)

For a more natural result on gray hair, the **Frozen Browns, Deep Reds, Coppers, and Extreme Violets** should be mixed with any of the Series from page 16.

Example 1	
Natural Level	5
Desired Level	5
Desired Tone	Cool Chestnut Brown
% of Gray:	75%
Formula	Framcolor 2001 INTENSE 5.021 + Framcolor 2001 INTENSE 5.00 + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

Example 2	
Natural Level	4
Desired Level	5
Desired Tone	Brightest red with gray coverage
% of Gray:	50%
Formula	Framcolor 2001 INTENSE 5.055 + Framcolor 2001 INTENSE 6.031* + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

Example 3	
Natural Level	6
Desired Level	6
Desired Tone	Rich Chestnut Dark Blonde
% of Gray:	80%
Formula	Framcolor 2001 INTENSE 6.00 + Framcolor 2001 INTENSE 6.035 + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

*Note: The **Intense Natural** Series are very intense in blue-violet. When added to the **Deep Reds**, the final tonality is changed from a bright red to a cooler, more violet red. Therefore, adding the **Cool Golds** (.031) or **Sandy Beige** (.036) will maintain the warmer tonality of the red with gray coverage.

APPLICATION INSTRUCTIONS FOR RESISTANT GRAY COVERAGE

At times, gray hair may become very resistant and require an advanced formulation. If traditional application methods are not giving the final result desired, we recommend trying the following:

1. **Increase processing time 5 minutes.**

If traditional processing time is 40 minutes, **Framcolor 2001 INTENSE** processing in half would be 20 minutes. For resistant gray, increase processing time to 25 minutes. For extremely resistant gray hair, increase processing time to 30 minutes.

2. **Process with heat for 5 minutes.**

After the color application is complete, apply a plastic cap and process 5 minutes under heat. Remove cap and process for the remaining processing time, which would be half the traditional processing time.

3. If trying the above recommendations still does not result in complete, superior gray coverage, then add **Framesi Color Method Gray Color Booster**, specifically formulated to boost gray coverage and color deposit on the most resistant, coarse hair types.

FRAMCOLOR 2001 INTENSE

APPLICATION INSTRUCTIONS FOR REFRESHING FADED ENDS

At times, we may have to balance or refresh the midshaft and ends due to fadage.

When refreshing faded ends with **Framcolor 2001 INTENSE**, keep the following in mind:

- a. The **Framcolor 2001 INTENSE** colors are cooler and more dense, and only require a 10 minutes processing for refreshing faded ends.
- b. The formula chosen for the ends depends on the existing condition of the shaft and ends.
- c. Adding **COOL GOLD** or **SANDY BEIGE** to the midshaft and end formula will result in a brighter color.

Example	
Natural Level	7
Desired Level	8
Desired Tone	Natural Blonde
% of Gray	50%
Regrowth	Framcolor 2001 INTENSE 8.00
Ends Formula	Framcolor 2001 INTENSE 8.031 or 8.036

- d. Adding **MOKA**, **AMBER**, or **HAZELNUT** to the ends will result in a warmer, rich brown.

Example	
Natural Level	6
Desired Level	6
Desired Tone	Rich Natural Brown
% of Gray	75%
Regrowth	Framcolor 2001 INTENSE 6.00
Ends Formula	Framcolor 2001 INTENSE 7.024, 7.046, or 7.035

FRAMCOLOR 2001 INTENSE

APPLICATION INSTRUCTIONS FOR REFRESHING FADED ENDS CONT'D

e. When working with the **Deep Reds** or **Extreme Violets** it is recommended to choose a shade 1 level lighter than the regrowth for best results on damaged or porous ends.

Example	
Natural Level	5
Desired Level	5
Desired Tone	Bright Vibrant Red
% of Gray	0%
Regrowth	Framcolor 2001 INTENSE 5.055
Ends Formula	Framcolor 2001 INTENSE 6.055

The chart below shows the different options for refreshing faded ends with a regrowth formula of **Framcolor 2001 INTENSE 6.00**:

FORMULA FOR REGROWTH		
Framcolor 2001 INTENSE 6.00 with ACTIVATOR 20		
Challenge	Solution	Formula for midshaft and ends
Ends are over 1 level lighter and require depth to match regrowth formula	Same formula can be applied from root to end	Framcolor 2001 INTENSE 6.00
Ends do not need darkened but need refreshed in the same tone	Using a lighter level will add the same tonality without darkening the ends	Framcolor 2001 INTENSE 7.00
Ends do not need darkened but need warmed up for a brighter tonality	Using a lighter level with a warmer tonality will slightly warm up to final tone	Framcolor 2001 INTENSE 7.024, 7.046, or 7.035
Ends are browned out and flat from too much color pulled through, desiring shine	Adding a lighter color with gold will shift the brown tone to brighten the current color while adding shine	Framcolor 2001 INTENSE 7.031 or 7.036

***TONING WITH
FRAMCOLOR
2001 INTENSE***



 **framesi**[®]
MILAN

TONING

Toning - the beauty of depositing color on pre-lightened hair to cancel or alter the tone of the underlying pigment.

Framcolor 2001 INTENSE offers 7 beautiful blonde shades that can be used as a permanent lift color or as beautiful light toners on pre-lightened hair:

- Extreme Violet (10.66)
- Mother of Pearl (10.62)
- Soft Beige Blonde (9.036)
- Very Light Blonde (10.00)
- Platinum Ice Pearl Blonde (10.26)
- Platinum Cool Gold Blonde (10.31)
- Platinum Frozen Ice Blonde (10.21)

Depending on the final color results, any of the other **Framcolor 2001 INTENSE** shades can also be used for toning pre-lightened hair.

Example 1	
Pre-Lightened Tone	11 White
Desired Tone	Subtle white/soft blonde finish
Formula	Framcolor 2001 INTENSE 10.62 Framesi Professional Activator 10
Timing	<i>Half the traditional processing time!</i>

Example 2	
Pre-Lightened Tone	10 Yellow White
Desired Tone	Soft beige tone
Formula	Framcolor 2001 INTENSE 9.036 Framesi Professional Activator 10
Timing	<i>Half the traditional processing time!</i>

Note: **Framesi Professional Activator** 15 is recommended when toning extremely porous or over-lightened hair.

FRAMCOLOR 2001 INTENSE

TONING

Steps to Toning:

1. When toning pre-lightened hair always consider the condition of the hair as this will determine 3 key factors in formulating:
 - a. Formula
 - b. Developer Choice (**FRAMESI PROFESSIONAL ACTIVATOR** 10 or 15)
 - c. Timing
2. Apply regrowth first - process 5 - 10 minutes
3. Pull formula through ends - process 5 more minutes
4. Rinse fully and follow with framesi **Color Method Shampoo Post Color Mask**

SUGGESTED FORMULATIONS FOR PASTEL & PLATINUM RESULTS

PROCESS FROM 5-10 MINUTES. STRAND TEST FOR BEST RESULTS.	
Desired Tone	Formula
PLATINUM	
Milian Blonde	Equal Parts Framcolor 2001 INTENSE 10.31 (15cc/.5oz.) + Framcolor 2001 INTENSE 10.00 (15cc/.5oz.)
Fumo Blonde	Equal Parts Framcolor 2001 INTENSE 10.21 (15cc/.5oz.) + Framcolor 2001 INTENSE 10.66 (15cc/.5oz.)
Caro Blonde	Equal Parts Framcolor 2001 INTENSE 10.26 (15cc/.5oz.) + Framcolor 2001 INTENSE 10.62 (15cc/.5oz.)
Silver	Framcolor 2001 INTENSE 10.21 (30cc/1oz.)
PASTEL	
Lavender	Framcolor 2001 INTENSE 5.066 (1" /2.5cm ribbon) + Framcolor 2001 INTENSE 10.62 (30cc/1oz.)
Coral	Framcolor 2001 INTENSE 6.055 (1" /2.5cm ribbon) + Framcolor 2001 INTENSE 10.62 (30cc/1oz.)

FRAMCOLOR 2001 INTENSE

MIXING FRAMCOLOR 2001 WITH FRAMCOLOR 2001 INTENSE



When to mix?

- For processing **Framcolor 2001** shades in **HALF THE PROCESSING TIME!**
- When desired tone is cooler and denser than current Framcolor 2001 formula
- When a more intense or solid deposit is desired than the current Framcolor 2001 formula
- For unlimited tonal choices

INSTRUCTIONS: Mix 1/2 the formula of **Framcolor 2001 INTENSE** with 1/2 of any **Framcolor 2001** shade and process for **HALF THE PROCESSING TIME!***



DESIRED END RESULT	FRAMCOLOR 2001 INTENSE	FRAMCOLOR 2001	FRAMCOLOR 2001 INTENSE PROCESSING TIME
For deposit, lift, and gray coverage	1 part (15cc/ 1/2 oz.)	1 part (15cc/ 1/2 oz.)	PROCESSES IN HALF THE TIME!

1. Mix 15cc (1/2 oz.) of **Framcolor 2001 INTENSE** with 15cc (1/2 oz.) **Framcolor 2001** and add 60cc (2 oz.) of the appropriate **Framesi Professional Activator**.
2. Apply color mixture to the hair and **PROCESS IN HALF THE TIME!**

MIXING FRAMCOLOR 2001 INTENSE WITH ANY FRAMCOLOR 2001 SHADE

TURN ANY FRAMCOLOR 2001 SHADE INTO A **DEEPER, COOLER, AND DENSER** SHADE, WITH A MORE **SOLID FINISH**.

EXAMPLE:



EXAMPLE:

Natural Level	7	Framcolor 2001 INTENSE 7.031	15cc (1/2 oz.)
Desired Level	7	Framcolor 2001 7TRP	15cc (1/2 oz.) + 20 Vol. Developer
Desired Tone	Copper	Traditional Processing Time	40 minutes
Percentage of Gray	50%	New Processing Time	20 minutes!

FRAMCOLOR 2001 INTENSE



MIXING FRAMCOLOR 2001 WITH FRAMCOLOR 2001 INTENSE

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

If you want to take any of your existing **Framcolor 2001**, but process in half the time, mix with **Framcolor 2001 INTENSE** as follows:



Example	
Natural Level	4
Desired Level	5
Desired Tone	Warm Brown
% of Gray	75% - Very Resistant
Current Framcolor 2001 formula & timing	Framcolor 2001 5EXN + 5W
	5 minutes under heat 45 Minutes at room temperature
New Framcolor 2001 INTENSE / 2001 formula and timing	Framcolor 2001 INTENSE 6.00* + Framcolor 2001 5W
	5 minutes under heat 20 Minutes at room temperature

***Note** - Due to the stronger violet tonality of the **INTENSE Naturals**, final results may appear slightly darker if 5.00 is used

***Note** - If the hair is 100% white, 6.00 + 5W may be slightly cooler in tonality. The **Sandy Beiges** can be substituted for the **Framcolor 2001 EXN Series** for a warmer final results (6.036 + 5W).

FRAMCOLOR 2001 INTENSE



Example	
Natural Level	5
Desired Level	5-6
Desired Tone	Cool Blonde
% of Gray	50%
Current Framcolor 2001 formula & timing	Framcolor 2001 5CB +6NC
	40 Minutes
New Framcolor 2001 INTENSE/ 2001 formula and timing	Framcolor 2001 INTENSE 5.00 + Framcolor 2001 6NC
	20 minutes



Example	
Natural Level	6
Desired Level	lightest level in a single LIFT process
Desired Tone	as light and refined as possible
% of Gray	0
Current Framcolor 2001 formula & timing	Framcolor 2001 USA + USPLUS
	50 Minutes
New Framcolor 2001 INTENSE/ 2001 formula and timing	Framcolor 2001 US PLUS + Framcolor 2001 INTENSE 10.62
	25 Minutes

MIXING FRAMCOLOR 2001 INTENSE FOR A NEW SHADE

If the desired tone is not a current **Framcolor 2001 INTENSE** shade, mix **Framcolor 2001 INTENSE** with **Framcolor 2001** as follows:

Current Framcolor 2001 Formula/Shade	New Framcolor 2001 INTENSE Formula/Shade	Process
Framcolor 2001 7TRP	Framcolor 2001 INTENSE 8.031 + Framcolor 2001 7TRP	HALF THE TRADITIONAL PROCESSING TIME!
Framcolor 2001 8ER + Framcolor 2001 8EXN	Framcolor 2001 INTENSE 9.00 + Framcolor 2001 8ER	

MIXING FRAMCOLOR 2001 INTENSE FOR HALF THE PROCESSING TIME!

If a current **Framcolor 2001** 'Natural Perfect' (NP) result is desired, but you want to reduce processing time, simply mix **Framcolor 2001 INTENSE** Cool Golds (.031) with any **Framcolor 2001 NP** shade:

Current Framcolor 2001 Formula/ Shade	New Framcolor 2001 INTENSE Formula/Shade	Process
Framcolor 2001 5NP	Framcolor 2001 INTENSE 6.031 + Framcolor 2001 5NP	HALF THE TRADITIONAL PROCESSING TIME!
Framcolor 2001 7NP	Framcolor 2001 INTENSE 8.031 + Framcolor 2001 7NP	

FRAMCOLOR 2001 INTENSE

EXAMPLE FORMULAS



FRAMCOLOR 2001 + FRAMCOLOR 2001 INTENSE

There are infinite possibilities when mixing between **Framcolor 2001** and **Framcolor 2001 INTENSE** to create desired tones, for example:

Example	
Framcolor 2001 4EXN + 4VB	Framcolor 2001 4EXN + Framcolor 2001 INTENSE 4.066 -or- Framcolor 2001 4VB + Framcolor 2001 INTENSE 5.00
Framcolor 2001 5EXN + 5HR	Framcolor 2001 INTENSE 5.055 + Framcolor 2001 5EXN -or- Framcolor 2001 5HR + Framcolor 2001 INTENSE 6.00
Framcolor 2001 8NP + 8TRP	Framcolor 2001 8TRP + Framcolor 2001 INTENSE 8.031 -or- Framcolor 2001 INTENSE 8.044 + Framcolor 2001 8NP
Framcolor 2001 7EXN + 7NC	Framcolor 2001 7EXN + Framcolor 2001 INTENSE 8.021 -or- Framcolor 2001 INTENSE 7.036 + Framcolor 2001 7NC

***Note:** When mixing **Framcolor 2001 INTENSE** with **Framcolor 2001**, keep the following in mind:

1. The **INTENSE** Naturals will contribute more violet to the formula, and thus more depth. You may need to choose 1 level lighter with the **INTENSE** shade.
2. Because **Framcolor 2001** contains more gold, the **INTENSE** Cool Golds or Sandy Beiges are recommended when replacing the **Framcolor 2001** NP or EXN, depending on final tonality desired.

FRAMCOLOR 2001 INTENSE

MIXING INSTRUCTIONS & PROCESSING TIME

MIXING **FRAMCOLOR 2001 INTENSE** WITH **FRAMCOLOR 2001** FOR ***HALF THE PROCESSING TIME!***

DEVELOPER USAGE

DESIRED END RESULT	FRAMESI PROFESSIONAL ACTIVATOR	TRADITIONAL PROCESSING TIME	FRAMCOLOR 2001 INTENSE PROCESSING TIME
Level on level or darker	15 or 20 volume	35 - 45 minutes	 <i>PROCESSES IN HALF THE TIME!*</i>
1 level of lift	20 volume	35 - 45 minutes	
2 levels of lift	30 volume	35 - 45 minutes	
3 - 4 levels of lift	40 volume	35 - 45 minutes	
Gray coverage	20, 30, or 40 volume	35 - 45 minutes	
Refreshing faded ends	20 volume	20 minutes	
Toning	10 or 15 volume	10 - 30 minutes	

Note: When working level on level or going darker, either **FRAMESI PROFESSIONAL ACTIVATOR** 15 or 20 volume can be used based on final results.

Note: Using **FRAMESI PROFESSIONAL ACTIVATOR** 15 will result in a slightly deeper tonality.

MIXING, MEASURING & APPLICATION

The three basic types of application are:

- A. Virgin going lighter
- B. Virgin going darker
- C. Retouch

The type of application is determined by the desired end result.

Virgin Application Going Lighter

1. Perform a patch test (see page 13.)
2. Section the hair into four quarters.
3. Using 1/4" partings, apply the product 1/2" from the scalp to where the hair ends show damage. Apply the product to both sides of the strand, being careful to stay away from the scalp. The activator for mid-shaft application should be 10 volume higher than volume for scalp area.

Example:

30 volume for scalp area; 40 volume for cold shaft

4. Mix new color for scalp area with required activator and apply (using 1/4" partings) immediately to scalp area.
5. Process for **half the traditional processing time**. Framesi does not recommend the use of heat for processing.
6. When processing is complete and before rinsing the color, massage **Shampoo Go** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with **Shampoo Go**, then rinse.
8. Apply **Post Color**. Without rinsing the **Post Color**, apply framesi **Color Method Mask**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Virgin Application Going Darker

1. Perform a patch test (see page 13.)
2. Section the hair into four quadrants.
3. Apply the color to the section parts for control.
4. Using 1/4" partings, apply the color to the scalp area, then immediately work through entire hair.
5. Process for half the traditional processing time. Framesi does not recommend the use of heat for processing.
6. When processing is complete and before rinsing the color, massage Shampoo Go around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing the Post Color, apply framesi Color Method Mask. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Retouch Application

1. Perform a patch test (see page 13.)
2. Section the hair into four quadrants.
3. Apply color to section parts for control.
4. Using 1/4" partings, apply the color to regrowth.
5. Process for **half the traditional processing time**. Framesi does not recommend the use of heat during processing. Refer to **Refreshing Faded Ends** (page 20.)
6. When processing is complete and before rinsing the color, massage **Shampoo Go** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with **Shampoo Go**, then rinse.
8. Apply **Post Color**. Without rinsing the **Post Color**, apply framesi **Color Method Mask**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

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. This test is performed 24-48 hours prior to each application.

BLONDING

Bleaching - framesi Makes it Safe and Easy to be Blonde

As we've seen, the keys to any successful color service are an in-depth **Client Consultation** and your knowledge and application of the framesi system and products. The same applies to the bleaching process.

The Seven Stages of Bleaching

Quite simply, hair bleaches are designed to decolorize hair. They contain ingredients that break down the melanin granules. As we know, melanin is the pigment in the hair, and it must go through seven stages to reach its lightest level - pale yellow. Appropriately, these are called the **Seven Stages of Bleaching**:

THE SEVEN STAGES OF BLEACHING	
1.	Red
2.	Red-Orange
3.	Orange
4.	Orange-Yellow
5.	Yellow-Gold
6.	Yellow
7.	Pale Yellow

Hair must be pre-lightened to the proper stage to achieve the true, desired end results. Not all hair will require toning after pre-lightening, so lightening to the proper stage is very important.

framesi offers the **Ideal Bleaching Systems**. Our bleach products decolorize evenly and readily without leaving hair dry and unmanageable.

DECOLOR B INFINITY+

An off-the-scalp, super-lightening formula with care. It contains Hyaluronic acid to condition and moisturizes during lift while reaching brighter, more refined tonal results in minimal time. **(10+ Levels)**

DECOLOR B DIAMOND POWDER BLEACH

an off-the-scalp, ultra-refined powder bleach with **Diamond Technology** **(9+ Levels)**

DECOLOR B CLAY LIGHTENER

An ammonia and fragrance free lightener with a clay consistency that will not dry out or flake with **9+ Levels** of lift, and is perfect for freehand lightening.

DECOLOR B NO DUST

an off-the-scalp powder bleach **(Up to 7 Levels)**

DECOLOR B CREAM PLUS

the no-dust cream bleach for on or off-the-scalp **(9+ Levels)**



FRAMCOLOR 2001 INTENSE

LIGHTENING IN 20 SECONDS WITH STRIKE4



Using Decolor B Powder Lighteners with STRIKE4

SET FLAT IRON TEMPERATURE TO 340°F/170°C				
Framesi Powder Lightener	Decolor B Infinity+	Decolor B Diamond	Decolor B No Dust	Decolor B Clay
Developer Strength	20 Volume	20 Volume or lower	20 Volume or lower	20 Volume or lower
Mix Ratio	1:1.5 (lightener: developer)	1:1.5 (lightener: developer)	1:1.5 (lightener: developer)	1:1.5 (lightener: developer)
Number of Flat Iron Passes	5 maximum	5 maximum	5 maximum	5 maximum
Levels achieved in 20 seconds	Up to 7	Up to 6	Up to 5	Up to 4

FRAMCOLOR 2001 INTENSE

COMPLETING THE COLOR SERVICE

SHAMPOO GO + POST COLOR + MASK = **47% ADDED COLOR LONGEVITY**

FRAMESI COLOR METHOD



SERVICE STABILIZERS

framesi 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.

framesi 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 film, letting color shine through.

framesi Color Method **Supersmak**

A mild liquid solution that removes unwanted haircolor stains from the skin.

SPECIALTY PRODUCTS

framesi Color Method **Pro-Tect Cream**

An anti-stain barrier cream that forms a protective film which prevents staining of the skin when applied around hairline prior to the color service. Does not block hair color deposit and coverage.

framesi Color Method **Gray Color Booster**

Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types, with all haircolors on the market today.

framesi Color Method **Relief**

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

MORPHOSIS

HAIR
TREATMENT
LINE

MORPHOSIS
PRO-FORCE
BONDER 101/ SEALER 102



WHAT IS IT?

- **Pro-Force Bonder 101/Sealer 102** is a 2-step system used during bleach and hair color services to protect and strengthen hair
- Compatible with all color lines and bleach products.
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.

**VEGAN, GLUTEN FREE, SULFATE
FREE, PARABEN FREE**

PRO-FORCE

BONDER 101 & SEALER 102

WHY USE IT?

- Used during bleach or color services:
 - Reduces the risk of hair breakage to a minimum
 - Penetrates the cortex to improve resilience, elasticity and porosity
 - Improves overall integrity of damaged hair, resulting in improved color deposit with superior shine and durability
 - Helps to extend the life of the color while elevating the quality of the hair shaft
 - Assists in gray coverage on dense, resistant hair
- Used as a stand alone product for extremely damaged hair:
 - Increases hair strength and improves quality of the hair from the inside out
 - Instantly repairs and returns hair to a healthier state with improved body, softness and shine
 - Repairs cuticle damage caused by the following factors:
 - Mechanical damage, thermal damage, chemical processing damage
- Easy to use, can seamlessly become a part of any haircolor service to ensure protection of hair from damage
 - Offers an opportunity to increase value of service and added revenue

WHO NEEDS IT?

- During Color or Bleach:
 - Anyone with damaged hair, uneven porosity
 - Previously bleached hair shaft and ends
 - Hair with breakage or split ends
 - Hair that is dry and lacks moisture
 - Hair that will not hold color

AS A STAND ALONE:

- Anyone with damaged hair and cuticle damage
- Hard to manage hair, visible split ends, breakage, fly aways, easily tangles



HOW TO USE IT?

Instructions for bleach or hair color services:

1. Mix bleach or hair color as normal before adding **Pro-Force Bonder 101**.
2. Add the following amount of **Framesi Pro-Force Bonder 101** to the bleach or color mixture and mix thoroughly:
 - a. **Bleach:** add 8 ml ($\frac{1}{4}$ oz or 4 pumps) for every 30g (1 oz) of bleach
 - b. **Color:** add 4 ml ($\frac{1}{8}$ oz or 2 pumps) for all color applications
3. Apply the bleach or color mixture to hair and process as normal.
4. When processing is complete, rinse hair and towel dry. **DO NOT** shampoo.
5. If Bleach application requires a toner, apply toner to the hair at this time and process. Rinse hair and proceed to **Pro-Force SEALER 102**.
6. Apply 10-20 ml or 5-10 pumps of **Pro-Force SEALER 102** to shaft and ends. Comb carefully to distribute evenly.
7. Process 5 minutes and gently rinse.
8. Proceed with **Framesi Color Method Shampoo Go, Mask, and Post Color**.



Instructions for use as a deep restructuring treatment for extremely damaged hair:

1. Apply 15-20 ml ($\frac{1}{2}$ - $\frac{2}{3}$ oz or 8-10 pumps) **Pro-Force BONDOR 101** to shampooed and towel dried hair. Distribute evenly, massaging hair for 2 to 3 minutes.
2. Carefully comb through the hair to spread product uniformly and allow ingredients to penetrate.
3. Process for 10 minutes. For extremely damaged hair, process under heat (Do not cover hair with a plastic cap.)

4. Rinse well and towel dry hair.
5. Apply 15-20 ml or 8-10 pumps of **Pro-Force SEALER 102** to hair and distribute evenly.
6. Process 5 minutes and gently rinse. Proceed with styling.

WHAT IT WON'T DO:

- Add processing time to normal bleach or color service
- Require a change of developer or formula
- Will not affect color deposit
- Change your color or lightener consistency

FRAMCOLOR 2001 INTENSE

HAIRCOLOR



FRAMCOLOR 2001 INTENSE permanent haircolor 60mL

- **PROCESSES IN HALF THE TIME!**
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Use alone or mix with **FRAMCOLOR 2001** for 130+ shades that process in **HALF THE TIME!**
- Non-progressive formulation



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



NEW! FRAMCOLOR PURE PIGMENT PLUS

restructure & color damaged hair - in one step
60mL

- Reparative pigments for damaged hair, no developer required!
- Must-have color for textured hair that has been weakened by chemical relaxers, smoothing/keratin treatments & heat styling
- Acidic pH-balanced haircolor formula neutralize hair pH after bleaching services, leading to less irritation and a shinier, healthier color result.
- Acidic pH tightly seals the cuticle to lock in color molecules, even in the most damaged, porous areas susceptible to fading & color loss.

AVAILABLE IN NATURAL, VIBRANT & BOLD SHADES



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR 2001 permanent haircolor 60mL

- 2 applications per tube. Low cost! 1:2 mix ratio
- Use alone or mix with **FRAMCOLOR 2001 INTENSE** for 130+ cooler-toned shades that process in **HALF THE TIME!**
- Naturally reflective, warm finish or a cool, more dense coverage



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR ECLECTIC

ammonia free, demi-permanent haircolor 60mL

- Ammonia free, PPD free, fragrance 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 76+ permanent shades



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR GLAMOUR permanent haircolor 60mL & 100mL

- 100% gray coverage with every shade, no intermixing
- Cool tonality, dense finish, true to swatch, pure tone results
- Up to 5 levels of lift



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR ECLECTIC CARE ammonia free, permanent haircolor 60mL

- 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 76+ permanent shades



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR FUTURA permanent haircolor 60mL

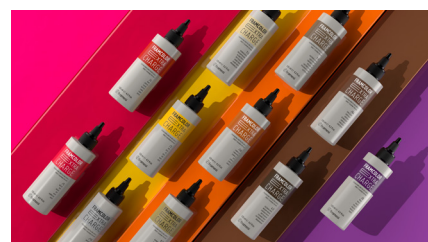
- Precise color placement allows for the most even color result with 100% gray coverage
- Low ammonia content and superior high quality dye molecules, ensure superior shine and minimal fadeage



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!

FRAMCOLOR EXTRA CHARGE direct pigments 125mL

Discover **FRAMCOLOR EXTRA CHARGE**, for a perfect color, a brilliant, intense charge. **FRAMCOLOR EXTRA CHARGE** is a ready-to-use pigment, with no ammonia, amines and alcohol.



FRAMCOLOR 2001 INTENSE

PEROXIDES 946mL

peroxide viscosity comparison

LIQUID CREAM BASE
maximum spreadability

CREAM BASE
total control

FRAMESI PROFESSIONAL ACTIVATOR 946mL/32fl.oz.

LIQUID CREAM ACTIVATOR



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

OSSIDORR® 1000mL/33.8fl.oz.

CREAM DEVELOPER



RICH in vegetable oil and castor oil for maximum protection of the hair and scalp. Ossidorr's thick consistency allows for smooth application with shine and condition.

MIXCOLOR CREMA 1000mL/33.8fl.oz.

DEPOSIT-ONLY CREAM ACTIVATOR

Mixcolor Crema is a revolutionary tone-on-tone activator that transforms framesi permanent haircolor into a stunning deposit-only color.



This tone-on-tone cream activator is designed to be mixed with **FRAMCOLOR 2001** (1:4 mix ratio) & **FRAMCOLOR FUTURA** (1:2 mix ratio).

Ideal for toning highlights, refreshing faded ends, and shine enhancement.

FRAMESI COLOR METHOD

The difference between simple coloring and PROFESSIONAL TREATMENT lies in the METHOD. Customers who choose professional coloring want superb service and excellent results, but also color longevity and expert hair care. The same added value is shared by all successful colorists.



COLOR METHOD SHAMPOO GO 1000mL/33.8fl.oz.

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 1000mL/33.8fl.oz.

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.



COLOR METHOD RELIEF 150mL/5.1fl.oz.

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



COLOR METHOD PRO-TECT CREAM 75mL/2.5fl.oz.

An anti-stain barrier cream that forms a protective film which prevents staining of the skin when applied around hairline prior to the color service. Does not block hair color deposit and coverage.



COLOR METHOD SUPERSMAK 250mL/8.4fl.oz.

A mild liquid solution that removes unwanted haircolor stains from the skin.



COLOR METHOD GRAY COLOR BOOSTER 150mL/5.1fl.oz.

Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types, with all haircolors on the market today.

FRAMCOLOR 2001 INTENSE

DECOLOR B LIGHTENERS



DECOLOR B INFINITY+ 500g / Net Wt. 18oz.

A sophisticated off-the-scalp fast-lightening powder bleach that **BLASTS PAST BRASS with Care**. Formulated by hairstylists, containing Hyaluronic acid to moisturize and protect from the inside out for lighter, brighter results, faster. **(10+ Levels)**

- Rapidly achieves up to 10+ levels of lightening
- Leaves hair with a superior reflective shine & refined finish
- Colorless, dust free, fragrance free formula
- Dense, creamy formula lifts faster without drying, flaking or swelling
- Exfoliates, hydrates and protects with Hyaluronic acid and White Kaolin powder - no bonder needed
- Ideal for all off-the-scalp bleaching, freehand, and highlighting techniques

DECOLOR B DIAMOND 500g / Net Wt. 18oz. an off-the-scalp, ultra-refined powder bleach with Diamond Technology (9+ Levels)



- Rapidly achieves up to 9+ levels of lift
- Diamond Technology – exfoliate, polish, add light reflection
- Ultimate conditioning and protection
- No Dust: less sensitivity, greater safety in the salon
- Ultra-refined powder mixes to creamy consistency

DECOLOR B CLAY LIGHTENER 500g / Net Wt. 18oz.

For on or off-the-scalp, ammonia and fragrance free lightener with a clay consistency that will not dry out or flake with 9+ Levels of lift, and is perfect for freehand lightening.



- Rapidly achieves 9+ levels of lift
- Ammonia free, fragrance free
- Can be used on the scalp with 20 volume developer or lower
- Will not dry out or flake
- Clay texture stays in place, perfect for freehand lightening
- No Dust: less sensitivity, greater safety in the salon
- Creamy consistency makes it extremely easy to spread through hair

DECOLOR B NO DUST 500g / Net Wt. 18oz. an off-the-scalp powder bleach (Up to 7 Levels)



- Lightening power of 7+ levels of lift
- Utmost protection for the hair
- Stays moist without swelling
- Pleasantly scented
- Also suitable for over-treated hair
- No Dust: less sensitivity, greater safety in the salon
- Violet shade assists in refining yellow hair

DECOLOR B CREAM PLUS 150mL/7.5 oz. the no-dust cream bleach for on or off-the-scalp (9+ Levels)



- Rapidly achieves 9+ levels of lightening
- Innovative cream formula
- Contains protective oils to safeguard hair health and scalp
- Effective on the most difficult haircolor removal services
- Thick creamy consistency stays moist without swelling
- Leaves hair with ultimate condition and shine

FRAMCOLOR 2001 INTENSE

FRAMESI STRAIGHTENING SYSTEM - RELAXING SERVICE

The **Framesi Straightening System** is a highly protective, formaldehyde-free straightening system that allows you to create texture by refining natural curl through relaxing, curl reduction and redirection of natural growth patterns. It removes frizz, leaving hair sleek, smooth, and more manageable. Framesi Straightening System has a lower pH than conventional relaxers, allowing you to create stunning effects while preserving the integrity of the hair.



FRAMESI STRAIGHTENING SYSTEM STRONG

280mL/9.5 fl.oz.

FOR COARSE, RESISTANT HAIR



FRAMESI STRAIGHTENING SYSTEM NEUTRALIZER

280mL/9.5 fl.oz.

NEUTRALIZES HAIR AFTER STRAIGHTENING SYSTEM TREATMENT



FRAMESI PERM SYSTEM PROTECTIVE SERUM

150mL/5.1 fl.oz.

PROTECTS DURING BOTH STRAIGHTENING & WAVING SYSTEM TREATMENTS

FRAMESI WAVING SYSTEM- PERM SERVICE

The **Framesi Waving System** is rich in protective, conditioning ingredients to wave hair without damage. Thanks to its cationic formula and Hydro-Care Complex* formulated with hydrolized soy and vegetable proteins and Camellia Oleifera seed oil, hair stays soft and shiny.

FRAMESI WAVING SYSTEM NEUTRALIZER

1000mL/33.8 fl.oz.



FRAMESI WAVING SYSTEM PROTECTIVE SERUM

150mL/5.1 fl.oz.



FRAMESI WAVING SYSTEM 0

500mL/16.9 fl.oz.



NORMAL / COLOR-TREATED / RESISTANT HAIR

FRAMESI WAVING SYSTEM 1

500mL/16.9 fl.oz.



COLOR-TREATED HAIR

FRAMESI WAVING SYSTEM 2

500mL/16.9 fl.oz.



COLOR-TREATED / DAMAGED / HIGHLIGHTED HAIR

REQUIRED FOR ALL WAVING SERVICES

FRAMESI SMOOTHING SYSTEM - KERATIN TREATMENT

The **Framesi Smoothing System** is a color-safe system that uses the protective and reparative properties of KERASEA Complex. Formulated with Nori Seaweed, Hydrolyzed Keratin, & Amla Oil, hair remains hydrated, shiny, and frizz-free. The system is ideal for highly textured hair that is prone to frizz and damage resulting from thermal styling and conventional relaxers. Results will last 12 weeks or greater, with the hair gradually returning to its natural texture.



SMOOTHING SYSTEM SHAMPOO STEP 1

400mL/13.5 fl.oz.



SMOOTHING SYSTEM MOISTURIZING LEAVE-IN

150mL/5.1 fl.oz.



SMOOTHING SYSTEM FLUID PLUS STEP 3

400mL/13.5 fl.oz.



SMOOTHING SYSTEM CONDITIONER STEP 4

400mL/13.5 fl.oz.

FRAMCOLOR 2001 INTENSE

FRAMESI COLOR LOVER >95% LONGER LASTING COLOR*

FRAMESI COLOR LOVER products extend the life of your color >95% longer than leading competitors*. Packed with the finest vegan-friendly ingredients to provide anti-aging, anti-pollutant, and thermal protection, this line is packed with must-have essential care and styling products!

FRAMESI
**COLOR
LOVER®**



*based on lab testing

VEGAN

GLUTEN
FREE

PARABEN
FREE

PLANT
BASED

SODIUM
CHLORIDE
FREE

SULFATE/
DEA FREE



DYNAMIC BLONDE

Banish the brass!
Keep your blonde/gray/white hair brighter and more refined.

NEW! DYNAMIC RED

& DYNAMIC BRUNETTE

Keep your red & brunette hair fresh and on-tone.

DYNAMIC BLONDE SHAMPOO VIOLET SHAMPOO FOR BLONDE/ GRAY HAIR

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Intensely dark, rich violet color offers powerful toning
- Quinoa, conditioning agents, proteins and protectants leave hair moisturized and nourished
- Amount of refinement can be controlled by mixing with any other **FRAMESI COLOR LOVER** shampoos
- Designed to be alternated with your regular **FRAMESI COLOR LOVER** shampoo, every third shampoo

DYNAMIC BLONDE CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Intense daily conditioner used in conjunction with **DYNAMIC BLONDE SHAMPOO**
- Quinoa, conditioning agents, proteins and protectants drench hair in rich moisture
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

DYNAMIC RED SHAMPOO RED SHAMPOO FOR RED HAIR

16.9fl.oz./500mL



- Enhance your red without changing original tonality
- Pomegranate extract provides natural age-defying & conditioning results for smoothness & shine
- >95% longer-lasting color with no build up or dryness*

DYNAMIC BLONDE SERUM

4.75 fl.oz./140mL



- A revolutionary fluid cream
- Provides blonde/gray hair with immediate reconstruction, manageability, and moisture
- Rich Hyaluronic Acid and proteins nourish and strengthen hair
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer

DYNAMIC BRUNETTE SHAMPOO COOL BROWN SHAMPOO FOR BRUNETTE HAIR

16.9fl.oz./500mL



- Keep it cool! Eliminate brass & warmth without changing original tonality
- Packed with Algae Proteins to add moisture & remove pollutants
- >95% longer-lasting color with no build up or dryness*

FRAMCOLOR 2001 INTENSE

FRAMESI COLOR LOVER SHAMPOOS & CONDITIONERS

DIAMOND STRONG

Lasting strength from the inside out!

Framesi Color Lover Diamond Strong strengthens, repairs & restores your hair to withstand the daily grind.

DIAMOND STRONG SHAMPOO

16.9fl.oz./500mL



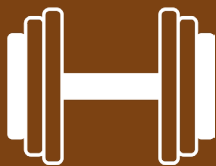
- Thermal & UV protectants shield hair from heat and the environment
- Capuacu butter and hyaluronic acid restores elasticity and locks in moisture for maximum hydration
- Restores hair while you cleanse with a weightless, shine-enhancing formula

DIAMOND STRONG CONDITIONER

16.9fl.oz./500mL



- Weightless, shine-enhancing conditioner
- Camellia Seed and Manketti oils hydrate, while compounds rich in quinoa strengthens and fortifies hair
- Strengthens and repairs while moisturizing to prevent hair breakage and damage



WORK ON YOUR #framesiHAIRGAINS

by pairing Diamond Strong
with Progressively Strong
treatment, and style with
Hair Repair Foam



NEW! PROGRESSIVELY STRONG

LEAVE-IN STRENGTHENING SPRAY 6fl.oz./177mL



- Penetrates deep into hair to reinforce & strengthen hair from the inside, unlike all other strengthening/bonding products
- Has a progressive effect. The more the product is used, hair becomes stronger and less prone to breakage
- Offers powerful hair protection & repair
- Protects against humidity & the environment

NEW! HAIR REPAIR FOAM

FOAMING HAIR STRENGTHENER 6.8fl.oz./200mL



- Packs a punch in just a pump - without the crunch! Strengthen and style every day without stiffness
- Reinforces & strengthens hair bonds from the inside out. Added protection before styling hair.
- Lightweight & plant-based
- Offers powerful hair protection & repair
- Protects against humidity & the environment

FRAMCOLOR 2001 INTENSE

FRAMESI COLOR LOVER SHAMPOOS & CONDITIONERS

MOISTURE RICH

Dive into the deep end of moisture for your thirsty hair and indulge. Replenish the moisture your hair craves & infuse it with softness & shine while keeping your color 95% longer. Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

MOISTURE RICH SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Sulfate free, ultra-hydrating shampoo
- Advanced blend of Quinoa, Aloe Vera & vitamins combined with nourishing Shea Butter drench hair in rich moisture
- Weightless formula restores vitality, radiance & instantly revives dry hair

MOISTURE RICH CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Rich, ultra-hydrating conditioner
- Advanced blend of Quinoa, natural coconut oil conditioning agents & vitamins lock in moisture
- Weightless formula leaves hair with body, condition & fabulous shine

MOISTURE RICH MASQUE

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- This intense moisturizing conditioner instantly provides an ultra-deep revitalizing treatment
- Advanced blend of Quinoa, natural oils & vitamins, deeply immerse hair in moisture & nutrients
- Weightless formula repairs dry, damaged hair from within without buildup

VOLUME BOOST

Lusciously lift & strengthen your hair, leaving it with high volume & softness while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

VOLUME BOOST SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Sulfate free volumizing shampoo
- Advanced blend of Quinoa, Aloe Vera Leaf Juice, Meadowfoam Seed Oil & vitamins, combined with powerful rice protein, work in synergy to boost volume
- Strengthens hair & supports style

VOLUME BOOST CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Ultra-light, ultra-rich volumizing conditioner
- Quinoa, combined with natural coconut derived conditioning agents & rich oils work to strengthen hair & boost volume
- Weightless formula boosts volume

VOLUME BOOST 2 PHASE CONDITIONER

8.5fl.oz./250mL



- Ultra-light, volumizing leave-in spray conditioner. Shake it... spray it for one dynamic result
- Quinoa, vitamins & emollients detangle, eliminate static & aid styling
- **Dynamic 2 phase formulation**
 - White Phase - protects color, nourishes hair & smooths the cuticle
 - Violet Phase - protects color, detangles, boosts body & shine

CURL DEFINE

Define, detangle & delight your curls with an infusion of moisture while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

CURL DEFINE SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Sulfate free, moisturizing shampoo
- Contains an advanced blend of Quinoa, Aloe Vera Leaf Juice & vitamins, combined with a unique **Rice Curl Complex** to enhance curls
- Combats dull, dry, frizzy hair for soft, defined, radiant curls

CURL DEFINE CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Ultra-rich daily smoothing conditioner
- Quinoa, combined with coconut oil conditioning agents, Flax Protein, natural oils & vitamins nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

SMOOTH SHINE

Hello smooth & sleek, farewell fly-aways & frizz. Unlock your smoothest, shiniest hair ever while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

SMOOTH SHINE SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Sulfate free shampoo cleanses & calms unmanageable hair
- Quinoa, Meadowfoam Seed Oil, Aloe Vera Leaf Juice & vitamins work in synergy to nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

SMOOTH SHINE CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Ultra-rich daily smoothing conditioner
- Quinoa, combined with coconut oil conditioning agents, Flax Protein, natural oils & vitamins nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

FRAMCOLOR 2001 INTENSE

FRAMESI COLOR LOVER **COLOR-SAFE STYLING**

FRAMESI COLOR LOVER styling products extend the life of your color >95% longer than leading competitors,* with quinoa. Plant-based ingredients will not coat, dull, or mask haircolor. Weightless formulas do not build up & work for all hair types.

PRIMER 11 8.5fl.oz./250mL/ 3.4fl.oz./100mL

Give your hair the care & protection it deserves: a daily dose of Quinoa in the ultimate leave-in color boost spray. Quinoa Protein, vitamins & emollients detangle and penetrate hair with moisture & shine, enhancing it with body & strength. Excellent when used as a porosity equalizer or cutting lotion.



- RETAIN COLOR 95%
- DAMAGE REPAIR
- SILKY & SHINY
- FIX FRIZZ
- BODY
- MENDS ENDS
- DETANGLE
- STYLE SUPPORT
- NO STATIC
- THERMAL GUARD
- WEIGHTLESS

Anytime - damp or dry hair - spray it, comb it, leave it, feel the love.

NEW! PROGRESSIVELY STRONG LEAVE-IN STRENGTHENING SPRAY 6fl.oz./177mL



- Penetrates deep into hair to reinforce & strengthen hair from the inside, unlike all other strengthening/ bonding products
- Has a progressive effect. The more the product is used, hair becomes stronger and less prone to breakage
- Offers powerful hair protection & repair
- Protects against humidity & the environment

NEW! HAIR REPAIR FOAM FOAMING HAIR STRENGTHENER 6.8fl.oz./200mL



- Packs a punch in just a pump - without the crunch! Strengthen and style every day without stiffness.
- Reinforces & strengthens hair bonds from the inside-out. Added protection before styling hair.
- Lightweight & plant-based
- Offers powerful hair protection & repair
- Protects against humidity & the environment

PRIMER 11 INTENSE 8.5fl.oz./250mL



Experience penetrating hydration and maximum moisture plus all the original benefits of **PRIMER 11**. Formulated with a compound rich in Quinoa, **PRIMER 11 INTENSE** loves your hair more — Fix frizz. Cut drying time. Prevent breakage. Porosity equalizer.

- **Baobab Seed Protein for instant repair**



PROGRESSIVELY SMOOTH TAKE HOME SMOOTHING 6fl.oz./177mL



- Penetrates deep into hair to smooth & transform hair from the inside, unlike all other smoothing/anti-frizz products
- Has a progressive effect. The more the product is used, the smoother & less frizzy the hair becomes
- Can use with a flat iron, but not required
- Offers powerful hair protection & repair
- Protects against humidity & the environment

NEW! HAIR STRAIGHTENING SERUM INSTANT SMOOTHING SERUM 6fl.oz./177mL



- Instantly smooths and nourishes hair to ensure straight results all day long. No fuss. No frizz. No fly-aways.
- Antioxidant rich ingredients defend against aging & damage from the environment.
- Use with heat for accelerated smoothing results
- Offers powerful hair protection against humidity & the environment

STOP FRIZZ ANTI-HUMIDITY SERUM 3.4fl.oz./100mL



- For 95% longer lasting color
- Superior anti-humidity serum for all hair types
- Locks in moisture and eliminates frizz
- For all day smoothness, protection and shine
- Thermal tool activated for day and night smoothing

RAISE THE ROOTS ROOT LIFTER 6fl.oz./177mL



- Spray at the root to provide fierce lift & volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body

BLOW IT BIG BLOW DRY CREAM 6fl.oz./177mL



- Moisturizes, adds volume and body
- Offers strong thermal protection
- Speeds up drying time

FLASH DRY SUPER DRY ACCELERATOR 8.5fl.oz./250mL



- For 95% longer lasting color
- Up to 47% faster drying*
- Up to 72% more thermal protection*
- Go in a flash with this time-saving blow dry spray
- Humidity resistant formula eliminates frizz, leaving hair smooth and silky

* Test results compared to untreated hair. Actual results may vary.

CURL PUDDING CURL DEFINING CREAM 6fl.oz./177mL



- Defines and separates curl, providing softness and curl definition
- Adds moisture, conditions curls
- Softens unruly hair, reduces breakage

BOUNCE CURL REJUVENATOR 6fl.oz./177mL



- Rejuvenate & redefine curls, day of and day after
- Moisture rich formula instantly smooths hair to eliminate frizz
- Delivers humidity protection & curl support

FRAMCOLOR 2001 INTENSE

BY FRAMESI™

BY

BY FRAMESI™ products are an exclusive color-safe styling and finishing line that can be used with color treated hair and will not coat, dull, or mask hair color. Broken out between the Lava category for a stronger hold and the Pearl category for a lighter hold, these styling products provide powerful anti-aging properties plus thermal & UV protection.



SULFATE-FREE • PARABEN-FREE • GLUTEN-FREE • ALCOHOL-FREE ¹ excludes BY hair spray

PEARL PURE AGILITY

framesi has created pure agility, providing shine and enhancing hair's natural beauty. Amino acids and vital trace minerals stimulate the formation of keratin, the hair's structural protein. The hair is left moisturized and protected from UV rays.

WIO STRAIT BALM™ straightening lotion 150ml/5.1oz.

- blocks humidity
- smooths even the most rebellious hair types
- thermal protectant
- lets your color shine through

A unique formulation that softens and moisturizes the hair while adding incredible shine.

GLAZE thickening fluid 250ml/8.4oz.

- adds body and shine
- gives hair soft, touchable definition
- anti-static
- lets your color shine through

An alcohol free thickening fluid that moisturizes and adds luminous shine.

SPARKLING MOUSSE LIGHT light hold mousse 194g/6.9oz.

- adds body and volume
- alcohol free
- moisturizing
- lets your color shine through

A protective, moisture-rich foam that adds lift and control to even the most lifeless hair.

MIST HAIR SPRAY LIGHT light hold hair spray 283g/10oz.



- 55% VOC
- fast drying
- no flaking
- lets your color shine through

An ultra fine working hairspray rich in restructuring amino acids. Will not build up.

HYDRO-GEL LIGHT light hold gel 150ml/5.1oz.



- alcohol free
- creates natural, flexible hold
- will not build up
- lets your color shine through

A styling and sculpting gel with that enhances texture and manageability, locking in volume, shine and bounce.

LAVA UNCOMPROMISED STRENGTH

framesi has harnessed volcanic ash protecting and holding style with distinction, to provide uncompromised strength. Volcanic ash preserves regenerating powers that stimulate cell renewal. The essential minerals in volcanic ash fortify, remineralize, and restructure the hair to leave it healthier while enhancing natural shine.

WORKING CLAY matte sculpting wax 70.8g/2.5oz.



- Strong pliable hold
- separates and defines
- protects against UV rays and humidity
- lets your color shine through

A dry, yet workable Strong hold wax that gives hair the flexibility to shape and re-shape, with a matte finish. Excellent protection when used with hot tools; locks in style.

MIST HAIR SPRAY Strong strong hold spray 283g/10oz.



- 55% VOC
- will not build up or flake
- provides ultimate hold
- lets your color shine through

A fast-drying aerosol with an extra-firm hold. This ultra-fine spray contains vitamins and volcanic ash which fortifies the structure of the hair.

HYDRO-GEL Strong strong hold gel 150ml/5.1oz.



- ultimate hold
- remineralizes the hair, leaving no residue
- volumizes and enhances shine
- lets your color shine through

An exclusive, easy to apply formula that moisturizes, restructures and restores shine during setting, thanks to the efficacy of volcanic ash derivatives.

SPARKLING MOUSSE Strong strong hold mousse 194g/6.9oz.



- exceptional hold, volume and shine
- alcohol free
- preserves integrity of the hair
- lets your color shine through

A moisture-rich foam, formulated to protect & moisturize while creating ultimate hold, volume and shine. Volcanic ash fortifies the hair, providing extra strong hold & support.

FRAMCOLOR 2001 INTENSE

MORPHOSIS HAIR TREATMENT LINE

MORPHOSIS Hair Treatment Line products are divided into high-performing targeted systems that offer superior solutions to repair all scalp and hair problems. These products contain an assortment of premium Mediterranean Extracts, including Pomegranate, Sunflower Seed Oil, and Argan Oil, to quickly restore, regenerate and rebalance your hair and scalp.

FOR DRY HAIR

MORPHOSIS

SUBLIMIS SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



Gently cleanses the scalp while maintaining moisture balance and softening the hair. Rich in the wonderful properties of argan oil, dry hair immediately regains flexibility and hydration.

SUBLIMIS CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



Created for all hair types, it leaves hair moisturized, soft, silky and manageable. Its lightweight formula penetrates the hair fiber, bringing all the benefits of argan oil without buildup or weight.

PURE OIL 125mL/4.2fl.oz.



Protective and regenerating treatment, this rich formula combines the incomparable virtues of argan oil with a mix of vitamins, conditioners and protective agents. It responds to the various needs of different hair types: it moisturizes dry hair, revitalizes treated hair, and has an anti-aging effect on mature hair.

SHINE LIGHT OIL 125mL/4.2fl.oz.



An oil formulated to protect hair, add shine to the hair and enhance the brilliance of color. It brings a touch of radiance to all hair types but its ultra lightweight formula makes it particularly suitable for finer hair textures providing an anti-aging effect.

FOR SENSITIVE, IRRITATED SCALP

MORPHOSIS

DESTRESS SERUM

100mL/3.4fl.oz.



Leave-in rebalancing treatment that soothes hyper-sensitive scalp. Contains a blend of moisturizing and anti-oxidant agents that stimulate cell regeneration and heals irritated or very dry scalp. Lightweight yet concentrated.

FOR DAMAGED HAIR

MORPHOSIS

REPAIR SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



This gentle shampoo cleanses the hair and scalp, and begins the initial phase of hydration. Infused with sunflower seed oil, the formula detangles hair leaving it soft, shiny and full of body.

REPAIR CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



Restores strength and resilience to fragile, damaged hair. For all hair types, it has the ideal consistency for frequent use without weight and leaves damaged hair silky and manageable. Perfect for reconditioning and protecting the hair after bleaching, straightening, perming or heat styling damage.

REPAIR VELVET 100mL/3.4fl.oz.



Revolutionary fluid cream with a fill-up effect: it fills up the porosity of the hair, instantly making it even, shiny and full-bodied. It removes frizz and facilitates styling.

MORPHOSIS

SCALP CONTROL

EXFOLIATE 150mL/5.1fl.oz.



Delicate pearls of pure jojoba immersed in a soft emulsion, remove deposits of sebum, dandruff, dead cells and fixative products. Its application stimulates surface blood circulation and ensures the scalp quickly absorbs the active ingredients within the Morphosis treatments. Can be used by all hair types to remove product build-up and keep scalp clean and fresh.

REFRESH SPRAY 100mL/3.4fl.oz.



Leave-in formula designed to refresh the scalp and prolong the benefits associated with the **Exfoliate, Balance, or Purifying** shampoos. With sebum regulators and ingredients that address dry and flaky scalp, it keeps the scalp moisturized and deodorized, for a lovely long-lasting clean sensation.

FOR THINNING HAIR

MORPHOSIS

DENSIFYING SHAMPOO

250mL / 8.4fl.oz. | **AVAILABLE IN LITERS!**



Volumizing shampoo that cleanses the scalp of impurities and product residue to help oxygenate the scalp. The blueberry extract, on which the formulation is based, prepares the scalp to be more receptive to the **Densifying Activator Drops** or **Energizing Spray**.

DENSIFYING ACTIVATOR DROPS 7mL/0.2fl.oz.



An intensive, energizing, and revitalizing concentrate for thinning hair. It reactivates the micro blood circulation, nourishing the hair bulb and reinforces hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, stronger hair.

ENERGIZING SPRAY 150mL/5.1fl.oz.



An energizing and revitalizing spray for thinning hair. It reactivates the micro blood circulation, nourishes the hair bulb, and reinforces the hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, stronger hair.

FOR OILY HAIR & SCALP

MORPHOSIS

BALANCE SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



Designed specifically for cleansing oily scalp and hair without drying the scalp. It restores balance to oily hair and soothes itching and rashes. Ideal for all types of hair, leaving hair moisturized, manageable, light, and voluminous.

FOR DRY, FLAKY SCALP

MORPHOSIS

PURIFYING SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



Specific treatment for removing and combating the reappearance of the microorganisms that cause dry scalp and/or dandruff. With a system of gentle surfactants, this shampoo cleanses while respecting the scalp's hydrolipid film, quickly relieves itching and leaves all hair types soft, manageable and well conditioned.

FRAMCOLOR 2001 INTENSE

MORPHOSIS HAIR TREATMENT LINE

TREATMENTS FOR EXTREMELY DAMAGED HAIR

MORPHOSIS

PRO-FORCE

BONDER 101 500mL/16.9Fl.oz.

& SEALER 102 1000mL/33.8Fl.oz.



Pro-Force Bonder 101/Sealer 102 is a 2-step system used during bleach and hair color services to protect and strengthen hair

- Compatible with all color lines and bleach products
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.



MORPHOSIS

RE-STRUCTURING

3 step In Salon Treatment for all damaged, extremely dry or compromised hair that requires deep restructuring and conditioning. Regenerates all parts of damaged hair and immediately repairs and returns hair to a healthier state with body, softness and shine.

THE RESULTS? EXTRAORDINARY

INCREASED HAIR DIAMETER + 85% MORE SHINE + 62% STRONGER + 40% EASIER TO COMB

Revitalizing SHAMPOO 1

1000mL/33.8Fl.oz.



- Gently but deeply cleanses hair, preparing it to receive the regenerating properties
- Hydrolyzed marine collagen and protein, combined with hydrating hyaluronic acid and vitamin E, nourish scalp and hair
- Sulfate free, paraben free, sodium chloride free, DEA free, gluten free

EXPRESS FILLER 2

1000mL/33.8Fl.oz.



- Restructuring gel that "fills in" and deeply repairs hair fiber
- Hydrolyzed marine collagen combined with hydrating hyaluronic acid and vitamin E thicken and re-compact hair surface, instantly transforming hair texture
- Paraben free, sodium chloride free, DEA free

PRECIOUS FLUID 3

1000mL/33.8Fl.oz.



- Intensive disciplining treatment restores hair's natural beauty and elasticity
- Hydrolyzed marine collagen combined with hydrating hyaluronic acid and vitamin E smooth and re-compact cuticle to "lock in" the main ingredients for long term benefits, leaving hair with extraordinary shine and softness
- Sulfate free, paraben free, sodium chloride free, DEA free, gluten free



ULTIMATE CARE

MORPHOSIS

HAIR TREATMENT LINE

3 STEP HOME MAINTENANCE

ULTIMATE CARE SHAMPOO 250mL/8.4fl.oz.



Intensive revitalizing shampoo for hair. Hydrates in depth, delicate on scalp.

With Total-Care Complex*, lotus flower extract and Color-Save technology.

ULTIMATE CARE CONDITIONER 250mL/8.4fl.oz.



Revitalizing and illuminating conditioner for hair. Its rich formula penetrates the hair fibre making it softer, silkier and nourished.

With Total-Care Complex*, lotus flower extract and Color-Save technology.

ULTIMATE CARE WEEKLY TREATMENT 100mL/3.4fl.oz.



Weekly treatment for total hair regeneration. With its formula, it recreates the fibre's natural hydration and hair is transformed instantly.

With Total-Care Complex*, lotus flower extract and Color-Save technology.

3 STEP IN-SALON EXPRESS TREATMENT

ULTIMATE CARE SHAMPOO 500mL/16.9Fl.oz.



Intensive revitalizing shampoo for hair. Hydrates in depth, delicate on scalp.

With Total-Care Complex*, lotus flower extract and Color-Save technology.

ULTIMATE CARE MAXIMIZER 500mL/16.9Fl.oz.



Instant perfecting serum for hair, works in synergy with ULTIMATE CARE TREATMENT, revitalizing hair fibres in depth.

With Total-Care Complex*, lotus flower extract and plant micro-proteins.

ULTIMATE CARE TREATMENT 500mL/16.9Fl.oz.



Treatment for total hair regeneration. With its formula, it recreates the fibre's natural hydration and hair is transformed instantly.

With Total-Care Complex*, lotus flower extract and Color-Save technology.

FRAMCOLOR 2001 INTENSE

FRAMESI BARBER GEN - MEN'S LINE

MADE IN ITALY

FRAMESI BARBER GEN approved by Machete, an exclusive complete men's line, provides barbers world-wide with the confidence of elite Italian Barbering performance through the support of superior products made with premium ingredients. The pride and joy of the Italian barber craft, Machete recommends FRAMESI BARBER GEN, a range inspired by time-honoured wellness rituals that takes care of the hair and beard.

HAIR AND BEARD NATURAL CLEANSER

100 ml/3.4 fl.oz./250 ml, 8.4 fl.oz.



Hair and beard shampoo. Ideal for frequent use, it contains 98% naturally-sourced ingredients. It cleanses and leaves a refreshing scent, softens and moisturizes, leaving the scalp and face feeling light and fresh.

HOW TO USE

Massage on wet hair and beard and lather. Thoroughly rinse and repeat as needed. Avoid contact with eyes.

SHAVING FOAM

400 ml/13.5 fl.oz.



Shaving cream. Light and soft, it lathers into a creamy foam that perfectly adheres to the skin, protecting it and giving you a smooth shave.

HOW TO USE

Wet your beard and massage the cream all over the areas you want to shave. After shaving, rinse off any residue with a damp cloth.

ICE TONIC

100 ml/3.4 fl.oz.



A soothing, refreshing lotion for the face and skin. Ideal after shaving, it instantly soothes any redness or irritation, leaving a persistently fresh feeling.

HOW TO USE

Spray on the face or skin after shaving. Avoid contact with eyes.

HAIR AND BEARD NATURAL BALM

100 ml/3.4 fl.oz./250 ml/8.4 fl.oz.



Ideal for frequent use, it contains 98% naturally-sourced ingredients. Gives softness and hydration, adding a finishing touch to your daily cleansing routine.

HOW TO USE

After shampooing, apply on hair and beard and massage. Wait 2-3 minutes, then rinse.

SHAVING GEL

250 ml/8.4 fl.oz.



A clear gel for fine shaving and touch-ups. Essential to define details, it can be used to perfectly shave the contours of your beard and get rid of any imperfection.

HOW TO USE

Apply the gel on the areas you want to touch up, then shave. Rinse off any residue with a damp cloth.

VOLUMIZING LOTION

100 ml/3.4 fl.oz./250 ml/8.4 fl.oz.



A volumizing spray, ideal for fine hair. It gives a bouncy texture and a natural volume that lasts all day. An instant result: the hair fibre looks thicker, bouncier and lighter.

HOW TO USE

Apply evenly on towel-dried hair, from the roots to the ends. Comb through the hair, then style as usual.

REBALANCING SHAMPOO

250 ml/8.4 fl.oz.



Specifically formulated for oily scalps, a common challenge for men, its organically-sourced ingredients, such as red grape extracts and ginger, have an astringent and refreshing effect. If used regularly, this shampoo helps normalize the activity of the sebaceous glands, leaving the hair soft and manageable.

HOW TO USE

Apply on wet hair. Gently and evenly massage the scalp to boost circulation. Rinse and repeat as needed.

BEARD OIL

100 ml/3.4 fl.oz.



Nourishing, softening beard oil. It moisturizes and adds shine, making the hair soft and manageable. Suitable for all beards, it is ideal for long beards that need to be kept soft and sculpted.

HOW TO USE

Take a little oil in your hands and evenly rub it through your beard, keeping any contact with skin to a minimum.

LEAVE-IN SPRAY

100 ml/3.4 fl.oz.



A no-rinse conditioning spray, specifically formulated for men's hair. Moisturizing and detangling, it keeps the hair soft and shiny, with no greasy feelings. Ideal to instantly set any hair type.

FORTIFYING SHAMPOO

250 ml/8.4 fl.oz.



Formulated for fine hair, it has an excellent revitalizing and strengthening effect. Organically-sourced ingredients, such as vine extracts, incense and ginger, make this shampoo the ideal solution to add body and thickness to the hair. The result is thicker feeling hair that is easy to style.

HOW TO USE

Apply on wet hair and massage on the scalp and lengths. Wait a few minutes before rinsing. Repeat as needed.

AFTER SHAVE CREAM

100 ml/3.4 fl.oz.



Aftershave cream. Moisturizing and softening, it has been specially formulated for men's skin. It is easily absorbed and leaves the skin of your face soft and firm, with no greasy feel.

HOW TO USE

After shaving, apply on dry skin. Massage with a light hand and remove any residue as needed.



FRAMCOLOR 2001 INTENSE

FRAMESI BARBER GEN - MEN'S LINE

BEARD & SHAVE | HAIR | STYLE | BALD



POLISHED AND REFRESHING. A FRAGRANCE THAT CAPTIVATES.

POMADE

100 ml/3.4 fl.oz.

Extra-strong glossy wax
Ideal for sculpted styles
and a well-defined,
glossy finish.

HOW TO USE

Warm the wax in your
hands, apply on wet or
dry hair, then style your
hair as you prefer.

PASTE

100 ml/3.4 fl.oz.

Strong-hold matte
paste. Perfect to control
your hairstyle, with a
natural-looking satin
finish.

HOW TO USE

Warm the wax in your
hands, apply on dry hair,
then style as usual.

GLAZING WAX

100 ml/3.4 fl.oz.

Strong-hold wet-look
wax. For sculpted, firm
and shiny locks, all day
long.

HOW TO USE

Warm the wax in your
hands, apply on dry hair.
Comb through to add
shape and volume.

OPAQUE POMADE

100 ml/3.4 fl.oz.

Extra-strong matte
pomade. For firmly set
and perfectly controlled
locks. Ideal for a
sculpted look.

HOW TO USE

Warm the wax in your
hands and apply on dry
hair, twirling the tips
into shape.



BARBER TIPS

This tip applies to any styling product that you distribute with your fingers: since the volume or shape of the hair starts at the roots, always start applying the product from the roots to shape your locks as you prefer.

Always comb your hair after applying wax or pomade, even if you will twirl your hair into shape afterwards. This will remove any excess wax and will distribute it evenly through your hair.

FREE FROM GLUTEN, PARABENS, SULFATES, DEA & ALCOHOL



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17 Avenue A
Leetsdale, PA 15056
framesi Technical Assistance
1.800.245.6323
026725-001