



FRAMCOLOR
Eclectic

LUXURY CASUAL COLOR



 framesi



THE MOST ECLECTIC COLORING IS FLEXIBLE, PERSONAL AND EASY



When styles keep changing and hairdressers are looking for creative, high-impact solutions, it's time for **Framcolor Eclectic**

- Ammonia free
- PPD free
- Fragrance free

With a 1:2 mix ratio (1 part color to 2 parts Activator), **Framcolor Eclectic** is one of the most economical color lines in the market







48% of women
who color their hair ask their
hairdresser for a dynamic,
versatile and particularly
gentle solution.

FRAMCOLOR Eclectic

offers a demi-permanent ammonia free, PPD free, and
fragrance free color that won't alter the structure of the hair
and ensures an intense and lasting shade.

Provides up to 100% gray coverage!

FRAMCOLOR ECLECTIC

a sophisticated, intense and amazingly vivid color,
achieved by state-of-the-art criteria
of cosmetic science:

- **CAPSULATE COMPLEX** technology
- **ammonia free**
- with **BLACK DIAMOND** extract

YES IT IS	YES YOU CAN	NO IT WON'T
• Ammonia free • PPD free • Fragrance free • 2 applications per tube • More economical than other demi-permanents (or deposit-only color systems)	• Shake it in a bottle • Intermix the shades • Cover gray up to 100% - far superior to other demi-permanents! • Use on previously tinted or chemically relaxed hair	• Build up on the hair • Lift natural haircolor • Fade quickly or off-tone





TECHNOLOGY

CAPSULATE COMPLEX

THE MOST INNOVATIVE SYSTEM FOR ENVELOPING THE HAIR IN INTENSE COLOR

Advantages:

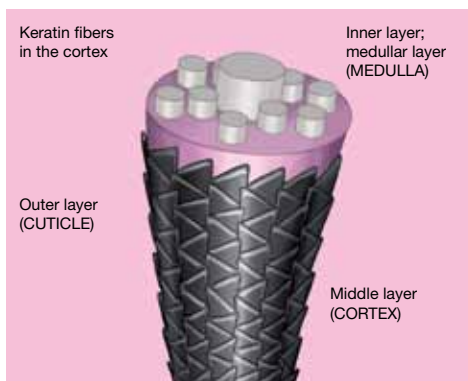
- effectively delivered pigments and active ingredients
- properly protected hair
- longer lasting and exceptionally glossy color

How it works:

- 1 the innovative Capsulate Complex system penetrates the hair fiber
- 2 at the same time it creates a heat- and water-resistant shield around the hair
- 3 the same shield that encapsulates the hair has a glossing effect that leaves color bright and shiny

Contents:

- **sugar derivatives**
- for deep-down moisturization
- **vitamin E**
- to defend the hair against pollution, atmospheric agents and free radicals
- **fatty acids**
- to soften the hair and boost vitamin E absorption
- **amino acids**
- to restructure, boost keratinization and ensure uniform coloring even on damaged parts of the hair shaft
- **black diamond extract**
- to give color stunning shine and three-dimensional intensity



HAIR STRUCTURE



CAPSULATE COMPLEX ACTION



CAPSULATE COMPLEX PROTECTION



NUMEROUS NUANCES FOR INFINITE SOLUTIONS

SERIES	BASE	SUGGESTED USE
Intense Natural		
IN	Blue-Violet	◆ 80-100% gray coverage (with Extra Activator only).
Natural Glam		
NE	Blue-Violet	◆ Excellent for gray blending (with Basic Activator).
NDE	Blue-Yellow-Red	◆ Creates natural golden results.
Smokey Gray		
SE	5SE, 6SE Blue-Green	◆ Mix with any shade to control warmth.
	7SE, 8SE, 9SE Violet-Yellow	◆ Mix with IN series for coolest gray coverage. ◆ Perfect toners for creating silver/gray hair.
Hot Chocolate		
HCE	Violet-Orange-Brown	◆ Can be used alone to create beautiful rich browns and blondes.
Gold Immersion		
DE	Yellow	◆ Creates golden results.
Fancy Orange		
RDE	Orange-Yellow	◆ Creates beautiful soft orange-yellow reds.
Red Fire		
RFE	Red	◆ Adds rich red tones.
Purple Rain		
ME	Red-Violet	◆ Creates mahogany, woodsy tones. ◆ Recommended to use alone or mix with 0E.
CVE	Violet-Red	◆ Adds deeper, cool, violet-red tones.
Pearl		
PE	Violet-Blue	◆ Excellent for refining yellow when toning highlights.
Absolute Colors		
6VE	Pure Violet	◆ Vibrant pure color additives to create unlimited color choices. ◆ Use alone to accentuate pre-lightened/highlighted sections of hair. For the brightest results, the Absolute Colors can be used alone without the activator, and applied directly to the hair.
7AE	Pure Orange	
7RE	Pure Red	
9GE	Pure Yellow	
Clear		
0E	Neutral (Clear)	◆ Use alone to create fabulous shine and condition. ◆ Can be mixed with any Framcolor Eclectic shade to reduce the intensity of color deposit without changing the actual tone.
Cool Toners		
CT	8CT Blue-Violet	◆ Only 5-10 minute processing to remove gold and refine color.
	9CT Violet	
Warm Toners		
8KT	Yellow-Orange-Violet	◆ Only 5-10 minute processing to add warmth and optimize desired color.
9AT	Orange-Yellow	
9HT	Yellow-Yellow-Orange	



STYLIST TIPS FOR USING **Eclectic** FRAMCOLOR

TO TONE HIGHLIGHTS:

INITIAL SITUATION	DESIRED RESULT	FRAMCOLOR ECLECTIC
pale yellow / white	crystalline ice	8PE + 0E
pale yellow / white	scintillating platinum	9PE
pale yellow	golden strawberry	9RDE + 9DE
pale yellow	silver shimmer	8SE + 9CT
yellow / orange	spicy apple	9NE + 8RDE
yellow / orange	almond tea	7NE + 6DE
yellow / orange	caramel latte	8KT

REFRESHING FADED ENDS / COLOR BALANCING:

REGROWTH FORMULA	DESIRED RESULT FOR ENDS	FRAMCOLOR ECLECTIC FORMULA FOR ENDS
Framcolor 2001 USB	Adds tone and shine	9NDE
Framcolor 2001 7NP + 7SD	Warms up faded ends	7DE
Framcolor Glamour 6.56	Adds additional red to ends	6RFE
Framcolor Glamour 9.12	Cools off golden ends	9PE
Framcolor Futura® 5M	Refreshes red-violet	5ME
Framcolor Futura® 7N + 7D + 7R	Adds beautiful golden red	7RDE

SHINE ENHANCING GLOSS*:

HAIR TYPE	DESIRED RESULT	FRAMCOLOR ECLECTIC
Natural Hair	Protective Shield, Conditioning, Shine and Gloss	0E
Color Treated Hair		
Chemically Treated Hair		
Damaged Hair		

* Excellent add-on service for clients that don't color their hair, but have a smoothing treatment, flat iron daily, want to reduce frizz or just need a protective shield against the sun and the environment.





FROM THOSE WHO HAVE
PROVIDED YOU WITH
THE ABSOLUTE BEST
IN PROFESSIONAL
HAIR PRODUCTS
FOR OVER 60 YEARS COMES

FRAMCOLOR ECLECTIC,
THE NEXT GENERATION OF NO-LIFT,
DEPOSIT-ONLY, DEMI-PERMANENT
CREAM HAIRCOLOR

The ideal customers for Framcolor Eclectic

Clients who:

- are sensitive to ammonia or PPD dyes
- have just begun getting gray hair
- want no commitment to permanent haircolor
- change their color often
- want fabulous shine
- have damaged, porous, bleached hair
- are in the sun, pool or sea often
- are men with gray hair (results in 5 minutes)
- flat iron their hair daily
- use chemical relaxers or smoothing system
- need a toner or low lights
- need to balance their color after a touch up

TO PROLONG COLOR DURATION

Apply **Framesi Color Method - Color Lock System** (includes: Shampoo GO, Post Color & Mask), which balances the hair's pH and locks the color into the shaft, making it more stable and longer lasting.

360° TREATMENT

Thanks to its gentle formula, with Framcolor Eclectic you can complete your coloring or permanent straightening / waving treatments in the same day. We recommend reducing the processing time to 10 - 15 minutes.



Eclectic^{FRAMCOLOR}

DIRECTIONS FOR USE

- Prepare the color mixture immediately before use.
- The developer for Framcolor Eclectic can be either **Eclectic Activator Basic** or **Extra**.
- The ratio between Framcolor Eclectic and the developer must always be 1:2 (1 part color to 2 parts activator).
- The choice of developer volumes depends on the desired result.
 - **BASIC ACTIVATOR**
for standard services, men, gray blending and toning
 - **EXTRA ACTIVATOR**
for brighter, vivid results and gray coverage with the IN series
- Processing times are 35 minutes for all of the shades.
- * 5-10 minute processing for toners



@framesiUSA

