

DECOLOR
B

framesi[®]
MILAN



LIGHTENERS
and more

DECOLOR B

framesi[®]
MILAN



DECOLOR B LIGHTENERS



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 powderbleach 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 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.



- 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 CREAM PLUS

150mL/7.5 oz.

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

400mL / 13.5 oz. & 1000 mL / 33.8 oz.

Is a 2-step bond-building demineralizing additive with Hyaluronic Acid. To protect, reinforce, and seal hair bonds.

- Strengthen, hydrate, and seal hair during bleaching and hair coloring services.
- No added processing time!
- Long-lasting hydration and repair.
- Low cost per application
- Compatible with all color lines and bleach products.
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.



VEGAN • GLUTEN FREE

DECOLOR *B* INFINITY+

BLAST Past BRASS with Care

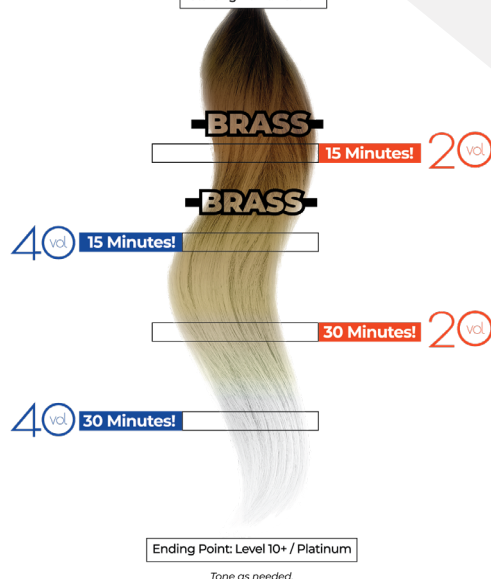
- Rapidly achieves 10+ levels of lightening
- Leaves hair with a superior reflective shine & refined finish
- Colorless, dust free, fragrance free formula
- Dense, creamy formula lifts faster without drying, flaking or swelling
- Exfoliates, hydrates and protects with Hyaluronic acid and White Kaolin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



**FAST or SLOW,
You're in CONTROL!**

Determined by Activator volume
Perform a test strand prior to use.

Starting Point: Level 4



Mixing DECOLOR B INFINITY+		
Desired Result	Amount of Decolor B Infinity+ Lightener	Volume of Developer
5 levels of lift	2 scoops (40g/1.41 oz.)	10-20 volume (80 ml/2.7 oz)
6 levels of lift	2 scoops (40g/1.41 oz.)	30 volume (80 ml/2.7 oz)
7 levels of lift	2 scoops (40g/1.41 oz.)	40 volume (80 ml/2.7 oz)
8 - 10+ levels of lift	3 scoops (60g/2.12 oz.)	40 volume (100 ml/3.38 oz.)
1:2 mix ratio for all lightening / 1:1.5 mix ratio for freehand techniques		

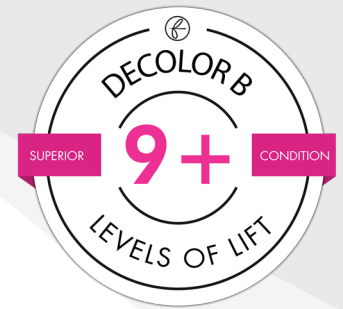
OFF SCALP USE ONLY

500 g / 18 oz

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DECOLOR *B* DIAMOND



The diamond, that most precious of stones, is the mineral with the highest refraction index. Added to Decolor B diamond, the most precious diamond powder enhances the hair's radiance and delicately smooths and polishes its surface, leaving it more compact.

As a result, hair reflects light in a perfect way for lasting sparkle and shine.

- Rapidly achieves up to 9+ levels of lightening
- 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



Mixing DECOLOR B DIAMOND		
Desired Result	Amount of Decolor B Diamond	Volume of Developer
5 levels of lift	2 scoops (50g/1.76oz.)	20 volume (100 ml/3.38oz.)
6 levels of lift	2 scoops (50g/1.76oz.)	30 volume (100 ml/3.38oz.)
7 levels of lift	2 scoops (50g/1.76oz.)	40 volume (100 ml/3.38oz.)
8 - 9+ levels of lift	3 scoops (75g/2.65oz.)	40 volume (100 ml/3.38oz.)
1:2 mix ratio / off scalp use only		

500 g / 18 oz

OFF SCALP USE ONLY

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DECOLOR **B** NO DUST



Gentle formula with cellulose derivatives of vegetable origin defends the hair throughout the process, leaving the hair moisturized deep down. As well as recalling the fragrance of violets, the violet shade acts as a counter color to yellow, leaving the hair with a more refined tonality.

- Lightening power of 7+ levels
- 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



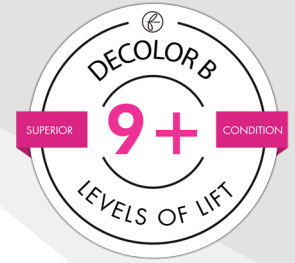
Mixing DECOLOR B NO DUST		
Desired Result	Amount of Decolor B No Dust	Volume of Developer
5 levels of lift	2 scoops (50g/1.76oz.)	20 volume (100 ml/3.38oz.)
6 levels of lift	2 scoops (50g/1.76oz.)	30 volume (100 ml/3.38oz.)
7 levels of lift	2 scoops (50g/1.76oz.)	40 volume (100 ml/3.38oz.)
7+ levels of lift	3 scoops (75g/2.65oz.)	40 volume (100 ml/3.38oz.)
1:2 mix ratio / off scalp use only		

OFF SCALP USE ONLY

500 g / 18 oz

VEGAN • GLUTEN FREE

DECOLOR **B** CREAM PLUS



A special formula containing protective oils that lubricate and protect the hair and scalp. Perfect for the most “drastic” lightening services and for effectively bleaching re-growth.

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



150 ml / 7.5 oz.

Mixing DECOLOR B CREAM PLUS

Desired Lift	Amount of Decolor B Cream Plus	Amount of Developer
5 levels	20cc/g .67 oz.	20 Volume (40ml/1.35oz.) Ossidorr (50ml/1.76oz.)
6 levels	20cc/g .67 oz.	30 Volume (40ml/1.35oz.) Ossidorr (50ml/1.76oz.)
7 levels	20cc/g .67 oz.	40 Volume (40ml/1.35oz.) Ossidorr (50ml/1.76oz.)
8 - 9+ levels*	20cc/g .67 oz.	40 Volume (20ml/.68oz.) Ossidorr (30ml/1oz.)

1:2 mix ratio / on or off scalp use

ON OR OFF SCALP USE

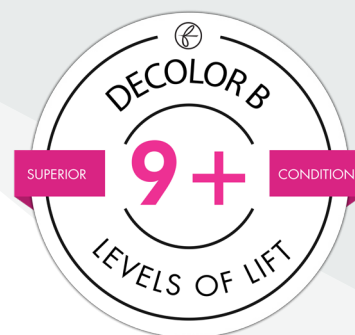
*This mixing ratio is not recommended for use on damaged or previously treated hair (tinted, permed, highlighted or relaxed)

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DECOLOR **B** CLAY LIGHTENER

Vegetable derived clay powder mixes to a creamy, thick consistency that stays moist without drying out. This extremely versatile bleach is ideal for all lightening techniques and can also be used on the scalp with 20 volume developer or lower.

Thanks to a unique blend of protective natural substances, even the most damaged hair is left with the ultimate condition and shine.



- Rapidly achieves 9+ levels of lightening
- 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



Mixing DECOLOR B CLAY LIGHTENER		
Desired Result	Amount of Decolor B Clay Lightener	Volume of Developer
5 levels of lift	2 scoops (50g/1.76oz.)	20 volume (100 ml/3.38oz.)
6 levels of lift	2 scoops (50g/1.76oz.)	30 volume (100 ml/3.38oz.)
7 levels of lift	2 scoops (50g/1.76oz.)	40 volume (100 ml/3.38oz.)
8 - 9+ levels of lift	3 scoops (75g/2.65oz.)	40 volume (100 ml/3.38oz.)
1:2 mix ratio for all lightening / 1:1.5 mix ratio for freehand techniques		

ON OR OFF SCALP USE

500 g / 18 oz

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

A NEW GENERATION FOR HAIR PROTECTION

WHY USE IT?

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

WHO NEEDS IT?

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

AS A STAND ALONE:

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

WHAT IS IT?

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

VEGAN, GLUTEN FREE, SULFATE FREE, PARABEN FREE

VEGAN • GLUTEN FREE



DECOLOR *B*

PRO-FORCE BONDER 101 PRO-FORCE SEALER 102

HOW TO USE IT?

Instructions for standard bleach or hair color services:

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



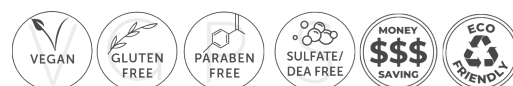
6. Apply 10-20 ml or 5-10 pumps of **Pro-Force SEALER 102** to shaft and ends. Comb carefully to distribute evenly.
7. Process 5 minutes and gently rinse.
8. Proceed with **Framesi Color Method Shampoo Go**, and **Post Color Mask**,

For Porous or Severely Damaged hair: Apply Pro-Force Bonder 101 directly on the shaft and apply the bleach or color formula containing PRO FORCE 101 as directed above.

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

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

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



NOT JUST ANOTHER BONDER

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

highlights in seconds!

with

STRIKE

FLAT IRON PROCESSING SHEETS

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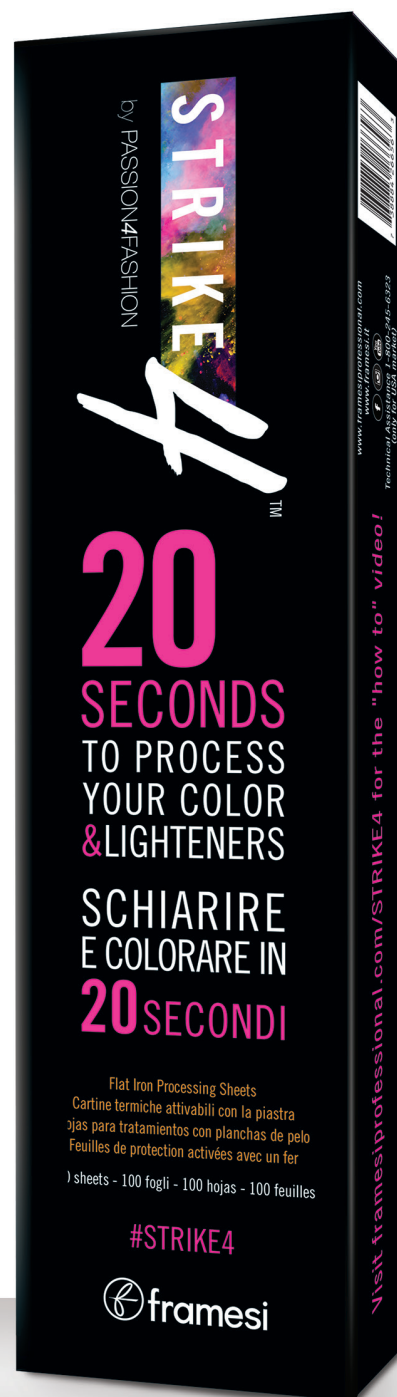
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**SECONDS
TO PROCESS
LIGHTENERS**

Using Decolor B Powder Lighteners with STRIKE4 Set flat iron temperature to 340°F/170°C				
Framesi Powder Lightener	Decolor B Infinity+	Decolor B Diamond	Decolor B No Dust	Decolor B Clay
Developer Strength	20 Volume or lower	20 Volume or lower	20 Volume or lower	20 Volume or lower
Mix Ratio	1 : 1.5 (lightener: developer)	1 : 1.5 (lightener: developer)	1 : 1.5 (lightener: developer)	1 : 1.5 (lightener: developer)
Number of Flat Iron Passes	5 maximum	5 maximum	5 maximum	5 maximum
Levels achieved in 20 seconds	Up to 7	Up to 6	Up to 5	Up to 4

and

DECOLOR B POWDER LIGHTENERS





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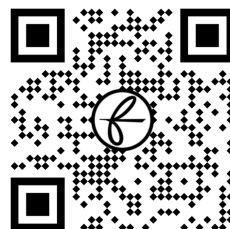
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Leetsdale, PA 15056
framesi Technical Assistance
1.800.245.6323
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