

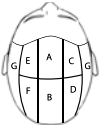
STEPbySTEP

fall winter collection 2014-15

SIMPLY GREY

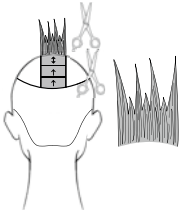


 framesi



Subdivision.

Subdivide the crown into 6 sections as shown in the diagram.
 Isolate the remaining hair.



1.

Section B

Start cutting "Double Dimension" at the vertex taking vertical partings. Comb the first subsection perpendicular to growth and cut between 3 and 6 cm – 1 ¼ and 2 ¼".

Cut the entire section allowing the guide to travel.



2.

Section A

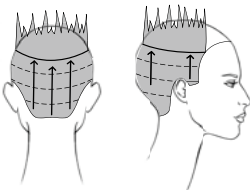
Using the length at the vertex as a guide, cut the first two subsections allowing the guide to travel forwards and the remaining three subsections allowing the guide to travel backwards.



3.

Sections C, D, E and F

Making diagonal subsections (creating a hexagon) cut using the length found at the perimeter of sections B and A as a guide and then allowing it to travel.



4.

Section G

Making horizontal subsections, comb the hair to the crown perimeter and point cut to the stationary guide respecting the flats and the curves of the head.



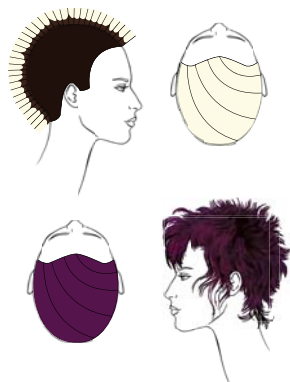
5.

Signature the proposal with the Free Hand and Open & Close techniques, sculpting the hair soft and close to the head at nape and the sideburns. Remove excess volume and create exaggerated texture in the bang by point cutting to create a sharp angle at the tip of the nose.



FALL WINTER COLLECTION 2014-15

PROPOSAL #1 - COLOR



Color the roots in an irregular fashion from 1 ½ - 2 cm
Framcolor 2001 4CB.

Decolorize the mid shaft and ends with **Decolor B Diamond**
to level 9 using Framesi aluminum foils.

Tone with **Framcolor 2001 620** (3 parts) + **5-IV** (1 part).

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
4.12 (60 g/cc)	4-IN (60 g/cc)	4C (60 g/cc)
contrasts Decolor B Diamond 6.66 (3 parts) + 5.66 (1 part)	contrasts Decolor B Diamond 6VE (3 parts) + 4CVE (1 part)	contrasts Use F2001 or Glamour or Eclectic

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE
AND CONDITIONING:

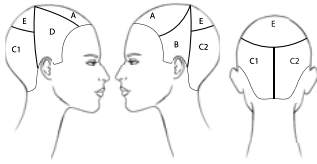
Framcolor OPTICS Blueberry Violet

SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT

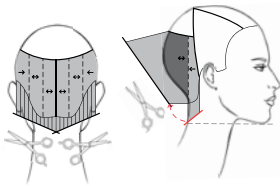
STYLING

Apply **Color Lover Hair Primer 11** to wet hair. Blow dry with your hands gently ruffling the root while keeping the ends soft.
While the hair is still damp spray **I.Dentity Beach.Matte Spray**
and finish blow drying with the diffuser to create a soft "feather duster" effect on this proposal.



Subdivision.

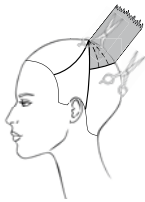
Trace a line from mastoid to mastoid passing through the center juncture.
 Trace a line from the right eyebrow arch to the center juncture.
 Trace a curved line from the center juncture to the left temple.
 Isolate the back of the crown.
 Subdivide the back.



1.

Sections C1 and C2

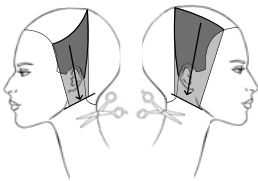
Comb in natural fall and create two diagonal subsections at the back hairline. Cut toward the ear lobe creating a back point aligned with the tip of the chin. Now take vertical subsections perpendicular to growth and cut diagonally medium-low grade utilizing the length of the previous section as a guide. At the mastoids comb the subsections slightly backwards and cut to the guide.



2.

Section E

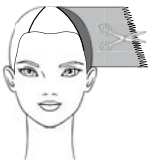
Take radial partings and cut perpendicular to growth to the length found in sections C1 and C2 using the Chipping Cut technique.



3.

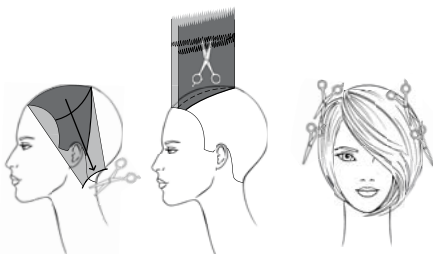
Sections B and D

Pinch cut diagonally from the mastoid toward the chin.



4.

Now take radial partings and connect the perimeter to the center juncture using the Chipping Cut technique.



5.

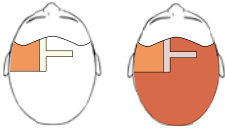
Section A

Transport the hair to the left mastoid and cut 3 - 4 cm - 1 ¼ - 1 ½" below the chin in a "C" shape using the Sliding Cut technique. Take radial partings and connect the center juncture to the perimeter. Signature the proposal with the Open & Close technique after blow drying.



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PROPOSAL #2 - COLOR



Isolate a section above the left eye as in the diagram and color with **Framcolor 2001 9TRP** (20 g/cc) + $\frac{1}{2}$ ribbon inch of **9P** (5 g/cc).

Isolate a "T" as in the diagram and decolorize with **Decolor B Diamond** to level 10.

Color the remaining hair with **Framcolor 2001 8TRP** (30 g/cc) + **660** (5 g/cc).

Tone the "T" with **Framcolor 2001 9P** + $\frac{1}{2}$ ribbon inch of **660**.



TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR

9.4 + 9.62
(20 g/cc + 5 g/cc)

8.4 + 9.56
(30 g/cc + 5 g/cc)

contrasts
Decolor B Diamond
9.62 + 9.56 ($\frac{1}{2}$ ribbon inch)

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Creamy White and Melon Orange

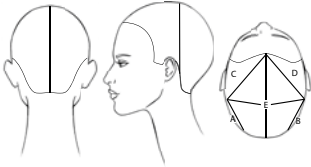
SUGGESTED HOME TREATMENT:

Morphosis SUBLIMIS OIL

STYLING

Apply **Morphosis Repair Serum (Framesi Hair Treatment Line Corrective Moisturizing Fluid)** to wet hair.

Blow dry smooth and close to the head with a flat brush and finish with the flat iron. Spray **BY Hair Spray Color Protection** and add brilliance with **BY Smooth & Shine Serum**.

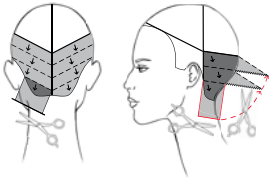


Subdivision.

Trace a central line from the forehead to the nape.

Trace a line from mastoid to mastoid passing through the center juncture. Isolate a rhombus with the following reference points:

- Mid front hairline
- 2 cm - $\frac{3}{4}$ " below the crown area at the mastoids
- 2 cm - $\frac{3}{4}$ " above the occipital bone



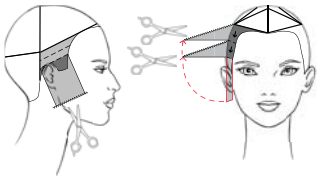
1.

Sections A and B

Comb the hair in natural fall. Take a diagonal subsection and cut from the mid neck in the direction of the chin.

Direct the first subsection perpendicular to growth and refine with the Point Cut technique.

Cut the remaining subsections in the same manner allowing the guide to travel and following the shape of the rhombus.



2.

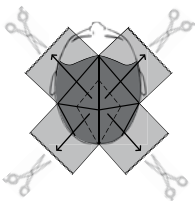
Sections C and D

Comb the hair in natural fall.

Take a diagonal subsection and cut from the mastoid in the direction of the tip of the nose.

Direct the first section perpendicular to growth and refine with the Point Cut technique.

Cut the remaining subsections in the same manner allowing the guide to travel and following the shape of the rhombus.



3.

Section E

Comb the hair as in the diagram. Take subsections and point cut the perimeter of the rhombus utilizing the length of the sections below as a guide. Now take diagonal partings and point cut the remainder of the rhombus utilizing the perimeter length as a stationary guide.



4.

After blow drying, signature the proposal with the Chipping Cut technique while turning your fingers up.



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PROPOSAL #3 - COLOR



Isolate a rhombus and two triangles as in the diagram and decolorize with **Decolor B Cream** to a level 9.

Color the remaining hair with
Framcolor Glamour 5.46 (40 g/cc) + **5.56** (20 g/cc).

Tone the isolated sections with
Framcolor 2001 9P (2 parts) + **10PL** (1 part).

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001

5W + 5MP
(40 g/cc + 20 g/cc)

contrasts
Decolor B Cream
9P (2 parts) +
10PL (1 part)

FRAMCOLOR FUTURA

5XN + 5M
(40 g/cc + 20 g/cc)

contrasts
Use F2001

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Creamy White

SUGGESTED HOME TREATMENT:

Morphosis REPAIR

STYLING

Apply **Color Lover Hair Primer 11** on wet hair.

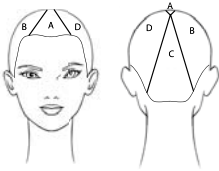
Blow dry with your hands and while hair is still damp apply

BY Sparkling Mousse Maxi Hold.

Use a round brush to keep the hair close to the head on top and to dramatically flip the ends.

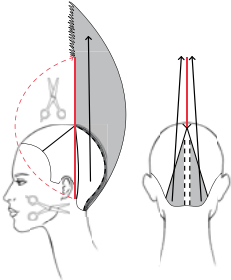
Flat iron the ends to enhance the bold geometry of this proposal and then ruffle the hair from underneath using two blow dryers.

Finish with **BY Black Lava Mega Hold Hair Spray.**



Subdivision.

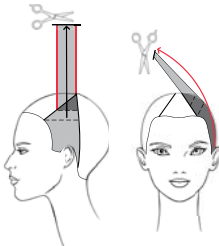
Isolate a triangle joining the ends of the eyebrows and the center juncture.
 Trace two lines from the center juncture to the mastoids.



1.

Section C

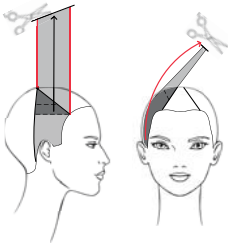
Take a small subsection at the top of the triangle and cut it to the ear lobe to create a guide.
 Now lift a 2 cm - $\frac{3}{4}$ " wide central subsection perpendicular to the center juncture and cut to the guide holding your fingers vertically.
 Comb the remaining subsections to the center juncture and cut to the stationary guide.



2.

Section D

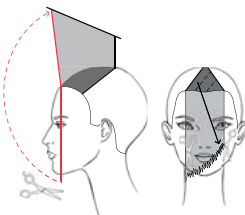
Cut to the length found at the center juncture making horizontal subsections until you reach the parietal ridge.
 Now over direct the remaining hair towards the right eye and cut square to the stationary guide.



3.

Section B

Cut the same as section D while holding your fingers diagonally to obtain additional length.



4.

Section A

Create a guide cutting a central subsection 4 - 5 cm - 1 $\frac{1}{2}$ - 2" below the chin. Comb the entire section vertically and pinch cut connecting the guide to the center juncture.
 Now take diagonal partings and slide cut from the left cheekbone to the maximum length.



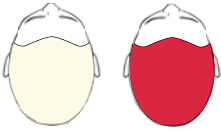
5.

Trace a central line from the nape to the vertex.
 Comb each side toward the chin and create balance while maintaining a maximum length of 20 cm - 8" using the Sliding Cut technique.



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PROPOSAL #4 - COLOR



Decolorize the entire head with **Decolor B Cream** to level 8 and tone with **Framcolor 2001 610** (40 g/cc) + **660** (20 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR

Decolor B Cream

7.55 + 9.56
(40 g/cc + 20 g/cc)

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Strawberry Red and Creamy White

SUGGESTED HOME TREATMENT:

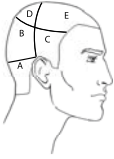
Morphosis REPAIR

STYLING

Apply **Color Lover Hair Primer 11** on wet hair and blow dry gently with the diffuser. While the hair is still damp apply **I.Dentity X.Alt** to strengthen and enhance the curl. Continue blow drying in this fashion and then tilt the head downward, blow drying at the nape to create maximum volume from underneath. Now isolate the crown and separate the curls underneath with a tail comb. Take ½" sections and with the curling iron alternate sections twisting at the root and twisting at the ends. In the crown area take ½" sections and with the curling iron alternate twisting one section clockwise and one section counterclockwise. Finally tilt the head downward, spray **I.Dentity Beach.Matte Spray** and blow dry gently for a soft natural finish.

SMOOTH VERSION

Apply **Color Lover Hair Primer 11** and **Morphosis Repair Serum (Framesi Hair Treatment Line Corrective Moisturizing Fluid)** on wet hair. Starting at the nape take diagonal sections and blow dry the hair using a large round brush. Finish by separating the curls with your fingers and spraying **BY Hair Spray Color Protection**.

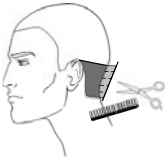


Subdivision.

Isolate the crown.

Trace a line from mastoid to mastoid passing through the center juncture.

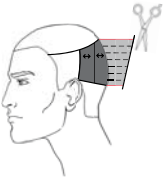
Trace a line from ear to ear passing through the occipital bone.



1.

Section A

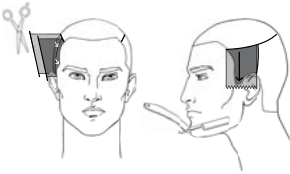
Cut scissor over comb from 1 to 3 cm - ¼ to 1 ¼".



2.

Section B

Take vertical partings perpendicular to growth and cut diagonally (Medium Grade) from 3 cm - 1 ¼".

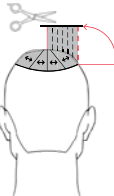


3.

Section C

On both sides layer the hair diagonally to the length obtained at the mastoid allowing the guide to travel.

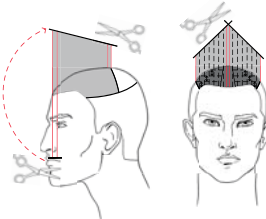
Refine shaping the perimeter at mid ear using the razor.



4.

Section D

Using the length at the crown as a guide take radial partings perpendicular to growth and cut square.



5.

Section E

Create a guide at the lip and then cut a central subsection connecting the guide to the center juncture.

Cut the remainder of the section by taking vertical partings and connecting the central guide to the perimeter lengths.



6.

Signature the proposal using the Free Hand technique and blending shears.



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PROPOSAL #1 MAN - COLOR



Color the entire head with **Framcolor Eclectic 5NE**.

Create random highlights with **Decolor B No Dust**.

Tone with **Framcolor Eclectic 9HCE**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
5NP (60 g/cc)	5 (60 g/cc)	5N (60 g/cc)
contrasts Decolor B No Dust 9W	contrasts Decolor B No Dust 9.46	contrasts Decolor B No Dust 9XN

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Creamy White

SUGGESTED HOME TREATMENT:

Morphosis DENSIFYING

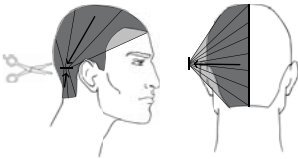
STYLING

Apply **Color Lover Hair Primer 11** and blow dry partially.
Distribute **Morphosis Sublimis Shine Light Oil** on damp hair and finish drying using a flat brush.
Spray **I.Dentity Protect.it** and refine with the flat iron.



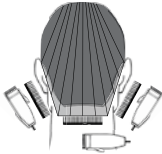
Subdivision.

Trace a line from the forehead to the nape.



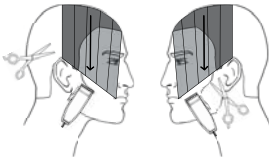
1.

On both sides comb the hair toward the mastoid and pinch cut to the tip of the ear (direction) to a length of 3 cm - 1 1/4".



2.

Comb the hair in natural fall and cut following the hairline using scissor over comb or clippers.



3.

On both sides comb the hair in natural fall and cut from the length found at the tip of the ear to the corner of the mouth.
Refine the perimeter by cutting around the ears.



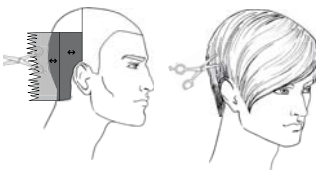
4.

Transport the hair left of the vertex and pinch cut utilizing the Chipping Cut technique to the length found above the ear.



5.

To signature the proposal, comb the hair toward the face with crescent partings (following the flats and the curves of the head) and point cut from inside to outside using blending shears.



6.

Remove excess volume in the back by taking vertical partings and point cutting square using the Chipping Cut technique.
Lighten the entire volume using blending shears.



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PROPOSAL #2 MAN - COLOR



Color the entire head with
Framcolor Eclectic 6NE (40 g/cc) + **7DE** (20 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
6EXN + 7SD (40 g/cc + 20 g/cc)	6.12 + 7.33 (40 g/cc + 20 g/cc)	6N + 7D (40 g/cc + 20 g/cc)

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE
AND CONDITIONING:

Framcolor OPTICS Creamy White

SUGGESTED HOME TREATMENT:

Morphosis SUBLÌMIS OIL

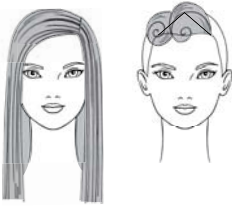
STYLING

Apply **BY Sparkling Mousse Flexible Hold** on wet hair and blow dry partially. Distribute **I.Dentity Show.Wax** on damp hair and finish drying with your hands.

Refine the ends and the fringe using a round brush and spray **BY Hair Spray Color Protection** for a soft hold.



SIMPLY GREY



Straighten the hair with a flat iron and then isolate a front triangle joining the end of the eyebrows and the vertex.



Brush the left side to the right while spraying **BY Black Lava Mega Hold Hair Spray** close to the head for control and a smoothing effect. Pin the hair as in the diagram.



Create a base at the right mastoid by backcombing, twisting and cross pinning a section 4 cm - 1 ½" square. Attach a very long extension to the base and create a pony tail.



Subdivide the front triangle diagonally.

Back comb the root using **BY Black Lava Mega Hold Hair Spray** and create two on base barrel curls at the front.

Now create a row of barrel curls in the same fashion to cover all of the pins on the side of the head. Alternate sizes and base positions to compliment the head shape and profile. Brush the remaining hair up while spraying **BY Black Lava Mega Hold Hair Spray** close to the head for control and a smoothing effect. Back comb the root and create a large half base barrel curl above the sideburn.



Using a large upholstery needle take small sections from the pony tail and sew large loops into the barrel curls allowing the ends to fall free on the forehead and interior of the proposal.

Braid the remaining hair in a Fishtail.

Finish with **BY Mist Light Hair Spray light** and **BY Pearl Shiner** for light hold and brilliant shine.