

# FRAMCOLOR2001

## TECHNICAL MANUAL





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## CLIENT CONSULTATION

### STEP 1 – LISTEN

Listening to clients requires asking the right questions to not only evaluate their needs but to create a plan of action and support the retail of professional products. With a doctor, for example, the consultation of the patient is the most important time spent with the patient. That is where the doctor evaluates the needs of the patient and prescribes the proper medicine or procedure that best treats the situation. Our profession should present itself no differently.

### STEP 2 – SHARE

After hearing your client's impression, it is time to share your professional expertise.

Take your time. This is the most important step, because this is where your expertise as a professional comes into play.

- ♦ Analyze your client's face. Is it Oval...  
Pear... Heart... Round... Square  
Oblong... Diamond?
- ♦ Analyze your client's features:  
Eye placement... nose shape... mouth  
size... etc. Hair should act as arrows,  
pointing toward good and away from  
poor features.
- ♦ Proper color highlights the positive and  
compensates for the negative. Remember  
that darker colors enclose. Lighter colors  
open and enlarge.



### BE HONEST WITH YOUR CLIENT

This is the time to discuss the following:

1. **The service and in-salon treatments** – what it is going to cost and how much time is involved.
2. **Advanced booking** and how often they need to visit the salon to maintain their new look.
3. **Home maintenance** – recommend or prescribe the necessary framesi products for the client to maintain their color and for you to guarantee the service.

### STEP 3 – CLARIFY

Confirm that the client is in agreement with the service they desire.

### STEP 4 – ASK PERMISSION

When the client's expectations match your own, simply ask, "May we proceed?"

### STEP 5 – TAKE ACTION

The service begins!



Feature	Benefit	
Vegetable Coconut Oil Cream Base - Coconut oil is superior to all vegetable oils in penetrating the hair fiber to minimize protein loss during a chemical service	<ul style="list-style-type: none"> <li>· Superior condition</li> <li>· Resilience / shine</li> <li>· Less damage (even after repeated chemical services)</li> <li>· Protects hair fiber</li> <li>· Minimal fadage</li> </ul>	<ul style="list-style-type: none"> <li>· Leaves hair receptive to additional chemical services</li> <li>· Ammonia odor is masked</li> <li>· More user friendly</li> <li>· Keeps product moist</li> </ul>
Vitamin C	<ul style="list-style-type: none"> <li>· Anti-oxidant</li> <li>· Fights against free radicals</li> </ul>	<ul style="list-style-type: none"> <li>· Stabilizes color, preventing fading</li> <li>· Preserves youthful vitality of hair</li> </ul>
Perfectly calibrated level system (11 levels) - Light to dark between each level is more accurately calibrated.	<ul style="list-style-type: none"> <li>· Precisely determine natural level</li> <li>· More accuracy in formulating</li> </ul>	<ul style="list-style-type: none"> <li>· More precise, true to tone shades at each level</li> </ul>
Perfectly calibrated percentage of ammonia and dye required at each level	<ul style="list-style-type: none"> <li>· Less damage during color service</li> <li>· Less fadage</li> </ul>	<ul style="list-style-type: none"> <li>· More precise, true to tone shades at each level</li> </ul>
6 Series that can be used alone for gray coverage - Natural (NP), Extreme Natural (EXN), Wood (W), Cool Brown (CB), Caramel (KR), Glace (G)	<ul style="list-style-type: none"> <li>· More perfectly balanced bases with superior coverage</li> <li>· 30+ shades that offer perfect gray coverage with no intermixing required</li> </ul>	<ul style="list-style-type: none"> <li>· Unlimited creativity with complete gray coverage when mixed with all other Framcolor 2001 shades</li> </ul>
Natural Series for customized coverage and finish	<ul style="list-style-type: none"> <li>· Yellow pigment added to Natural Perfect (NP) for more light reflection and a more natural coverage</li> <li>· Blue/Violet in Extreme Natural Series (EXN) for a cooler, more dense, more extreme coverage</li> </ul>	<ul style="list-style-type: none"> <li>· Can be mixed with any Framcolor 2001 shade for the most natural, reflective coverage to a cooler, more dense coverage as desired</li> </ul>
Pure base colors	<ul style="list-style-type: none"> <li>· The purest Reds and Golds with no Browns</li> </ul>	<ul style="list-style-type: none"> <li>· Unlimited creativity</li> <li>· Achieve the most vibrant, vivid results</li> </ul>
Pre-blended colors	<ul style="list-style-type: none"> <li>· The most beautiful natural Browns and Woodsy Browns, for superior gray coverage on even the most resistant hair</li> </ul>	<ul style="list-style-type: none"> <li>· Beautiful, natural Reds without mixing</li> <li>· Natural results with shine and condition</li> </ul>
Low 2% Ammonia	<ul style="list-style-type: none"> <li>· Less cuticle opening</li> <li>· Less fadage</li> <li>· Less damage</li> </ul>	<ul style="list-style-type: none"> <li>· Protects the integrity of the hair</li> <li>· Leaves the hair in superior condition</li> </ul>
Amaranthus Oil	<ul style="list-style-type: none"> <li>· Exalts the color of the hair</li> </ul>	<ul style="list-style-type: none"> <li>· Enhances shine and intensifying light reflection</li> </ul>
1:2 mix ratio (1 part color, 2 parts developer)	<ul style="list-style-type: none"> <li>· Less color used</li> </ul>	<ul style="list-style-type: none"> <li>· Superior color system at an economical price</li> </ul>
Ultra refined balanced color dyes	<ul style="list-style-type: none"> <li>· Deeper, more even penetration</li> <li>· Will not fade off tone</li> </ul>	<ul style="list-style-type: none"> <li>· More precise color, from the most natural to the most vibrant</li> </ul>
True cream base colors with perfect consistency	<ul style="list-style-type: none"> <li>· Superior gray coverage</li> <li>· More control of application</li> </ul>	<ul style="list-style-type: none"> <li>· Better placement of color</li> <li>· Even color results from root to end</li> </ul>

## THE ART OF COLOR

### The framesi **Framcolor 2001** Level System - The Foundation of Color Formulation for More Accurate Results

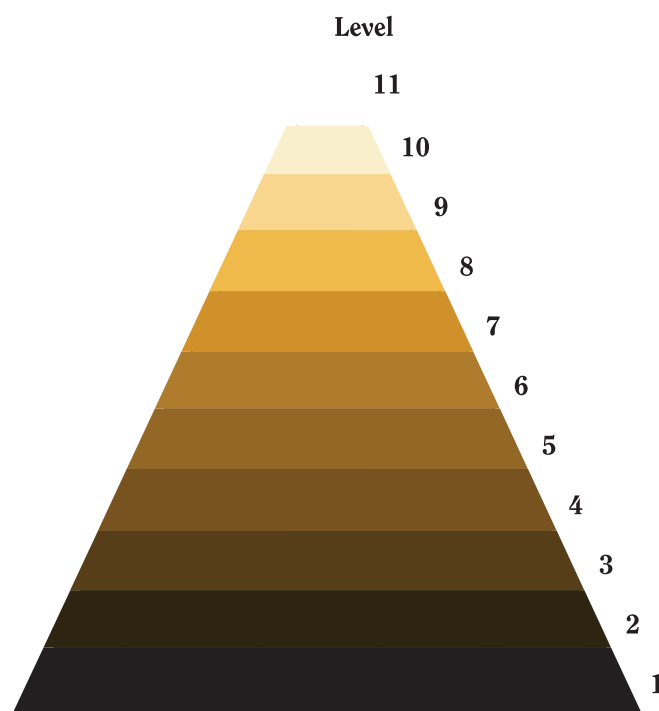
The basis of formulating color is the level system. The level system allows the stylist to make correct decisions for more accurate results. Framcolor 2001, with its more perfectly calibrated level system supports this accuracy. Framcolor 2001 level system defines light to dark more precisely at each level measuring the depth of color (how light or how dark) not the tone (how warm or how cool).

Most importantly, the Level System is crucial in determining the natural level of your client's hair, the degree of change you will make in going from your client's natural color to her desired color level, and the color formulation required to achieve the desired result.

#### **The First Step:** Determine the Natural Level

The NP (Natural Perfect) Series on the Framcolor 2001 Swatch Chart is also a quick, convenient reference to accurately determine the current level of color in the hair and differentiate among the eleven levels. Again, simply match the correct color swatch with hair at the back of the head nearest the scalp. The hair should be lifted slightly off of the scalp. Be careful not to push it flat against the scalp as this will make it appear darker.

### The Framcolor 2001 Level System



A level is the determination from dark to light of the natural hair. It does not determine the tone. Tone is the warmth or coolness of a level.

11	Ultra Light Blonde
10	Platinum Blonde
9	Very Light Blonde
8	Light Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
2	Black-Brown
1	Black



## THE ART OF COLOR

### The Second Step: Determine the Level of the Desired Haircolor

During the consultation phase, you and your client will have discussed the new haircolor you wish to achieve.

The **Framcolor 2001** color level you choose will always be the same as the level you wish to achieve. In other words, if you wish to achieve level 7 color, you would use a level 7 color in **Framcolor 2001**. Remember, do not confuse level (depth of color) with tone (warmth or coolness). Before you can proceed to step three – determining the final tone you wish to achieve – you need to understand remaining color, color chemistry and theory and the lifting process.

#### Remaining Color and Lifting

Most hair coloring involves lightening, or lifting, from a lower to a higher level. The degree of lift is determined by the strength of the framesi developer you use and the time you allow for processing. In a single process color service, the hair is lifted and color is deposited simultaneously, so you never actually see the lifting process take place.

However, at each level of lift, color always remains in the hair, and, for each level, that color is always the same. The Remaining Color Chart on page 11 shows the remaining color at each level of lift. Because there is always some color remaining in the hair after lifting, when you apply the new color, you're actually combining two colors.

#### The Guiding Principle of Haircolor

Remaining color at lift level +

The framesi color base =

The final color.

Your final color is achieved by mixing one of the 25+ framesi color bases with the remaining color at the desired lift level. To select the proper cream color base, you must first understand basic color theory. From then on, you will use one primary tool, the color chart.

#### Basic Color Theory

Mixing color and achieving desired results requires a basic understanding of the laws of color. If you have ever mixed colors or paints, then you are probably already familiar with the Universal Law of Color. This law states that every color you can imagine can be formed by mixing only three primary colors: blue, red and yellow. A color is considered warm or cool, depending upon the amount of yellow, red and blue that make up the color.

Blue is the darkest, and the only cool primary. It dominates red and yellow, turning each into its own cool family.

Red is medium and a warm primary.

Yellow is the lightest and is also a warm primary.

You can, of course, mix primary colors to make secondary colors.

#### YELLOW + RED = ORANGE

the only warm secondary color.

#### RED + BLUE = VIOLET

a cool secondary color because it is based on the Strongest cool primary, **BLUE**.

#### BLUE + YELLOW = GREEN

the coolest secondary color because the **BLUE** overpowers the light, warm **YELLOW**.

# THE ART OF COLOR

Combining primary and secondary colors creates tertiary colors.  
For example:

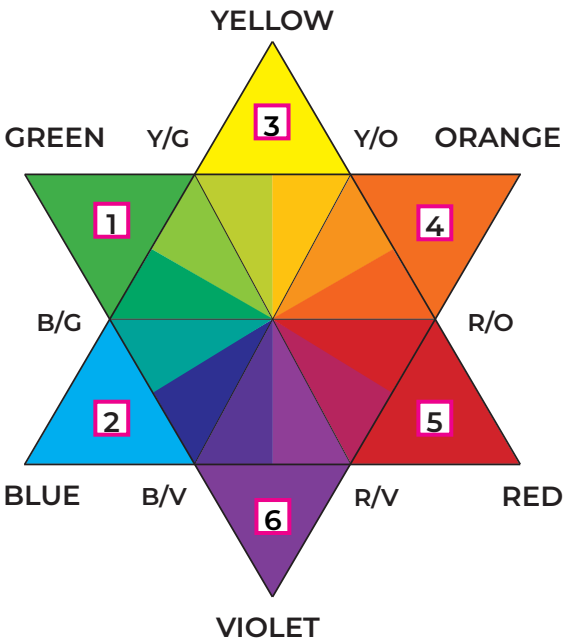
- Y + O = Yellow-Orange, Warm Tertiary.
- R + O = Red-Orange, Warm Tertiary.
- R + V = Red-Violet, Warm Tertiary.
- B + V = Blue-Violet, Cool Tertiary.
- B + G = Blue-Green, Cool Tertiary.
- Y + G = Yellow-Green, Cool Tertiary.

## The Color Wheel

The color wheel is a tool used to help visualize color theory. The three primaries are arranged around the wheel, with their related secondary and tertiary colors between them. For example, between blue and red is violet, which is made by mixing blue and red. The colors are arranged as they are in the spectrum of visible light – from red, through orange and yellow, into green, blue and violet.

Colors directly across the wheel from each other are opposites. Notice that the opposites of primary colors are always secondary colors. Mixing a color with its opposite always results in “browning out”, because, by mixing a primary color and an opposite secondary (two primaries), you are really mixing all three primary colors. Natural hair is a combination of all three primary colors to create various shades of brown. All hair is, in other words, some shade of brown.

A natural blonde is the yellowest brown.  
A natural redhead is the reddest brown.  
A natural black is the bluest brown.  
When coloring hair, you must determine whether you want to enhance or refine the color remaining in the hair. To enhance remaining color, use colors in the same sector on the color wheel. To counteract or refine the remaining color, choose a color from across the wheel.

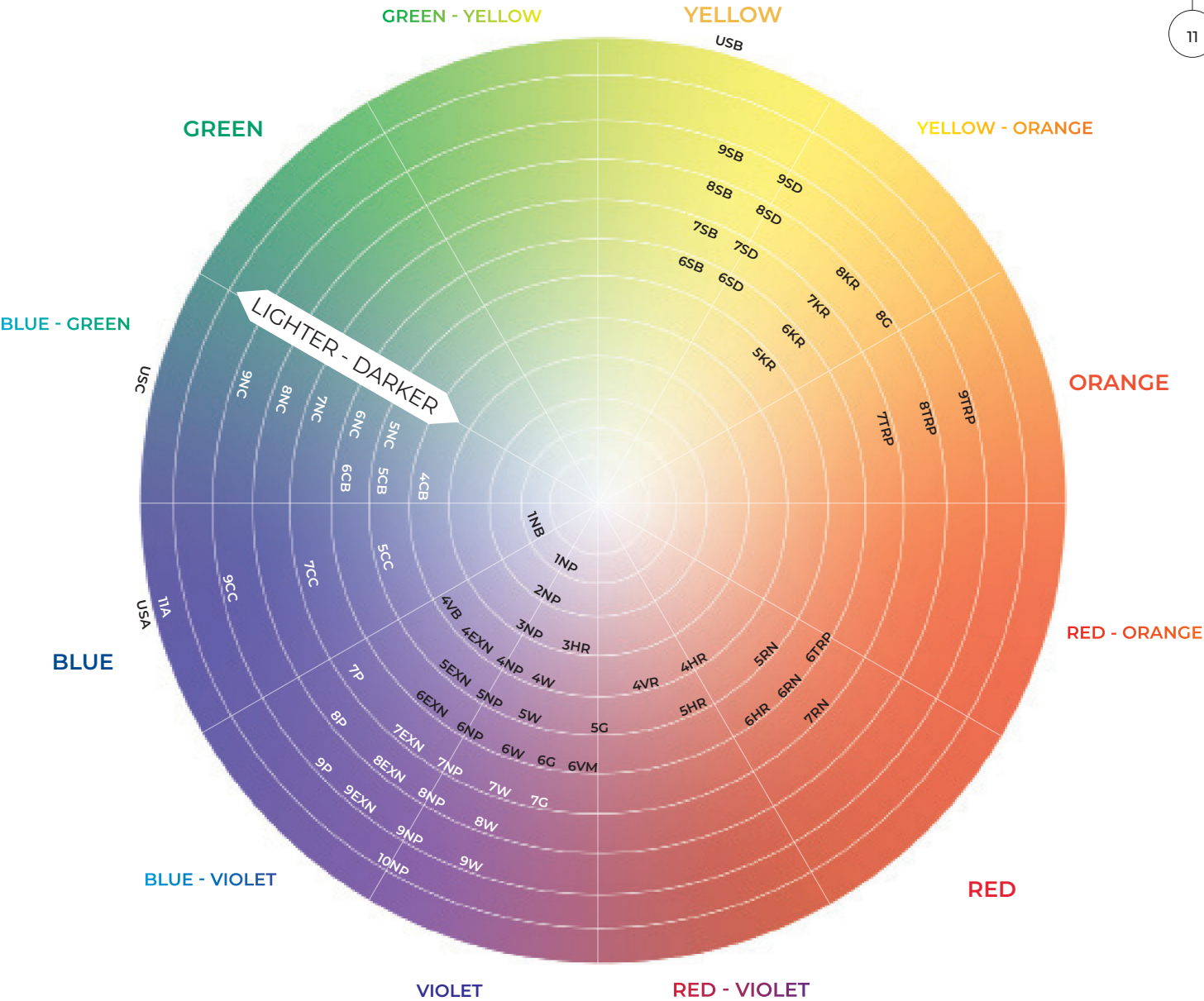


.	a separation mark between level and description			
*	denotes brown in the base			
0	denotes extreme gray coverage			
1	Green	4	Orange	
2	Blue	5	Red	
3	Yellow	6	Violet	

Framcolor 2001 Base Colors

Cool Tones

Warm Tones





## THE ART OF COLOR

### The Remaining Color Chart

The color chart is the basic tool you will use in formulating your clients' haircolor. It shows the eleven levels and the color that will remain in the hair when it has been lifted to each level. It will also show you the tonal options available to you at each level.

### Remaining Color Chart

Levels	framesi Levels	Remaining Color
11	Ultra Light Blonde	White
10	Platinum Blonde	Yellow-White
9	Very Light Blonde	Yellow
8	Light Blonde	Yellow-Orange
7	Medium Blonde	Orange
6	Dark Blonde	Red-Orange
5	Light Brown	Red
4	Medium Brown	Red-Violet
3	Dark Brown	Violet
2	Black-Brown	Blue-Violet
1	Black	Blue

Refer to the color wheel to determine the base to choose for the best tone results.

### The Third Step: Determine the Tonal Value of the Desired Level

The true success of mixing color and achieving predictable results lies in understanding and applying simple color concepts inherent in the **Universal Law of Color**.

Remember that all hair (except gray hair) contains all three primary colors – red, blue, and yellow. When the hair is lightened, the warmer red and yellow tones are exposed. That's because blue pigment leaves the hair first during the lightening cycle. The tone of the desired color is achieved by combining the remaining color at the lift level with the proper selection of one or more of the framesi bases.

### Framcolor 2001 Series/Bases

The base tones describe the dominant colors within each series, and knowing the proper series and bases will ensure predictable results.

### International and European Numbering System


framesi uses both a European and an *International Numbering System* to identify the shades of **Framcolor 2001**.

The *International Numbering System* is similar to the numbering systems of our competitors and was added to the **Framcolor 2001** packaging and literature to simplify the transition for new framesi color customers.

.	a separation mark between level and description		
*	denotes brown in the base		
0	denotes extreme gray coverage		
1	Green	4	Orange
2	Blue	5	Red
3	Yellow	6	Violet

## THE ART OF COLOR

Table of Series/Bases

KEY  - Can be used alone for gray coverage				
Series	Italian	English	Base	Suggested Uses
<b>NP</b>	Naturale Perfetto	Natural Perfect	Blue-Red-Yellow	1. Contains all 3 primary colors in proportional amounts. 2. Necessary for gray coverage and more natural results. 3. Will not control unwanted warm tones when lifting.
<b>EXN</b>	Extreme Natural	Extreme Natural	Blue-Violet	1. For a denser, more extreme coverage on resistant gray hair 2. Can be mixed with any of the <b>Framcolor 2001</b> shades for a cooler, more dense coverage.
<b>CB</b>	Marroni Freschi	Cool Browns	Green-Blue-Brown	1. Can be used alone to provide 100% gray coverage. 2. Can be used alone to create beautiful, rich cool brown tones.
<b>W</b>	Legni	Wood	Gold-Violet-Brown	1. Can be used alone to provide 100% gray coverage, even on the most resistant hair. 2. Can be used alone to create beautiful tones of rich browns and blondes.
<b>KR</b>	Caramello	Caramels	Yellow-Violet-Orange	1. Produce rich, beautiful caramel tones. 2. 100% gray coverage used alone.
<b>G</b>	Glacé Naturale	Glacé Natural	6G, 7G Violet-Brown	1. Can be used alone for gray coverage to create natural, warm blondes. 2. When lifting, creates softer, warm browns or blondes.
<b>NC</b>	Nuovi Freddi	New Cools	Green-Blue	1. Can be used alone for ultra cool results. 2. Not recommended for use alone on gray hair.
<b>G</b>	Glacé Castaño	Glacé Chestnut	5G Red-Violet-Brown	1. Can be used alone to create warm, natural, mahogany browns. 2. Creates natural, red-violet browns.
<b>G</b>	Glacé Biondo Rame	Glacé Copper Blonde	8G Orange-Yellow Brown	Can be used alone to create soft copper, blonde tones.
<b>SB</b>	Bionde di Sabbia	Sandy Blonde	Yellow-Violet	1. For soft and delicate sandy blondes. 2. Yellow-violet base excellent for toning pre-lightened highlights.
<b>SD</b>	Super Dorato	Super Gold	Yellow	Creates gold tones.

## FRAMCOLOR2001

## THE ART OF COLOR

Table of Series/Bases

Series	Italian	English	Base	Suggested Uses
<b>TRP</b>	Tiziano Rosso Perfetto	Titian Red Perfect	6TRP - Orange-Red (Red Dominant) 7TRP - Orange 8TRP - Orange 9TRP - Orange	Creates orange-red tones.
<b>HR</b>	Colori Rossi Caldi	Hot Red	4HR & 5HR - Red-Violet 6HR - Red	Creates violet-red tones Creates rich, red-violet tones Creates true red tones
<b>RN</b>	Rosso Naturale	Red Natural	Red-Brown	1. Can be used alone to create beautiful reds. 2. Can be mixed with any <b>Framcolor 2001</b> shade for unlimited versatility.
<b>VM</b>	Viola Mel	Eggplant Violet	Violet	Creates violet tones.
<b>VB</b>	Viola Blu	Violet Blue	Violet-Blue	Creates violet-blue tones.
<b>NB</b>	Nero Blu	Blue Black	Blue-Black	Produces a blue-black.
<b>P</b>	Perla	Pearl	Violet-Blue	Can be used to create cool pearly iridescent blondes with control of warmth when lifting.
<b>CC</b>	Cenere	Ash	Blue	1. Can be used alone for ultimate control of warmth in all levels resulting in cool and slightly deeper result. 2. Can be mixed with other <b>Framcolor 2001</b> colors to create cooler results.
<b>11 Series</b>	Ultra Chiaro	Ultra Light	11A - Blue	1. For single lift blondes. 2. To be used as toners on pre-lightened hair.
<b>US</b>	Ultra Schiarente	Ultra Lift	USA - Blue USB - Yellow-Green USC - Green-Blue US PLUS	To be used for maximum lift on a natural level 6 or lighter.



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## THE ART OF COLOR

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**The Fourth Step:**

Determine the Correct Developer

The level you wish to achieve will determine the particular developer and processing time required. Whether lifting, coloring level-on-level, or going darker, framesi offers a variety of developers to help you achieve desired results in virtually any salon situation. Refer to **Developer Usage Chart** on page 17.

**Developer Usage**

framesi features two of the most conditioning developers ever created.

**FRAMESI PROFESSIONAL ACTIVATOR**

10, 15, 20, 25, 30 and 40

Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

**OSSIDORR**

5, 15, 20, 30 and 40

A rich, creamy emulsion of coconut oil and castor oil for maximum protection of the hair and scalp.

## FRAMCOLOR2001

## THE ART OF COLOR

## Developer Usage Chart

## FRAMESI PROFESSIONAL ACTIVATOR

Volume	Type	Amount	Desired Result	Processing Time
FRAMESI PROFESSIONAL ACTIVATOR 10	Liquid - Cream	60mL (2 oz.)	For toning pre-bleached hair or refreshing faded ends	20 min.
FRAMESI PROFESSIONAL ACTIVATOR 15	Liquid - Cream	60mL (2 oz.)	Level-on-Level, going darker, or refreshing porous faded ends	35-45 min.
FRAMESI PROFESSIONAL ACTIVATOR 20	Liquid - Cream	60mL (2 oz.)	Level-on-Level	35-45 min.
FRAMESI PROFESSIONAL ACTIVATOR 25	Liquid - Cream	60mL (2 oz.)	One Level lighter	35-45 min.
FRAMESI PROFESSIONAL ACTIVATOR 30	Liquid - Cream	60mL (2 oz.)	2 Levels lighter	35-45 min.
FRAMESI PROFESSIONAL ACTIVATOR 40	Liquid - Cream	60mL (2 oz.)	3-4 Levels lighter	50 min.

## OSSIDORR®

Volume	Type	Amount	Desired Result	Processing Time
OSSIDORR 5	Cream	70mL (2½ oz.)	For toning pre-bleached hair or refreshing faded ends	10-15 min.
OSSIDORR 15	Cream	70mL (2½ oz.)	Level-on-Level, darker or refreshing porous faded ends	35-45 min.
OSSIDORR 20	Cream	70mL (2½ oz.)	Level-on-Level	35-45 min.
OSSIDORR 30	Cream	70mL (2½ oz.)	2 Levels lighter	35-45 min.
OSSIDORR 40	Cream	70mL (2½ oz.)	3-4 Levels lighter	50 min.

Chart based on 30mL (1 oz.) of color, 1 application = ½ tube.

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## THE ART OF COLOR

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For toning on pre-lightened hair, framesi recommends the use of 5, 10 or 15 volume developer for maximum deposit.

★ framesi **MIXCOLOR CREMA** can also be used to tone pre-lightened hair (see page 24).

For the best results on extremely porous hair, the use of 15 volume developer is highly recommended for maximum deposit and lasting results.

framesi's **Framcolor Eclectic**, no-lift, deposit-only color system is also an excellent choice for toning highlights.

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### Color Chemistry of Processing

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#### Oxidative Dyes

When permanently coloring hair, three elements are at work: Intermediates, Ammonia in the Tube, and Hydrogen Peroxide. Intermediates are small dye molecules (oxidative dyes) that have color-forming capacity, but do not become color until they oxidize through the action of the hydrogen peroxide and ammonia. Ammonia swells the hair shaft, raises the pH and opens the cuticle to allow the pigment to penetrate. Ammonia and hydrogen peroxide form oxygen. The oxidation process is necessary to create lift, or lightening of the hair fiber and the deposit of intermediates, or new color.

In a single-process color application, you are lifting from one to four levels. To lift more than four levels, it's best to use a double-process application.

#### Direct Dyes

To create special effects when working with oxidative dyes, there are some shades that will contain the addition of direct dyes. Direct Dyes are larger, preformed color molecules. If used alone, they cannot become a permanent part of the hair. They must be mixed with oxidative dyes to achieve the desired result.



## FRAMCOLOR 2001

## THE ART OF COLOR

Listed below are the Framcolor 2001 oxidative colors containing a small portion of Direct Dyes to achieve these special results.

4VB Violet Blue  
6VM Eggplant

**Note:** In working with these 2 colors, the cream dispenses from the tube a fuschia color.

MASSAGE SCALP LIGHTLY BEFORE SHAMPOOING TO PREVENT STAINING.

**Level-on-Level or Going Darker**

When your client chooses a haircolor that is darker than her natural level, or that enhances the same natural level, you need not be concerned with remaining color. The end result will be determined by the tone of the natural level and the base of the level applied.

All **Framcolor 2001** series are intermixable.

**The Fifth Step:** Compensating for the Lack of Pigment in Gray Hair

In many situations, you will also need to determine the percentage of gray in the natural hair color, and how to compensate for the gray factor.

Gray hair lacks all pigment, so to compensate for this and achieve the desired end results, framesi recommends the addition of the NP, EXN, CB, W, KR, or G Series. The NP, EXN, CB, W, KR G Series (with the exception of 5G and 8G) can be used alone or, depending on the desired tone and intensity, the other series can be added. For more information on this special situation, refer to the Covering Gray section on the following pages.

## COVERING GRAY

### Covering Gray

#### Special Formulations for Special Situations

With gray hair, you will discover certain situations which call for more advanced formulation.

These situations are:

1. Levels 5 and Darker
2. Resistant
3. Very Resistant

#### 1. Covering Gray on Levels 5 and Darker

When going darker with gray, it is important to understand that your client is accustomed to seeing a lighter, gray haircolor. Therefore, you may need to choose a level-on-level color or apply a level lighter than the natural color for gray coverage. This decision will depend on several factors.

#### Choosing 1 Level Darker

When achieving 100% gray coverage and a deeper result is desired, use 1 level darker. Example: On client with a natural level 6 with 50% gray, using 5NP results in a deeper, natural brown color. Using 5EXN would result in a cooler, natural brown.

#### Age and skin tone.

If your client is younger-looking with good skin tones, then a level-on-level color is recommended. Instead, if the client is more mature or skin tones are not suitable for a darker color, a level lighter is recommended to soften and blend gray.

Percentage of gray hair coverage desired.

For superior gray coverage, the majority of your clients want 100% of their gray covered. In this case, a level-on-level color is recommended, keeping in mind that the NP series which appears slightly lighter, due to the added gold and reflective qualities, while the EXN series will be cooler and more dense.

#### 2. Covering Resistant Gray Hair

Resistant gray hair may require a pre-softening method to assist in coverage.

The directions for this formula are:

- Mix and apply color formula using developer needed
- Cover with plastic cap
- Process under hot, pre-heated dryer for 5 minutes
- Remove from dryer
- Remove plastic cap
- Process the fully required processing time

This method is only recommended for resistant gray hair, because of the very low ammonia and high conditioning qualities of **Framcolor 2001**.

- OR -

Simply increase the processing time by 10 additional minutes (45 minutes.)

- OR -

For extremely resistant hair, framesi **COLOR METHOD GRAY COLOR BOOSTER** was specifically formulated to boost gray coverage and color deposit. See page 61.

## NOTES

[illegible][illegible][illegible]

- [illegible]

[illegible]

- [illegible]

[illegible]

- [illegible]

[illegible]

- [illegible]



## COLOR MIXING AND APPLICATION

### Mixing and Measuring

framesi uses the universal metric system for measurement. This system, based on units of ten, is truly the simplest measuring system in the world. **Framcolor 2001** uses a 1:2 mix ratio, where cream color and developer are mixed 1 part to 2 parts.

*Example: 1 Application*  
**30mL (1 oz.) Framcolor 2001**  
**60mL (2 oz.) Developer**

Ossidorr® requires an additional 10mL ( $\frac{1}{3}$  oz.).

Each tube of **Framcolor 2001** contains 60mL of color, or 2 ounces. Each tube is clearly marked in six 10mL increments, so you simply squeeze out the desired amount to the necessary line.

### Color Application

Application is the most important step in achieving professional results. Even the best formulation can result in spotty color, poor gray coverage and uneven lift due to improper application.

All of the framesi color products are designed for a brush-and-bowl application. This gives the stylist more control of the color placement. Proper placement results in even color, superior gray coverage and even lift. The result is professional color achieved through professional application.

The three basic types of application are:

- A. Virgin going lighter
- B. Virgin going darker
- C. Retouch

The type of application is determined by the desired end result.

#### Standard Method:

##### *Virgin Application Going Lighter*

1. Perform a patch test. See page 24.
2. Using  $\frac{1}{4}$ " partings, apply the color  $\frac{1}{2}$ " from the scalp to where the ends show damage. Apply the color to both sides of the strands, being careful to stay away from the scalp.
3. Process half the amount of the total processing time. framesi does not recommend the use of heat for processing.
4. After mixing a fresh formula using  $\frac{1}{4}$ " partings, apply color to scalp area.
5. Process for the full amount of time determined by the volume of the developer.
6. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
8. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

## COLOR MIXING AND APPLICATION

### Alternate Method:

#### *Virgin Application Going Lighter*

1. Perform a patch test. See page 24.
2. Section the hair into four quarters.
3. Using ¼" partings, apply the product ½" from the scalp to where the hair ends show damage. Apply the product to both sides of the strand, being careful to stay away from the scalp. The developer for mid-shaft application should be 10 volume higher than volume for scalp area.

*Example: 30 volume for scalp area  
40 volume for cold shaft*

4. Mix new color for scalp area with required developer and apply (using ¼" partings) immediately to scalp area.
5. Process for the full amount of time determined by the volume of the developer used at the scalp area. framesi does not recommend the use of heat for processing.
6. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
8. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

**Note:** Standard Application needed when using FRAMESI **PROFESSIONAL ACTIVATOR 40** or **OSSIDORR® 40**.

#### *Virgin Application Going Darker*

1. Perform a patch test. See page 24.
2. Section the hair into four quadrants.
3. Apply the color to the section parts for control.
4. Using ¼" partings, apply the color to the scalp area, then immediately work through entire hair.
5. Process for the required amount of time as determined by volume of the developer. framesi does not recommend the use of heat for processing.

6. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
8. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

### Retouch Application

1. Perform a patch test. See page 26.
2. Section the hair into four quadrants.
3. Apply color to section parts for control.
4. Using ¼" partings, apply the color to regrowth.
5. Process for the required amount of time determined by the volume of the developer. framesi does not recommend the use of heat during processing. Refer to **Refreshing Faded Ends** (below).
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
8. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

### Refreshing Faded Ends

Occasionally, situations will arise when perfection of the color formula for the mid-shaft and ends will be needed. Remember, during a retouch application, the regrowth area contributes warmth to the final result, while the mid-shaft and ends contribute the existing color – which is different from the regrowth. Using the original formula on the ends may not give the continuity of color desired.

## COLOR MIXING AND APPLICATION

### Refreshing Faded Ends (Continued)

#### To perfect your color results:

Analyze the color tones throughout the hair fiber. Really “see” what you are observing. Ask yourself these questions.

1. How do the ends differ from the regrowth? (more brown, ashen, less gold).
2. Which color or colors are missing from the ends? (gold, orange, red).

Train your eyes to see the difference in color tones between the newly tinted scalp area and the mid-shaft and ends. This will dictate which colors need to be refreshed in the ends.

#### Mixing a New Formula to Refresh Mid-shaft and Ends

A new fresh formula to be used on the mid-shaft and ends should be based on:

- Original regrowth formula
- Color tones missing from ends

Use 5 volume, 10 volume, or 15 volume, based on porosity of hair.

Hair Type	Ossidorr® or Framesi Professional Activator	Timing
Normal, Healthy Hair	5 volume <b>OSSIDORR</b> or 10 volume <b>FRAMESI PROFESSIONAL ACTIVATOR</b>	10 - 15 min.
Porous Hair	15 volume	20 - 25 min.

★ framesi **MIXCOLOR CREMA** can be used to refresh faded ends (see page 25.)

★ framesi's Framcolor Eclectic demi-permanent color is also an excellent choice for refreshing faded ends.

## COLOR MIXING AND APPLICATION

### Performing a 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.

#### Patch test procedures:

1. The hair dye contained in the package must never be used for dyeing the hair unless a preliminary skin test has been made. The skin test must be performed each time before the hair is to be dyed, regardless of whether a skin test has been performed previously.
2. The dye used for the preliminary skin test must be a portion of the article intended to be used for dyeing the hair.
3. The sample of dye to be used for the preliminary skin test should be mixed and prepared in exactly the same manner and according to the directions applicable to the use of the hair dye itself.
4. By means of a suitable applicator (clean camel hair brush, cotton-tipped applicator or other applicator) a streak of dye not less than a quarter of an inch wide and at least one-half inch long is made on the skin and scalp behind one ear or inside of the elbow.
5. The streak of dye should be permitted to remain for at least 24-48 hours. The test area should not be covered with any type of dressing, and contact with combs, hats, spectacles or other objects should be avoided.
6. **WARNING:** 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. Hair dyes should not be used when there is any disease or eruption present anywhere on the skin or scalp.

**DO NOT USE FRAMCOLOR 2001 ON EYE LASHES, EYEBROWS, BEARDS OR FACIAL HAIR.**

### Mixing a Patch Test

Follow these directions for mixing a patch test according to each framesi product and formula to be applied.

**Note:** 5mL ( $\frac{1}{6}$  oz.) of cream color equals 4 ribbon inches across the framesi Bowl.

#### Framcolor 2001:

5mL ( $\frac{1}{6}$  oz.) **Framcolor 2001** color

10mL ( $\frac{1}{3}$  oz.) Developer

### Performing a Strand Test

Prior to the application of any color service, a strand test is recommended to:

1. Determine if the client has used any cosmetic or coloring substances that are not compatible with framesi coloring products.
2. Assist the stylist in achieving accurate results by determining processing time and color selection.

#### Mix

To mix a strand test, follow the same directions as for the patch test.

#### Application

1. On a small section of hair, apply formula from scalp to ends.
2. Process according to product directions.
3. Remove color and allow to dry.
4. Check end results.

**Stylist Tip:** Process your strand test in 20 seconds with **STRIKE4!**

## MIXCOLOR CREMA

### MIXCOLOR CREMA

#### framesi's Deposit-Only Color System

Mixcolor Crema is a revolutionary tone-on-tone activator that allows you to transform **Framcolor 2001** permanent haircolor into stunning tone-on-tone, deposit-only color. The rich vegetable coconut oil base and the five perfectly balanced vegetable proteins in

**MIXCOLOR CREMA** impart deep lustrous color as they bathe the hair with healthy shine and beautiful condition. Its unique protein-enriched cream formula allows for ease in mixability, application, control and placement and adds shine and condition to the hair.

- **MIXCOLOR CREMA** allows the deposit of **Framcolor 2001** to last longer than any other color system in this category.
- When mixed as recommended, **MIXCOLOR CREMA** actually neutralizes the alkalinity of **Framcolor 2001**, so it deposits color without lifting.
- Five perfectly balanced vegetable proteins impart shine and condition, as well as longer lasting color.
- **MIXCOLOR CREMA** can be mixed with any combination of **Framcolor 2001** shades for thousands of shade selections.
- **MIXCOLOR CREMA** is mixed 4 parts **MIXCOLOR CREMA** to 1 part **Framcolor 2001**. This cuts the cost of the color service, because a typical service only requires  $\frac{1}{3}$  of a tube of **Framcolor 2001**.

For a colorist, **MIXCOLOR CREMA** opens up a world of creative possibilities.

**MIXCOLOR CREMA** is an ideal color service for:

#### 1. Toning Highlights

- Will not alter surrounding natural hair
- Will not fade off tone
- Thousands of shade selections
- Beautiful results in as few as 5 minutes

#### 2. Refreshing Faded Ends

- Unique blend of the best ingredients creates the most gorgeous and long-lasting color results
- Refresh faded ends using the same framesi color tube you already use for retouching
- Superior protection for tinted hair
  - less than 1% alkalinity
- Thousands of shade selections
- Deposits without buildup
- The same predictability as framesi's permanent color system
- Less fade than any competitive semi (demi)-permanent color

#### 3. Shine Enhancer

- Imparts radiant shine without altering natural haircolor
- Rich vegetable coconut oil base offers unsurpassed condition and shine
- Beautiful results in as few as 5 minutes



## FRAMCOLOR2001

## MIXCOLOR CREMA

## Formulating and Applying Mixcolor Crema

## 1. Tone-On-Tone Coloring

*Remember – Color on color creates more color.*

1. Identify the client's natural level.  
Determine the tonal value the client desires (i.e. red, gold or brown tones). This will determine the base of **Framcolor 2001** to use. Determine the level of color based on the amount of deposit desired. For optimum deposit of color, select a **Framcolor 2001** shade based on the client's natural level. For lighter tone results, select a color one level lighter than natural level.
2. Use 20mL ( $\frac{2}{3}$  oz.) **Framcolor 2001** + 80mL ( $2\frac{2}{3}$  oz.) **Mixcolor Crema**. (a 1:4 mix ratio)
3. Apply to clean damp or dry hair from scalp to ends. Process for 15-30 minutes.
4. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
5. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
6. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
7. Rinse hair and style with your favorite framesi styling product.

## 2. For Maximum Gray Coverage

1. Select a color the same level or 1 level lighter than the client's natural level, depending on the porosity of the hair.
2. Process up to 30 minutes according to porosity. Note – resistant gray hair needs maximum processing time.
3. For more deposit on resistant gray hair, a 3:1 mix ratio is recommended.
4. Lightly shampoo with framesi **COLOR METHOD SHAMPOO GO**.
5. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
6. Rinse hair and style with your favorite framesi styling product.

## 3. Toning Highlights, Color Refreshing/ Balancing, Shine Enhancer\*

1. Mix Ratio:  
20mL ( $\frac{2}{3}$  oz.) **Framcolor 2001**  
40mL ( $1\frac{1}{3}$  oz.) **Mixcolor Crema**  
40mL ( $1\frac{1}{3}$  oz.) of any framesi conditioner of your choice.
2. Instructions:  
1. Mix to creamy consistency  
2. Apply formula from root to end  
3. Process at room temperature for 5 - 15 minutes

\* For Shine Enhancer, use:

**Framcolor 2001** 9SD for levels 6 & lighter, or **Framcolor 2001** 6SD for levels 5 & darker.

## 4. Retouch Application

1. Apply **Mixcolor Crema** formula to new growth. Process according to results desired.
2. Massage remaining product in the bowl through the ends. Process up to 10 minutes, checking every 2-5 minutes, depending on porosity of the hair.
3. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
4. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
5. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
6. Rinse hair and style with your favorite framesi styling product.

## 5. "Shampoo Cap" at the Bowl

1. Mix Ratio  
20mL ( $\frac{2}{3}$  oz.) **Framcolor 2001**  
40mL ( $1\frac{1}{3}$  oz.) **MIXCOLOR CREMA**  
40mL ( $1\frac{1}{3}$  oz.) of any framesi shampoo of your choice.
2. Instructions  
1. Mix thoroughly  
2. Shampoo into hair  
3. Process at room temperature for 5-15 minutes, depending on desired end result.

**Stylist Tip:** If more conditioning is desired, use any framesi conditioner of your choice.

MIXCOLOR CREMA

6. After Perm Coloring

- 1. Rinse neutralizer from hair and remove rods.
- 2. Towel dry excess moisture from hair. Gently apply color with brush from scalp to ends. *Note – be careful not to stretch the fresh curl.*
- 3. Process for 10-15 minutes. *Note – longer processing time results in a greater deposit of color.*
- 4. When processing is complete and before rinsing the color, massage **FRAMESI COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
- 5. Shampoo with **SHAMPOO GO**, then rinse.
- 6. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
- 7. Rinse hair and style with your favorite framesi styling product.

NOTES

## FRAMCOLOR2001

## FRAMCOLOR 2001 INTENSE

## FRAMCOLOR 2001 INTENSE FEATURES AND BENEFITS

FEATURE	BENEFIT
<b>INNOVATIVE TECHNOLOGY</b> <b>FAST PIGMENTATION PROCESSING (FPP)</b> – the innovative synergy of 3 main factors: <ul style="list-style-type: none"> <li>• Luminous Hi-Fi shades</li> <li>• New carrier system</li> <li>• Stabilizers</li> </ul> <b>NON-PROGRESSIVE FORMULATION</b>	<b>INTENSE PERFORMANCE – PROCESSES IN HALF THE TIME!</b> <ul style="list-style-type: none"> <li>• Latest generation dyes are transported quickly inside the hair using new carriers with a high affinity to hair.</li> <li>• Permanent haircolor molecules expand in half the time.</li> <li>• Will not go darker if processed longer</li> </ul>
<b>HI-TECH BOOSTER SYSTEM</b> which includes the following: <ul style="list-style-type: none"> <li>• Vegetable Coconut Oil Cream Base</li> <li>• Amaranthus Oil</li> <li>• Vitamin C</li> </ul>	<b>SUPERIOR CONDITION, SHINE &amp; LONGEVITY</b> <ul style="list-style-type: none"> <li>• Better placement of color for even results from root to end while protecting hair fiber for less damage</li> <li>• Enhances shine and intensifies light reflection</li> <li>• Anti-oxidant, preserves youthful vitality of hair</li> </ul>
<b>USER-FRIENDLY COMFORT FORMULA</b>	<ul style="list-style-type: none"> <li>• Easy to prepare and apply, mixes in seconds (even in a bottle), extreme spreadability</li> <li>• Low client sensitivity</li> <li>• Virtually no ammonia fragrance</li> <li>• Age-defying hair nourishment &amp; conditioning action</li> </ul>
<b>MOST INTENSE TONALITIES</b>	<ul style="list-style-type: none"> <li>• Most Intense Naturals for <b>INTENSE</b> 100% gray coverage</li> <li>• Deep Reds and Extreme Violets</li> <li>• Most warmth-controlling intense ashes</li> </ul>
<b>CAN BE MIXED WITH FRAMCOLOR 2001</b>	<ul style="list-style-type: none"> <li>• 40+ Framcolor 2001 <b>INTENSE</b> shades plus 90+ Framcolor 2001 shades = 130+ Shades that process in <b>HALF THE TIME!</b></li> <li>• Creates a deeper, cooler, denser, more solid finish to Framcolor 2001</li> </ul>
<b>1:2 MIX RATIO</b> (1 PART COLOR, 2 PARTS DEVELOPER)	<ul style="list-style-type: none"> <li>• 2 applications per tube / 2 clients per tube</li> <li>• Superior product at an economical per application price</li> </ul>
<b>VEGAN, GLUTEN FREE</b>	

## FRAMCOLOR 2001 INTENSE

## FRAMESI FRAMCOLOR 2001 INTENSE SERIES AND BASES

Reflex (Tone)	Base	Suggested Uses	★ Denotes Gray Coverage
<b>INTENSE NATURAL</b>			
★ .00	<b>INTENSE</b> Blue-Violet	<ul style="list-style-type: none"> <li>Can be used alone for <b>INTENSE</b>. 100% gray coverage</li> <li>Creates <b>INTENSE</b>, browns and blondes</li> </ul>	
<b>MOKA</b>			
★ .024	<b>INTENSE</b> Blue-Orange	<ul style="list-style-type: none"> <li>Can be used alone for a warmer brown with <b>INTENSE</b>. 100% gray coverage</li> <li>Creates full-bodied browns, blondes and brondes</li> </ul>	
<b>AMBER</b>			
★ .046	<b>INTENSE</b> Orange-Violet	<ul style="list-style-type: none"> <li>Creates warm brown or blonde shades with a soft, natural copper tone</li> <li>Can be used by alone to provide <b>INTENSE</b> 100% gray coverage on even the most resistant hair</li> </ul>	
<b>COOL GOLD</b>			
★ .031	<b>INTENSE</b> Yellow-Green	<ul style="list-style-type: none"> <li>Can be used alone for cool golds with gray coverage</li> <li>Creates beautiful natural golds</li> <li>Creates beautiful platinum blondes with cool gold undertones when used as a toner</li> </ul>	
<b>SANDY BEIGE</b>			
★ .036	<b>INTENSE</b> Yellow-Violet	<ul style="list-style-type: none"> <li>Can be used alone to create a soft and delicate sandy baby blondes with gray coverage</li> <li>Excellent for toning pre-lightened highlights</li> </ul>	
<b>RED NATURAL</b>			
★ .054	<b>INTENSE</b> Red-Orange	<ul style="list-style-type: none"> <li>Creates rich, warm red tones with natural results.</li> <li>Can be used alone for a softer red result or intermixed with other reds for a more vibrant result.</li> <li>Provides 100% gray coverage</li> </ul>	
<b>HAZELNUT</b>			
.035	<b>INTENSE</b> Yellow-Red	<ul style="list-style-type: none"> <li>Creates warm brown or blonde shades with a rich, natural hazelnut tone</li> <li>Provides 100% gray coverage when mixed with the <b>INTENSE</b> NATURALS on resistant hair.</li> </ul>	
<b>FROZEN BROWN</b>			
.021	<b>INTENSE</b> Blue-Green	<ul style="list-style-type: none"> <li>Not recommended to be used alone for gray coverage</li> <li>Provides the coolest gray coverage when mixed with the <b>INTENSE</b> NATURALS</li> <li>Creates the most controlled cool browns and blondest</li> </ul>	
<b>COPPER</b>			
.044	<b>INTENSE</b> Orange-Orange	<ul style="list-style-type: none"> <li>Creates <b>INTENSE</b> copper tones.</li> <li>Can be used for <b>INTENSE</b> 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair</li> </ul>	
<b>DEEP RED</b>			
.055	<b>INTENSE</b> Red-Red	<ul style="list-style-type: none"> <li>Creates <b>INTENSE</b> true red tones..</li> <li>Can be used for <b>INTENSE</b> 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair</li> </ul>	
<b>INTENSE EXTREME VIOLET</b>			
.066	<b>INTENSE</b> Violet-Violet	<ul style="list-style-type: none"> <li>Creates <b>INTENSE</b> violet tones.</li> <li>Can be used for <b>INTENSE</b> 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair</li> </ul>	
<b>PLATINUM TONERS</b>			
.21	Blue-Green	Creates beautiful frozen platinum silver ice blondes when used as a toner.	
.26	Blue-Violet	Creates beautiful pearl platinum silver ice blondes when used as a toner.	
.31	Yellow-Green	Creates beautiful platinum blondes with cool gold undertones when used as a toner	
.62	Violet-Blue	Creates beautiful platinum blondes when used as a toner	
.66	Violet-Violet	Creates beautiful violet platinum blondes that refine strong yellow tones in the hair when used as a toner	
<b>INTENSE GOLD</b>			
.33	<b>INTENSE</b> Yellow-Yellow	<ul style="list-style-type: none"> <li>To enhance warmth or add gold to any formula.</li> <li>Can be added to resistant gray coverage formulas for a richer result.</li> <li>Creates beautiful warm golden blondes when used as a toner.</li> </ul>	

If you have any questions about the framesi system, call our toll-free Technical Assistance at 1.800.245.6323.

# FRAMCOLOR2001

## FRAMCOLOR 2001 INTENSE

### MIXING INSTRUCTIONS & PROCESSING TIME



#### FRAMESI PROFESSIONAL ACTIVATOR

Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

DESIRED END RESULT	FRAMESI PROFESSIONAL ACTIVATOR	TRADITIONAL PROCESSING TIME	FRAMCOLOR 2001 INTENSE PROCESSING TIME
Level on level, going darker, or 1 level of lift	15 or 20 volume	35 - 45 minutes	<b>PROCESSES IN HALF THE TIME!*</b>
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	
Toning	10 or 15 volume	10 - 20 minutes	

**\*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!**



## BLONDING

### Blonding

framesi Offers a Superior Single Process Blonding System

#### US Series – “Ultra Lift”

The framesi US Series stands for Ultra Schiarenti, a name that, when translated into English, means “Ultra Lift”. The series has been specially formulated to achieve:

1. The highest lift possible within a single process color. With an ammonia content of 4%, US Series can reach 4-5 levels of lift when mixed 1:2 with 40 volume

**FRAMESI PROFESSIONAL ACTIVATOR** or **OSSIDORR®**

2. This series is recommended for use on a natural level 6 hair and above for best results as it has less deposition or toning of remaining color than the other **Framcolor 2001** shades.

#### THE US SERIES ARE AVAILABLE IN THESE BASES:

USA	Argento	Blue Base
USB	Beige	Yellow-Green Base
USC	Cenere	Green-Blue Base

#### US Plus – “Ultra Lift”

For additional blonding power with **Framcolor 2001**, US Plus may be used alone for 5 levels of lift on levels 6 and lighter or mixed with any of the US Series shades to give an additional ½ level to one full level of lift. US Plus gives you the benefits of the conditioning **Framcolor 2001** base while still achieving the needed lift.

#### 11 Series – “Ultra Light”

The framesi 11 Series stands for Ultra Chiaro, a name that, when translated into English, means “Ultra Light”. The 11 Series has been specially formulated to achieve:

1. 3-4 levels of lift when mixed 1:2 with 40 volume on a natural level 7 and above. With an ammonia content of 2%, the 11 Series will allow for excellent deposition and refining of remaining color.
2. When mixed with 5, 10 or 15 volume, the 11 Series can be used as a toner on pre-lightened hair (refer to Toning - The Beauty of Depositing Color on Pre-Lightened Hair on page 38.)

#### THE 11 SERIES IS AVAILABLE IN ONE BASE:

11A      Argento      Blue Base

The US Series and 11 Series can be mixed together for ultimate lift and deposition. When you do this, two things occur:

1. The ammonia content of the US is diluted, resulting in less lift, but achieving more lift than from the 11 Series alone.
2. The deposition of US will be increased by the 11 Series. But the deposit will not be as deep as when using the 11 series alone.

**Note:** The US Series and the 11 Series may be mixed with the other **Framcolor 2001** shades. Keep in mind – darker colors mixed with the US or 11 Series will decrease lift and increase deposit.

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## BLONDING

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### Framcolor 2001 US, 11 Series

#### Mixing Instructions

1. Perform a patch test. See page 23.
2. Puncture the tube's metal seal with the cap. The tube is marked in sixths for easy measuring.
3. Stir the color thoroughly with a brush. (Do not use metallic bowls or instruments.)
4. Measure the developer in the beaker: 60mL (2 oz.) of 40 volume **FRAMESI PROFESSIONAL ACTIVATOR** or 70mL (2½ oz.) of 40 volume **OSSIDORR®** (this is based on 30mL (1 oz.) of color.)
5. Add the developer in thirds, mixing after each addition.
6. Mix to a smooth, creamy consistency.

#### Virgin Application

1. Perform a patch test. See page 23.
2. Section dry hair into four quadrants in preparation for color application.
3. Using ¼" partings, apply the color ½" from the scalp to where the ends show damage. Apply the color to both sides of the strand, being careful to stay away from the scalp.
4. Process for 25 minutes. framesi does not recommend the use of heat during processing.
5. Mix a fresh batch of the color formula. Using ¼" partings, apply the color to scalp area, then to ends.
6. Process for 50 minutes.
7. Total processing time is 75 minutes.
8. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
9. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
10. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
11. Rinse hair and style with your favorite framesi styling product.

#### Retouch Application

1. Perform a patch test. See page 23.
2. Section dry hair into four quadrants.
3. Apply color to section parts for control.
4. Using ¼" partings, apply the color to root area.
5. Process for 50 minutes. framesi does not recommend the use of heat during processing. To refresh faded ends, during the last 5-10 minutes of processing time, work the color through the entire strand.
6. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
8. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

## BLONDING

### Bleaching - framesi Makes it Safe and Easy to be Blonde

As we've seen, the keys to any successful color service are an in-depth **Client Consultation** and your knowledge and application of the framesi system and products. The same applies to the bleaching process.

### The Seven Stages of Bleaching

Quite simply, hair bleaches are designed to decolorize hair. They contain ingredients that break down the melanin granules. As we know, melanin is the pigment in the hair, and it must go through seven stages to reach its lightest level - pale yellow. Appropriately, these are called the **Seven Stages of Bleaching**:

THE SEVEN STAGES OF BLEACHING	
1.	Red
2.	Red-Orange
3.	Orange
4.	Orange-Yellow
5.	Yellow-Gold
6.	Yellow
7.	Pale Yellow

Hair must be pre-lightened to the proper stage to achieve the true, desired end results. Not all hair will require toning after pre-lightening, so lightening to the proper stage is very important.

framesi offers the **Ideal Bleaching Systems**. Our bleach products decolorize evenly and readily without leaving hair dry and unmanageable.

#### DECOLOR B INFINITY+

An off-the-scalp, super-lightening formula with care. It contains Hyaluronic acid to condition and moisturizes during lift while reaching brighter, more refined tonal results in minimal time. **(10+ Levels)**

#### DECOLOR B DIAMOND POWDER BLEACH

an ultra-refined powder bleach with Diamond Technology **(9+ Levels)**

#### DECOLOR B NO DUST

an off-the-scalp powder bleach **(Up to 7 Levels)**

#### DECOLOR B CREAM PLUS

the no-dust cream bleach for on or off-the-scalp **(9+ Levels)**



## BLONDING

### DECOLOR B INFINITY+ off-the-scalp use only

**DECOLOR B INFINITY+** is an innovative dust-free and fragrance-free formula that leaves hair with a superior, reflective shine & refined finish. Rich & smooth consistency for an even lift and easy application. Conditioning & Moisturizing Lift - NO BONDER NEEDED.

#### This bleach offers several advantages:

##### INFINITY+ TECHNOLOGY

- Exfoliate, Hydrate & Protect with Hyaluronic acid & white Kaolin powder

##### Additional Protective oils to . . .

- Moisturize the hair through a complete lightening process for an even and controlled lift.
- Dense, creamy formula that lifts faster without drying or flaking,

#### This extremely versatile bleach is perfect for . . .

- Perfect for all free-hand lightening techniques
- Ideal for all off-the-scalp bleaching and highlighting techniques

**DECOLOR B INFINITY+** can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist

#### Mixing DECOLOR B Diamond

Desired Result	Amount of <b>DECOLOR B INFINITY+</b>	Volume of Developer
5 levels of lift	2 scoops (40g/1½ oz.)	80mL (2⅔ oz.) 10-20 volume
6 levels of lift	2 scoops (40g/1½ oz.)	80mL (2⅔ oz.) 30 volume
7 levels of lift	2 scoops (40g/1½ oz.)	80mL (2⅔ oz.) 40 volume
8 - 10+ levels of lift	3 scoops (60g/2 oz.)	100mL (3⅓ oz.) 40 volume

#### Processing

- For off-the-scalp use only.
- After **DECOLOR B INFINITY+** is applied, strand test frequently.
- Process at room temperature.
- Heat sources are not recommended.
- Creamy consistency allows for ease of application. No swelling; won't dry out.

#### Remove

When the desired lift is achieved, rinse and shampoo with framesi **COLOR METHOD SHAMPOO GO**.

#### Tone

If desired, prepare the hair for toning. The beauty of **DECOLOR B INFINITY+** is that this superior formula refines and conditions hair during lift, therefore eliminating the necessity for pre-toning the hair.

Process at room temperature.  
Heat sources are not recommended.



## BLONDING

### DECOLOR B DIAMOND

Off-the-scalp use. ***Can be used on-the-scalp with 20 volume or lower.***

**DECOLOR B DIAMOND** is an ultra-refined powder bleach with a texture like confectionary sugar. When mixed, the bleach takes on the consistency of creamy whipped frosting.

**This bleach offers several advantages:**

Diamond Technology to . . .

- rapidly achieve 9+ levels of lift

Added oils for . . .

- a 25% heavier formula that intensifies lightening - faster than any other powder bleach.
- a higher moisture content with **NO DUST**

Vegetable based powder for . . .

- natural moisture in the hair
- ultimate conditioning and protection



**DECOLOR B DIAMOND** can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist

### Mixing Decolor B Diamond

Desired Result	Amount of <b>DECOLOR B DIAMOND</b>	Volume of Developer
5 levels of lift	2 scoops (50g/1⅓ oz.)	100mL (3⅓ oz.) 20 volume
6 levels of lift	2 scoops (50g/1⅓ oz.)	100mL (3⅓ oz.) 30 volume
7 levels of lift	2 scoops (50g/1⅓ oz.)	100mL (3⅓ oz.) 40 volume
8 - 9+ levels of lift	3 scoops (75g/2½ oz.)	100mL (3⅓ oz.) 40 volume

### Processing

- For off-the-scalp use. ***Can be used on-the-scalp with 20 volume or lower.***
- After **DECOLOR B DIAMOND** is applied, strand test frequently.
- Process at room temperature.
- Heat sources are not recommended.
- Creamy consistency allows for ease of application. No swelling; won't dry out.

### Remove

When the desired lift is achieved, rinse and shampoo with **framesi COLOR METHOD SHAMPOO GO**.

### Tone

If desired, prepare the hair for toning.

Process at room temperature.  
Heat sources are not recommended.

**Disclaimer:** framesi Decolor B Diamond has been reformulated and updated with new packaging. **Only the new formula**, identified by the updated packaging, is suitable for on-scalp applications when used with 20 volume developer or lower. The previous formula (in the old packaging) must be used for off-scalp techniques only.



## BLONDING

### DECOLOR B NO DUST

off-the-scalp use only

#### This bleach offers several advantages:

- Utmost protection for the hair with cellulose derivatives of vegetable origin
- Lightening powder of 7 levels or more
- Violet color acts as a counter color to yellow, leaving the hair with a more refined tonality
- Also suitable for over-treated hair

#### Mixing DECOLOR B NO DUST

1. Put desired amount of **DECOLOR B NO DUST** in a bowl.
2. Add your choice of framesi developer. A thicker bleach mixture works faster than a thinner bleach mixture. The addition of more peroxide dilutes the ammonia content of the bleach, resulting in a slower lift.
3. Mix thoroughly with a brush to the desired consistency.
4. For off-the-scalp use only.

**DECOLOR B NO DUST** can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist

#### Mixing DECOLOR B NO DUST

Desired Result	Amount of <b>DECOLOR B NO DUST</b>	Volume of Developer
5 levels of lift	2 scoops (50g/1½ oz.)	100mL (3½ oz.) 20 volume
6 levels of lift	2 scoops (50g/1½ oz.)	100mL (3½ oz.) 30 volume
7 levels of lift	2 scoops (50g/1½ oz.)	100mL (3½ oz.) 40 volume
7+ levels of lift	3 scoops (75g/2½ oz.)	100mL (3½ oz.) 40 volume

#### Process

After bleach is applied, strand test frequently, removing all traces of bleach to ensure an accurate result.

#### Remove

When the desired lift is achieved, rinse and shampoo with framesi **COLOR METHOD Shampoo Go**.

#### Tone

Prepare the hair for toning if desired.

Process at room temperature.  
Heat sources are not recommended.



## BLONDING

### DECOLOR B CREAM PLUS

on or off-the-scalp use

- Gentle, decolorizing cream that can be used on or off the scalp
- Leave hair shining and in superior condition
- Achieve 9+ levels of lift
- Creamy consistency allows for more controlled application

#### Special Precautions

- With **DECOLOR B CREAM PLUS**, lightening takes place at a much faster rate than **DECOLOR B NO DUST**; therefore, strand testing is very important.
- **DECOLOR B CREAM PLUS** expands when mixed with 40 volume developer. The higher level of developer with the higher ammonia content of the cream causes expansion of the product, which can lead to bleeding and overlap with retouch application. Careful attention must be paid to application, especially if using the cream with foils. Please keep this in mind when highlighting with **DECOLOR B CREAM PLUS**.

Process at room temperature.  
Heat sources are not recommended.



#### DIRECTIONS FOR USE

For Highlighting / Bleaching		
Desired Lift	Amount of <b>DECOLOR B CREAM PLUS</b>	Amount of Developer
5 levels	20mL (2/3 oz.)	40mL (1 1/3 oz.) <b>FRAMESI PROFESSIONAL ACTIVATOR</b> 20 volume 50mL (1 2/3 oz.) <b>OSSIDORR®</b> 20 volume
6 levels	20mL (2/3 oz.)	40mL (1 1/3 oz.) <b>FRAMESI PROFESSIONAL ACTIVATOR</b> 30 volume 50mL (1 2/3 oz.) <b>OSSIDORR</b> 30 volume
7 levels	20mL (2/3 oz.)	40mL (1 1/3 oz.) <b>FRAMESI PROFESSIONAL ACTIVATOR</b> 40 volume 50mL (1 2/3 oz.) <b>OSSIDORR</b> 40 volume
8 - 9+ levels*	20mL (2/3 oz.)	20mL (2/3 oz.) <b>FRAMESI PROFESSIONAL ACTIVATOR</b> 40 volume 30mL (1 oz.) <b>Ossidorr</b> 40 volume  *This mixing ratio is not recommended for use on damaged or previously treated hair (tinted, permed, highlighted or relaxed)

## TONING

### Toning - The Beauty of Depositing Color on Pre-Lightened Hair

Once hair has been pre-lightened, toning can create an even more exciting look by depositing new color on the hair.

#### Pre-Formulation for Framcolor 2001 Toning

1. Review **Framcolor 2001** Series/Bases and the Remaining Color Chart on pages 11, 12 and 13. framesi recommends using levels 8, 9, 10, or 11 for toning purposes.
2. Determine tonal result. Choose a color base that will either enhance or counteract the final stage of lift to achieve desired results.
3. Determine the necessary developer. framesi suggests a 5, 10, or 15 volume developer and **MIXCOLOR CREMA** for toning.

If diluting the developers for toning, it is necessary to use distilled water. In some regions, the additives or minerals in the water will cause a toner to discolor.

#### Double Process Blonding Problems and Solutions

Problem	Causes	Solutions
Uneven Color Results	Pre-application stage was uneven before application of toner.	Train your eye to differentiate between yellow-gold, yellow and pale yellow.
Gold Bands	1. Uneven pre-lightening of regrowth. 2. Regrowth over ½", application should have been treated as virgin.	Apply bleach mixture to gold band when regrowth is ¾ developed.
Lighter Bands	Previous application on regrowth processed too long.	Lighter bands may need to be repigmentized.
Breakage	Bleach mixture was applied to pre-lightened hair.	Apply <b>FRAMESI COLOR LOVER Moisture Rich Masque</b> to previously pre-lightened hair for protection.

## COLOR CORRECTION

### Color Correction

#### Open Up a World of Profitable Color Possibilities

Perhaps no color service you perform will be more appreciated by your client or, even more importantly, generate more revenue for your salon. This fast growing category encompasses everyone from the client who changes her mind about her desired haircolor or who wants to eliminate too much red to the client who wants to take a double processed blonde back to brown. You and your client will be amazed how easy framesi makes it to bring hair back to a beautiful, consistent color.

### Types of Color Correction

*The two major types of color corrections are:*

1. **Decolorizing** – to remove artificial color when going lighter.
2. **Repigmentizing** – replacing lost pigment prior to going darker.

### Decolorizing - When to Decolorize

Because tint does not successfully lift tint, decolorizing is needed when the client has darker artificial color on ends than the desired end result (Decolorize 1 level lighter than desired level).

**Note:** Prior to decolorizing, refer to the Remaining Color Chart in The Art of Color section and find the remaining color at the desired level. See page 11.

### Example:

Client is tinted level 4. Desires a level 7 color. (Decolorize to an 8 level remaining color).

*Formula:* add 1 scoop (25g/ $\frac{5}{8}$  oz.) of **DECOLOR B NO DUST**, to 100mL ( $3\frac{1}{3}$  oz.) 20 volume developer, or 20mL ( $\frac{2}{3}$  oz.) **DECOLOR B CREAM PLUS** to 60mL (2 oz.) 15 volume developer, or 1 scoop (25g/ $\frac{5}{8}$  oz.) **DECOLOR B DIAMOND** to 100mL ( $3\frac{1}{3}$  oz.) 15 volume developer.

### When to Purify

Client desires a brighter shade at the same previous tinted level of color.

### What is Purifying?

Purifying is designed to “clean off” the existing pigment from previously tinted hair. When a client desires a brighter shade at the same level, the existing color pigment can affect the tonal results of the new formula. Purifying ensures the tonal results of the new color formula you are about to create.

To purify, use the following decolorizing formula:

1 scoop (25g/ $\frac{5}{8}$  oz.) **DECOLOR B NO DUST**, 100mL ( $3\frac{1}{3}$  oz.) 5 volume developer

This procedure is always recommended when changing the intensity of tone at the same level of previously tinted hair.

### Example:

Client is tinted level 6 brown.

Desires a level 6 red.

*Formula:*

1 scoop (25g/ $\frac{5}{8}$  oz.) **DECOLOR B NO DUST**, 100mL ( $3\frac{1}{3}$  oz.) 5 volume developer

## FRAMCOLOR2001

## COLOR CORRECTION

## DECOLOR B INFINITY+ Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of <b>DECOLOR B INFINITY+</b>	Developer
1-2 levels	1 Scoop (20g./ $\frac{2}{3}$ oz.)	40mL (1 $\frac{1}{3}$ oz.) 5 volume 40mL (1 $\frac{1}{3}$ oz.) water
3 levels	1 Scoop (20g./ $\frac{2}{3}$ oz.)	80mL (2 $\frac{2}{3}$ oz.) 5 volume
4 or more levels	1 Scoop (20g./ $\frac{2}{3}$ oz.)	80mL (2 $\frac{2}{3}$ oz.) 10 volume

## DECOLOR B DIAMOND Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of <b>DECOLOR B DIAMOND</b>	Developer
1-2 levels	1 Scoop (25g./ $\frac{5}{8}$ oz.)	100mL (3 $\frac{1}{3}$ oz.) - 5 volume
3 levels	1 Scoop (25g./ $\frac{5}{8}$ oz.)	100mL (3 $\frac{1}{3}$ oz.) - 10 volume
4 or more levels	1 Scoop (25g./ $\frac{5}{8}$ oz.)	100mL (3 $\frac{1}{3}$ oz.) - 15 volume

## DECOLOR B NO DUST Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of <b>DECOLOR B NO DUST</b>	Developer
1 level	1 Scoop (25g./ $\frac{5}{8}$ oz.)	100mL (3 $\frac{1}{3}$ oz.) - 5 volume
2 levels	1 Scoop (25g./ $\frac{5}{8}$ oz.)	100mL (3 $\frac{1}{3}$ oz.) - 10 volume
3 levels	1 Scoop (25g./ $\frac{5}{8}$ oz.)	100mL (3 $\frac{1}{3}$ oz.) - 15 volume
4 or more levels	1 Scoop (25g./ $\frac{5}{8}$ oz.)	100cc (3.38 oz.) - 20 volume

## DECOLOR B CREAM PLUS Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of <b>DECOLOR B CREAM PLUS</b>	Amount of Developer
1 level	20mL/g ( $\frac{2}{3}$ oz.)	60mL (2 oz.) - 5 volume
2 - 4 levels	20mL/g ( $\frac{2}{3}$ oz.)	60mL (2 oz.) - 10 volume
4 or more levels	20mL/g ( $\frac{2}{3}$ oz.)	60mL (2 oz.) - 15 volume

**Special Precautions for DECOLOR B CREAM PLUS and DECOLOR B DIAMOND**

When decolorizing previously colored hair, the **DECOLOR B CREAM PLUS** and **DECOLOR B DIAMOND** formulas work much quicker than the **DECOLOR B NO DUST**; therefore, strand testing is very important, and application must be quick to avoid uneven results.

**Application for De-colorization**

**STRAND TEST TO SEE IF RESULTS ARE WHAT YOU EXPECT** before the decolorizing formula is applied all over the head.

1. Determine existing level
2. Determine the desired level
3. Decolorize to remaining color 1 level lighter than desired level

**Application**

Section in four quadrants. This gives you more control over the hair. Work quickly but neatly.

1. Starting at the nape work one section at a time.
2. Apply decolorizing formula and work towards the crown (if there are any darker spots, apply to those first).
3. Repeat with the other quarter section in the back.
4. Do not always apply to the scalp area right away. This  $\frac{1}{2}$ " will lighten faster due to body heat.
5. Start at the nape (or the darker areas). If the decolorizing formula has been applied there first, theoretically, it will be removed from there first. It is much easier to lay the client in the sink and remove the back while the front is still on versus the other way around.
6. Due to different porosities that may exist in the hair, some areas may lighten faster than others. When any section reaches your desired remaining color, rinse and shampoo that section. This is a normal occurrence. Spot bleach darker areas. What you want to aim for is the most even remaining color possible.



## COLOR CORRECTION

### Selection of the Final Formula

1. Choosing the correct base for desired tone. *The Guiding Principle of Haircolor* still rules...

REMAINING COLOR +  
**FRAMCOLOR 2001** COLOR BASE =  
THE FINAL COLOR

2. Developer choice – 15 volume.
3. Strand testing – be sure of the final result and timing. Perform 2 or 3 at the same time. Porous ends can take the color very slowly or very rapidly. The only way to find out for sure is to do a strand test. Porosity dictates timing!

### Example:

Client's ends are a tinted level 3.  
Client desires level 5 natural.  
Decolorize ends to a level 6 red-orange.  
Formula for ends: 5NP with 15 volume developer

### Repigmentizing

Also called "filling", this technique is designed for the following:

1. Tint Backs (going from a lighter color back to a natural, darker color).
2. Extreme color loss on ends of previously tinted hair.

By mixing tint, water and developer, the tint will oxidize in the hair shaft, resulting in permanent, consistent haircolor.

### Repigmentizing Steps for Tint Backs

1. Determine desired level of end result.
2. Choose 2 levels lighter to repigmentize.
3. Refer to the **Repigmentizing Formulas chart** (left) as a guideline for color selections, for most natural results.

### Mixing guidelines for Repigmentizing on next page.

### Example:

Client lightened to a level 8.  
Client desires level back to natural 6.  
Repigmentizing formula used:  
20mL ( $\frac{2}{3}$  oz.) 8SD, 10mL ( $\frac{1}{3}$  oz.) 8TRP

Final formula: 6NP with 15 volume.  
Strand test for accurate results.

### \* Special Note:

For optimum results and longevity of color, framesi recommends repigmentizing formulas for tint backs. However, if there is warmth present in the hair, the addition of red and gold colors to final color formula may be utilized to achieve desired results in one step.

### Repigmentizing Formulas

Natural Level Desired	Repigmentizing Formula
Level 8	30cc (1 oz.) 9SD 3 Ribbon Inches 9TRP
Level 7	25cc ( $\frac{5}{8}$ oz.) 9SD 5cc ( $\frac{1}{8}$ oz.) 9TRP
Level 6	20cc ( $\frac{2}{3}$ oz.) 8SD 10cc ( $\frac{1}{3}$ oz.) 8TRP
Level 5	15cc ( $\frac{1}{2}$ oz.) 7SD 15cc ( $\frac{1}{2}$ oz.) 7TRP
Level 4	15cc ( $\frac{1}{2}$ oz.) 6SD 15cc ( $\frac{1}{2}$ oz.) 6TRP
Levels 3 or Darker	20cc ( $\frac{2}{3}$ oz.) 6SD 10cc ( $\frac{1}{3}$ oz.) 5G

## FRAMCOLOR2001

## COLOR CORRECTION

### Repigmentizing Steps for Extreme Color Loss on Ends of Previously Tinted Hair

1. Determine desired level and intensity of tone of end result.
2. Choose 1 level lighter to repigmentize. Refer to mixing and application instructions below.
3. Usage of the Gold and Red Series is recommended, depending on intensity of series desired.

#### Mixing and Application Instructions

1. Mix 30mL (1 oz.) **Framcolor 2001**  
60mL (2 oz.) **OSSIDORR® 5**  
60mL (2 oz.) Water
2. Apply mixture to required area.
3. Process 7-10 minutes. Strand test for best results.
4. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
5. Shampoo with **SHAMPOO GO**, then rinse.
6. Apply framesi **COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
7. Rinse hair and style with your favorite framesi styling product.

### Example 1

Client was previously tinted to a Level 8 Golden Red.
Formula Used: 25cc (5/8 oz.) 8NP 10cc (1/3 oz.) 8TRP Developer - 30 Volume
Problem: Ends have become gold and will not hold red.
Repigmentizing Formula: 15cc (1/2 oz.) 9SD 15cc (1/2 oz.) 9TRP
Final Ends Formula: 15cc (1/2 oz.) 8NP 15cc (1/2 oz.) 8TRP Developer - 15 Volume depending upon hair's porosity

Strand test is always recommended for best color results.

### Example 2

Client was previously tinted to a Level 6 Red.
Formula Used: 15cc (1/2 oz.) 6NP 10cc (1/3 oz.) 6TRP 5cc (1/6 oz.) 6RP
Problem: Ends will not hold intensity of red.
Repigmentizing Formula: 15cc (1/2 oz.) 7SD 15cc (1/2 oz.) 7TRP
Final Ends Formula: 10cc (1/3 oz.) 6NP 15cc (1/2 oz.) 6TRP Developer - 15 Volume

COMPLETING THE COLOR SERVICE

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

FRAMESI COLOR METHOD



SERVICE STABILIZERS

framesi Color Method  
Shampoo Go

A gentle after-color shampoo for salon use only. Minimizes color fadeage with a blend of surfactants specifically designed to cleanse the hair and remove color residue and alkalinity to stop oxidation and neutralize chemicals after a color service. Restores proper pH.

framesi Color Method  
Post Color Mask

A conditioning after-color mask specifically formulated to restructure the hair after a color service, extending the life of the color up to 47%. Cationic conditioners wrap hair in a protective, shine-enhancing film, letting color shine through.

framesi Color Method  
Supersmak

A mild liquid solution that removes unwanted haircolor stains from the skin.

SPECIALTY PRODUCTS

framesi Color Method  
Pro-Tect Cream

An anti-stain barrier cream that forms a protective film which prevents staining of the skin when applied around hairline prior to the color service. Does not block hair color deposit and coverage.

framesi Color Method  
Gray Color Booster

Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types, with all haircolors on the market today.

framesi Color Method  
Relief

Soothing scalp spray; performs an effective, instant, prolonged action reducing sensitive scalp irritation, before, during and after the color service. For all hair types and haircolor services.

## DECOLOR B PRO-FORCE BONDER 101 AND SEALER 102

DECOLOR **B** PRO-FORCE BONDER 101 PRO-FORCE SEALER 102

## A NEW GENERATION FOR HAIR PROTECTION



## WHAT IS IT?

- **Pro-Force Bonder 101/Sealer 102** is a 2-step bond-building demineralizing additive with Hyaluronic Acid.
- No added processing time!
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.

**VEGAN, GLUTEN FREE, SULFATE FREE, PARABEN FREE**

## WHY USE IT?

- Used during bleach or color services:
  - To strengthen, hydrate, and seal hair during bleaching and hair coloring services.
  - Penetrates the cortex to improve resilience, elasticity and porosity
  - Improves overall integrity of damaged hair, resulting in improved color deposit with superior shine and durability
- Helps to extend the life of the color while elevating the quality of the hair shaft
- Assists in gray coverage on dense, resistant hair
- Used as a stand alone product for extremely damaged hair:
  - Increases hair strength and improves quality of the hair from the inside out
  - Instantly repairs and returns hair to a healthier state with improved body, softness and shine
  - Repairs cuticle damage caused by the following factors:
    - Mechanical damage, thermal damage, chemical processing damage
- Easy to use, can seamlessly become a part of any haircolor service to ensure protection of hair from damage
  - Offers an opportunity to increase value of service and added revenue

## WHO NEEDS IT?

- During Color or Bleach:
  - Anyone with damaged hair, uneven porosity
  - Previously bleached hair shaft and ends
  - Hair with breakage or split ends
  - Hair that is dry and lacks moisture
  - Hair that will not hold color

## AS A STAND ALONE:

- Anyone with damaged hair and cuticle damage
- Hard to manage hair, visible split ends, breakage, fly aways, easily tangles



## DECOLOR B PRO-FORCE BONDER 101 AND SEALER 102

# DECOLOR *B* PRO-FORCE BONDER 101 PRO-FORCE SEALER 102

**HOW TO USE IT?**

Instructions for standard bleach or hair color services:

1. Measure and mix hair color or lightener with developer according to manufacturer instructions.
2. Add the following amount of **Pro-Force Bonder 101** depending on the lightener or color being used. Mix thoroughly:
  - a. **Lightener:** add 8 mL (¼ oz.) or 4 pumps for every 30g (1 oz.) of lightener.
  - b. **Color:** add 4 mL (⅓ oz.) or 2 pumps for all color applications.
3. Apply the lightener or color mixture to hair and process as normal.
4. When processing is complete, rinse hair:
  - a. **Lightener:** Shampoo with **Framesi Color Method Shampoo Go**, and proceed to step 5.
  - b. **Color:** proceed to steps 6-8.
5. If Lightener application requires a toner:
  - a. **ALKALINE** (Any toner that requires an activator), apply toner to the hair at this time and process. After processing the toner, rinse hair and proceed to step 6.
  - b. **ACIDIC** (Framcolor Pure Pigment Plus - no activator) immediately proceed to step 6; Acidic toner is applied **after Pro-Force SEALER 102**.

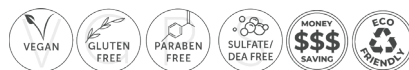


6. Apply 10-20 mL (⅓-⅔ oz.) or 5-10 pumps of **Pro-Force SEALER 102** to shaft and ends. Comb carefully to distribute evenly.
7. Process 5 minutes and gently rinse.
8. Proceed with **Framesi Color Method Shampoo Go**, and **Post Color Mask**,  
*For Porous or Severely Damaged hair:* Apply Pro-Force Bonder 101 directly on the shaft and apply the bleach or color formula containing PRO FORCE 101 as directed above.

**Instructions for use as a deep restructuring treatment for extremely damaged hair:**

1. Apply 15-20 ml (½ - ⅔ oz.) or 8-10 pumps **Pro-Force BONDER 101** to shampooed and towel dried hair. Distribute evenly, massaging hair for 2 to 3 minutes.

2. Carefully comb through the hair to spread product uniformly and allow ingredients to penetrate.
  3. Process for 10 minutes. For extremely damaged hair, process under heat (Do not cover hair with a plastic cap).
  4. Rinse well and towel dry hair.
  5. Apply 15-20 mL (½-⅔ oz.) or 8-10 pumps of **Pro-Force SEALER 102** to hair and distribute evenly.
  6. Process 5 minutes and gently rinse. Proceed with styling.
- Test strand for best results. Do not bleach severely damaged, over-processed hair.

**NOT JUST ANOTHER BONDER**

- |  |   |  |   |
|--|---|--|---|
| 1. No added processing time to normal bleach or color services | 2. No change of developer or formula required | 3. Will not affect color deposit or change color/lightener consistency | 4. <b>No measuring required!</b><br>Calibrated pump distributes the perfect amount each time! |
|--|---|--|---|

NOTES



NOTES



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