



elite
framesi MILAN

NEW
& IMPROVED

framesi loyalty program

NEW & IMPROVED

framesi loyalty program*

elite

framesi **MILAN**



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 **framesi**[®]
MILAN

* New levels and rewards on framesi purchases effective Quarter 3, 2019 (July 1 - September 30, 2019) and continue thereafter. Program qualifications, conditions, and restrictions apply.

framesi NA reserves the right to modify or discontinue this program anytime.

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framesi is dedicated to providing products, education, and support services that assist the hairdresser in creating better beauty for the salon guest.

With continuing commitment to market research and product development, framesi believes stylists stay at their competitive best when they are knowledgeable about the products they use and the fundamental concepts these products are based upon.

framesi **elite** is a loyalty program specifically designed for Professional Salons & Independent Stylists.

Salons/Stylists can earn points through the purchase of framesi products, which can be redeemed through product, education, and framesi exclusive salon accessories & tools.

elite framesi MILAN	ELITE REWARDS LEVELS					
	RUBY	PEARL	EMERALD	SAPPHIRE	DIAMOND	BLUE DIAMOND
QUARTERLY FRAMESI PURCHASES	\$500 - \$999	\$1000 - \$1,999	\$2,000 - \$3,499	\$3,500 - \$4,999	\$5,000 - \$9,999	\$10,000+
EARNINGS \$ / % OF TOTAL QUALIFIED PURCHASES	\$55	6%	8%	12%	15%	20%
EARN POINTS FOR EVERY DOLLAR	55 Points	60 - 120 Points	160 - 280 Points	420 - 600 Points	750 - 1,500 Points	2,000+ Points
WELCOME OFFER	EXCLUSIVE ONE-TIME WELCOME KIT UPON ENTRY					
PAY WITH POINTS [‡]	1 POINT = \$1 REDEEMABLE FOR PRODUCT, EDUCATION & TOOLS AT SALON COST <small>[‡]points not redeemable for cash</small>					
SEASONAL HAIR/MAKEUP PROPOSALS FROM MILAN, ITALY						
NEW PRODUCT PREVIEW						
EXCLUSIVE ELITE-ONLY HOTLINE						
COMPLIMENTARY IN-SALON EDUCATION/ NEW PRODUCT UPDATE EDUCATION						
SURPRISE NATIONAL HOLIDAY OFFERS	-	-				
FREE SAMPLING OF NEW PRODUCTS	-	-	-			
COMPLIMENTARY IN-SALON HANDS-ON EDUCATION	-	-	-			
TEST NEW PRODUCTS BEFORE THEY GO TO MARKET	-	-	-	-	-	
INVITATIONS TO EXCLUSIVE EVENTS/ PRODUCT LAUNCHES	-	-	-	-	-	

Visit our website at framesiprofessional.com/elite to sign up for the digital framesi elite quarterly newsletter.

Each quarter, you can get the latest framesi product information and monthly deals straight to your inbox, plus early access to educational videos, new product announcements & more!

Why is framesi elite superior to other competitor rewards programs?

With framesi **elite**, you get more free product & education than any of our competitors' programs - **a lot more!**



WHEN YOU SPEND \$5,000 ON SALON PRODUCTS DURING A CALENDAR QUARTER...

	PROGRAM POINTS EARNED	DOLLAR VALUE OF FREE PRODUCT & EDUCATION RECEIVED
framesi	750 Points	\$750
Competitor 1	15,000 Points	\$225
Competitor 2	5,000 Points	\$100

*Applicable sales tax and shipping, if any, may be charged on orders



One framesi elite point = \$1

For most competitors 1 point = **pennies or less!**



FRAMESI CAPE

FRAMESI COLOR LOVER MOISTURE RICH MASQUE LITER

FRAMESI PROFESSIONAL ACTIVATOR LITER



\$33 salon value
33 points



\$19 salon value
19 points



\$8 salon value
8 points

Up to 2,417 competitor points

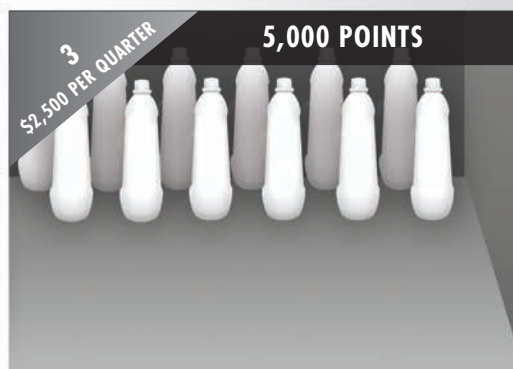
Up to 2,417 competitor points

Activators not available through most competitor programs

IT'S NOT ABOUT THE NUMBER OF POINTS YOU HAVE.
IT'S ABOUT THE VALUE OF THE POINTS YOU HAVE!

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COMPETITOR PROGRAM



For illustrative purposes, points were redeemed only for activators. All framesi products, excluding haircolor, are available for redemption.

A REWARDS PROGRAM THAT BENEFITS YOU!

INDIVIDUAL REWARDS

Purchase just \$500 in framesi product per quarter to be automatically enrolled in our elite program and start earning rewards as an individual[†]

WELCOME TO THE RUBY LEVEL!

\$500 SPENT = 55 POINTS = 6 FREE ACTIVATORS

Now you have a total of 55 points to redeem for free product, education and tools!



OR

GROUP REWARDS

Opt to combine your quarterly purchases with your fellow stylists for increased earning potential

EXAMPLE

YOUR QUARTERLY FRAMESI PURCHASES	\$500
FELLOW STYLIST A	\$800
FELLOW STYLIST B	\$700
GROUP TOTAL QUARTERLY PURCHASES	\$2,000

WELCOME TO THE EMERALD LEVEL!

Now your group has a total of 160 points to redeem for free product, education and tools!*

THAT'S 20 FREE ACTIVATORS!

Salons and independent stylists can benefit from framesi elite. Framesi offers Program Perks (see pg. 13) upon purchasing \$500 of framesi products per quarter.

* based on 8% of total purchases

† Canadian customers must complete a Canada Authorization Form

GREAT WAYS TO USE YOUR POINTS

RETAIL PRODUCTS

Invest your points in retail and earn 100% pure profit OR run special promotions or sampling for salon guests



**FRAMESI
COLOR
LOVER®**

11 - 20 points each
Retail price \$22 to \$40
each pure profit!

BACKBAR & COLOR SUPPORT

Use points to keep valuable profits from going down the drain.



**FRAMESI
PROFESSIONAL
ACTIVATOR**
Liter - 8 Points



**MORPHOSIS
PRO-FORCE**
BONDER 101
80 Points
SEALER 102
50 Points



**COLOR METHOD
SHAMPOO GO**
Liter - 27 Points

TOOLS & LOGO ITEMS



- A. **Chemical Apron**
22 Points
- B. **framesi Cape**
33 Points
- C. **12 Pack**
framesi Towels
75 Points
- D. **25 Pack**
framesi Retail Bag
14 Points
- E. **framesi Mug**
20 Points
- F. **Balayage Brush**
7 Points
- G. **Acca Kappa Comb**
5 Points

GREAT WAYS TO USE YOUR POINTS:

REDEEM FOR EDUCATION!

framesi Education is specific to each salon and/or stylist's needs, through an individualized hands-on approach.

framesi provides the tools and educational support to help stylists of every level achieve their own vision of personal growth and success.

framesi's education team consists of stylists that also work behind the chair, *just like you*.

They understand the day to day dynamics of working in a salon and strive to help other stylists develop, refine, and evolve their skills and knowledge to achieve better beauty together.

EDUCATION PROGRAMS:

FRAMESI MASTER COLORIST

Advanced Formulation
& Gray Coverage
Full Spectrum Reds
Advanced Blonding
& Color Correction

Discover **ITALIANSTYLE** In-Salon

ITALIANSTYLE Evening Hair

Balayage, Hair Painting,
and Toning

framesi – The Essentials
(Gray Coverage & Formulation)

framesi - All About Reds

framesi - Correcting Color
and Blonding

Smooth Effects

framesi Smoothing System

New Hire Training & Update
Education on new products



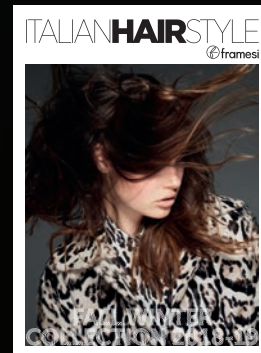
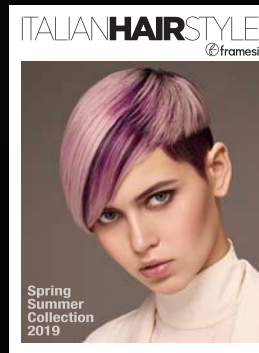
DISCOVER **ITALIAN**STYLE

Each Spring and Fall framesi publishes a new collection of hair and makeup proposals that coordinate with the season's clothing fashions from the runways of Milan.

These collections are shared with hairdressers around the world as part of framesi's continuing commitment to the artistry of professional beauty.

elite customers receive, at no cost:

- Fashion proposals through the current seasonal collection direct from Milan, for you to share with your guests
- Step by Step guide on how to complete the haircuts and color techniques from the season's hottest looks



framesi's lucrative rewards program just got more accessible!

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NEW & IMPROVED elite rewards levels



1. **NEW RUBY LEVEL:**

\$500 - \$999 per quarter automatically
earns 55 points on framesi purchases.

2. **IMPROVED PEARL LEVEL:**

\$1,000 - \$1,999 per quarter now
earns DOUBLE the rewards with 6%
(60-120 points) on framesi purchases.

- **1 POINT = \$1**
AT SALON COST
- **ALL PRODUCTS AVAILABLE FOR REDEMPTION!**
NO CASE/BULK QUANTITY MINIMUMS!
- **COMPLIMENTARY EDUCATION****
AT ALL LEVELS!
- **POINTS THAT ROLLOVER!**

Learn how you can receive points for every dollar you
spend on products! Visit framesiprofessional.com/elite





































*Excludes haircolor

**For new stylists and/or introductory offer purchases

NEW

IMPROVED

ELITE REWARDS LEVELS

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COMPLIMENTARY IN-SALON & NEW PRODUCT UPDATE EDUCATION						
SURPRISE NATIONAL HOLIDAY OFFERS	—	—				
FREE SAMPLING OF NEW PRODUCTS	—	—	—			
COMPLIMENTARY IN-SALON HANDS-ON EDUCATION	—	—	—			
TEST NEW PRODUCTS BEFORE THEY GO TO MARKET	—	—	—	—	—	
INVITATIONS TO EXCLUSIVE EVENTS/PRODUCT LAUNCHES	—	—	—	—	—	

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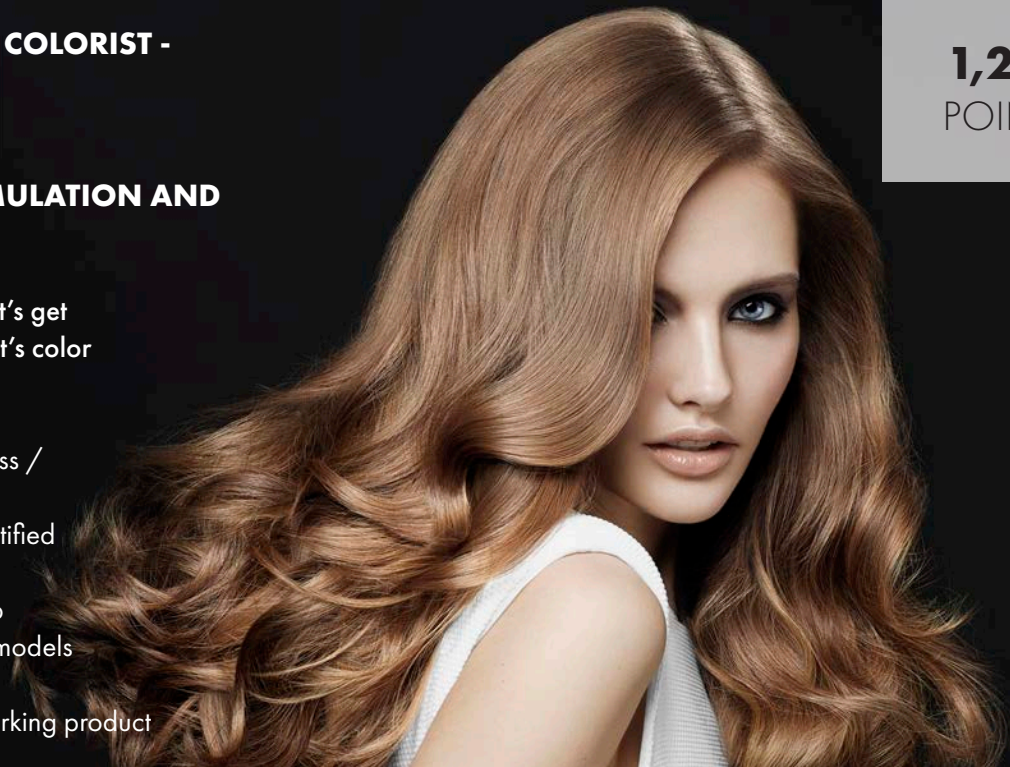
FRAMESI MASTER COLORIST - 3 Part Course

Class 1 - ADVANCED FORMULATION AND GRAY COVERAGE

We are personal, so let's get personal with our client's color formulations!

- This is an 8-hour class / theory & hands-on
- Conducted by a certified framesi Technician
- Hands-on workshop
- Salon is to provide models for the class
- framesi provides working product

1,200
POINTS



FRAMESI MASTER COLORIST is a 3 part course geared toward every colorist! Attendees are awarded a certificate upon the successful completion of all 3 classes.



Class 2 - FULL SPECTRUM REDS

Discover how to achieve the most admi**RED** and desi**RED** reds in the industry!

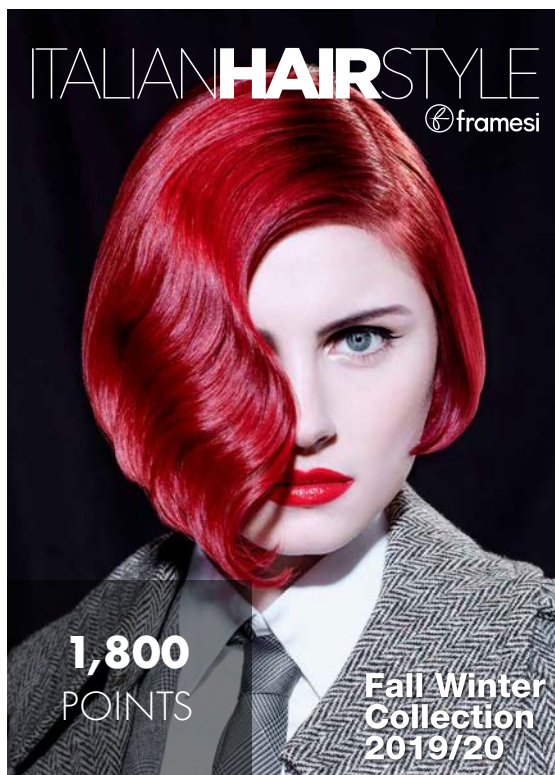
- This is an 8-hour class / theory & hands-on
- Conducted by a certified framesi Technician
- Hands-on workshop
- Salon is to provide models for the class
- framesi provides working product and literature



Class 3 - ADVANCED BLONDING AND COLOR CORRECTION

Learn and decode the mystery to color correction and better blinding results!

- This is an 8-hour class / theory & hands-on
- Conducted by a certified framesi Technician
- Hands-on workshop
- Salon is to provide models for the class
- framesi provides working product and literature

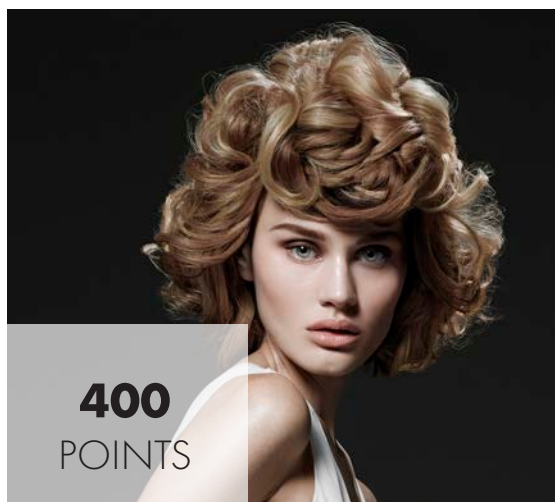


DISCOVER ITALIANSTYLE

This 6-hour workshop teaches attendees color techniques, haircuts, and finishing based on the current season proposals, direct from Milan, Italy.

Attendees will learn about up-to-date makeup and fashion trends and how to marry the color to the cut.

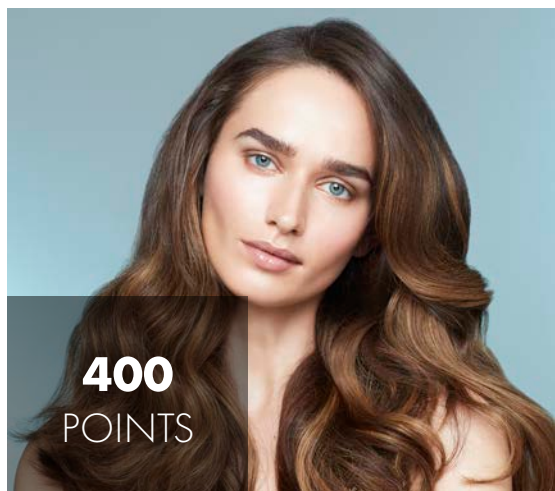
- A 6-hour workshop
- Mannequins and clamps will be provided by framesi
- Color and working product will be provided by framesi
- Conducted by a framesi **ITALIANSTYLE** Team member or framesi Design Group Member



ITALIANSTYLE EVENING HAIR

This 4-hour workshop teaches stylists techniques essential to creating beautiful evening hair.

Experience the importance of proper color placement and balance to accentuate elegant evening styles. This class is perfect for anyone from novice to experienced stylist.



BALAYAGE AND HAIR PAINTING

Perfect the art of balayage and hair painting tailored specifically to each client through a hands-on workshop or demonstration.

Attendees will learn:

- The importance of placement and headshape
- framesi Decolor B Clay Lightener - designed specifically for free-hand lightening techniques
- Finishing the look with Framcolor Eclectic
- Root shadow, color melting, or all over toning

framesi SMOOTHING SYSTEM

Say GOODBYE to Frizz!

The framesi Smoothing System is **SCIENCE, TECHNOLOGY, AND NATURE** all combined into one customizable treatment that uses the protective and reparative properties of KERASEA COMPLEX.

The framesi Smoothing System:

- FIGHTS FRIZZ
- NOURISHES AND REPAIRS
- KEEPS HAIR HYDRATED, SHINY & CONDITIONED
- PROTECTS HAIR FROM HUMIDITY AND EXTERNAL AGENTS
- HAS NO ADDED FORMALDEHYDE*

Stylists will learn the science behind framesi's Smoothing System, the application and process as well as how to customize the framesi Smoothing System specific to every client's needs!



* Formaldehyde is not an ingredient in this product. Heat activation of other ingredients will result in the release of trace amounts of formaldehyde. For professional use only.

SMOOTH

400 POINTS

framesi - THE ESSENTIALS

This course offers specialized aspects of framesi color in a half day theory and demonstration session. Learn the basics in Formulation, Gray Coverage, and Tone-on-Tone Coloring

Course Includes:

- 4-hour class theory/hands-on
- Hands-on swatch exercise

framesi - ALL ABOUT REDS

This course offers specialized aspects of framesi color in a half day theory and demonstration session. Learn the basics in Formulation, Gray Coverage, and Tone-on-Tone Coloring

Course Includes:

- 4-hour class theory/hands-on
- Hands-on swatch exercise

framesi - COLOR CORRECTING AND BLONDING

This course offers specialized aspects of framesi color in a half day theory and demonstration session. Create beautiful blondes, take the fear out of color correction, and become more profitable by learning these valuable blonding and color correction lessons.

Course Includes:

- 4-hour class theory/hands-on
- Hands-on swatch exercise



400 POINTS EACH



SEMINARS ABROAD

Points can be used to attend educational seminars at the annual framesi International Congress abroad.

For information on the next International Congress, call 1.800.214.0618



framesi elite Technical Line –
speak with a **real stylist** every time!

1.800.214.0618

Most Extensive Hours:

Monday through Friday:

9:00 AM to 8:00 PM (EST)

Saturday:

10:00 AM to 2:00 PM (EST)

framesi is committed to providing you with all of the necessary and innovative tools to create better beauty behind the chair.

For over 30 years, framesi's exclusive elite technical line has provided unsurpassed service to stylists requiring technical assistance with framesi product brands:

- As an **elite** salon, you receive priority assistance on the exclusive framesi Technical Line
- Color Technicians available to answer questions immediately, six days a week... no need to leave a message and wait for a reply
- Find answers to technical questions, e.g. color formulation, color correction, bleaching, curl reduction, chemical products, haircare, etc.
- Share your ideas with our color technicians, chemist, or the education department
- Get a second opinion and talk with our color technicians who have hands-on experience working in our testing facility to help you enhance your artistry
- Get information on the newest framesi products

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