



DENNIS KATAWCZIK
PRESIDENT, FRAMESI NA

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FRAMESI THANKS YOU, THE STYLIST

Recently my daughter started working here at framesi. Among many of our conversations—one resonated with me in particular; she asked me:

“What do you want hairdressers to know about framesi? When they think of framesi; what would you like them to think of?”

Well, in all sincerity, I hope you think of yourself; that you, the hairdresser, are and continue to be our inspiration.

An inspiration anchored by your passion and creativity to create better beauty for your clients, to instill confidence and self-esteem in them, day-in and day-out.

I want you to know that framesi is committed to you: *to the reason.*

To the reason why your guests have a smile on their face. *To the reason* why they feel good about themselves. *To the reason* why we are here in the first place.

You are the reason.
You are the inspiration.

Framesi always has and always will be committed to you. We are here because you are here. And for that, I thank you.

Here we are excited to present you with framesi **FAST**,

a suite of products that gives you the tools to create better beauty in ways previously unimaginable.

A collection of products and techniques that allow you to provide color processing and other services in *half the traditional processing time or less without sacrificing performance.*

We all can't wait to see how you make these tools come to life!

Continue creating, continue inspiring, and best wishes.

- Dennis Katawczik

**“YOU ARE THE REASON.
YOU ARE THE INSPIRATION.”**

