



ultimate product guide

haircolor • haircare & styling • lighteners • texture



Hey there,

We're framesi®. We're all about creating professional hair and beauty products that are vegan, gluten-free, and proudly made in Italy.

A family-owned and operated company, we've been bringing the best of Italian beauty to the world since 1945, thanks to founder Roberto Franchina and the visionary leadership of his children, current President Fabio and CEO Roberta. Dennis Katawczik, the driving force behind Framesi's success in the United States and Canada, honed his executive skills in New York City with prestigious apparel brands and has been propelling Framesi to the forefront of hairdressing beauty brands since 1990.

At framesi, we believe in supporting hairdressers' success with innovative scalp and hair care products, high-conditioning Coconut Oil-based hair color that works in half the time, and top-notch stylist education. Our headquarters are in the stylish city of Milan, where bright ideas come to life in the Italy Laboratories and through collaborations with international universities and scientific institutions.

Leading the charge in hair fashion while working alongside Italian-style professional hairdressers, we're dedicated to promoting stunning hair collections and providing technical training for salon growth. Our extensive range of haircolor, scalp and hair care, and styling products are always evolving, backed by the latest scientific research.

What really sets framesi apart is our blend of personal touch, modern entrepreneurship, and cosmopolitan style. We're committed to consistent growth and excellence. With our strong roots, framesi keeps pushing boundaries through research and experimentation, delivering innovative solutions in products, services, education, marketing, and fashion.

Join us on this journey of innovation and leadership in hair care and fashion. Our goal is to provide you with the tools to bring about better beauty behind the chair every day.

Cheers!

framesi digital education

AVAILABLE FOR ALL FRAMESI HAIRCOLOR LINES

available now!

LIVE ONE-ON-ONE OR ON DEMAND



SCAN USING
YOUR PHONE
CAMERA!



SCAN USING YOUR
PHONE CAMERA!

Join framesi's
**Official Facebook
Group** for
everything
**FRAMCOLOR
Eclectic 5D
COLOR GLOSS!**



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!

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 framesi®
MILAN

framcolor

HAIRCOLOR



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

• PROCESSES IN HALF THE TIME!

- 2 applications per tube. Low cost! 1:2 mix ratio.
- 45+ shades.
- Use alone or mix with **FRAMCOLOR 2001** for 127+ shades that process in **HALF THE TIME!**
- Non-progressive formulation.



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 127+ 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 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 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 or alcohol.



NEW! FRAMCOLOR ECLECTIC 5D COLOR GLOSS

ammonia free, demi-permanent liquid gloss 60mL / 2fl.oz.

- 20+ intermixable toners for 5 Dimensional Condition and Shine.
- An **EASY-TO-USE**, demi-permanent **liquid haircolor** that provides superior conditioning, longevity, and shine.
- Qualities formerly exclusive to cream haircolor, now available in a liquid haircolor.
- Quick and Easy Brilliance.
- 1:1 mix ratio with dedicated activator.



ON-DEMAND SELF STUDY DIGITAL
EDUCATION **COMING SOON!**



Join framesi's Official Facebook Group for everything **FRAMCOLOR Eclectic 5D COLOR GLOSS!**



FRAMCOLOR ECLECTIC

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

- Ammonia free, PPD free, demi-permanent haircolor.
- Up to 100% gray coverage.
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Can be mixed with **Framcolor Eclectic CARE** to create 70+ permanent shades.



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR ECLECTIC CARE

ammonia free, permanent haircolor 60mL / 2oz.

- Rethink. Reimagine. The evolution of ammonia free, fragrance free, permanent haircolor.
- 100% gray coverage from every shade, up to 3 levels of lift with no build-up.
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Can be mixed with **Framcolor Eclectic** to create 70+ permanent shades.



ON-DEMAND SELF STUDY DIGITAL
EDUCATION AVAILABLE NOW!



FRAMCOLOR PURE PIGMENT PLUS

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

- 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 neutralizes hair pH after bleaching 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!

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PERMANENT HAIRCOLOR

**FRAMCOLOR
FAST
2001 INTENSE**

PROCESSES IN HALF THE TIME!



1:2 mix ratio
(color:developer)

cool tonality

dense finish

**FRAMCOLOR
2001**



1:2 mix ratio
(color:developer)

natural tonality

reflective finish

**FRAMCOLOR
GLAMOUR**



1:1 mix ratio
(color:developer)

cool tonality

dense finish

**FRAMCOLOR
FUTURA**



1:1 mix ratio
(color:developer)

cool tonality

dense finish

AMMONIA FREE

**NEW FRAMCOLOR ECLECTIC
5D COLOR GLOSS**



1:1 mix ratio (color:developer)

natural tonality

reflective finish

FRAMCOLOR ECLECTIC



1:2 mix ratio (color:developer)

natural tonality

reflective finish

FRAMCOLOR ECLECTIC CARE



1:2 mix ratio (color:developer)

natural tonality

reflective 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

PERMANENT HAIRCOLOR - Key Features

FRAMCOLOR 2001 INTENSE



- **PROCESSES IN HALF THE TIME!**
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Use alone or mix with **FRAMCOLOR 2001** for 127+ shades that process in **HALF THE TIME!**
- Non-progressive formulation.

FRAMCOLOR 2001



- 2 applications per tube. Low cost! 1:2 mix ratio.
- Use alone or mix with **FRAMCOLOR 2001 INTENSE** for 127+ shades that process in **HALF THE TIME!**
- Naturally reflective, warm finish or a cool, more dense coverage.

FRAMCOLOR GLAMOUR



- **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.

FRAMCOLOR FUTURA



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

AMMONIA FREE - Key Features

NEW FRAMCOLOR ECLECTIC 5D COLOR GLOSS



- 20+ intermixable toners for 5 Dimensional Condition and Shine.
- An **EASY-TO-USE**, demi-permanent **liquid haircolor** that provides superior conditioning, longevity, and shine.
- Qualities formerly exclusive to cream haircolor, now available in a liquid haircolor.
- Quick and Easy Brilliance.
- 1:1 mix ratio with dedicated activator.

FRAMCOLOR ECLECTIC



- Ammonia free, PPD free, demi-permanent haircolor.
- Up to 100% gray coverage.
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Can be mixed with Framcolor **Eclectic CARE** to create 70+ permanent shades.

FRAMCOLOR ECLECTIC CARE



- Rethink. Reimagine. The evolution of ammonia free, permanent haircolor.
- 100% gray coverage from every shade, up to 3 levels of lift with no build-up.
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Can be mixed with **Framcolor Eclectic** to create 70+ permanent shades.

RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

FRAMCOLOR PURE PIGMENT PLUS - pH+ ACIDIC FORMULA



NO DEVELOPER (PEROXIDE) REQUIRED

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

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

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, it 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 946mL/32fl.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.

NEW 5D FRAMCOLOR Eclectic COLOR GLOSS ACTIVATOR

946mL/32fl.oz.



- 5 Volume Activator
- Works in synergy with the Verbascum Thapsus Flower Extract found in the **5D COLOR GLOSS** for **maximum protection** with **increased shine** and **color vibrancy**.
- Shields against UV, stress, and styling damage.
- Ensures a **gentle** and **flawless** coloring service.
- **FRAMCOLOR ECLECTIC 5D COLOR GLOSS** must be mixed with its distinctive activator.
- Contains a specifically formulated **BALANCING pH buffer system** that controls the pH throughout the coloring process.
- Ensures **consistent, non-drip** color results.

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 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.



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/3fl.oz.

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

lighteners

ultimate product guide

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 powder bleach. Ultra-refined powder bleach with Diamond Technology. **(9+ Levels)**

- Rapidly achieves up to 9+ levels of lift.
- Diamond + Guar Gum Technology – exfoliate, polish, add light reflection.
- Ultimate conditioning and protection. Added hydration + Guar Gum for moisture retention.
- Dust-free comfort during mixing: less sensitivity, greater safety in the salon.
- Ultra-refined for better application and 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 – controlled.
- Utmost protection for the hair.
- Stays moist without swelling.
- Fragrance-free.
- Also suitable for over-treated hair.
- Dust-free comfort during mixing: less sensitivity, greater safety in the salon.
- Violet shade assists in refining yellow hair with added protection.



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 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.
- New biodegradable chelator - removes metals from hair.
- 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

 framesi[®]
MILAN

texture

ultimate product guide

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 0

500mL/16.9 fl.oz.



FRAMESI WAVING SYSTEM 1

500mL/16.9 fl.oz.



FRAMESI WAVING SYSTEM 2

500mL/16.9 fl.oz.



FRAMESI WAVING SYSTEM PROTECTIVE SERUM

150mL/5.1 fl.oz.



REQUIRED FOR ALL WAVING SERVICES

NORMAL / COLOR-TREATED / RESISTANT HAIR

COLOR-TREATED HAIR

COLOR-TREATED / DAMAGED / HIGHLIGHTED HAIR

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 FLUID PLUS STEP 3

400mL/13.5 fl.oz.



SMOOTHING SYSTEM CONDITIONER STEP 4

400mL/13.5 fl.oz.

 framesi®
MILAN

framesi color lover

ultimate product guide

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 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.*

FRAMESI COLOR LOVER SHAMPOOS & CONDITIONERS

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.



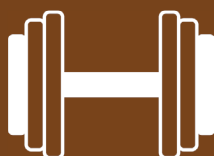
- Thermal & UV protectants shield hair from heat and the environment.
- Capuacu butter and Hyaluronic Acid restore elasticity and lock in moisture for maximum hydration.
- Restores hair while you cleanse with a weightless, shine-enhancing formula.

DIAMOND STRONG CONDITIONER

500mL/16.9fl.oz.



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



**WORK ON YOUR
#framesiHAIRGAINS
by styling with HAIR
REPAIR FOAM.**

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.

ultimate product guide

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.



color-safe styling

ultimate product guide

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.



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.

PRIMER 11

250mL/8.5fl.oz./100mL



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.

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



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.



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.

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.

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.



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.

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.



*morphosis-
targeted scalp & hair care*

ultimate product guide

MORPHOSIS HAIR TREATMENT LINE THE BEST WITH LESS

Your hair reflects your personality and style, requiring a healthy scalp to maintain its overall health and beauty. Pollution, stress, overuse of styling tools, and chemical treatments can leave hair dry, damaged, and lackluster. At Framesi, we understand the importance of nourishing your hair and scalp for the perfect look.

Welcome to the world of MORPHOSIS, where we cater to your client's unique hair and scalp needs. As a dedicated stylist, your passion for exceptional hair care solutions is unmatched.

Italian Beauty
— meets —

MODERN WELLNESS SCIENCE

Scalp and hair problems are often affected by a combination of factors:

STRESS

- emotional
- physical
- trauma
- diet & nutritional deficiencies

ENVIRONMENT

- pollution
- sun, chlorine
- wind
- minerals from water

PHYSIOLOGICAL CHANGES

- genetic factors
- hormonal factors
(thyroid problems, acne, menopause, pregnancy, DHT)
- medications, chemotherapy

OVER-PROCESSED HAIR FROM AGGRESSIVE TREATMENTS

- bleaching
- relaxers
- keratin treatments
- thermal damage from overuse of styling tools

SEASONAL CHANGES

- Spring
- Summer
- Fall
- Winter

These factors can cause a gradual deterioration in the condition of your scalp and hair.



Vegan



Paraben
FREE



Gluten
FREE



Synthetic
color FREE



Sulfates
SLES & SLS
FREE



Color Safe



Sustainable

SCALP Caring For The Scalp

Scalp Exfoliate

150mL/5.1fl.oz.



An intensive, pre-shampoo exfoliator that thoroughly cleanses the scalp. It removes sebum, dandruff, impurities and the build-up from styling products. Provides precious nutrients that increase oxygen flow and blood circulation.

Scalp Detox Essence

150mL/5.1fl.oz.



Detoxifying Pre-Shampoo.

A pre-shampoo detoxifier for an in-depth cleansing of sensitive, dull and stressed scalps. It removes impurities while protecting the scalp from pollutants.

Scalp Cleansing Shampoo

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



An in-depth cleanser for all hair and scalp types; ideal as part of a regenerating scalp treatment. It effectively removes pollutants and build-up.

Scalp Destress Shampoo

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



Sensitive Soothing.

A soothing, balanced-pH cleanser for sensitive scalps. It leaves the hair clean and refreshed while soothing the scalp.

Scalp Destress Serum

100mL/3.4fl.oz.



Leave-In Sensitive Soothing.

Enriched with Vitamins B12 and E, Licorice extract, Arginine, Trimethylglycine, Trehalose, Hyaluronic Acid, Menthol and Menthyl Lactate. This pool of actives improves scalp oxygenation, soothes inflammation and promotes cell regeneration.

DENSIFYING For thinning hair & sensitive scalps



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 microcirculation.

Densifying Activator

7mL/0.2fl.oz.



A densifying activating serum for weak hair, suitable for sensitive scalps and especially for women. It boosts microcirculation, increases the oxygen flow and stimulates the natural regrowth of hair, while reinforcing its structure. It heats the scalp with beneficial effects.

REINFORCING For thinning hair & oily scalps



Reinforcing Shampoo

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



A reinforcing shampoo that can be part of a hair loss* treatment; suitable for oily scalps, especially for men. A prolonged massage boosts skin microcirculation.

*Helps to prevent hair loss. For non-pathological hair loss.

Densifying Activator

7mL/0.2fl.oz.



A reinforcing activating serum for weak hair, suitable for oily scalps and especially for men. It boosts microcirculation, increases the oxygen flow

and stimulates the natural regrowth of hair while reinforcing its structure. It warms the scalp with beneficial effects.

Reinforcing Energizing Spray

150mL/5.1fl.oz.



Energizing treatment for scalp and weak thinning hair. Supports and extends the effect of the hair loss* ritual with 14 functional ingredients. Brings beneficial nutrients to the skin. Leaves the hair thick and bouncy without weighing it down.

*Helps to prevent hair loss. For non-pathological hair loss.

MORPHOSIS HAIR TREATMENT LINE

BALANCE

For greasy, oily scalps

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.

PURIFYING

For dry, itchy scalps

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.

Purifying Spray

100mL/3.4fl.oz.



A purifying and refreshing spray that combats dryness and soothes itchy and sensitive scalps, with 15 functional ingredients.

RESTRUCTURE

3 Step In-Salon Treatment
for damaged hair

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.



A reparative hair gel with plant-derived Peptides. Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen, Vitamin E and Trimethylglycine, it plumps up, repairs and transforms the hair fibers.

Precious Fluid 3

1000mL/33.8fl.oz.



An intensive hair taming treatment. Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen, plant-derived Peptides and a 100% plant-derived long lasting film-forming resin, it repairs the natural structure of the hair fibers while smoothing and plumping up the cuticles. Leaves damaged hair extremely soft, silky and glossy, for a truly healthy look.

RESTRUCTURE

Home Treatment
for damaged hair

Restructure Shampoo

250mL/8.4fl.oz.

AVAILABLE IN LITERS!



A revitalizing, restructuring shampoo that extends the beneficial effects of salon treatments. Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen and plant-derived Peptides, it repairs the hair shafts from within.

Restructure Conditioner

250mL/8.4fl.oz.

AVAILABLE IN LITERS!



Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen, Vitamin E and a 100% plant-derived, long-lasting, film-forming resin, it reinforces and restores the natural hair fibers.

Restructure Hair Beauty Elixir

150mL/5.1fl.oz.



5-Minute Weightless Mask.

Regenerating, restructuring mask for hair. Enriched with Fermented Rice Extract, plant-derived Peptides, Vegan Collagen and Hyaluronic Acid, it restores the natural hair fiber structure. With 100% of plant origin polymer, repairs the damaged parts, recompacting and sealing cuticles.

Restructure Leave-in

150mL/5.1fl.oz.



A revitalizing emulsion for damaged hair. Enriched with Fermented Rice extract, Hyaluronic Acid, Vegan Collagen, Vitamin E, a 100% plant-derived, long-lasting, film-forming resin and an organic multifunctional anti-UV plant-derived complex, it conditions and revives the hair, leaving it soft and shiny.

REPAIR

For dry, dull hair

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 Rich Treatment

250mL/8.4fl.oz.



For medium-thick hair, the combination of Camellia Oil and the softening and nourishing power of Hyaluronic Acid, Glycerin, Panthenol and Vitamin E leaves damaged hair soft and manageable. Also with Hydrolyzed Vegetable micro-Keratin and plant Ceramides.

Repair Velvet

100mL/3.4fl.oz.



Leave-In Hydration.

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

Repair Plumping Mousse

150mL/5.1fl.oz.



Weightless Leave-In Conditioner.

Leave-in conditioner for fine hair. With Camellia Oil, Hydrolyzed Vegetable micro-Keratin and plant Ceramides; it conditions and moisturizes the hair, leaving it manageable, bouncy and shiny.

ultimate product guide

MORPHOSIS HAIR TREATMENT LINE

ULTIMATE CARE

3 Step In-Salon Treatment
for frizzy, lifeless hair

Ultimate Care Shampoo

1000mL/33.8fl.oz.

5-Minute Revitalizing Treatment

Step 1. Shampoo for frizzy, lifeless hair. Its formula, enhanced with Fermented Extract of Peony and Hyalorice, disciplines and hydrates the hair fiber with an in-depth, anti-frizz, revitalizing effect. With the addition of an olive oil by-product, plant-based conditioners

and anti-humidity agents, it guarantees cosmetic color protection.

Ultimate Care Maximizer

1000mL/33.8fl.oz.

5-Minute Revitalizing Treatment

Step 2. Instant disciplining, enhancing serum for frizzy, lifeless hair. Enriched with Fermented Extract of Peony, Hyalorice and Shea Butter to help restore the hair fiber's hydrolipidic barrier in depth, nourishing hair and amplifying the glossy effect.

Ultimate Care Treatment

1000mL/33.8fl.oz.

5-Minute Revitalizing Treatment

Step 3. Treatment that instantly revitalizes frizzy, lifeless hair. Enriched with Fermented Extract of Peony, Hyalorice and a stable by-product of Vitamin C, it completes the disciplining treatment by sealing the hair fiber with a protective film that counters the frizz effect and protects against humidity. Hair is instantly transformed.

ULTIMATE CARE

Home Treatment
for frizzy, lifeless hair

Ultimate Care Shampoo

250mL/8.4fl.oz.

Revitalizing shampoo for frizzy, lifeless hair. Its formula enhanced with Fermented Extract of Peony and Hyalorice disciplines and hydrates the hair fiber with an in-depth, anti-frizz effect.

Ultimate Care Conditioner

250mL/8.4fl.oz.

Disciplining, revitalizing, glossy effect conditioner for frizzy, lifeless hair. Enriched with Fermented Extract of Peony and Hyalorice, it penetrates and nourishes the hair fiber making it soft.

SUBLIMIS OIL

For visibly dry, dehydrated hair

Sublimis Oil Shampoo

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



With Passionflower Seed Oil and plant-derived, cuticle-protecting molecules, Hydrolyzed Soy Proteins and an exclusive blend of moisturizing agents, it repairs the hair fibers and replenishes hydration and shine for 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 hair that is instantly manageable, full and bouncy. Enriched with Vitamin E, Arginine, Organic Lemon extract and plant-derived cuticle-protecting molecules.

Sublimis Oil Deep Treatment

250mL/8.4fl.oz.



For medium-thick hair. An in-depth, moisturizing treatment, rich in Passionflower Seed Oil, Argan Oil and Baobab Oil. This intensely softening treatment replenishes minerals and nutrients, leaving very dry hair beautiful and revived. Has Trehalose, Vitamin E, Hydrolyzed Soy Proteins and plant-derived, cuticle-protecting molecules.

Sublimis Oil All Day Emulsion

150mL/5.1fl.oz.



An instantly effective emulsion for dehydrated hair, enriched with Passionflower Seed Oil, Argan Oil and Baobab Oil. It hydrates and leaves the hair soft and silky.

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.

Sublimis Oil Serum

15mL/0.5fl.oz.



An intensive, instantly effective and hydrating treatment that gives dull and dry hair back its natural brilliance. Enriched with Hyaluronic Acid, Passionflower Seed Oil, Apricot Oil and a plant-derived complex, it re-compacts the shaft surface leaving hair with a silky soft touch.

COLOR PROTECT

For colored hair

Color Protect Shampoo

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



Hydrates and protects colored hair. Enriched with Raspberry and Hydrolyzed Olive fruit extracts, protective plant-based Cationic Polymers and a natural moisturizing factor, it gently cleanses the hair to stop color from fading.

Color Protect Conditioner

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



For normal and fine hair. Formulated with Raspberry and Hydrolyzed Olive fruit extracts, Shea Butter and Vitamin E, it protects the hair fibers from external factors and keeps the color rich and glossy.

Color Protect Intensive Treatment

250mL/8.4fl.oz.



For medium-thick hair. Hydrates and protects colored hair. It contains Raspberry Extract, Shea Butter, Vitamin E, Arginine, Hydrolyzed Olive fruit extract and Brewer's Yeast that nourish and plump up the hair.

LOVE EXTENSION

For the care and protection
of hair with extensions

Love Extension Shampoo

250mL/8.4fl.oz.



Enriched with Fermented Extract of Althea and Hydrolyzed Soy Proteins, with soothing, softening properties, it cleanses gently and hydrates without weighing hair with extensions down, making it easy to disentangle.

Love Extension Conditioner

250mL/8.4fl.oz.



Enriched with Fermented Extract of Althea, Arginine and Shea Butter, it helps detangle the knots that could form where the extensions are attached. Hair remains extremely easy to comb, soft and silky.



for-me styling line

ultimate product guide

FOR-ME

FOR-ME STYLING LINE

MY IDEA OF ME

Express yourself and embrace every facet of your personality with confidence.

Style is all about freedom—the freedom to transform and reinvent yourself daily.

With the endless possibilities of FOR-ME, you can shape your look to enhance the beauty of every hairstyle.

After all, THE IDEA OF YOU is always evolving—your style should too.

WITH FOR-ME,
HAIR IS ALWAYS
PROTECTED THANKS
TO THE WAKAME
SEAWEED EXTRACT
THAT ENSURES TOTAL
DEFENSE



FROM ENVIRONMENTAL
POLLUTION



FROM
HEAT



FROM
DEHYDRATION



FROM
FADING

Smooth&Disciplined

FOR DISCIPLINED STYLES

218 ●●●●●

Smooth Me Serum

150 ml / 5.1 fl. oz.

ACTION

- light, natural hold
- hydrating
- illuminating
- pollution protection

RESULT

- silky hair with body
- straight, soft and disciplined

FOR MIRROR EFFECT STRAIGHT STYLING

119 ●●●●●

Shine Me Brightly Super Coat

150 ml / 5.1 fl. oz.

ACTION

- anti-frizz power
- anti-humidity
- water-proofing, "raincoat for the hair"
- illuminating
- pollution protection

RESULT

- completely straight mirror effect
- maximum light refraction, glass-like shine
- no weighing down
- no build-up

Curl&Volume

FOR WAVY STYLES

223 ●●●●●

Bring Me To The Beach Salt Spray

150 ml / 5.1 fl. oz.

ACTION

- soft hold
- anti-frizz effect
- enhances texture
- supports all types of styling

RESULT

- beach waves
- full bodied, tousled look

FOR CURLY HAIR

308 ●●●●●

Elevate Me Curl Cream

150 ml / 5.1 fl. oz.

ACTION

- volumizing
- super conditioning
- anti-frizz effect

RESULT

- silky, defined curls

FOR SOFT, CURLY HAIR WITH VOLUME

227 ●●●●●

Wake Me Up Curl Spray

150 ml / 5.1 fl. oz.

ACTION

- revives natural waves and curls
- weightless hydration
- anti-pollution protection

RESULT

- curls with volume, full of energy between shampoos
- full hair
- quickly reshape and style with ease

FOR WAVY AND STRAIGHT STYLES

222 ●●●●●

Shape Me Glaze

200 ml / 6.8 fl. oz.

ACTION

- gives hair structure
- long-lasting shapeable styling
- hydrating

RESULT

- softness
- shine
- repairs imperfections and split ends

Shape

FOR DEFINED STYLES

411 ●●●●●

Define Me Gel

150 ml / 5.1 fl. oz.

ACTION

- anti-gravity control
- strong hold
- protection

RESULT

- disciplined styling
- brilliant finish without residue
- frizz control
- precision hold

FOR LASTING STYLES

515 ●●●●●

Matt Me Strongly Paste

80 ml / 2.7 fl. oz.

ACTION

- maximum customizable control
- lasting support
- mattifying effect
- anti-humidity

RESULT

- structured hold
- matte, natural & dry finish
- shapeable locks
- weightless
- no residue

Finish

FOR ADDING VOLUME AND BODY

401 ●●●●●

Give Me Body Mousse

300 ml / 10.1 fl. oz.

ACTION

- long-lasting lightweight hold
- weightless body & volume
- protection from heat
- anti-humidity
- anti-static effect

RESULT

- structured hair
- enhanced volume
- frizz control
- non-crunchy
- shine
- humidity resistant
- weightless body & volume

ultra fine mist FOR STYLE CONTROL AND UPDOS

607 ●●●●●

Hold Me Firmly Hairspray

Net. Wt. 10 oz. / 283 g

ACTION

- strong hold
- anti-humidity
- maximum support for the shaft
- disciplining
- super fast drying

RESULT

- extra strong control
- long-lasting hold
- dries instantly
- style precision
- does not leave residue on hair or scalp

Color Safe. Thermal & UV Protectants. Vegan. Free of Gluten, Parabens, Sulfates, DEA, and Sodium Chloride.



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.



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.

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.

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.

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.

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.

SULFATE-FREE • PARABEN-FREE • GLUTEN-FREE • ALCOHOL-FREE ¹

¹ excludes BY hair spray

 framesi®
MILAN



ultimate product guide

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 fiber 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. Moisturizing 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.



FRAMESI BARBER GEN - MEN'S LINE

BEARD & SHAVE | HAIR | STYLE | BALD



POLISHED AND REFRESHING. A FRAGRANCE THAT CAPTIVATES.

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.



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



FRAMESI REWARDS PROGRAM

* Program qualifications, conditions, and restrictions apply.

framesi NA reserves the right to modify or discontinue this program anytime.

EARN POINTS FOR EVERY DOLLAR YOU SPEND

Starting At \$500 On Framesi Purchases Per Quarter

1 Point = \$1 At Salon Cost

Elite Salons & Stylists Get Access To Exclusive Products, Offers, And Complimentary Digital Education

All Products Available For Redemption†

Provide Your Email Address To Participate In Our Online Community & Receive Exclusive Offers

† EXCLUDING HAIRCOLOR



elite framesi MILAN	ELITE REWARDS LEVELS					
	RUBY	PEARL	EMERALD	SAPPHIRE	DIAMOND	BLUE DIAMOND
QUARTERLY FRAMESI PURCHASES	\$500 - \$999	\$1000 - \$1,999	\$2,000 - \$3,499	\$3,500 - \$4,999	\$5,000 - \$9,999	\$10,000+
EARNINGS \$ / % OF TOTAL QUALIFIED PURCHASES	\$55	6%	8%	12%	15%	20%
EARN POINTS FOR EVERY DOLLAR	55 Points	60 - 120 Points	160 - 280 Points	420 - 600 Points	750 - 1,500 Points	2,000+ Points
WELCOME OFFER	EXCLUSIVE ONE-TIME WELCOME KIT UPON ENTRY					
PAY WITH POINTS†	1 POINT = \$1 REDEEMABLE FOR PRODUCT, EDUCATION & TOOLS AT SALON COST <small>†points not redeemable for cash</small>					
SEASONAL HAIR / MAKEUP PROPOSALS FROM MILAN, ITALY						
NEW PRODUCT PREVIEW						
EXCLUSIVE ELITE-ONLY HOTLINE						
COMPLIMENTARY DIGITAL EDUCATION / NEW PRODUCT UPDATE EDUCATION						
SURPRISE NATIONAL HOLIDAY OFFERS	-	-				
FREE SAMPLING OF NEW PRODUCTS	-	-	-			
COMPLIMENTARY DIGITAL HANDS-ON EDUCATION	-	-	-			
TEST NEW PRODUCTS BEFORE THEY GO TO MARKET	-	-	-	-	-	



ultimate product guide

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