

## PERMANENT HAIRCOLOR

**FRAMCOLOR  
FAST  
2001 INTENSE**

**FRAMCOLOR  
2001**

**FRAMCOLOR  
GLAMOUR**

**FRAMCOLOR  
FUTURA**

**PROCESSES IN HALF THE TIME!**



**1:2 mix ratio  
(color: developer)**

**1:2 mix ratio  
(color: developer)**

**1:1 mix ratio  
(color: developer)**

**1:1 mix ratio  
(color: developer)**

**cool tonality**

**natural tonality**

**cool tonality**

**cool tonality**

**dense finish**

**reflective finish**

**dense finish**

**dense finish**

## RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

**FRAMCOLOR PURE PIGMENT PLUS - pH+ ACIDIC FORMULA**



**REFRESH & RESTRUCTURE**

**no mixing required**

**tonality varies by shade**

**finish varies by shade**

**ACHIEVE RESULTS ON DAMAGED  
HAIR THAT CANNOT BE ACHIEVED  
BY ANY OTHER COLOR**

## AMMONIA FREE

**FRAMCOLOR ECLECTIC CARE**

**FRAMCOLOR ECLECTIC**



**1:2 mix ratio (color: developer)**

**1:2 mix ratio (color: developer)**

**natural tonality**

**natural tonality**

**reflective finish**

**reflective finish**

*flip for  
key features  
2 of 2*

## PERMANENT HAIRCOLOR - Key Features

### FRAMCOLOR 2001 INTENSE



- **PROCESSES IN HALF THE TIME!**
- 2 applications per tube. Low cost! 1:2 mix ratio
- Use alone or mix with **FRAMCOLOR 2001** for 124+ shades that process in **HALF THE TIME!**
- Non-progressive formulation

### FRAMCOLOR 2001



- 2 applications per tube. Low cost! 1:2 mix ratio
- Use alone or mix with **FRAMCOLOR 2001 INTENSE** for 124+ shades that process in **HALF THE TIME!**
- Naturally reflective, warm finish or a cool, more dense coverage

### FRAMCOLOR GLAMOUR



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

### FRAMCOLOR FUTURA



- 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 fadage

## RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

### FRAMCOLOR PURE PIGMENT PLUS - pH+ ACIDIC FORMULA



#### NO DEVELOPER (PEROXIDE) REQUIRED

#### FRAMCOLOR PURE PIGMENT PLUS IS THE SOLUTION FOR THESE COMMON CHALLENGES:

- Over-processed hair will not hold color that requires peroxide
- Damaged hair that does not hold color resulting in a dull, faded result
- Chemically relaxed, keratin treated and thermally styled hair that cannot structurally withstand the use of color that requires peroxide
- Over-lightened fragile & damaged hair that wishes to go darker but cannot structurally withstand the use of peroxide

## AMMONIA FREE - Key Features

### FRAMCOLOR ECLECTIC CARE



- 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 70+ permanent shades

### FRAMCOLOR ECLECTIC



- 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 70+ permanent shades

flip for  
key features  
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