



ultimate product guide

haircolor • haircare & styling • lighteners • texture

framesi digital education

AVAILABLE FOR ALL FRAMESI HAIRCOLOR LINES



SCAN USING YOUR
PHONE CAMERA!



available now!

LIVE ONE-ON-ONE OR ON DEMAND



FRAMESI DIGITAL EDUCATION COMPARISON CHART				
LIVE ONE-ON-ONE DIGITAL EDUCATION VIA ZOOM			ON-DEMAND SELF STUDY DIGITAL EDUCATION	
CLASS OFFERINGS				
BASIC/INTERMEDIATE	INTERMEDIATE/ADVANCED		BASIC/INTERMEDIATE	INTERMEDIATE/ADVANCED
ALL FRAMESI COLOR LINES	BLONDING, TONING, COLOR CORRECTIONS & TECHNIQUES		ALL FRAMESI COLOR LINES	BLONDING, TONING, COLOR CORRECTIONS & TECHNIQUES
LEARN FROM A CERTIFIED FRAMESI EDUCATOR				
ONE-ON-ONE			PRE-RECORDED INTERFACE	
FORMULATION EXERCISES				
INTERACTIVE			WALK THROUGH EXAMPLES	
CUSTOMIZABLE: TAKE CONTROL OF YOUR LEARNING EXPERIENCE				
A PERSONAL APPROACH: START EACH CLASS BY DISCUSSING AREAS OF FOCUS WITH YOUR EDUCATOR			A SELF-GUIDED APPROACH: ABILITY TO REPLAY, REWIND & FAST FORWARD	
FLEXIBLE & ACCESSIBLE LEARNING				
BOOKINGS AVAILABLE BASED ON YOUR SCHEDULE			READILY AVAILABLE ON DEMAND	
INDIVIDUAL SESSIONS OR WITH FRIENDS & COWORKERS				
CONTROL YOUR CLASS SIZE: KEEP IT ONE-ON-ONE OR LEARN WITH FRIENDS & COWORKERS			WATCH AND LEARN BY YOURSELF OR WITH FRIENDS/COWORKERS EVERYONE CAN LEARN AT THEIR OWN PACE!	
Q&A				
INTERACTIVE WITH FRAMESI CERTIFIED EDUCATOR			REVIEW OF COMMONLY ASKED QUESTIONS	
INTERNET ACCESS REQUIRED				
YES TWO-WAY CAMERA & MICROPHONE RECOMMENDED			YES	

check out framesiprofessional.com/classes for more information!

table of contents



framcolor 4

COLOR ATTRIBUTES CHART 6

PEROXIDES & BACKBAR 7

lighteners 8

DECOLOR B 9

texture 10

FRAMESI STRAIGHTENING, WAVING
& SMOOTHING SYSTEMS 11

hairecare & styling 12

FRAMESI COLOR LOVER 13

BY FRAMESI - BE YOURSELF 17

FRAMESI MORPHOSIS 19

men's 21

FRAMESI BARBER GEN 22

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framcolor

ultimate product guide

HAIRCOLOR



FRAMCOLOR 2001 INTENSE: permanent haircolor 60mL / 2 oz.

• PROCESSES IN HALF THE TIME!

- 2 applications per tube. Low cost! 1:2 mix ratio.
- 40+ shades
- Use alone or mix with **FRAMCOLOR 2001** for 130+ shades that process in **HALF THE TIME!**
- Non-progressive formulation



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



NEW! FRAMCOLOR PURE PIGMENT PLUS

restructure & color damaged hair - in one step 60mL / 2 oz.

- Reparative pigments for damaged hair, no developer required!
- Must-have color for textured hair that has been weakened by chemical relaxers, smoothing/keratin treatments & heat styling
- Acidic pH-balanced haircolor formula neutralize hair pH after blonding services, leading to less irritation and a shinier, healthier color result.
- Acidic pH tightly seals the cuticle to lock in color molecules, even in the most damaged, porous areas susceptible to fading & color loss.

AVAILABLE IN NATURAL, VIBRANT & BOLD SHADES



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR 2001 permanent haircolor 60mL / 2oz.

- 2 applications per tube. Low cost! 1:2 mix ratio
- Use alone or mix with **FRAMCOLOR 2001 INTENSE** for 130+ cooler-toned shades that process in **HALF THE TIME!**
- Naturally reflective, warm finish or a cool, more dense coverage



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR ECLECTIC

ammonia free, demi-permanent haircolor 60mL / 2oz.

- Ammonia free, PPD free, fragrance free demi-permanent haircolor
- Up to 100% gray coverage
- 2 applications per tube. Low cost! 1:2 mix ratio
- Can be mixed with **Framcolor Eclectic CARE** to create 76+ permanent shades



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR GLAMOUR permanent haircolor 60mL / 2oz. & 100mL / 3.4oz

- **AFFORDABLE LUXURY** - Superior quality, two applications per 100ml tube!
- **EASY** - Same formula root to ends with 100% gray coverage.
- **INNOVATIVE** - Pure tone, true to swatch results that do not brown out.



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR ECLECTIC CARE

ammonia free, permanent haircolor 60mL / 2oz.

- Rethink. Reimagine. The evolution of ammonia free, permanent haircolor
- 100% gray coverage from every shade, up to 3 levels of lift with no build-up
- 2 applications per tube. Low cost! 1:2 mix ratio
- Can be mixed with **Framcolor Eclectic** to create 76+ permanent shades



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR FUTURA permanent haircolor 60mL / 2oz.

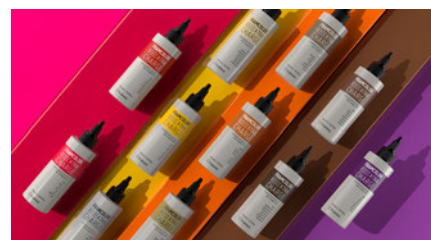
- Precise color placement allows for the most even color result with 100% gray coverage
- Low ammonia content and superior high quality dye molecules, ensure superior shine and minimal fadeage



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!

FRAMCOLOR EXTRA CHARGE direct pigments 125mL

Discover **FRAMCOLOR EXTRA CHARGE**, for a perfect color, a brilliant, intense charge. **FRAMCOLOR EXTRA CHARGE** is a ready-to-use pigment, with no ammonia, amines and alcohol.



PERMANENT HAIRCOLOR

 **FRAMCOLOR
2001 INTENSE**

PROCESSES IN HALF THE TIME!



**FRAMCOLOR
2001**



**FRAMCOLOR
GLAMOUR**



**FRAMCOLOR
FUTURA**



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

cool tonality

dense finish

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

natural tonality

reflective finish

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

cool tonality

dense finish

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

cool tonality

dense finish

RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

FRAMCOLOR PURE PIGMENT PLUS



REFRESH & RESTRUCTURE

**no mixing required
no developer required**

**ONE STEP LIGHTEN & COLOR WITH
PURE PIGMENT PLUS + COLOR EXALT**

1:2 mix ratio
(PURE PIGMENT PLUS + FRAMCOLOR 2001 COLOR EXALT : developer)

tonality varies by shade

finish varies by shade

AMMONIA FREE

FRAMCOLOR ECLECTIC CARE



1:2 mix ratio (color: developer)

natural tonality

reflective finish

FRAMCOLOR ECLECTIC



1:2 mix ratio (color: developer)

natural tonality

reflective finish

ultimate product guide

PEROXIDES 946mL

peroxide viscosity comparison

LIQUID CREAM BASE

maximum spreadability

CREAM BASE

total control

FRAMESI PROFESSIONAL ACTIVATOR 946mL/32fl.oz. LIQUID CREAM ACTIVATOR



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

OSSIDORR® 946mL/Net. Wt. 33oz. CREAM DEVELOPER



RICH in vegetable oil and castor oil for maximum protection of the hair and scalp. Ossidorr's thick consistency allows for smooth application with shine and condition.

MIXCOLOR CREMA 1000mL/33.8fl.oz.

DEPOSIT-ONLY CREAM ACTIVATOR

Mixcolor Crema is a revolutionary tone-on-tone activator that transforms framesi permanent haircolor into a stunning deposit-only color.



This tone-on-tone cream activator is designed to be mixed with **FRAMCOLOR 2001** (1:4 mix ratio) & **FRAMCOLOR FUTURA** (1:2 mix ratio).

Ideal for toning highlights, refreshing faded ends, and shine enhancement.

FRAMESI COLOR METHOD

The difference between simple coloring and PROFESSIONAL TREATMENT lies in the METHOD. Customers who choose professional coloring want superb service and excellent results, but also color longevity and expert hair care. The same added value is shared by all successful colorists.



COLOR METHOD SHAMPOO GO 1000mL/33.8fl.oz.

A gentle after-color shampoo for salon use only. Minimizes color fade 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.



COLOR METHOD POST COLOR MASK 1000mL/33.8fl.oz.

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 shield, letting color shine through.



COLOR METHOD PRO-TECT CREAM 75mL/2.5fl.oz.

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.



COLOR METHOD SUPERSMAK 250mL/8.4fl.oz.

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



COLOR METHOD RELIEF 150mL/5.1fl.oz.

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.



COLOR METHOD GRAY COLOR BOOSTER 90mL/3 fl.oz.

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

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lighteners

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DECOLOR B



DECOLOR B INFINITY+

500g / Net Wt. 18oz.

A sophisticated off-the-scalp fast-lightening powder bleach that *BLASTS PAST BRASS with Care*. Formulated by hairstylists, containing Hyaluronic acid to moisturize and protect from the inside out for lighter, brighter results, faster. **(10+ Levels)**

- Rapidly achieves up to 10+ levels of lightening
- Leaves hair with a superior reflective shine & refined finish
- Colorless, dust free, fragrance free formula
- Dense, creamy formula lifts faster without drying, flaking or swelling
- Exfoliates, hydrates and protects with Hyaluronic acid and White Kaolin powder - no bonder needed
- Ideal for all off-the-scalp bleaching, freehand, and highlighting techniques



DECOLOR B DIAMOND

500g / Net Wt. 18oz.

An off-the-scalp, ultra-refined powder bleach with Diamond Technology **(9+ Levels)**

- Rapidly achieves up to 9+ levels of lift
- Diamond Technology – exfoliate, polish, add light reflection
- Ultimate conditioning and protection
- No Dust: less sensitivity, greater safety in the salon
- Ultra-refined powder mixes to creamy consistency



DECOLOR B NO DUST

500g / Net Wt. 18oz.

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

- Lightening power of 7+ levels of lift
- Utmost protection for the hair
- Stays moist without swelling
- Pleasantly scented
- Also suitable for over-treated hair
- No Dust: less sensitivity, greater safety in the salon
- Violet shade assists in refining yellow hair



DECOLOR B CREAM PLUS

150ml / 7.5oz.

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

- Rapidly achieves 9+ levels of lightening
- Innovative cream formula
- Contains protective oils to safeguard hair health and scalp
- Effective on the most difficult haircolor removal services
- Thick creamy consistency stays moist without swelling
- Leaves hair with ultimate condition and shine



DECOLOR B CLAY LIGHTENER

500g / Net Wt. 18oz.

For on or off-the-scalp, ammonia and fragrance free lightener with a clay consistency that will not dry out or flake with 9+ Levels of lift, and is perfect for freehand lightening **(9+ Levels)**

- Rapidly achieves 9+ levels of lift
- Ammonia free, fragrance free
- Can be used on the scalp with 20 volume developer or lower
- Will not dry out or flake
- Clay texture stays in place, perfect for freehand lightening
- No Dust: less sensitivity, greater safety in the salon
- Creamy consistency makes it extremely easy to spread through hair



DECOLOR B PRO-FORCE

BONDER 101 & SEALER 102

BONDER 101 400ml / 13.5 fl. oz.
SEALER 102 1000ml / 33.8 fl. oz.

A new generation for hair protection

- Strengthen, hydrate, and seal bonds with Hyaluronic Acid
- Used during bleaching & hair coloring services
- Long-lasting hydration and repair
- No added processing time
- Low cost per application
- Also an in-salon intensive treatment
- Vegan, Gluten Free, Paraben Free, Sulfate/DEA free

VEGAN • GLUTEN FREE



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FRAMESI STRAIGHTENING SYSTEM - RELAXING SERVICE

The **Framesi Straightening System** is a highly protective, formaldehyde-free straightening system that allows you to create texture by refining natural curl through relaxing, curl reduction and redirection of natural growth patterns. It removes frizz, leaving hair sleek, smooth, and more manageable. Framesi Straightening System has a lower pH than conventional relaxers, allowing you to create stunning effects while preserving the integrity of the hair.



FRAMESI STRAIGHTENING SYSTEM STRONG

280mL/9.5 fl.oz.

FOR COARSE, RESISTANT HAIR



FRAMESI STRAIGHTENING SYSTEM NEUTRALIZER

280mL/9.5 fl.oz.

NEUTRALIZES HAIR AFTER STRAIGHTENING SYSTEM TREATMENT



FRAMESI PERM SYSTEM PROTECTIVE SERUM

150mL/5.1 fl.oz.

PROTECTS DURING BOTH STRAIGHTENING & WAVING SYSTEM TREATMENTS

FRAMESI WAVING SYSTEM- PERM SERVICE

The **Framesi Waving System** is rich in protective, conditioning ingredients to wave hair without damage. Thanks to its cationic formula and Hydro-Care Complex* formulated with hydrolized soy and vegetable proteins and Camellia Oleifera seed oil, hair stays soft and shiny.

FRAMESI WAVING SYSTEM NEUTRALIZER

1000mL/33.8 fl.oz.



FRAMESI WAVING SYSTEM PROTECTIVE SERUM

150mL/5.1 fl.oz.



FRAMESI WAVING SYSTEM 0

500mL/16.9 fl.oz.



NORMAL / COLOR-TREATED / RESISTANT HAIR

FRAMESI WAVING SYSTEM 1

500mL/16.9 fl.oz.



COLOR-TREATED HAIR

FRAMESI WAVING SYSTEM 2

500mL/16.9 fl.oz.



COLOR-TREATED / DAMAGED / HIGHLIGHTED HAIR

REQUIRED FOR ALL WAVING SERVICES

FRAMESI SMOOTHING SYSTEM - KERATIN TREATMENT

The **Framesi Smoothing System** is a color-safe system that uses the protective and reparative properties of KERASEA Complex. Formulated with Nori Seaweed, Hydrolyzed Keratin, & Amla Oil, hair remains hydrated, shiny, and frizz-free. The system is ideal for highly textured hair that is prone to frizz and damage resulting from thermal styling and conventional relaxers. Results will last 12 weeks or greater, with the hair gradually returning to its natural texture.



SMOOTHING SYSTEM SHAMPOO STEP 1

400mL/13.5 fl.oz.



SMOOTHING SYSTEM MOISTURIZING LEAVE-IN

150mL/5.1 fl.oz.



SMOOTHING SYSTEM FLUID PLUS STEP 3

400mL/13.5 fl.oz.



SMOOTHING SYSTEM CONDITIONER STEP 4

400mL/13.5 fl.oz.

FRAMESI COLOR LOVER >95% LONGER LASTING COLOR*

FRAMESI COLOR LOVER products extend the life of your color >95% longer than leading competitors*. Packed with the finest vegan-friendly ingredients to provide anti-aging, anti-pollutant, and thermal protection, this line is packed with must-have essential care and styling products!

FRAMESI
COLOR LOVER



*based on lab testing

VEGAN

GLUTEN
FREE

PARABEN
FREE

PLANT
BASED

SODIUM
CHLORIDE
FREE

SULFATE/
DEA FREE



DYNAMIC BLONDE

Banish the brass! Keep your blonde/gray/white hair brighter and more refined.

DYNAMIC BLONDE SHAMPOO VIOLET SHAMPOO FOR BLONDE/GRAY HAIR

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Intensely dark, rich violet color offers powerful toning
- Quinoa, conditioning agents, proteins and protectants leave hair moisturized and nourished
- Amount of refinement can be controlled by mixing with any other FRAMESI COLOR LOVER shampoos
- Designed to be alternated with your regular FRAMESI COLOR LOVER shampoo, every third shampoo

DYNAMIC BLONDE CONDITIONER

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Intense daily conditioner used in conjunction with **DYNAMIC BLONDE SHAMPOO**
- Quinoa, conditioning agents, proteins and protectants drench hair in rich moisture
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

DYNAMIC BLONDE SERUM

140mL/4.75fl.oz.

- A revolutionary fluid cream
- Provides blonde/gray hair with immediate reconstruction, manageability, and moisture
- Rich Hyaluronic Acid and proteins nourish and strengthen hair
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer



DYNAMIC RED SHAMPOO RED SHAMPOO FOR RED HAIR

500mL/16.9fl.oz.



- Enhance your red without changing original tonality
- Pomegranate extract provides natural age-defying & conditioning results for smoothness & shine
- >95% longer-lasting color with no build up or dryness*

DYNAMIC BRUNETTE SHAMPOO COOL BROWN SHAMPOO FOR BRUNETTE HAIR

500mL/16.9fl.oz.



- Keep it cool! Eliminate brass & warmth without changing original tonality
- Packed with Algae Proteins to add moisture & remove pollutants
- >95% longer-lasting color with no build up or dryness*

NEW! DESIGN FIX & FLEX HAIRSPRAY FOR COLOR TREATED HAIR

10oz./283g



Introducing the ultimate hairspray for color-treated hair! Will not build-up, dull or mask haircolor, but allows it to shine through!

- Retains color >95% longer.
- Re-shapeable styling and finishing spray
- Long-lasting hold
- EPA Compliant*
*Environmental Protection Agency (50% VOC)
- Humidity-resistant barrier
- Thermal and UV protectants

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FRAMESI COLOR LOVER SHAMPOOS & CONDITIONERS

NEW! DIAMOND STRONG

Lasting strength from the inside out!

FRAMESI COLOR LOVER DIAMOND STRONG strengthens, repairs and restores your hair to withstand the daily grind.

DIAMOND STRONG SHAMPOO

500mL/16.9fl.oz.



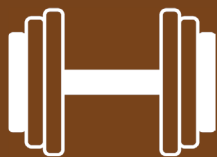
- Thermal & UV protectants shield hair from heat and the environment
- Capuacu butter and Hyaluronic acid restores elasticity and locks in moisture for maximum hydration
- Restores hair while you cleanse with a weightless, shine-enhancing formula

DIAMOND STRONG CONDITIONER

500mL/16.9fl.oz.



- Weightless, shine-enhancing conditioner
- Camellia Seed and Manketti oils hydrate, while compounds rich in quinoa strengthens and fortifies hair
- Strengthens and repairs while moisturizing to prevent hair breakage and damage



**WORK ON YOUR
#framesiHAIRGAINS
by pairing DIAMOND STRONG
WITH PROGRESSIVELY STRONG
treatment, and style with
HAIR REPAIR FOAM**



NEW! PROGRESSIVELY STRONG

LEAVE-IN STRENGTHENING SPRAY 177mL/6fl.oz.



- Penetrates deep into hair to reinforce & strengthen hair from the inside, unlike all other strengthening/bonding products
- Has a progressive effect. The more the product is used, hair becomes stronger and less prone to breakage
- Offers powerful hair protection & repair
- Protects against humidity & the environment

NEW! HAIR REPAIR FOAM

FOAMING HAIR STRENGTHENER 200mL/6.8fl.oz.



- Packs a punch in just a pump - without the crunch! Strengthen and style every day without stiffness
- Reinforces & strengthens hair bonds from the inside out. Added protection before styling hair.
- Lightweight & plant-based
- Offers powerful hair protection & repair
- Protects against humidity & the environment

FRAMESI COLOR LOVER SHAMPOOS & CONDITIONERS

MOISTURE RICH

Dive into the deep end of moisture for your thirsty hair and indulge. Replenish the moisture your hair craves & infuse it with softness & shine while keeping your color 95% longer. Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

MOISTURE RICH SHAMPOO

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Sulfate free, ultra-hydrating shampoo
- Advanced blend of Quinoa, Aloe Vera & vitamins combined with nourishing Shea Butter drench hair in rich moisture
- Weightless formula restores vitality, radiance & instantly revives dry hair

MOISTURE RICH CONDITIONER

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Rich, ultra-hydrating conditioner
- Advanced blend of Quinoa, natural coconut oil conditioning agents & vitamins lock in moisture
- Weightless formula leaves hair with body, condition & fabulous shine

MOISTURE RICH MASQUE

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- This intense moisturizing conditioner instantly provides an ultra-deep revitalizing treatment
- Advanced blend of Quinoa, natural oils & vitamins, deeply immerse hair in moisture & nutrients
- Weightless formula repairs dry, damaged hair from within without buildup

VOLUME BOOST

Lusciously lift & strengthen your hair, leaving it with high volume & softness while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

VOLUME BOOST SHAMPOO

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Sulfate free volumizing shampoo
- Advanced blend of Quinoa, Aloe Vera Leaf Juice, Meadowfoam Seed Oil & vitamins, combined with powerful rice protein, work in synergy to boost volume
- Strengthens hair & supports style

VOLUME BOOST CONDITIONER

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Ultra-light, ultra-rich volumizing conditioner
- Quinoa, combined with natural coconut derived conditioning agents & rich oils work to strengthen hair & boost volume
- Weightless formula boosts volume

CURL DEFINE

Define, detangle & delight your curls with an infusion of moisture while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

CURL DEFINE SHAMPOO

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Sulfate free, moisturizing shampoo
- Contains an advanced blend of Quinoa, Aloe Vera Leaf Juice & vitamins, combined with a unique **Rice Curl Complex** to enhance curls
- Combats dull, dry, frizzy hair for soft, defined, radiant curls

CURL DEFINE CONDITIONER

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Ultra-rich daily smoothing conditioner
- Quinoa, combined with coconut oil conditioning agents, Flax Protein, natural oils & vitamins nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

SMOOTH SHINE

Hello smooth & sleek, farewell fly-aways & frizz. Unlock your smoothest, shiniest hair ever while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

SMOOTH SHINE SHAMPOO

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Sulfate free shampoo cleanses & calms unmanageable hair
- Quinoa, Meadowfoam Seed Oil, Aloe Vera Leaf Juice & vitamins work in synergy to nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

SMOOTH SHINE CONDITIONER

500mL/16.9fl.oz. | **AVAILABLE IN LITERS!**



- Ultra-rich daily smoothing conditioner
- Quinoa, combined with coconut oil conditioning agents, Flax Protein, natural oils & vitamins nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish



 framesi®
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color-safe styling

FRAMESI COLOR LOVER **COLOR-SAFE STYLING**

FRAMESI COLOR LOVER styling products extend the life of your color >95% longer than leading competitors,* with Quinoa. Plant-based ingredients will not coat, dull, or mask haircolor. Weightless formulas do not build up and work for all hair types.

PRIMER 11 250mL/8.5fl.oz./100mL/3.4fl.oz.

Give your hair the care & protection it deserves: a daily dose of Quinoa in the ultimate leave-in color boost spray. Quinoa Protein, vitamins & emollients detangle and penetrate hair with moisture & shine, enhancing it with body & strength. Excellent when used as a porosity equalizer or cutting lotion.



How does **PRIMER 11** love your hair? Count the ways...

- RETAIN COLOR 95%
- DAMAGE REPAIR
- SILKY & SHINY
- FIX FRIZZ
- BODY
- MENDS ENDS
- DETANGLE
- STYLE SUPPORT
- NO STATIC
- THERMAL GUARD
- WEIGHTLESS

Anytime - damp or dry hair - spray it, comb it, leave it, feel the love.

NEW! PROGRESSIVELY STRONG LEAVE-IN STRENGTHENING SPRAY 177mL/6fl.oz.



- Penetrates deep into hair to reinforce & strengthen hair from the inside, unlike all other strengthening/bonding products
- Has a progressive effect. The more the product is used, hair becomes stronger and less prone to breakage
- Offers powerful hair protection & repair
- Protects against humidity & the environment

NEW! HAIR REPAIR FOAM FOAMING HAIR STRENGTHENER 200mL/6.8fl.oz.



- Packs a punch in just a pump - without the crunch! Strengthen and style every day without stiffness.
- Reinforces & strengthens hair bonds from the inside-out. Added protection before styling hair.
- Lightweight & plant-based
- Offers powerful hair protection & repair
- Protects against humidity & the environment

PRIMER 11 INTENSE 250mL/8.5fl.oz.



Experience penetrating hydration and maximum moisture plus all the original benefits of **PRIMER 11**. Formulated with a compound rich in Quinoa, **PRIMER 11 INTENSE** loves your hair more — Fix frizz. Cut drying time. Prevent breakage. Porosity equalizer.

- **Baobab Seed Protein for instant repair**



PROGRESSIVELY SMOOTH TAKE HOME SMOOTHING 177mL/6fl.oz.



- Penetrates deep into hair to smooth & transform hair from the inside, unlike all other smoothing/anti-frizz products
- Has a progressive effect. The more the product is used, the smoother & less frizzy the hair becomes
- Can use with a flat iron, but not required
- Offers powerful hair protection & repair
- Protects against humidity & the environment

NEW! HAIR STRAIGHTENING SERUM INSTANT SMOOTHING SERUM 177mL/6fl.oz.



- Instantly smooths and nourishes hair to ensure straight results all day long. No fuss. No frizz. No fly-aways.
- Antioxidant rich ingredients defend against aging & damage from the environment.
- Use with heat for accelerated smoothing results
- Offers powerful hair protection & repair
- Protects against humidity & the environment

STOP FRIZZ ANTI-HUMIDITY SERUM 100mL/3.4fl.oz.



- For 95% longer lasting color
- Superior anti-humidity serum for all hair types
- Locks in moisture and eliminates frizz
- For all day smoothness, protection and shine
- Thermal tool activated for day and night smoothing

RAISE THE ROOTS ROOT LIFTER 177mL/6fl.oz.



- Spray at the root to provide fierce lift & volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body

BLOW IT BIG BLOW DRY CREAM 177mL/6fl.oz.



- Moisturizes, adds volume and body
- Offers strong thermal protection
- Speeds up drying time

FLASH DRY SUPER DRY ACCELERATOR 250mL/8.5fl.oz.



- For 95% longer lasting color
- Up to 47% faster drying*
- Up to 72% more thermal protection*
- Go in a flash with this time-saving blow dry spray
- Humidity resistant formula eliminates frizz, leaving hair smooth and silky

* Test results compared to untreated hair. Actual results may vary.

CURL PUDDING CURL DEFINING CREAM 177mL/6fl.oz.



- Defines and separates curl, providing softness and curl definition
- Adds moisture, conditions curls
- Softens unruly hair, reduces breakage

BOUNCE CURL REJUVENATOR 177mL/6fl.oz.



- Rejuvenate & redefine curls, day of and day after
- Moisture rich formula instantly smooths hair to eliminate frizz
- Delivers humidity protection & curl support

ultimate product guide

BY FRAMESI™

BY

BY FRAMESI™ products are an exclusive color-safe styling and finishing line that can be used with color treated hair and will not coat, dull, or mask hair color. Broken out between the Lava category for a stronger hold and the Pearl category for a lighter hold, these styling products provide powerful anti-aging properties plus thermal & UV protection.



SULFATE-FREE • PARABEN-FREE • GLUTEN-FREE • ALCOHOL-FREE ¹ excludes BY hair spray

PEARL PURE AGILITY

framesi has created pure agility, providing shine and enhancing hair's natural beauty. Amino acids and vital trace minerals stimulate the formation of keratin, the hair's structural protein. The hair is left moisturized and protected from UV rays.

MIST HAIR SPRAY LIGHT

light hold hair spray 283g/10oz.



- 55% VOC
- fast drying
- no flaking
- lets your color shine through

An ultra fine working hairspray rich in restructuring amino acids. Will not build up.

MIST HAIR SPRAY Strong

strong hold spray 283g/10oz.



- 55% VOC
- will not build up or flake
- provides ultimate hold
- lets your color shine through

A fast-drying aerosol with an extra-firm hold. This ultra-fine spray contains vitamins and volcanic ash which fortifies the structure of the hair.

WIO STRAIT BALM™

straightening lotion 150mL/5.1fl.oz.



- blocks humidity
- smooths even the most rebellious hair types
- thermal protectant
- lets your color shine through

A unique formulation that softens and moisturizes the hair while adding incredible shine.

HYDRO-GEL LIGHT

light hold gel 150mL/5.1fl.oz.



- alcohol free
- creates natural, flexible hold
- will not build up
- lets your color shine through

A styling and sculpting gel with that enhances texture and manageability, locking in volume, shine and bounce.

HYDRO-GEL Strong

strong hold gel 150mL/5.1fl.oz.



- ultimate hold
- remineralizes the hair, leaving no residue
- volumizes and enhances shine
- lets your color shine through

An exclusive, easy to apply formula that moisturizes, restructures and restores shine during setting, thanks to the efficacy of volcanic ash derivatives.

GLAZE

thickening fluid 250mL/8.4fl.oz.



- adds body and shine
- gives hair soft, touchable definition
- anti-static
- lets your color shine through

An alcohol free thickening fluid that moisturizes and adds luminous shine.

LAVA UNCOMPROMISED STRENGTH

framesi has harnessed volcanic ash protecting and holding style with distinction, to provide uncompromised strength. Volcanic ash preserves regenerating powers that stimulate cell renewal. The essential minerals in volcanic ash fortify, remineralize, and restructure the hair to leave it healthier while enhancing natural shine.

WORKING CLAY

matte sculpting wax 80mL/2.7fl.oz.



- strong pliable hold
- separates and defines
- protects against UV rays and humidity
- lets your color shine through

A dry, yet workable Strong hold wax that gives hair the flexibility to shape and re-shape, with a matte finish. Excellent protection when used with hot tools; locks in style.

SPARKLING MOUSSE Strong

strong hold mousse 194g/6.9oz.



- exceptional hold, volume and shine
- alcohol free
- preserves integrity of the hair
- lets your color shine through

A moisture-rich foam, formulated to protect & moisturize while creating ultimate hold, volume and shine. Volcanic ash fortifies the hair, providing extra Strong hold & support.

 framesi®
MILAN

targeted hair & scalp care

ultimate product guide

MORPHOSIS HAIR TREATMENT LINE

MORPHOSIS Hair Treatment Line products are divided into high-performing targeted systems that offer superior solutions to repair all scalp and hair problems. These products contain an assortment of premium Mediterranean Extracts, including Pomegranate, Sunflower Seed Oil, and Argan Oil, to quickly restore, regenerate and rebalance your hair and scalp.

FOR DRY HAIR

MORPHOSIS

SUBLIMIS OIL SHAMPOO

250mL/8.4fl.oz. | **AVAILABLE IN LITERS!**



With Passionflower Seed Oil and plant-derived cuticleprotecting molecules, Hydrolyzed Soy Proteins and an exclusive blend of moisturizing agents, it repairs the hair fibers and replenishes hydration and shine, for a soft, silky hair.

SUBLIMIS OIL CONDITIONER

250mL/8.4fl.oz. | **AVAILABLE IN LITERS!**



For normal and fine hair. Passionflower Seed Oil and Argan Oil bring hydration and shine back for a hair that is instantly manageable, full and bouncy. Enriched with Vitamin E, Arginine, Organic Lemon extract and plantderived cuticle-protecting molecules.

SUBLIMIS OIL PURE 100mL/3.4fl.oz.



For medium-thick hair. Enriched with Passionflower Seed Oil, Argan Oil and a Vitamin C derivative, it hydrates the hair, leaving it shiny, soft and manageable.

FOR DAMAGED HAIR

MORPHOSIS

REPAIR SHAMPOO

250mL/8.4fl.oz. | **AVAILABLE IN LITERS!**



Enriched with Camellia Oil, hydrolyzed Vegetable micro-Keratin and Plant Ceramides, it deeply repairs and revives the hair fibers with tangible moisturizing and restorative results.

REPAIR CONDITIONER

250mL/8.4fl.oz. | **AVAILABLE IN LITERS!**



For normal and fine hair. Its rich formula with Camellia Oil, hydrolyzed Vegetable micro-Keratin, plant Ceramides, Glycerin and Vitamin E, repairs the hair shafts, leaving the hair soft and shiny without weighing it down.

REPAIR VELVET 100mL/3.4fl.oz.



A repairing fluid that plumps up the hair. Enriched with Camellia Oil and Hyaluronic Acid, it fills porous hair, leaving it smooth and plump, and removing frizz. With hydrolyzed Vegetable micro-Keratin, plant Ceramides, and an organic multifunctional anti-UV plant-derived complex.

FOR THINNING HAIR

MORPHOSIS

DENSIFYING SHAMPOO

250mL/8.4fl.oz. | **AVAILABLE IN LITERS!**



Enriched with Apple Stem Cell extract, Arginine, Vitamins E and B6, Magnesium and Menthol, this densifying shampoo can be part of a hair loss* treatment; suitable for sensitive scalps and

especially for women. A prolonged massage boosts skin micro-circulation.

DENSIFYING ACTIVATOR DROPS

7mL/0.2fl.oz.



A densifying activating serum for weak hair, suitable for sensitive scalps and especially for women. It boosts micro-

circulation, increases the oxygen flow and stimulates the natural regrowth of hair, while reinforcing its structure. It heats the scalp with beneficial effects. The certified effectiveness of this anti-loss* ritual comes from a rich formula with 19 functional ingredients, such as Apple Stem Cell extract, the exclusive Tri-C-Peptides™ biotechnology, Vanillyl Butyl Ether, Magnesium, Nigella Oil, Arginine and Trimethyl Glycine, Vitamins B6, E and H, Zinc-PCA, Azelaic Acid, and hydrolyzed Olive extract.

REINFORCING ENERGIZING SPRAY

150mL/5.1fl.oz.



Energizing treatment for scalp and weak hair. Supports and extends the effect of the hair loss* ritual with a pool of 14 functional ingredients, such as Plant Stem Cells extracts, Arginine and Trimethyl Glycine, Inositol, Vitamins E and B6, Magnesium, Menthol, Vegetable Keratin, purifying Red Grape, Ginger and Incense extracts. Brings beneficial nutrients to the skin. Leaves the hair thick and bouncy, without weighing it down.

FOR OILY HAIR & SCALP

MORPHOSIS

BALANCE SHAMPOO

250mL/8.4fl.oz. | **AVAILABLE IN LITERS!**



Enriched with Zinc-PCA, Organic Lemon extract, Peppermint, Lemon and Tea Tree Essential Oils, Arginine and Vitamin B6, it rebalances and regulates sebum activity, leaving the scalp fresh and healthy, with hair that stays light and clean for longer.

FOR SENSITIVE, IRRITATED SCALP

MORPHOSIS

SCALP DESTRESS SERUM

100mL/3.4fl.oz.



Enriched with Vitamins B12 and E, Licorice extract, Arginine, Trimethyl glycine, Trehalose, Hyaluronic Acid, Menthol and Menthyl Lactate. This pool of actives improves scalp oxygenation, soothes inflammation and promotes cell regeneration. After shampoo, on towel-dried hair, apply on the scalp and massage gently. Do not rinse.

MORPHOSIS

SCALP EXFOLIATE

150mL/5.1fl.oz.



An intensive pre-shampoo exfoliator that thoroughly cleanses the scalp. Enriched with Fermented Organic Arnica extract and finely-ground Coffee Seeds, it contains apple pulp, Arginine, Zinc-PCA, Vitamin B6, Shea Butter, Menthol, Peppermint and Tea Tree Essential Oils. It removes sebum, dandruff, impurities and the build-up from styling products. Provides precious nutrients that increase the oxygen flow and blood circulation.

FOR DRY, FLAKY SCALP

MORPHOSIS

PURIFYING SHAMPOO

250mL/8.4fl.oz. | **AVAILABLE IN LITERS!**



Enriched with Chinotto extract, Tea Tree Oil, Piroctone Olamine, Climbazole, Zinc-PCA and Salicylic Acid, it gently cleanses and soothes the scalp, while fighting and preventing dandruff.

MORPHOSIS HAIR TREATMENT LINE

FOR EXTREMELY DAMAGED HAIR

MORPHOSIS RESTRUCTURE

3 STEP IN-SALON TREATMENT

REVITALIZING SHAMPOO 1

1000mL/33.8fl.oz.



Enriched with Fermented Rice extract, Vegan Collagen and plant-derived Peptides, Hyaluronic Acid, Vitamin E and Vegetable Glycerin, it deeply cleanses, removes impurities and leaves the hair soft, hydrated and ready to receive the regenerative treatment.

EXPRESS FILLER 2

1000mL/33.8fl.oz.



- Restructuring gel that "fills in" and deeply repairs hair fiber
- Hydrolyzed marine collagen combined with hydrating hyaluronic acid and vitamin E thicken and re-compact hair surface, instantly transforming hair texture

PRECIOUS FLUID 3

1000mL/33.8fl.oz.



- Intensive disciplining treatment restores hair's natural beauty and elasticity
- Hydrolyzed marine collagen combined with hydrating hyaluronic acid and vitamin E smooth and re-compact cuticle to "lock in" the main ingredients for long term benefits, leaving hair with extraordinary shine and softness

MORPHOSIS HAIR TREATMENT LINE



ULTIMATE CARE

2 STEP HOME MAINTENANCE

ULTIMATE CARE

SHAMPOO 250mL/8.4fl.oz.



Intensive revitalizing shampoo for hair. Hydrates in depth, delicate on scalp. With Total-Care Complex*, lotus flower extract and Color-Save technology.

ULTIMATE CARE CONDITIONER 250mL/8.4fl.oz.



Revitalizing and illuminating conditioner for hair. Its rich formula penetrates the hair fibre making it softer, silkier and nourished. With Total-Care Complex*, lotus flower extract and Color-Save technology.

3 STEP IN-SALON EXPRESS TREATMENT

ULTIMATE CARE

SHAMPOO 1000mL/33.8fl.oz.



Intensive revitalizing shampoo for hair. Hydrates in depth, delicate on scalp. With Total-Care Complex*, lotus flower extract and Color-Save technology.

ULTIMATE CARE

MAXIMIZER 1000mL/33.8fl.oz.



Instant perfecting serum for hair, works in synergy with ULTIMATE CARE TREATMENT, revitalizing hair fibres in depth. With Total-Care Complex*, lotus flower extract and plant micro- proteins.

ULTIMATE CARE

TREATMENT 1000mL/33.8fl.oz.



Treatment for total hair regeneration. With its formula, it recreates the fibre's natural hydration and hair is transformed instantly.

With Total-Care Complex*, Lotus Flower Extract and Color-Save technology

 framesi®
MILAN



FRAMESI BARBER GEN - MEN'S LINE

MADE IN ITALY

FRAMESI BARBER GEN approved by Machete, an exclusive complete men's line, provides barbers world-wide with the confidence of elite Italian Barbering performance through the support of superior products made with premium ingredients. The pride and joy of the Italian barber craft, Machete recommends FRAMESI BARBER GEN, a range inspired by time-honoured wellness rituals that takes care of the hair and beard.

HAIR AND BEARD NATURAL CLEANSER

100 ml/3.4 fl.oz./250 ml/8.4 fl.oz.



Hair and beard shampoo. Ideal for frequent use, it contains 98% naturally-sourced ingredients. It cleanses and leaves a refreshing scent, softens and moisturizes, leaving the scalp and face feeling light and fresh.

HOW TO USE

Massage on wet hair and beard and lather. Thoroughly rinse and repeat as needed. Avoid contact with eyes.

SHAVING FOAM

400 ml/13.5 fl.oz.



Shaving cream.

Light and soft, it lathers into a creamy foam that perfectly adheres to the skin, protecting it and giving you a smooth shave.

HOW TO USE

Wet your beard and massage the cream all over the areas you want to shave. After shaving, rinse off any residue with a damp cloth.

ICE TONIC

100 ml/3.4 fl.oz.



A soothing, refreshing lotion for the face and skin. Ideal after shaving, it instantly soothes any redness or irritation, leaving a persistently fresh feeling.

HOW TO USE

Spray on the face or skin after shaving. Avoid contact with eyes.

HAIR AND BEARD NATURAL BALM

100 ml/3.4 fl.oz./250 ml/8.4 fl.oz.



Ideal for frequent use, it contains 98% naturally-sourced ingredients. Gives softness and hydration, adding a finishing touch to your daily cleansing routine.

HOW TO USE

After shampooing, apply on hair and beard and massage. Wait 2-3 minutes, then rinse.

SHAVING GEL

250 ml/8.4 fl.oz.



A clear gel for fine shaving and touch-ups. Essential to define details, it can be used to perfectly shave the contours of your beard and get rid of any imperfection.

HOW TO USE

Apply the gel on the areas you want to touch up, then shave. Rinse off any residue with a damp cloth.

VOLUMIZING LOTION

100 ml/3.4 fl.oz./250 ml/8.4 fl.oz.



A volumizing spray, ideal for fine hair. It gives a bouncy texture and a natural volume that lasts all day. An instant result: the hair fibre looks thicker, bouncier and lighter.

HOW TO USE

Apply evenly on towel-dried hair, from the roots to the ends. Comb through the hair, then style as usual.

REBALANCING SHAMPOO

250 ml/8.4 fl.oz.



Specifically formulated for oily scalps, a common challenge for men, its organically-sourced ingredients, such as red grape extracts and ginger, have an astringent and refreshing effect. If used regularly, this shampoo helps normalize the activity of the sebaceous glands, leaving the hair soft and manageable.

HOW TO USE

Apply on wet hair. Gently and evenly massage the scalp to boost circulation. Rinse and repeat as needed.

BEARD OIL

100 ml/3.4 fl.oz.



Nourishing, softening beard oil. It moisturizes and adds shine, making the hair soft and manageable. Suitable for all beards, it is ideal for long beards that need to be kept soft and sculpted.

HOW TO USE

Take a little oil in your hands and evenly rub it through your beard, keeping any contact with skin to a minimum.

LEAVE-IN SPRAY

100 ml/3.4 fl.oz.



A no-rinse conditioning spray, specifically formulated for men's hair. Moisturizing and detangling, it keeps the hair soft and shiny, with no greasy feelings. Ideal to instantly set any hair type.

HOW TO USE

After shampooing, apply on towel-dried hair, comb through the hair and style as usual.

FORTIFYING SHAMPOO

250 ml/8.4 fl.oz.



Formulated for fine hair, it has an excellent revitalizing and strengthening effect. Organically-sourced ingredients, such as vine extracts, incense and ginger, make this shampoo the ideal solution to add body and thickness to the hair. The result is thicker feeling hair that is easy to style.

HOW TO USE

Apply on wet hair and massage on the scalp and lengths. Wait a few minutes before rinsing. Repeat as needed.

AFTER SHAVE CREAM

100 ml/3.4 fl.oz.



Aftershave cream.

Moisturising and softening, it has been specially formulated for men's skin. It is easily absorbed and leaves the skin of your face soft and firm, with no greasy feel.

HOW TO USE

After shaving, apply on dry skin. Massage with a light hand and remove any residue as needed.



ultimate product guide

FRAMESI BARBER GEN - MEN'S LINE

BEARD & SHAVE | HAIR | STYLE | BALD



POLISHED AND REFRESHING. A FRAGRANCE THAT CAPTIVATES.

POMADE

100 ml/3.4 fl.oz.

Extra-strong glossy wax
Ideal for sculpted styles and a well-defined, glossy finish.

HOW TO USE

Warm the wax in your hands, apply on wet or dry hair, then style your hair as you prefer.

PASTE

100 ml/3.4 fl.oz.

Strong-hold matte paste. Perfect to control your hairstyle, with a natural-looking satin finish.

HOW TO USE

Warm the wax in your hands, apply on dry hair, then style as usual.

GLAZING WAX

100 ml/3.4 fl.oz.

Strong-hold wet-look wax.
For sculpted, firm and shiny locks, all day long.

HOW TO USE

Warm the wax in your hands, apply on dry hair. Comb through to add shape and volume.

OPAQUE POMADE

100 ml/3.4 fl.oz.

Extra-strong matte pomade.
For firmly set and perfectly controlled locks. Ideal for a sculpted look.

HOW TO USE

Warm the wax in your hands and apply on dry hair, twirling the tips into shape.



BARBER TIPS

This tip applies to any styling product that you distribute with your fingers: since the volume or shape of the hair starts at the roots, always start applying the product from the roots to shape your locks as you prefer.

Always comb your hair after applying wax or pomade, even if you will twirl your hair into shape afterwards. This will remove any excess wax and will distribute it evenly through your hair.

FREE FROM GLUTEN, PARABENS, SULFATES, DEA & ALCOHOL



ultimate product guide

haircolor • haircare & styling • lighteners • texture



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17 Avenue A
Leetsdale, PA 15056
1.800.245.6323
900879-000
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