

STEPS TO FORMULATION

- DETERMINE THE NATURAL LEVEL (NL)**
Match the natural level of the hair using the **INTENSE** Natural Series on the Framcolor 2001 **INTENSE** swatch card.
- DETERMINE THE DESIRED LEVEL (DL)**
Determine the final desired level. Is the client going darker, lighter, or staying the same color level?
- DETERMINE THE TONAL VALUE OF THE DESIRED LEVEL (warm, cool, neutral)**
The Guiding Principal of Color:
The remaining color at lift level + framesi color base = final tone.

Remaining color may be enhanced or refined depending on desired results. Refer to the color wheel and series/bases.
- DETERMINE THE CORRECT ACTIVATOR**
See FRAMESI PROFESSIONAL ACTIVATOR Chart

INSTRUCTIONS FOR USE

- Mix 30cc (1 oz.) of Framcolor 2001 **INTENSE** with 60cc (2 oz.) of the appropriate FRAMESI PROFESSIONAL ACTIVATOR.
- Apply color mixture to the hair and process in half the traditional time!
- Rinse, shampoo and proceed with styling according to chart below.
- For unlimited creativity, mix 50% Framcolor 2001 **INTENSE** with any Framcolor 2001 shade and process in half the traditional time!

PROCESSING WITH FRAMESI PROFESSIONAL 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	

		INTENSE NATURAL	COOL GOLD	SANDY BEIGE	MOKA	DEEP RED	EXTREME VIOLET	MOTHER OF PEARL	FROZEN BROWN	
		INTENSE BLUE VIOLET	INTENSE YELLOW GREEN	INTENSE YELLOW VIOLET	INTENSE BLUE ORANGE	INTENSE RED RED	INTENSE VIOLET VIOLET	VIOLET BLUE	INTENSE BLUE GREEN	
Remaining Color	Natural Level									
Yellow/ White	10						10.66 Violet Platinum Blonde	10.62 Mother of Pearl Blonde		
Yellow	9	9.00 Ultra Light Blonde Intense	9.036 Ultra Light Blonde Sandy Beige							
Yellow/ Orange	8	8.00 Light Blonde Intense	8.031 Light Gold Cool	8.024 Light Blonde Moka			8.021 Light Blonde Frozen Brown			
Orange	7	7.00 Medium Blonde Intense	7.031 Medium Gold Cool	7.024 Medium Blonde Moka			7.021 Medium Blonde Frozen Brown			
Red/ Orange	6	6.00 Dark Blonde Intense	6.031 Dark Gold Cool	6.024 Dark Blonde Moka		6.055 Deep Light Red	6.021 Dark Blonde Frozen Brown			
Red	5	5.00 Light Brown Intense				5.055 Deep Red	5.066 Extreme Light Violet			
Red/ Violet	4	4.00 Medium Brown Intense				4.066 Extreme Dark Violet				
Violet	3									
Blue/ Violet	2									
	1									

CRUELTY FREE, 100% VEGAN, GLUTEN FREE

MIXING WITH FRAMCOLOR 2001

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!*

COMPLETING THE COLOR SERVICE

When the color process is complete, rinse and shampoo with Shampoo Go. Rinse. Apply Post Color, and without rinsing, apply Mask directly on top. Retain 2-3 minutes. Rinse.

SHAMPOO GO -
A superior cleansing shampoo formulated to remove residue and neutralize chemicals and alkalinity.

POST COLOR -
An acidic after-color sealer, containing a peroxide scavenger to stop color oxidation. Closes the cuticle to seal in color.

MASK -
An after-color restructuring mask designed to strengthen the hair shaft & keep the cuticle compact for maximum color hold.

These products complete the framesi color system and return hair to its natural pH balance, to ensure minimal fadeage, and beautiful, long lasting results.

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

CONVERSION CHART

1 Tube = 60cc
60cc = 2 oz

1 Tube = 2 Color Applications
1 Color Application = 30cc or 1 oz.



*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!**

PRELIMINARY TEST STRAND / PATCH TEST

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

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

To formulate for desired color, use formula in minute form: 4 ribbon inches of desired shade and 10cc of developer

EXAMPLE:

Formula 30cc (1 oz.) of 5.00 with 60cc (2 oz.) of FRAMESI PROFESSIONAL ACTIVATOR 20
• Test Strand/Patch-test 4 ribbon inches of
5.00 + 10cc FRAMESI PROFESSIONAL ACTIVATOR 20

Note: Patch test formulation must be the exact same formula to be used on the client. Do not use Framcolor 2001 **INTENSE** on eyelashes, eyebrows, beards, or facial hair.

INNOVATION THAT WORKS

exclusively from **framesi MILAN**

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Technical Assistance
1.800.245.6323

Hours:
Monday - Friday - 9:00 a.m. to 8:00 p.m.
Saturday - 10:00 a.m. to 2:00 p.m.

COLOR THEORY

Color may be warm or cool, depending on amount of blue, red, and yellow contained in each color. When you mix primary colors, you create secondary colors.

Orange = Red + Yellow
Violet = Red + Blue
Green = Blue + Yellow

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

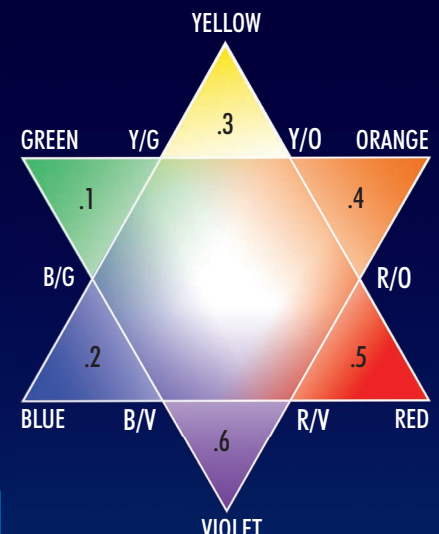
- Yellow/Orange
- Red/Orange
- Red/Violet
- Blue/Violet
- Blue/Green
- Yellow/Green

When working with the color when, you can:

- Work around the wheel - to create color
- Work across the wheel - to refine color



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



To determine which Series of FRAMCOLOR 2001 **INTENSE** to apply, determine the remaining color at lift level located on the chart.

Do you want to enhance the remaining color?
Choose a base by working around the wheel.

Do you want to counteract the remaining color?
Choose a base by working across the wheel.

Remember, the law of color applies in all coloring processes.



SIN CRUELDAD, 100% VEGANO, SIN GLUTEN

Recuerde, la ley del color es válida en todos los procesos de coloración.