

is THE
HAIR
TREND

STEP BY STEP
VIDEO



WINTER SUNSET

COLOR
COLLECTION

 framesi

is THE HAIR TREND

EDITORIAL

The world of color never sleeps. Between great comebacks and absolute novelties it lives its seasons at full speed, painting fashion and make-up, furniture, technology and even automobiles. Every consumer product features the fascination of pigments mixed in the most magical combinations. Framesi's signature hair fashion does not shy away from the enchantment of color, but is, as always, its creator and protagonist. Framcolor offers unprecedented bright and bold colors, but also delicate nuances that put vibrant strands of light in the hair, to be achieved with the new Rolling Brush. The 2022 Collection is thus enriched with ideas and creative techniques that make the Salon-once again-the supreme realm of imagination.

COLOR TREND



ever-changing and enjoyable color. Strong and vitaminic when intense, delicate in the salmon and peach versions. More traditionally autumn-like are caramel and cinnamon. Refined in their naturalness, they bring a touch of timeless understated elegance to the wardrobe; in makeup they give depth to the eye and refine facial features by creating skillful shadows. Last suggestion for the season is purple, mysterious, captivating and sensual. We find it a little bit in all shades, up to the now famous Very Peri, color of the year 2022.

Cerulean and light green are confirmed, in pastel and mint shades, while red veers toward burgundy, and white becomes cream or pearl. Another big confirmation is pink in Barbie, strawberry and nude shades.

The timeless black is back, but stylists take it a step further creating a tone-on-tone black given by the contrast between glossy and matte, or the combination of different textures. A brilliant way of coloring with non-color.

But let us leave the austerity of black to turn our gaze to magenta, a positive and optimistic color. Seduced by this hue, stylists, make-up artists, influencers and architects are taking possession of it, each in search of their own particular shade.

More poetic and relaxing are light blue and teal, two other stars of the season together to soft yellow.

Halfway between confirmation and novelty is orange. Its endless variations make it an

HAIR

Free and confident, she enthusiastically embraces the most daring look capable of emphasizing her outgoing personality. For the **NEXT** woman, the horizontally-layered bob that Italian Style Energy makes unique with color is perfect. The base is an intense, soft chocolate, while the strong contrast is a tangerine shade, achieved with a blend of Framcolor Pure Pigment Plus, absolutely on trend with the colors of the season.



She enchants with her consistency. She is contemporary while remaining true to her 80s girl style. She is the **FLEXIBLE** woman, who follows fashion and shapes it to her personal interpretation. For her, Italian Style International's suggestion is a very modern cut with a deep fringe, embellished with a silver blonde in which thin coral blonde locks vibrate and a new Framcolor Glamour Silver Violet shades.

PORTRAITS



Personalization as a primary need: the **ONLIFE** woman loves to feel unique and inimitable. Her uninhibited nature does not prevent her from marrying a certain romanticism, in which sensuality and delicacy are blended. Italian Style Framesi offers her a disconnected cut with strong character, softened by a throbbing coral blonde made with Framcolor Glamour. A new way to wear pink.

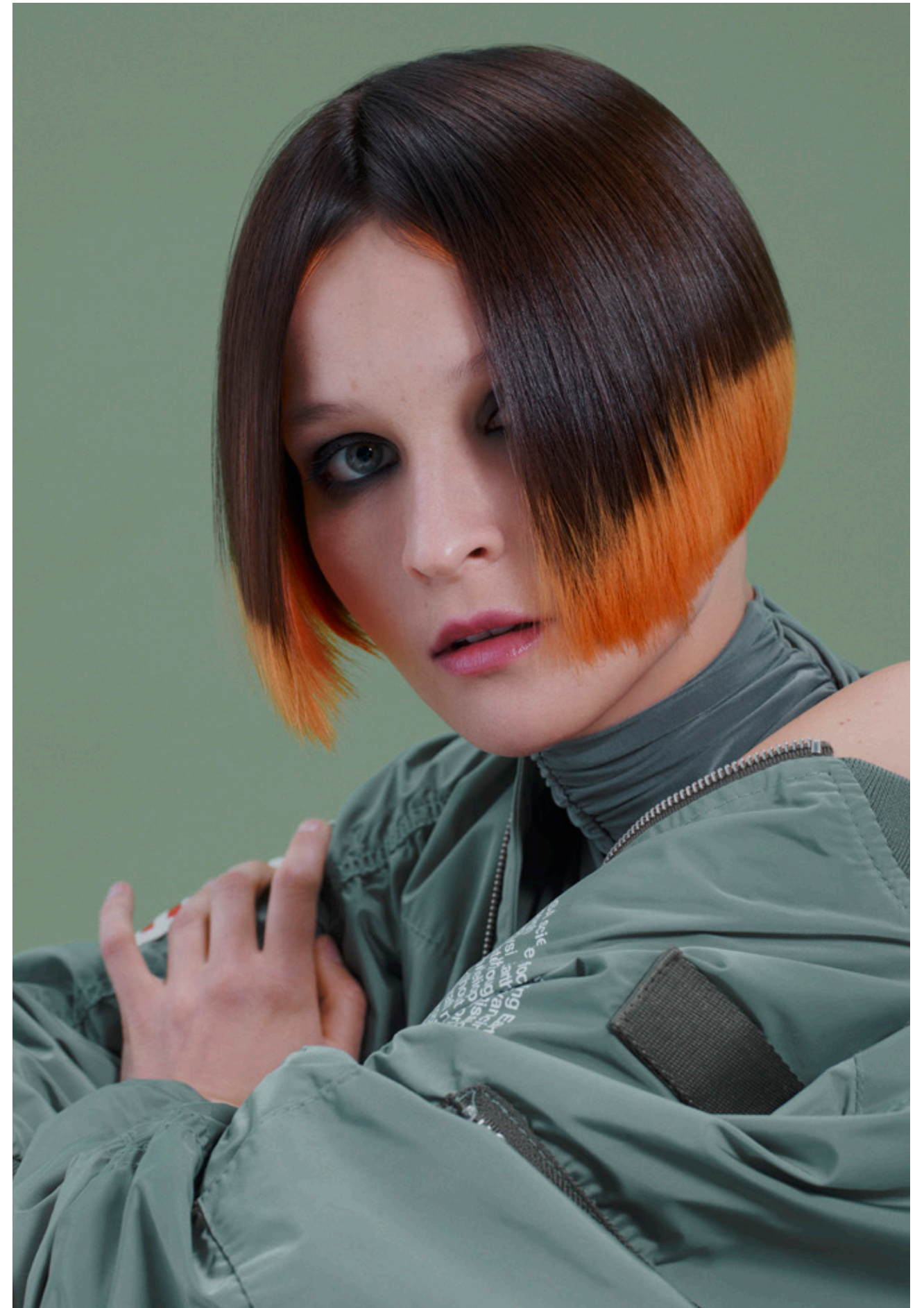


TECHNIQUE - NEW The ROLLING BRUSH that puts strands of light in the hair.

It looks like a sticky brush, but instead of sticky paper, it has a micro-toothed roller that allows it to isolate very little hair and thus creates real strands of light that vibrate on the background shade.

With the new **ROLLING BRUSH**, contrasts and lightenings are even more natural because they are made almost on individual hair with a result that enhances the depth of color.





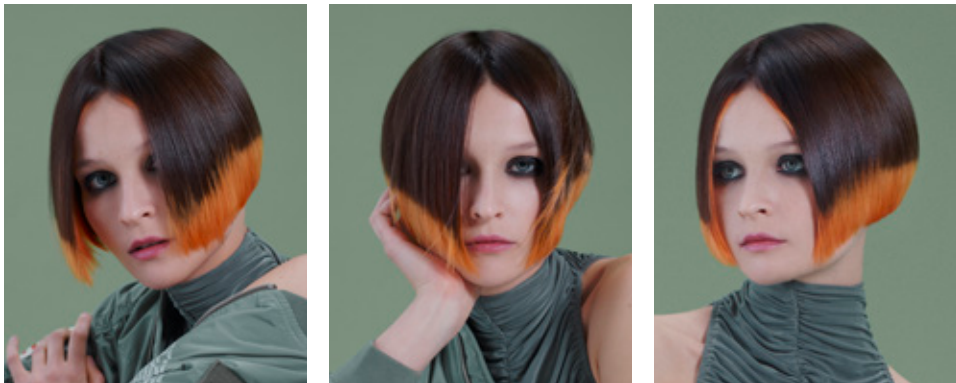


FLEXIBLE

INTERNATIONAL **HAIR**STYLE
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Color



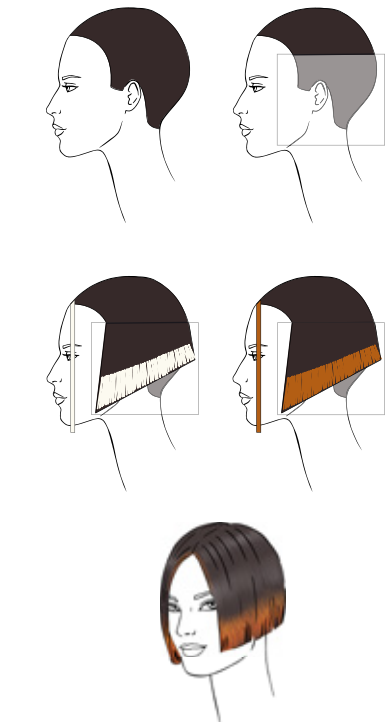
Color the base with **Framcolor Eclectic Care 5.25** (60 g/cc) + **Framesi Professional Activator 10 vol.**

Section the hair above the crown and place **Visible** from temple to temple.

Comb the upper section into natural fall, mix **Decolor B Infinity+** with **Decolor B Pro-Force Bonder 101** and apply on 4 cm (1½”) of ends.

Frontally, decolor two strands about 3 mm (1/8”) along the hairline.

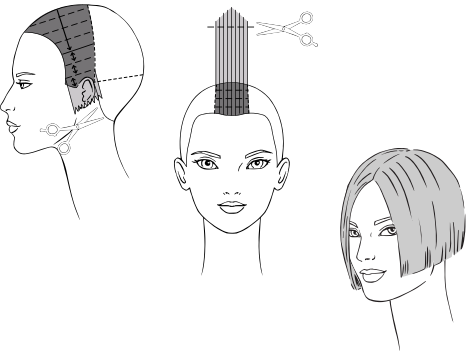
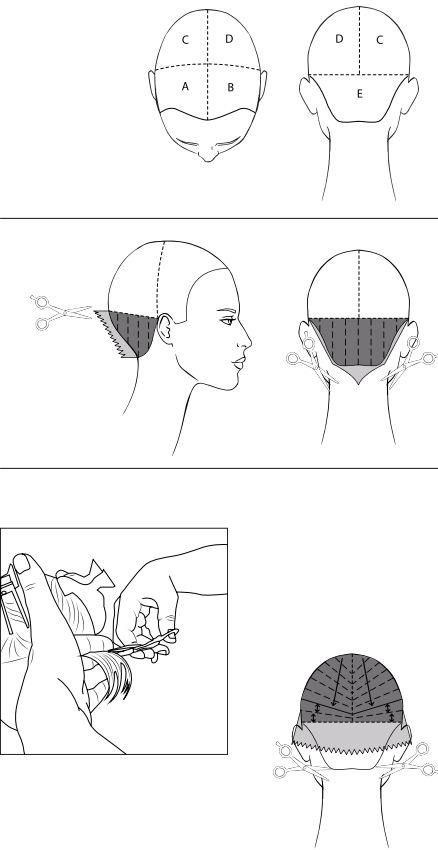
Tone with the shade **Tangerine**, obtained with **Framcolor Pure Pigment Plus /3** (15 g/cc) + **/44** (2 g/cc).



Color alternative proposal

FRAMCOLOR 2001	FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR
Base 5CB (60 g/cc)	Base 5.024 (60 g/cc)	Base 5.64 (30 g/cc) + 5.12 (30 g/cc)
Contrast Framcolor Pure Pigment Plus /3 (15 g/cc) + /44 (2 g/cc)	Contrast Framcolor Pure Pigment Plus /3 (15 g/cc) + /44 (2 g/cc)	Contrast Framcolor Pure Pigment Plus /3 (15 g/cc) + /44 (2 g/cc)

Cut



Subdivisions

SECTIONS A – B – C – D – E – Draw a central line from the forehead to the occipital bone.
Draw a line from mastoid to mastoid passing through the center juncture.
Draw a line from mastoid to mastoid passing through the occipital bone.

SECTION E – Making vertical subsections, cut perpendicular to growth and high grade to a maximum length of 2 cm (¾”).
Finish the section by creating a perimeter with a central point.

SECTIONS C – D – With reference to the length obtained on the occipital bone, apply the Horizontal Layering technique: make 1 cm (½”) diagonal partings, and cut perpendicular, keeping the fingers well in line with the separations and the scissors slightly tilted inwards.
Proceed in this way until about 2 cm (¾”) below the crown line.
From this point, continue with stationary guide: making slightly diagonal subsections of 1 cm (½”), comb each subsection downwards and cut on the last section of the previous step, always keeping your fingers parallel to the separation and the scissors slightly tilted inwards.
Continue in this way, in stationary guide, until the sector is completed.

SECTIONS A – B – Create the guide measure by cutting the first subsection diagonally, with reference to the length obtained in the rear section.
Now continue with the Horizontal Layering technique: make diagonal subsections of 1 cm (½”) and cut in a perpendicular guide up to 2 cm (¾”) below the crown line.
From this point, proceed in stationary guide, bringing the sections onto the last subsection of the previous step and always with the scissors tilted slightly inwards.

On the top, Create a rectangular section, using the eyebrow arches and vertex as your reference points.

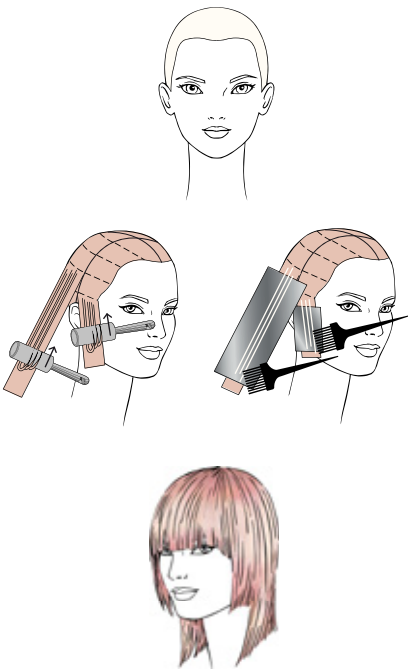
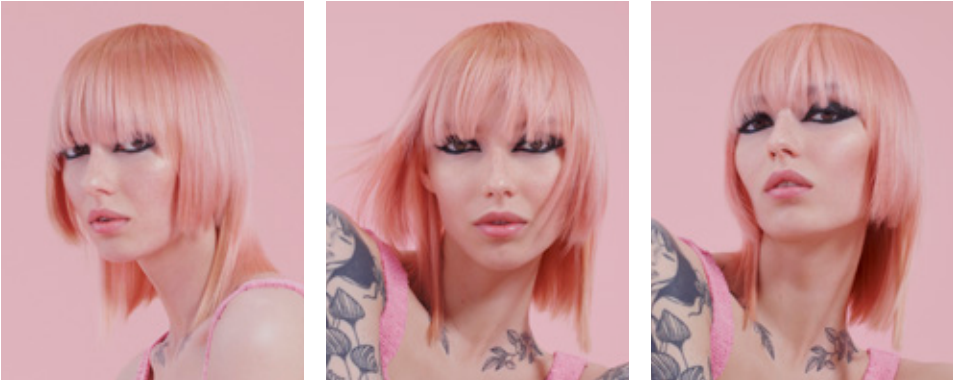
Styling



Apply **FRAMESI COLOR LOVER HAIR STRAIGHTENING SERUM** or **BY WIO STRAIT BALM** and dry the hair in a natural fall.
Straighten with iron only the ends and fix softly with **FRAMESI BY MIST HAIR SPRAY LIGHT**.
Finish by polishing the hair with **FRAMESI MORPHOSIS SUBLIMIS SHINE LIGHT OIL**.

Color

ONLIFE ITALIANSTYLE framesi



Decolorize the entire head **Decolor B Cream Plus** mixed with **Decolor B Pro-Force Bonder 101**.

On the roots apply **Framcolor Glamour 8.36** (30 g/cc) + **8.4** (30 g/cc) + **Framesi Professional Activator 10 vol.**

Draw a line from the forehead to the nape of the neck and a line from ear to ear passing through the vertex.

Making horizontal sections of 3 - 4 cm (1¼ - 1½”), lift thin strands with the **Rolling Brush** and isolate them with aluminum foil.

Now apply **Framcolor Glamour 9.36** (30 g/cc) + **9.4** (30 g/cc) + **Framesi Professional Activator 10 vol.** on the lengths.

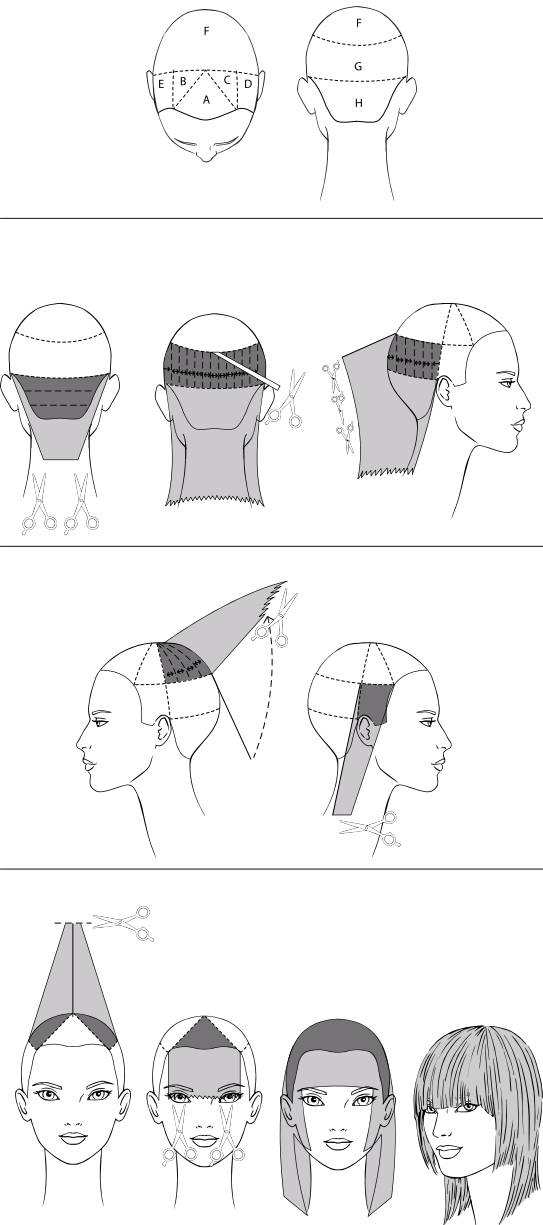
During the last 5 - 10 minutes, remove the foils and massage the entire hair with the color of the lengths.



Color alternative proposal

FRAMCOLOR 2001	FRAMCOLOR ECLECTIC CARE
Roots 8TRP (40 g/cc) + 8.036 (15 g/cc) + Framcolor Pure Pigment Plus /065 (5 g/cc)	Roots 8.363 (20 g/cc) + 8.4 (35 g/cc) + Framcolor Pure Pigment Plus /065 (5 g/cc)
Lengths 9TRP (40 g/cc) + 9.036 (15 g/cc) + Framcolor Pure Pigment Plus /065 (5 g/cc)	Lengths 9.3 (40 g/cc) + 8.4 (15 g/cc) + Framcolor Pure Pigment Plus /065 (5 g/cc)

Cut



Subdivisions

SECTIONS – A – B – C – D – E – F – G – H – Isolate a triangle between the ends of the eyebrow arches and the vertex.
Draw a line from ear to ear passing through the vertex.
Draw two parallel lines next to the triangle.
Draw the crown line.
Draw a line from ear to ear passing through the occipital bone.

SECTION H – Making horizontal subsections, cut in Pinch Cut and Point Cut at the base of the neck.

SECTION G – Using a small section of hair at the center, create a guide using the tip of the ear as reference.
Using the Open&Close technique, layer from the guide to the perimeter by making vertical subsections perpendicular to growth, allowing the guide to travel.

SECTION F – Using radial partings, cut perpendicular to growth using the Loop Cut Technique and the length of section G as the guide.

SECTIONS D – E – Slightly over direct toward the mastoids and pinch cut at the length at the mastoids.

SECTIONS B – C – Lift both sections to the vertex and pinch cut to the length of section F.

SECTION A – Comb hair in natural fall and Point Cut Square to the bridge of the nose.
Refine the front with the Sliding Cut technique to enhance the graphic effect.

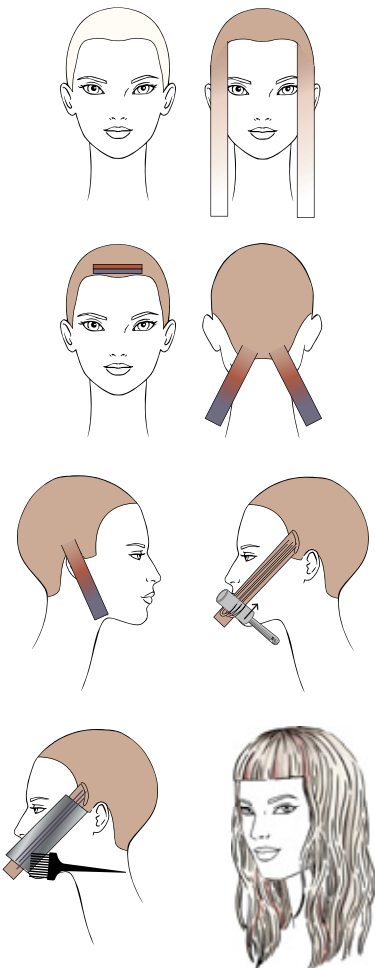
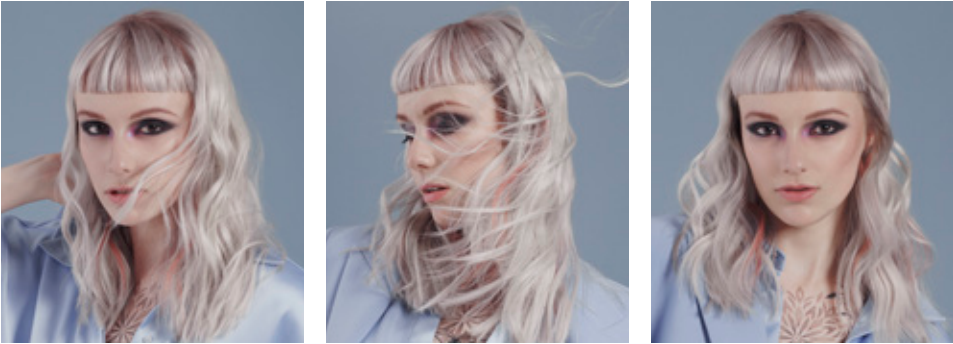
Styling



Apply **FRAMESI COLOR LOVER HAIR STRAIGHTENING SERUM** and blow-dry hair smooth and without adding volume.
Pass the flat iron and add shine to the color with **FRAMESI MORPHOSIS SUBLIMIS SHINE LIGHT OIL**.

Color

FLEXIBLE INTERNATIONAL HAIRSTYLE framesi



Decolorize the entire head **Decolor B Cream Plus**, adding **Decolor B Pro-Force Bondor 101** to the mix, and color the roots with **Framcolor Glamour 8.36** (45 g/cc) + **8.12** (10 g/cc) + **8.021** (5 g/cc) + **5.61** (5 g/cc) + **Framesi Professional Activator 10 vol.** Color the lengths with **Framcolor Glamour 10.61** (60 g/cc).

Isolate a 3 - 4 mm (1/8") thick section in the center of the front hairline and tone with **Framcolor Glamour 7.61** (5 g/cc) + **Framesi Professional Activator 10 vol.** Above this section, isolate a second equal section and tone it with **Framcolor Glamour 9.4** (15 g/cc) + **9.36** (5 g/cc) + **Framcolor Pure Pigment Plus /065** (1 g/cc) + **Framesi Professional Activator 10 vol.**

Isolate two diagonal sections at the corners of the nape, positioned about 3 cm (1 1/4") from the rear hairlines, and tone them with **Framcolor Glamour 7.61** (30 g/cc) + **Framesi Professional Activator 10 vol.** Above each of these sections, isolate a second section, equal in size to the previous section, and tone with **Framcolor Glamour 9.53** (30 g/cc) + **Framesi Professional Activator 10 vol.**

On both sides, 1 cm (1/2") above the ear, isolate a section approximately 4 cm (1 1/2") long 1/2 cm (1/4") thick and tone it with **Framcolor Glamour 7.61** (30 g/cc) + **Framesi Professional Activator 10 vol.** Above each of these sections, isolate a second section, equal in size to the previous section, and tone with **Framcolor Glamour 9.53** (30 g/cc) + **Framesi Professional Activator 10 vol.**

On both sides, isolate a 1/2 cm (1/4") thick section between the sideburn and temple and tone it with **Framcolor Glamour 5.61** (30 g/cc) + **Framesi Professional Activator 10 vol.** with the **Rolling Brush** technique.



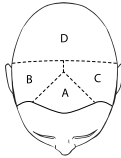
Color alternative proposal

FRAMCOLOR 2001
Roots
8.036 (20 g/cc) + 8.021 (5 g/cc) + 7CC (5 g/cc)
Lengths
10.62 (30 g/cc)
Contrasts
7CC (10 g/cc)
9TRP (15 g/cc) + 9.036 (5 g/cc) + Framcolor Pure Pigment Plus /65 (1 g/cc)

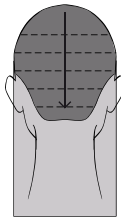
FRAMCOLOR ECLECTIC CARE
Roots
8.262 (15 g/cc) + 8SE (15 g/cc)
Lengths
10.61 (30 g/cc)
Contrasts
7SE (10 g/cc)
9.3 (5 g/cc) + 8.4 (15 g/cc) + Framcolor Pure Pigment Plus /65 (1 g/cc)

Cut

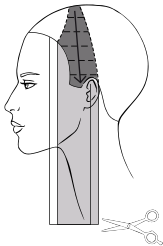
Subdivisions



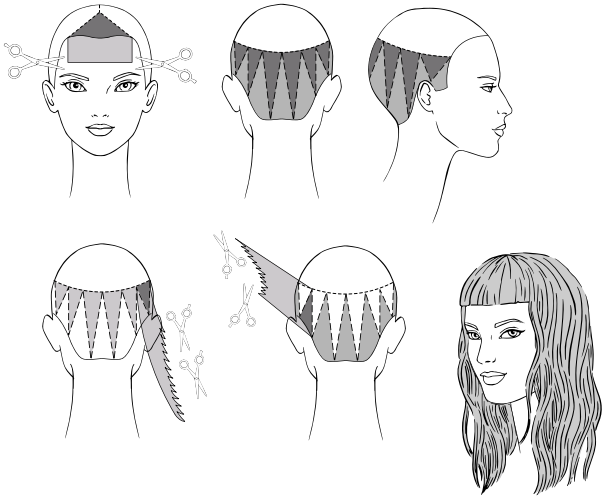
SECTIONS A – B – C – D – Draw a line from ear to ear passing through the vertex. Isolate a front triangle between the ends of the eyebrow arches and 2 cm (3/4") in front of the vertex. Draw a line between the vertex of the triangle and the dividing line.



SECTION D – Using horizontal partings, cut square and stationary guide at the shoulder blades.



SECTIONS B – C – Using horizontal partings, cut square and stationary guide at the length of section D.



SECTION A – Comb the hair over the face and cut it square to mid forehead, creating the fringe.

Now, isolate the crown area.

In the area below the crown, divide the hair into triangular sections as in the drawing. Alternate the Sliding Cut technique from top to bottom (triangles with a vertex at the bottom) and the Looping Cut technique from bottom to top (triangles with a vertex at the top), taking care to exclude the sideburns.

Styling



After dabbing the hair, apply **FRAMESI COLOR LOVER FLASH DRY** on all lengths and blow-dry hair 80% dry. Now apply a light amount of **FRAMESI COLOR LOVER BLOW IT BIG** and finish drying. Using a flat iron, create waves that are not too regular, without giving volume at the roots and leaving the ends smooth. Finally, open the waves with a wide-tooth comb and spray **FRAMESI BY MIST HAIR SPRAY LIGHT** for a natural finish.

