

# *is* THE HAIR TREND



2023 **STEP by STEP**



proposal 1

Color

ALWAYS  
NOWHERE

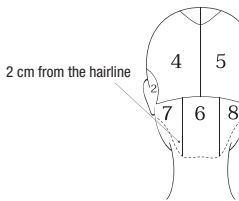
ITALIANSTYLE  framesi

Cut



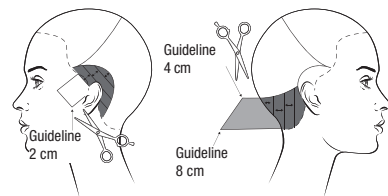
**SECTION 1** - Isolate a triangle between the ends of the eyebrow arches and the center juncture using slightly curved lines.

**SECTIONS 2, 3** - On both sides, draw a curved line between the end of the eyebrow arch and the mastoid area.



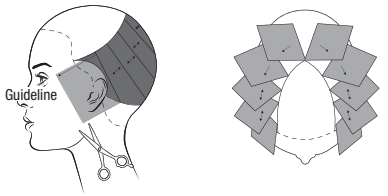
**SECTIONS 4, 5** - Trace a line from mid back of the ear to mid back of the ear passing through the occipital bone. Create a central parting from the tip of the triangle to the occipital bone.

**SECTIONS 6, 7, 8** - Isolate the corners of the nape by drawing two vertical lines, 2 cm (3/4") away from the hairline.

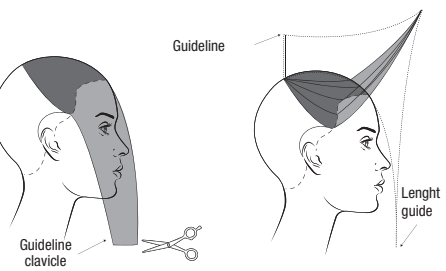


**SECTIONS 2, 3** - Create a guide using the angle of eye and ear lobe as reference, to a length of 2 cm (3/4"), then continue to make diagonal partings and cut remaining subsections perpendicular to growth.

**SECTION 6** - Taking vertical partings, cut the entire section perpendicular to growth using the Reverse Diagonal Cut techniques, starting at 4 cm (1 1/2") on the occipital bone and finishing at 8 cm (3") on the hairline.



**SECTIONS 4, 5** - Create a guide by cutting the first subsection between the cheekbone and earlobe. While keeping the diagonal partings, cut the remaining subsections perpendicular to growth except the last two sections in the rear, which will travel to your guide.



**SECTION 1** - Comb the entire section on the face and cut at the base of the neck (collar bone) using the Square Cut technique. Make radial partings and connect the length at the center juncture to the maximum length just created using the Sliding Cut technique

**SECTIONS 7, 8** - Comb hair in natural fall and cut with the Sliding Cut technique from the length obtained onto the mastoids.

After drying, refine with thinning shears and the Point Cut technique.

Styling

Protect and hydrate the hair with **FRAMESI COLOR LOVER DYNAMIC BLONDE SERUM**. Distribute **FRAMESI COLOR LOVER STRAIGHTENING SERUM** and dry the hair without giving excessive volume. Set the flat iron on medium heat and define the perimeter with **BY WORKING CLAY** or **BARBER GEN POMADE**. Fix with **BY MIST HAIR SPRAY LIGHT**.



Lighten the hair to level 10 with **Decolor B Cream Plus** and then color the base with **Framcolor Pure Pigment Plus /00 + /22** (60 g/cc + 12 g/cc).

Make diagonal partings and isolate micro-sections in the foil, then apply the same color of the base.

Rinse and apply **Framcolor Pure Pigment Plus/00** (60 g/cc) + **/22** (5 g/cc) at the shampoo bowl.



Alternative color proposal

FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
10 + 6.22 (58 + 2 g/cc)	SSPlus + /22 (58 + 2 g/cc)



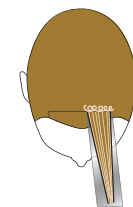
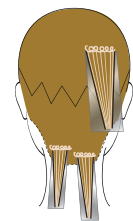
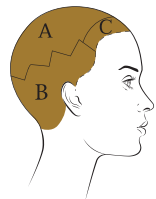
# proposal 2

## Color

# PRESENT

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## Cut



SECTIONS A, B - Trace a zigzag line along the crown passing through the occipital bone.

SECTION C - Isolate a 1 cm ( $\frac{1}{3}$ ") fringe between the ends of the eyebrow arches.

Create a Shalite effect as follows:

SECTION B - Take very fine hair sections, backcomb and lighten the remaining lengths with **Decolor B Infinity +** up to level 10.

SECTION A - Create thin highlights with the traditional technique.

SECTION C - Back comb the hair slightly and bleach the lengths using aluminum foils.  
Rinse.

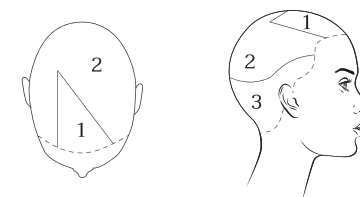
Color the base with **Framcolor Glamour 8.626** (30 g/cc) applying the color "scratching" the roots with the brush to add depth.

Tone the lengths with **Framcolor Glamour 10.626** (30 g/cc).



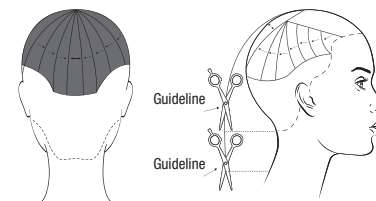
## Alternative color proposal

FRAMCOLOR 2001/INTENSE	FRAMCOLOR ECLECTIC/CARE	FRAMCOLOR FUTURA
8CB + 8.031 (15 + 15 g/cc)	8.262 (30 g/cc)	8NN + 8.031 (30 + 30 g/cc)
Lengths 10.62 (30 g/cc)	Lengths 9CT (30 g/cc)	Lengths 10N + SSA (60 g/cc)



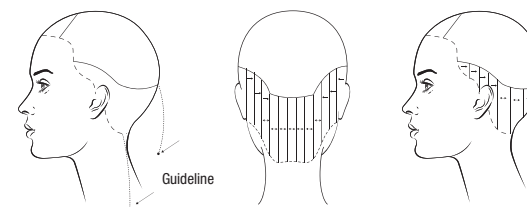
**SECTION 1** - Isolate a triangle between the  $\frac{3}{4}$  of the eyebrow arches and 1 cm ( $\frac{1}{3}$ ") to the right of the vertex.

**SECTIONS 2, 3** - Draw a line that runs through the crown area, passing on the occipital bone.



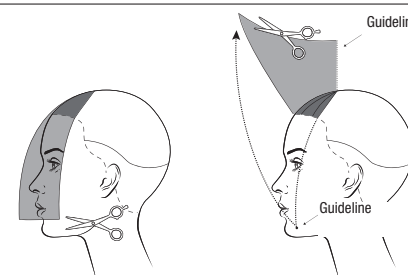
**SECTION 2** - Make radial partings.

Create a guide in the middle of the back section, using the Sliding Cut technique, and the following reference points - the base of the nape to the base of the neck  
Now cut all the other sections using stationary guide.



**SECTION 3** - Split the section into vertical subsections.

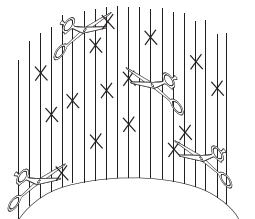
Using the Sliding Cut technique, connect the length obtained in section 2 to the shoulder blades.  
Cut perpendicular to growth up to the mastoids, then utilize stationary guide.



**SECTION 1** - Comb the hair on the face and cut square to the mouth.  
Make radial partings, then connect the length obtained at the vertex to the maximum length using the Sliding Cut technique.



Dry the hair and texturize with thinning shears and the Zigzag Point Thinning technique.

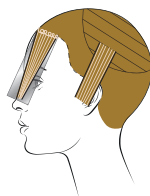
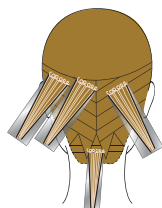
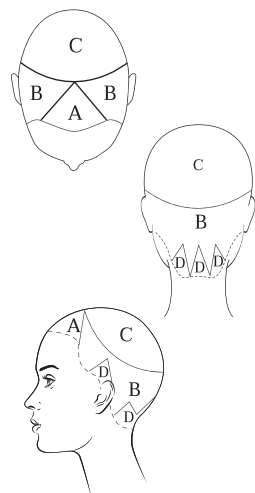


## Styling

Apply **FRAMESI COLOR LOVER HAIR REPAIR FOAM** to hydrate the hair and create a nice volume. Apply **FRAMESI COLOR LOVER RAISE THE ROOTS** and dry by giving volume to the roots in the crown area.  
Keep the perimeter of the cut smooth and tight.  
Fix naturally with **BY MIST HAIR SPRAY LIGHT** and add shine with **MORPHOSIS SUBLIMIS SHINE LIGHT OIL** or **BARBER GEN POMADE**.

# proposal 3

## Color



# ICONIC RELOADED

## ITALIANSTYLE framesi



SECTION A - Isolate a front triangle between the vertex and the ends of the eyebrow arches.

SECTION C - Isolate a circle passing on the vertex of the triangle and above the occipital bone.

SECTIONS D - Create 5 triangles: 3 on the nape and 2 on the sideburns.

SECTION B - The remaining hair.

Create a Shalite effect as follows:

SECTIONS D - Subdivide the strand into three horizontal parts. Back comb the lower once, the middle twice and the upper three times. Apply **Decolor B Diamond** on lengths and ends, isolate with foils and lighten up to level 9.

SECTION B - Making diagonal subsections, alternate back combed sections lightened up to level 8.

SECTION C - Making diagonal subsections, take very fine strands and create micro-highlights up to level 8.

SECTION A - Trace a central line and, making diagonal partings, lighten three frontal thin sections while back combing the hair from 1 to 3 times, putting a foil in between. Continue alternating micro highlights.

Now color the base with **Framcolor Eclectic 6SE** (15 g/cc) + **6NE** (15 g/cc), "scratching" the roots with the brush to add depth.

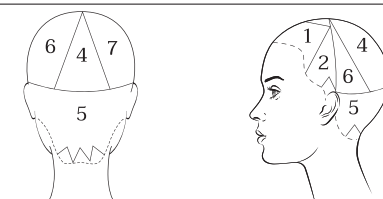
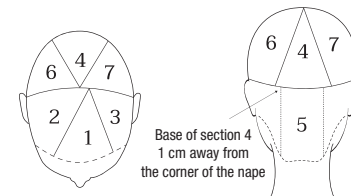
Tone the lengths with **Framcolor Eclectic 8HCE** (15 g/cc) + **8DE** (15 g/cc).

## Alternative color proposal

FRAMCOLOR 2001/INTENSE	FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
5CC + 6.00 (15 + 15 g/cc)	5.61+ 6 (30 + 30 g/cc)	6C + 6N (30 + 30 g/cc)
Lengths 8.024 (30 g/cc)	Lengths 7.64 + 8.33 (30 + 30 g/cc)	Lengths 8XN (60 g/cc)



## Cut

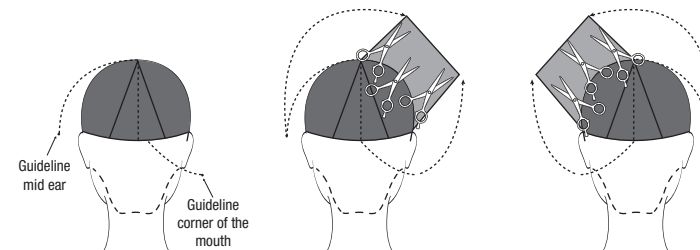


**SECTIONS 1, 2, 3** - Isolate a triangle between the ends of the eyebrow arches and 1 cm ( $\frac{1}{3}$ ") to the left of the vertex. Draw a line from top of ear to top of ear passing through the vertex.

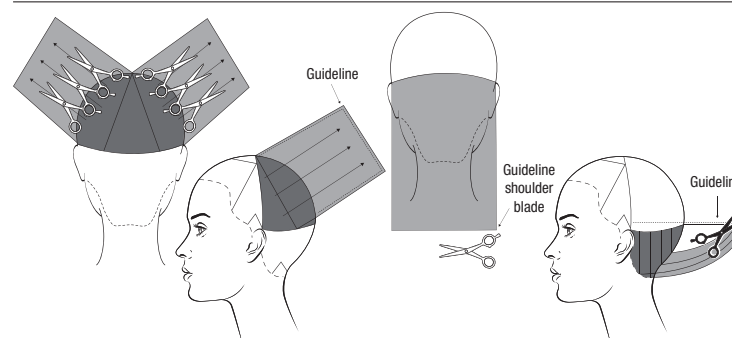
**SECTIONS 4, 5, 6, 7** - Draw a straight line from top of ear to top of ear through the occipital bone. In the top section, isolate a triangle between the vertex and the part line, with the base 1 cm ( $\frac{1}{3}$ ") wider than the nape corners.

In section 5, isolate 3 triangles along the hairline.

In sections 2 and 3, isolate a triangle between the sideburn and the top of the ear.

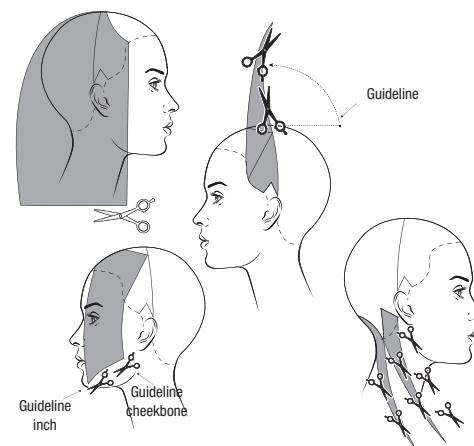


**SECTION 4** - Obtain a small section at the vertex and cut it at mid ear to create the guide. Obtain a second small section at the center of the occipital bone and cut it at the corner of the mouth. Divide the section in half. Direct each half onto its respective separation line and connect the two guides using the Chipping Cut technique.



**SECTIONS 6, 7** - Direct each section to the separation line of section 4, cut to the length found, using the Chipping Cut technique.

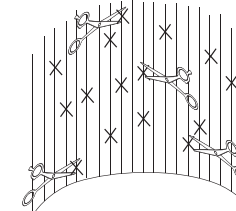
**SECTION 5** - Comb the hair in natural fall and cut with the Square Cut technique at the base of the shoulder blades. Using as a guide the length obtained in sections 4, 6, and 7, cut to the maximum length utilizing both the Looping Cut and Open&Close techniques.



**SECTIONS 2, 3** - Comb the hair in natural fall and cut with the Square Cut technique to the length of section 5. Direct the sections to the vertex and cut with the Looping Cut and Open&Close techniques.

**SECTION 1** - Comb the entire section on the left side of the face and cut with the Open&Close technique from the cheekbone to the chin.

Blend the triangles isolated on the nape and sideburns, and cut with the Sliding Cut and Zigzag Point Thinning technique respecting the lengths.



## Styling

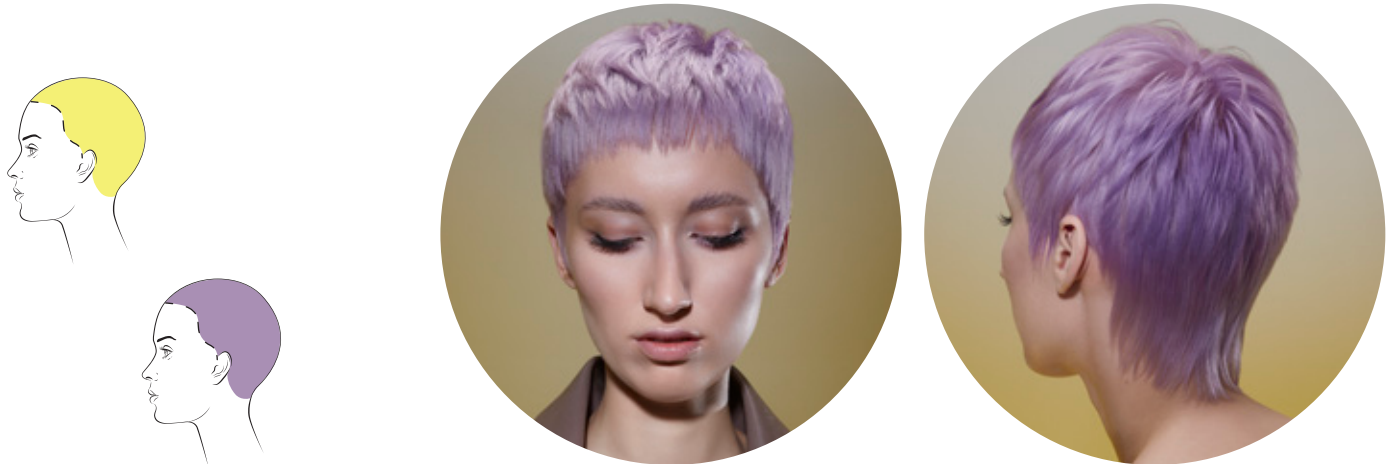
Apply **FRAMESI COLOR LOVER RAISE THE ROOTS** on the entire hair. Dry the hair, then make diagonal partings and twist the sections backwards. Define the sections using the medium iron. Fix naturally with **BY MIST HAIR SPRAY LIGHT** and add shine with **MORPHOSIS SUBLIMIS SHINE LIGHT** or **BARBER GEN POMADE**.

proposal 1

Color

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Lighten the hair to level 10 with **Decolor B Cream Plus + Decolor B 101 Pro-Force Bonder**.

Rinse and apply **Decolor B 102 Pro-Force Sealer**.

Tone the hair with **Framcolor Eclectic 9CT** (20 g/cc) + **Framcolor Eclectic Toner /61** (10 g/cc).

Rinse and dry the hair with a towel.

Tone by using the Watercolor technique by diluting **Framcolor Pure Pigment Plus /66** (3 g/cc) + **/22** (3 g/cc) with 150 g/cc water.

Massage the mixture on the whole hair and let it rest for 5 minutes.

Rinse and apply only the desired **FRAMESI COLOR LOVER** Conditioner.



Alternative color proposal

FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
<b>10.62</b> (27 + 3 g/cc)	<b>10.06 + 10.16</b> (55 + 5 g/cc)	<b>10N + SSC</b> (55 + 5 g/cc)
<b>10.66</b> (2,5 g/cc +50 ml oxygen vol. 10)	<b>6.66 + 6.22</b> (3 + 2 g/cc +100 ml oxygen vol. 10)	<b>6.66 + 6.22</b> (3 + 2 g/cc +100 ml oxygen vol. 10)

Cut

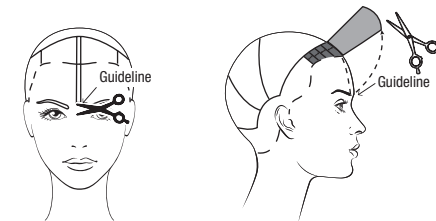


**SECTION 1** - Along all the hairlines, isolate a section about 4 cm (1 ½") wide along the entire perimeter, being sure to pass under the occipital bone.

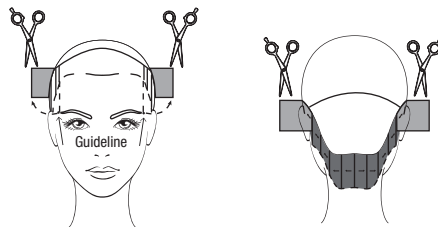
**SECTION 2** - Within Section 1, isolate a section between the ends of the eyebrow arches.

**SECTIONS 3, 4** - Draw a line from back top of ear to back top of ear, passing through the center juncture, and then draw a central parting.

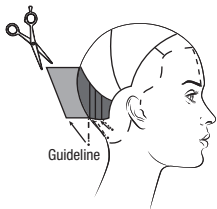
**SECTIONS 5, 6, 7** - Draw a line from mid back of ear to mid back of ear passing through a point midway between the center juncture and occipital bone, then draw a central parting.



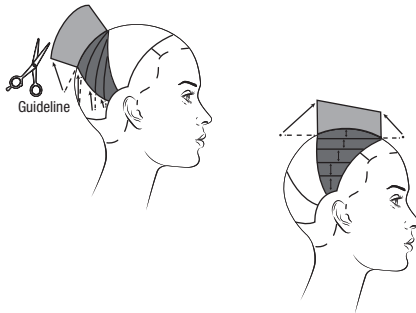
**SECTION 2** - Create a small central guide and cut to the length of the eyebrows. Create horizontal sections and layer the hair cutting perpendicular to growth using the Round Cut.



**SECTION 1** - Create vertical partings and using the Square Cut technique, cut to the length found in Section 2, and cut perpendicular to growth to the mastoids. From mastoid to center of the nape, use the length of the previously cut section as a guide.



**SECTION 7** - Create vertical partings and using the Angled Cut technique, cut medium grade, perpendicular to growth, using the length of Section 1.



**SECTIONS 5, 6** - Create vertical partings and layer both sections using the Round cut technique, perpendicular to growth, and the length found in section 7 as the guide.

**SECTIONS 3, 4** - Create horizontal partings, connect sections 1 and 2 to sections 3 and 4, and layer with the Angled Cut technique, perpendicular to growth.  
After drying, trim and lighten the hairline, taking care to keep a pointed line at the center of the nape.

Styling

Apply **FRAMESI COLOR LOVER DYNAMIC BLONDE SERUM**.  
Dry completely with the flat brush.  
Texturize and enhance the style with **BY WORKING CLAY**.

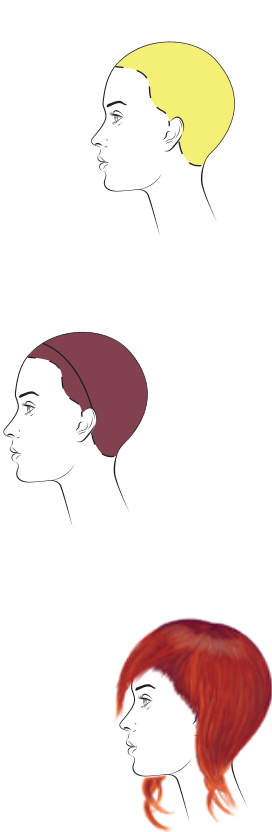


proposal 2

Color

ALWAYS NOWHERE ENERGY

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Lighten the hair to level 7 with **Decolor B Cream Plus** at the scalp and **Decolor B Diamond** at the lengths and ends.

Color 2 cm (¾") at the root with **Framcolor 2001 Intense 6.054** (15 g/cc) + **Framcolor Pure Pigment Plus /560** (45 g/cc).

Draw a curved line from the tips of the ears to 3 cm (1¼") from the front hairline.

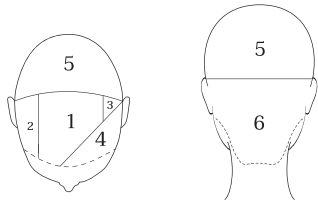
In the rear area, color the lengths with **Framcolor 2001 6HR** (45 g/cc) + **Framcolor Pure Pigment Plus /560** (15 g/cc).

In the front area, color the lengths with **Framcolor Pure Pigment Plus /44** (30 g/cc).



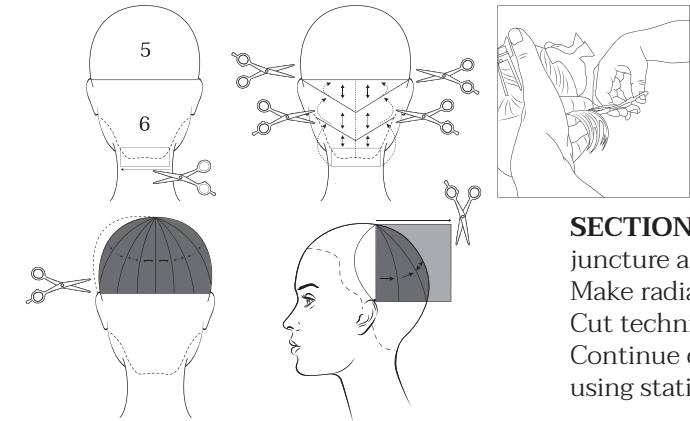
Alternative color proposal		
FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC/CARE	FRAMCOLOR FUTURA
5.52 + 7.55 (40 + 20 g/cc)	6RFE + 6.66 (10 + 20 g/cc)	5M + /560 (10 + 40 g/cc)
5.52 + 7.55 (20 + 40 g/cc)	6RFE + 6.66 (25 + 5 g/cc)	5M + 7R + /560 (20 + 20 + 10 g/cc)
		7TR (30 g/cc)

Cut



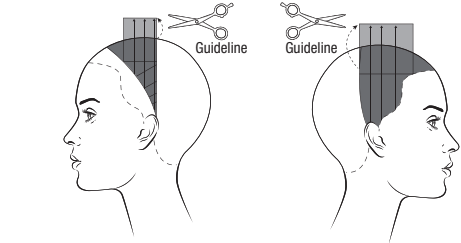
**SECTIONS 1, 2, 3, 4** - Draw a line from ear to ear passing through the center juncture.  
Draw a line from the inside of the right eyebrow arch to the tip of the left ear (4).  
Draw a line 2 cm (¾") to the left of the center juncture toward mid eyebrow arch (2).  
Draw a line on the right along the crown line toward the end of the eyebrow arch (3).

**SECTIONS 5, 6** - Draw a line from the tip of one ear to the tip of the other ear passing through the occipital bone.



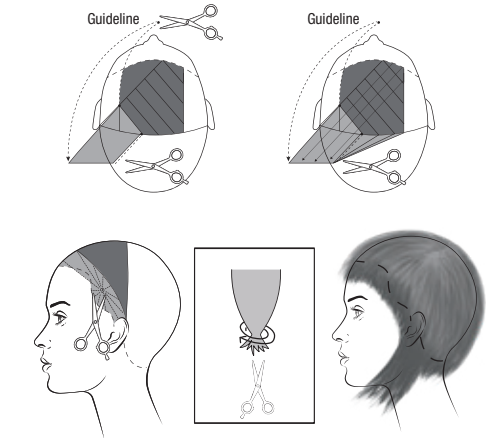
**SECTION 6** - Obtain a 1 cm (½") thick section on the back hairline, comb the hair in natural fall, and use the Square Cut technique to cut a length of 3 cm (1¼"). Now divide the section with a central part. Make diagonal partings and using the Horizontal Layering technique, cut perpendicular to growth using the length at the hairline as the guide.

**SECTION 5** - Create the guide: take a small section of hair at the center juncture and cut it at the top of the ear.  
Make radial subsections. Starting from the center, cut using the Square Cut technique.  
Continue cutting perpendicular to growth up to the mastoids, and then using stationary guide, making sure to stay within the neck.



**SECTION 3** - Make diagonal partings, cut stationary guide starting from the center juncture and use the Square Cut technique by referring to the length of section 5.

**SECTION 2** - Make horizontal partings, cut stationary guide using the Square Cut technique to the length obtained in section 5 at the height of the crown area.



**SECTION 1** - Take a small section at the left corner of section 1 and cut to the chin to create the guide. Now connect the guide diagonally to the length obtained at the center juncture in section 5.  
Divide section 1 into diagonal subsections and cut stationary guide on the diagonal obtained at the center juncture.

**SECTION 4** - Move the section to the height of the left eyebrow arch and pinch cut with the fingers lying on the head.  
Trim the perimeter with the Point Cut technique, leaving the sideburns loose.

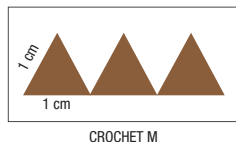
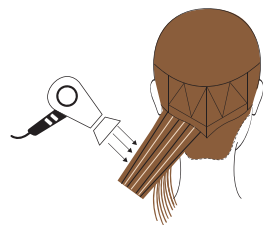
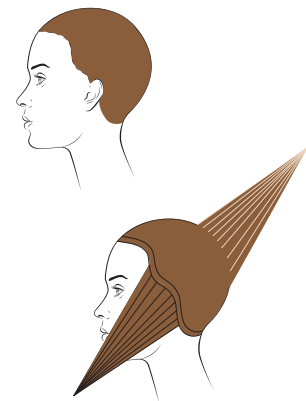
Dry and texturize the hair with the Sliding Cut technique, to maximum length. Lighten up the entire haircut using the Butterfly technique with thinning shears.

Styling

Moisturize the hair with **FRAMESI COLOR LOVER DYAMIC BLONDER SERUM**.  
Dry by creating a little volume and with a soft effect.  
Leave the fringe tightly around the contour of the face.  
Style the sides with **FRAMESI COLOR LOVER RAISE THE ROOTS**.  
Finalize the haircut with **MORPHOSIS SUBLIMIS SHINE LIGHT SPRAY**.

# proposal 3

## Color



# PRESENT ENERGY

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Color the base with **Framcolor 2001 3NP** (40 g/cc) + **4W** (20 g/cc).

Isolate a 2 cm (¾") section along the hairlines, color lengths and ends with **Framcolor 2001 3NP** (40 g/cc) + **4W** (20 g/cc).

Color the rest of the hair with **Framcolor 2001 5W** (15 g/cc) + **Framcolor 2001 Intense 5.054** (15 g/cc).  
Wash and dry the hair.

Isolate a circular section on the top of the head, passing over the occipital bone, and isolate the section along the hairlines again.  
In the remaining section, draw a middle line and a line on both mastoids.

In the four sections so obtained, take a 1 cm (⅓") hair strand by making a diagonal split.

Continue with the Air Touch technique: keep the hair strand taut along its perpendicular axis and blow downwards with the hair dryer to lighten up the strand naturally.

Apply **Decolor B Infinity** + with the Contouring technique and bleach to level 7.  
Continue with the same technique on the rest of the hair by doing a Crochet M.

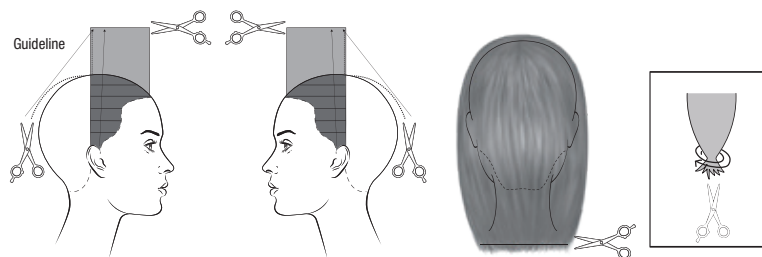
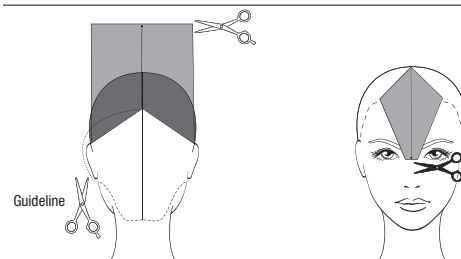
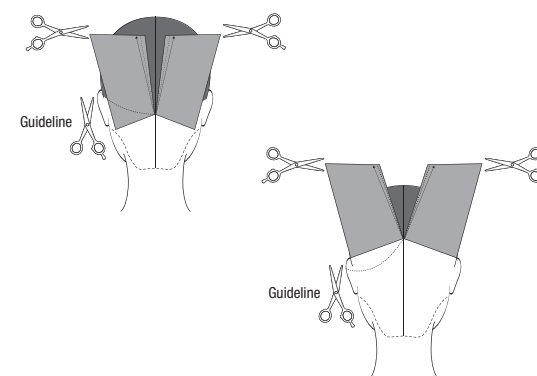
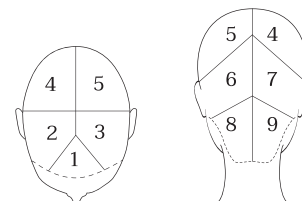
Finally, tone with **Framcolor 2001 5W** (15 g/cc) + **Framcolor 2001 Intense 5.054** (15 g/cc).

## Alternative color proposal

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC/CARE	FRAMCOLOR FUTURA
Base <b>4.0 + 5.64</b> (30 + 30 g/cc) Lengths <b>5.64 + 5.52</b> (30 + 30 g/cc) Tone <b>7.64 + 5.52</b> (30 + 30 g/cc)	Base <b>4 + 5HCE</b> (15 + 15 g/cc) Lengths <b>5HCE + 5.5</b> (15 + 15 g/cc) Tone <b>7HCE + 6.4</b> (15 + 15 g/cc)	Base <b>4N + 4XN</b> (40 + 20 g/cc) Hairline <b>4N + 4W</b> (40 + 20 g/cc) Remaining hair <b>5W + 5XN</b> (30 + 30 g/cc)



## Cut



**SECTION 1** - Isolate a frontal triangle between the ends of the eyebrow arches and 1 cm (⅓") in front of the vertex.

**SECTIONS 2, 3** - Draw a central line from the top of the triangle to the nape.  
Draw a line passing from top of ear to top of ear passing through the vertex.

**SECTIONS 6, 7** - Draw a diagonal line from the crown area to the top of each ear.

**SECTIONS 8, 9** - Draw a diagonal line from the occipital bone to the base of each mastoid.

**SECTIONS 8, 9** - Take a small section at the top center of the two sections and cut it at the top of the ear to create the guide.  
Move each section onto the part line, using the guide and the Square Cut technique, making sure to keep the hair close to the head.

**SECTIONS 6, 7** - Take a small section at the top center of the two sections and cut it at the top of the ear to create the guide.  
Move each section onto the part line, using the guide and the Square Cut technique, making sure to keep the hair close to the head.

**SECTIONS 4, 5** - Take a small section at the bottom center of the two sections and cut it at the earlobe to create the guide.  
Move both sections vertically and pinch cut horizontally to the guide.

**SECTION 1** - Take the hair to the bridge of the nose and pinch cut horizontally.

**SECTIONS 2, 3** - Make horizontal partings and using the Square Cut technique, cut to the stationary guide to the length obtained at the vertex.  
Comb the hair behind the shoulders and refine the back perimeter. After drying, customize the entire hair volume using the Butterfly technique and thinning shears.

## Styling

Distribute **FRAMESI COLOR LOVER HAIR REPAIR FOAM** over the wet hair.  
Create a smooth style applying **FRAMESI COLOR LOVER HAIR STRAIGHTENING SERUM** on the lengths and ends.  
Highlight the final result with **MORPHOSIS SUBLIMIS SHINE LIGHT SPRAY**.



# proposal 1

## Color



# PRESENT

INTERNATIONAL **HAIR**STYLE  
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Lighten to level 9 with **Decolor B Cream Plus + Decolor B 101 Pro-Force Bondor**.

Rinse and apply **Decolor B 102 Pro-Force Sealer**.

Dry and tone with **Framcolor Pure Pigment Plus /560** (60 g/cc).



Make a fade haircut from 0 to 6 mm (0 - 1/4") below the crown area and the occipital bone.

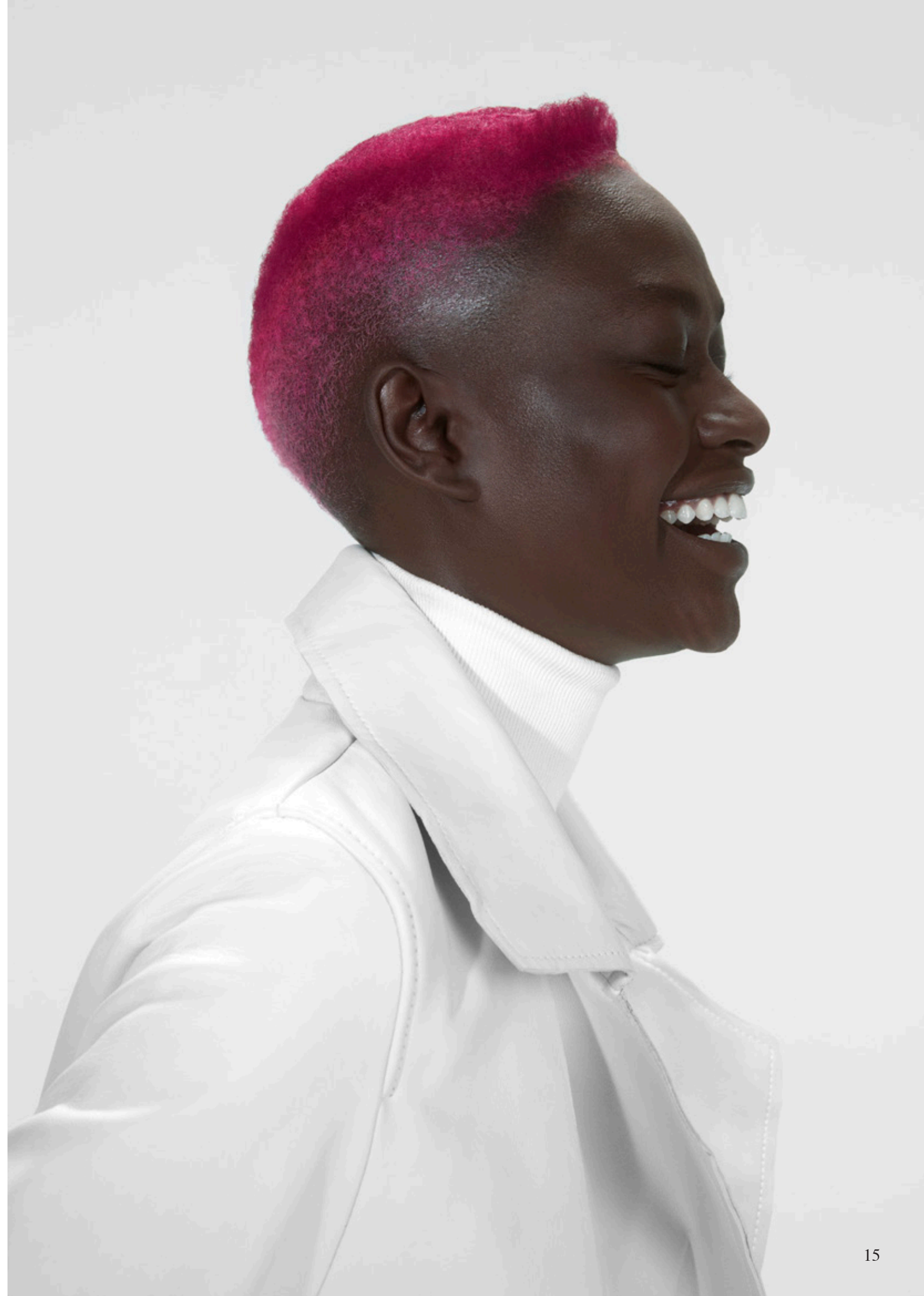
Shape the top of the head creating a square volume.

Dry with the diffuser.

Apply **MORPHOSIS SUBLIMIS OIL ALL DAY EMULSION** to hydrate the hair and **FRAMESI COLOR LOVER CURL PUDDING** to define the style.

## Cut

## Styling





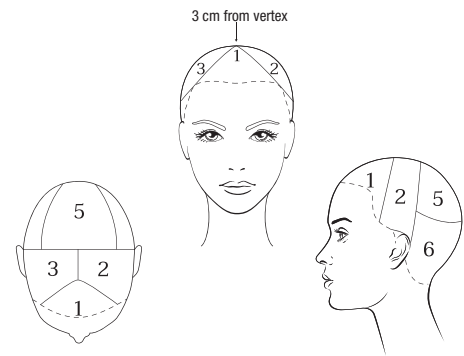
# proposal 2

## Cut

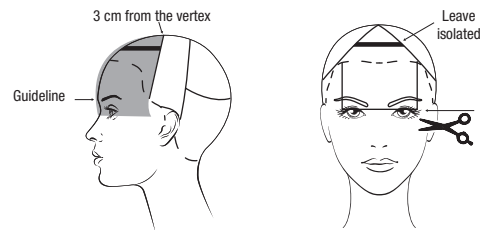
# ICONIC RELOADED

INTERNATIONAL HAIRSTYLE

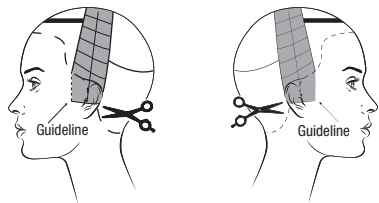
framesi



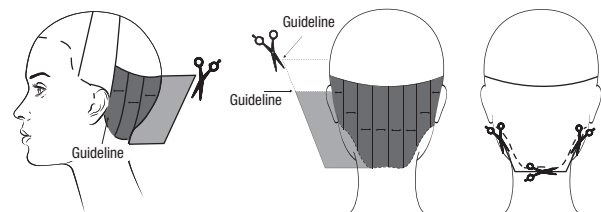
**SECTION 1** - Isolate a frontal triangle between the ends of the eyebrow arches and 3 cm (1") in front of the vertex.  
**SECTIONS 2, 3** - Draw a line from top of ear to top of the ear passing through the vertex.  
 Draw a line from the top of the triangle to the separation at the vertex.  
**SECTIONS 4** - Isolate the sideburns with a diagonal section.  
**SECTION 5** - Isolate the rear crown area.  
**SECTION 6** - This is the remaining section.



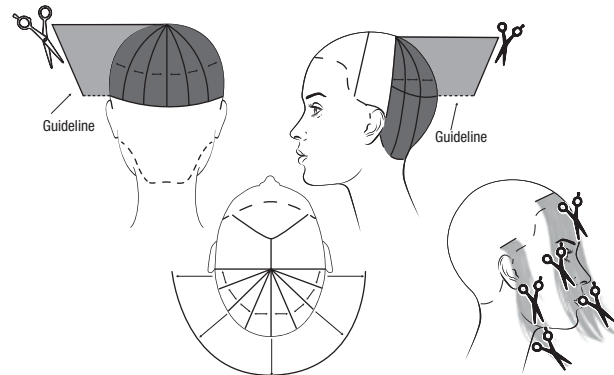
**SECTION 1** - At the center of the triangle, isolate a section about 1 - 1.5 cm (½") wide and isolate it.  
 Now cut the rest of the triangle using stationary guide and the Square Cut technique to the bridge of the nose.



**SECTIONS 2, 3** - Using the length obtained at the fringe, and making slightly curved horizontal partings, cut stationary guide using the Square Cut technique, following the part lines.



**SECTION 6** - Make vertical sections and, using the length obtained at the top of the ear, cut using the Angled Cut technique, cutting perpendicular to growth and by layering the entire section.  
 Trim following the nape hairline.



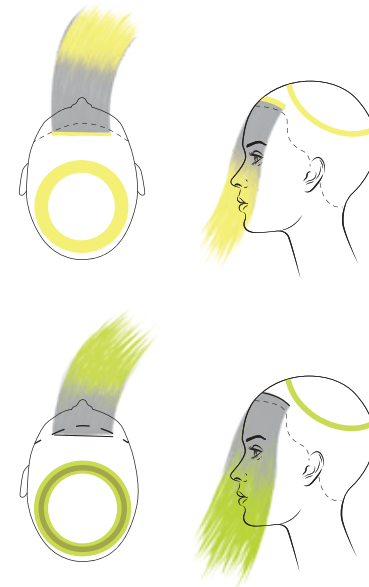
**SECTION 5** - Continue with the same technique and inclination, but making radial partings.

Comb the isolated section in section 1 on the face and refine with the Sliding and Point Cut techniques 2 cm (¾") below the chin.  
 Lighten up the sideburns with the Sliding Cut technique from the lobe to the maximum length.  
 After drying, texturize with the Point Cut technique.

## Styling

Apply **FRAMESI COLOR LOVER STRAIGHTENING SERUM** to wet hair to make it soft and shiny.  
 Blow dry with a flat brush respecting the direction of the cut and natural hair fall.  
 Spray **FRAMESI COLOR LOVER FLASH DRY** from some distance to increase hair shine, then flat iron to define the perimeter and round the ends. Use the flat iron at a temperature that is not too high to protect the color.  
 Apply **BY MIST HAIR SPRAY STRONG** to finish the details.

## Color



Color the entire hair with **Framcolor 2001 2NP** (40 g/cc) + **Framcolor Pure Pigment Plus /22** (20 g/cc).

Isolate with Visible a round section at the top of the head, 4 cm (1½") away from the front hairline.

Isolate a thin 4 cm(1½") section 2 cm (¾") from the hairline.

Comb the round section in natural fall and lightly spray **BY MIST HAIR SPRAY LIGHT** to keep the hair in place. Lighten a 2 cm (¾") high band, 4 cm (1½") away from roots to level 9 with **Decolor B Infinity +**.

Lighten the front section to level 9 from midshaft to ends.

Rinse and dry the hair.

Split the lightened round section into three concentric sections:

Tone the outermost section with **Framcolor Pure Pigment Plus /11** (25 g/cc) + **Framcolor Extra Charge /3** (5 g/cc).

Tone the central section with **Framcolor Pure Pigment Plus /3** (25 g/cc) + **/11** (1.5 g/cc).

Tone the inner section with **Framcolor Pure Pigment Plus /11** (25 g/cc) + **Framcolor Extra Charge /3** (5 g/cc).

Tone the front sections with **Framcolor Pure Pigment Plus /3** (25 g/cc) + **/11** (1.5 g/cc).

## Alternative color proposal



### FRAMCOLOR FUTURA

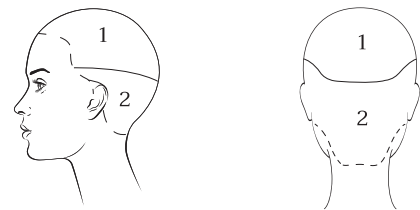
Base  
**2N + 6.22**  
 (40 + 20 g/cc)  
 Outer  
**7.11 + 9SD**  
 (25 + 5 g/cc)  
 Central  
**9D + 7.11**  
 (25 + 1.5 g/cc)  
 Inner  
**7.11 + 9SD**  
 (25 + 5 g/cc)  
 Front sections  
**9D + 7.11**  
 (25 + 1.5 g/cc)

# proposal 3

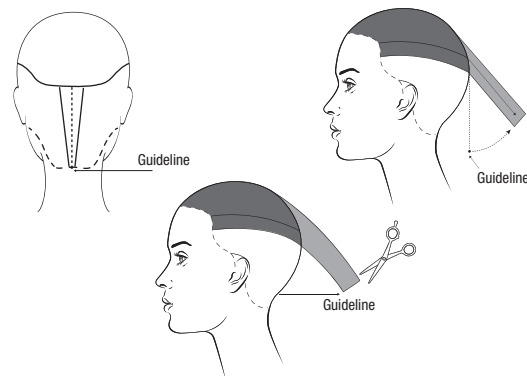
## Cut

# ALWAYS NOWHERE

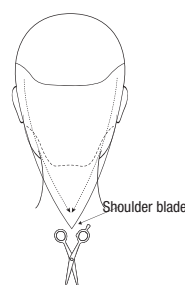
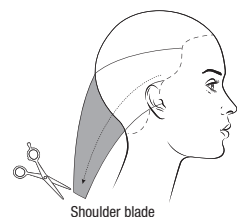
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**SECTIONS 1, 2** - Draw a temple-to-temple line passing on the occipital bone.



**SECTION 1** - Create a small guide at the back of section 1 and cut at the base of the nape. Pinch the whole section on the nape and cut it medium grade.



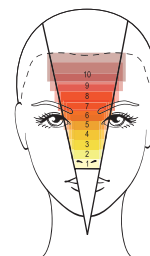
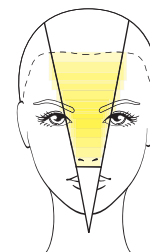
**SECTION 2** - Pinch the whole section under the shoulder blades and cut in medium grade.

After drying, refine the volume and the perimeters with the Sliding Cut and Point Cut techniques.

## Styling

Draw a temple-to-temple line passing on the occipital bone.  
Apply **FRAMESI COLOR LOVER PRIMER 11** on the hair of the lower area.  
Now apply **FRAMESI COLOR LOVER BOUNCE** generously and dry with a diffuser letting the hair take a natural move.  
Dry the top of the head to 80% and then make a mirror effect brushing with **FRAMESI COLOR LOVER FLASH DRY** and the flat iron.  
If necessary, use the flat iron to refine the perimeter of the bob and create some flat wave with the long strands.  
Finish with **BY MIST HAIR SPRAY LIGHT**.

## Color



Color the entire hair with **Framcolor Eclectic 4IN**.  
Isolate a section that is 5 cm (2") wide at the vertex, 2 cm (¾") wide at the front hairline. Make horizontal partings, lighten thin subsections with **DECOLOR B INFINITY +** and isolate them in pairs with Visible.  
On the first pair of subsections apply the **DECOLOR B INFINITY +** between the bridge of the nose and the mouth in a square shape. Use **BY MIST HAIR SPRAY LIGHT** to keep the hair in place.  
Continue with the second pair of subsections by applying the bleach ½ cm (1/5") higher in the upper part and 1 cm (2/5") higher in the lower part.  
Complete by making at least 10 pairs of subsections.  
Rinse and dry keeping the subsection pairs isolated with some pins.  
Now tone the bleached subsections as follows:  
Pair 1 and 2  
**Framcolor 2001 Intense 10.33** (10 g/cc) +  
**Framcolor Pure Pigment Plus /44** (1 g/cc)  
Pair 3 and 4  
**Framcolor 2001 Intense 10.33** (3 g/cc) +  
**Framcolor Pure Pigment Plus /44** (3 g/cc)  
Pair 5 and 6  
**Framcolor 2001 Intense 8.044** (10 g/cc) +  
**Framcolor Pure Pigment Plus /55** (1 g/cc)  
Pair 7 and 8  
**Framcolor 2001 Intense 8.044** (10 g/cc) +  
**Framcolor Pure Pigment Plus /55** (3 g/cc)  
Pair 9 and 10  
**Framcolor Glamour 7.55** (10 g/cc)

## Alternative color proposal



FRAMCOLOR  
FUTURA

Base  
4NN  
Pair 1 and 2  
9D + 7TR  
(10 + 1 g/cc)  
Pair 3 and 4  
9D + 7TR  
(3 + 3 g/cc)  
Pair 5 and 6  
7TR + 6RS  
(10 + 1 g/cc)  
Pair 7 and 8  
7TR + 6RS  
(10 + 3 g/cc)  
Pair 9 and 10  
7R  
(10 g/cc)



# *is* THE HAIR TREND

2023 **STEP by STEP**

General Management  
**Fabio Franchina, Patrizia Caldera**

Social-Economical Analysis  
**C.I.M.F. Coordinamento**  
**Informazioni di Mercato Framesi**

Framesi Research Center  
**Viviana Ciampitti, Francesca D'Ambrosio,**  
**Rocco Settino, Daniele Carroli, Ombretta Locci**

Medical-Scientific Aspects  
**Ivano Sironi**

Copywriters  
**Ilaria Pizzoferrato, Patrizia Annovazzi**

Advertising & Creative Agency  
**GWC**

Creative Director  
**Veronica Mazziotta - GWC**

Art Directors & Fashion Consultants  
**Ilaria Pizzoferrato, Paolo Lungo**

Makeup Artist  
**Silvia Dell'Orto**

Global Technical Director  
**Armando Petracci**

Italian Style Artistic Directors  
**Sabrina Arvizzigno, Daniele Pavarani,**  
**Davide Cichello**

Cutting Method Manager  
**Pino Di Tella**

Hair Stylists Italian Style Energy  
**Elisa Barbetti, Sandra Bucalossi,**  
**Giada Capuano, Alice Carrai, Enrico Dal Forno,**  
**Salvatore Giamborino, Davis Pozzobon,**  
**Rita Montanari, Monica Odorizzi, Sara Peli,**  
**Giuseppe Spina, Nicola Valzania**

Hair Stylists Italian Style Framesi  
**Virginia Bianconi, Gino Curci, Michele Curci,**  
**Angelo Di Paola, Carmen La Rosa,**  
**Marina Monitillo, Stefano Pagani, Elena Petrini,**  
**Laura Rivaldi, Davide Rosatti, Giuseppe Sifanno,**  
**Kocis Sordillo**

Hair Stylists Italian Style International  
**Eugene Cheong, Billy Dogan, Kenza Lum,**  
**Natasha Maconi, Jiro Okabe, Ezequiel Perata,**  
**Leonardo Trigueros, Sally Ward**

Hair Stylists Italian Style USA  
**Robb Bruce, Gioia Gomez, Maria Heckscher,**  
**Anthony Jefferson, Xena Parsons, Joy Williams**