FRAMESI

COLOR LOVER™

>95% longer lasting color* with Quinoa

Love that won't fade.

FRAMESI
COLOR™ LOVER

FIRST LOVE	LASTING LOVE	LOST LOVE
Salon Fresh Color†	After using Color Lover • 30 washes • 30 blow dry • 30 flat iron	After using a competitor • 30 washes • 30 blow dry • 30 flat iron

95% longer lasting color* With Quinoa

* Based on lab testing (see details on back cover)

† Leading Professional Color

framesicolorlover.com ♥ Technical Assistance: 1.800.245.6323

In that moment . . .

when the chair spins around & you suddenly see the haircolor of your dreams, it's love at first sight. You know it's special & you want it to last.

All FRAMESI **COLOR LOVER** formulas:

- ♥ 100% vegan
- ♥ Sulfate free
- ♥ Paraben free
- ♥ Gluten free
- ♥ DEA free
- ♥ Sodium chloride free
- ♥ Powerful anti-aging properties
- ♥ Thermal & UV protectants
- ♥ Weightless
- ♥ Will not build up

Meet **PRIMER 11, PRIMER 11 INTENSE** & **FRAMESI COLOR LOVER** shampoos & conditioners, filled with a promise to keep your haircolor shiny & vibrant, infusing color protection, anti-aging oils & nourishing vitamins day after day.

When your haircolor lasts 95% longer, you will feel everlasting love.

The perfect match

for your favorite haircolor, **PRIMER 11, PRIMER 11 INTENSE & FRAMESI COLOR LOVER** shampoos & conditioners nourish your hair with a rich blend of advanced color-retention ingredients.

Starring QUINOA (keen-wah), the ultimate source of all-natural plant proteins. **Quinoa**, when combined with Color Lover's unique compound of color retention ingredients, is proven in lab testing to retain your haircolor 95% longer. **FRAMESI COLOR LOVER** will love your haircolor as long as you do.

This is your guarantee for happily ever after!

QUINOA (keen-wah)

- The "Mother Grain"
- Commanding food source
- Powerful protection
- Healing & nourishing
- Complete protein source
- Essential amino acids
- Gluten Free

PRIMER 11 Leave In Conditioner 8.5fl.oz./250mL

FRAMESI COLOR LOVER **PRIMER 11** Leave In Conditioner is your hair's hero...love of your life. 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 & penetrate hair with moisture & shine, enhancing it with body & strength. Excellent when used as a porosity equalizer & cutting lotion.

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

- **RETAIN COLOR**
- 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 Cream Leave In Conditioner 8.5fl.oz./250mL

Superheroes do exist. Meet FRAMESI COLOR LOVER **PRIMER 11 INTENSE** Cream Leave In Conditioner for dry, curly, damaged or unruly hair. Experience penetrating hydration & 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.

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

- ♥ Cream Leave In Conditioner
- ♥ For Dry, Damaged, Unruly hair
- ♥ Maximum moisture for all hair types
- ♥ Baobab Seed Protein for instant repair
- ♥ Less breakage
- ♥ Spray less, love more
- ♥ Speeds up drying time

PLUS

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

VOLUME BOOST

Lusciously lift & strengthen your hair, leaving it with high volume & softness while keeping your color 95% longer!

VOLUME BOOST SHAMPOO 3.4fl.oz./100mL, 16.9fl.oz./500mL & 33.8fl.oz./1000mL

- 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 3.4fl.oz./100mL, 16.9fl.oz./500mL & 33.8fl.oz./1000mL

- Ultra-light, ultra-rich volumizing conditioner
- Quinoa, combined with natural coconut derived conditioning agents, rich oils & silk amino acids work to strengthen hair & boost volume
- Weightless formula boosts volume
- Before styling, experience the 11 benefits of **PRIMER 11 or PRIMER 11 INTENSE**

VOLUME BOOST 2 PHASE CONDITIONER 8.5fl.oz/250mL

- Ultra-light, volumizing leave-in spray conditioner
- Quinoa, vitamins & emollients detangle, eliminate static & aid styling
- Dynamic 2 phase formulation
  - White Phase - protects color, nourishes hair & smooths the cuticle
  - Violet Phase - protects color, detangles, boosts body & shine
- Shake it...spray it for one dynamic result

MOISTURE RICH

Dive into the deep end of moisture for your thirsty hair & indulge. Replenish the moisture your hair craves & infuse it with softness & shine while keeping your color 95% longer.

MOISTURE RICH SHAMPOO 3.4fl.oz./100mL, 16.9fl.oz./500mL & 33.8fl.oz./1000mL

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

MOISTURE RICH CONDITIONER 3.4fl.oz./100mL, 16.9fl.oz./500mL & 33.8fl.oz./1000mL

- Rich, ultra-hydrating conditioner
- Advanced blend of Quinoa, natural coconut oil conditioning agents, Silk Protein & vitamins lock in moisture
- Weightless formula leaves hair with body, condition & fabulous shine
- Before styling, experience the 11 benefits of **PRIMER 11 or PRIMER 11 INTENSE**

MOISTURE RICH MASQUE 16.9fl.oz./500mL & 33.8fl.oz./1000mL

- This intense moisturizing conditioner instantly provides an ultra-deep revitalizing treatment
- Advanced blend of Quinoa, natural oils & vitamins, combined with Silk Amino Acids to deeply immerse hair in moisture & nutrients
- Weightless formula repairs dry, damaged hair from within without build-up
- Before styling, experience the 11 benefits of **PRIMER 11 or PRIMER 11 INTENSE**

CURL DEFINE

Define, detangle & delight your curls with an infusion of moisture while keeping your color 95% longer!

CURL DEFINE SHAMPOO 16.9fl.oz./500mL & 33.8fl.oz./1000mL

- 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 16.9fl.oz./500mL & 33.8fl.oz./1000mL

- Ultra defining daily conditioner inspires curls
- Quinoa, natural oils & vitamins combined with a unique Rice Curl Complex work in synergy to enhance curls
- Controls frizz & keeps curls defined all day
- Before styling, experience the 11 benefits of **PRIMER 11 or PRIMER 11 INTENSE**

SMOOTH SHINE

Hello smooth & sleek, farewell fly-aways & frizz. Unlock your smoothest, shiniest hair ever while keeping your color 95% longer!

SMOOTH SHINE SHAMPOO 16.9fl.oz./500mL & 33.8fl.oz./1000mL

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

SMOOTH SHINE CONDITIONER 16.9fl.oz./500mL & 33.8fl.oz./1000mL

- 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
- Before styling, experience the 11 benefits of **PRIMER 11 or PRIMER 11 INTENSE**

NOSUDS

Throw out the rules. One bottle is all you need. Our unique alternative to daily shampoo keeps your color 95% longer with no build up. Cleans & conditions in one easy step.

NOSUDS CLEANSING CONDITIONER 16.9fl.oz./500mL

- Conditioning sulfate free cleansers gently cleanse while maintaining natural moisture balance
- Quinoa, Sweet Almond Oil, & vitamins leave hair silky & manageable
- Excellent choice for textured, dry, damaged or curly hair
- Before styling, experience the 11 benefits of **PRIMER 11 or PRIMER 11 INTENSE**

DYNAMIC BLONDE

Banish the brass! Keep your blonde/gray/white hair brighter & more refined, while keeping your color 95% longer.

DYNAMIC BLONDE

Violet Shampoo for Blonde/Gray Hair 16.9fl.oz./500mL

- Intensely dark, rich violet color offers powerful toning
- Quinoa, conditioning agents, proteins & protectants leave hair moisturized & nourished
- Amount of refinement can be controlled by mixing with any other FRAMESI COLOR LOVER shampoo
- Designed to be alternated with your regular FRAMESI COLOR LOVER shampoo, every third shampoo
- Before styling, experience the 11 benefits of **PRIMER 11 or PRIMER 11 INTENSE**

FRAMESI COLOR LOVER™

Your happily ever after!

www.framesiprofessional.com

framesicolorlover.com

Technical Assistance
1.800.245.6323

Scan to learn more about
FRAMESI COLOR LOVER.

*Lab testing conducted in conjunction with a reputable independent entity. Testing was performed on Framesi Color Lover & in comparison to a leading competitive brand's performance & claims. Performance results were measured by a colorimeter. Representative results illustrated on page 3 of this brochure.

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17 Avenue A · Leetsdale, PA 15056
900722-000
Rev. 10.16.2015

@framesiUSA

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