

DECOLOR  
B

framesi<sup>®</sup>  
MILAN



LIGHTENERS  
and more



# DECOLOR **B**



# 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)

**Can be used on-the-scalp with 20 volume or lower.**



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

## DECOLOR B NO DUST

500g / Net Wt. 18oz.

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



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



## DECOLOR B CREAM PLUS

150mL/7.5 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**

For professional use only. Review and adhere to all warnings on product packaging before use. Can cause an allergic reaction, patch test before use. Do not use heat. Do not use on damaged hair. Strand Test before use.



# 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
- Ideal for all off-the-scalp bleaching, freehand, and highlighting techniques
- **Exfoliates, hydrates and protects with Hyaluronic acid and White Kaolin powder - no bonder needed**

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		

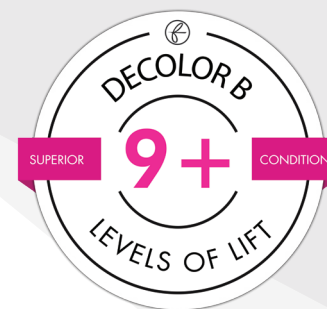
OFF SCALP USE ONLY 500 g / 18 oz

VEGAN • GLUTEN FREE





# 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



**DECOLOR B DIAMOND  
OFF-THE-SCALP USE.**  
*Current Packaging  
can be used on-the-scalp  
with 20 volume or lower.*

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.)
<b>1:2 mix ratio</b>		

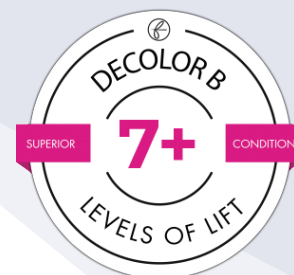
500 g / 18 oz

VEGAN • GLUTEN FREE



# DECOLOR **B** NO DUST

Gentle formula with cellulose derivatives of vegetable origin defends the hair throughout the process, leaving the hair moisturized deep down. The violet shade acts as a counter color to yellow, leaving the hair with a more refined tonality. Fragrance-free.



- 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		

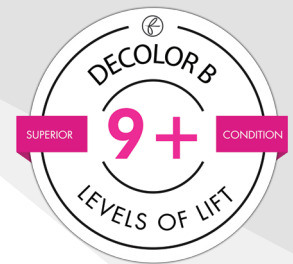
**OFF SCALP USE ONLY**

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 haircolor 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** 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 (¼ oz or 4 pumps) for every 30g (1 oz) of lightener.
  - b. **Color:** add 4 ml (⅛ 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**.



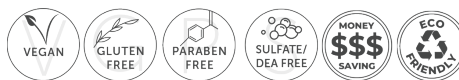
6. Apply 10-20 ml or 5-10 pumps of **PRO-FORCE SEALER 102** to shaft and ends. Comb carefully to distribute evenly.

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.

\* Test strand for best results.  
Do not bleach severely damaged, over-processed hair.



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

1. Apply 15-20 ml (½ - 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.)
3. Rinse well and towel dry hair.
4. Apply 15-20 ml or 8-10 pumps of **PRO-FORCE SEALER 102** to hair and distribute evenly.
5. Process 5 minutes and gently rinse. Proceed with styling.

## 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!

## PERMANENT HAIRCOLOR

**FRAMCOLOR  
FAST  
2001 INTENSE**

**FRAMCOLOR  
2001**

**FRAMCOLOR  
GLAMOUR**

**FRAMCOLOR  
FUTURA**

**PROCESSES IN HALF THE TIME!**



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

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

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

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

**cool tonality**

**natural tonality**

**cool tonality**

**cool tonality**

**dense finish**

**reflective finish**

**dense finish**

**dense finish**

## AMMONIA FREE

**NEW FRAMCOLOR ECLECTIC  
5D COLOR GLOSS**

**FRAMCOLOR ECLECTIC**

**FRAMCOLOR ECLECTIC CARE**



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

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

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

**natural tonality**

**natural tonality**

**natural tonality**

**reflective finish**

**reflective finish**

**reflective finish**

## RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

**FRAMCOLOR PURE PIGMENT PLUS**



**REFRESH & RESTRUCTURE**

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

**no mixing required  
no developer required**

**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

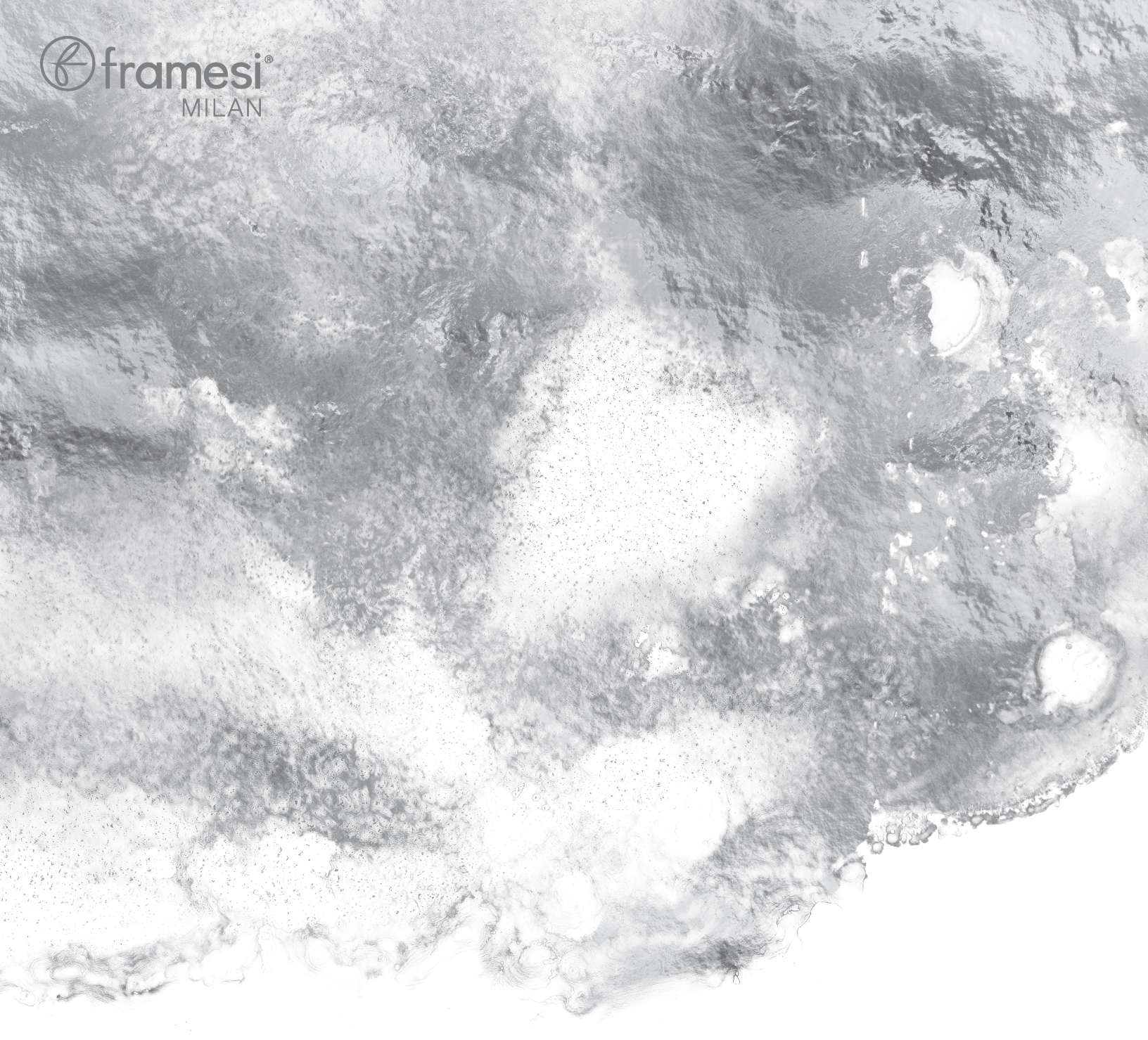


### NO DEVELOPER (PEROXIDE) REQUIRED

#### 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.





@framesipro @morphosisbyframesi



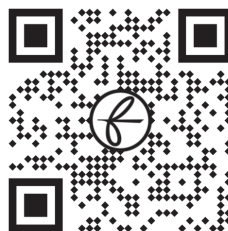
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