TECHNICAL MANUAL

FRAMCOLOR

Eclectic CARE

AMMONIA-FREE

Permanent Haircolor

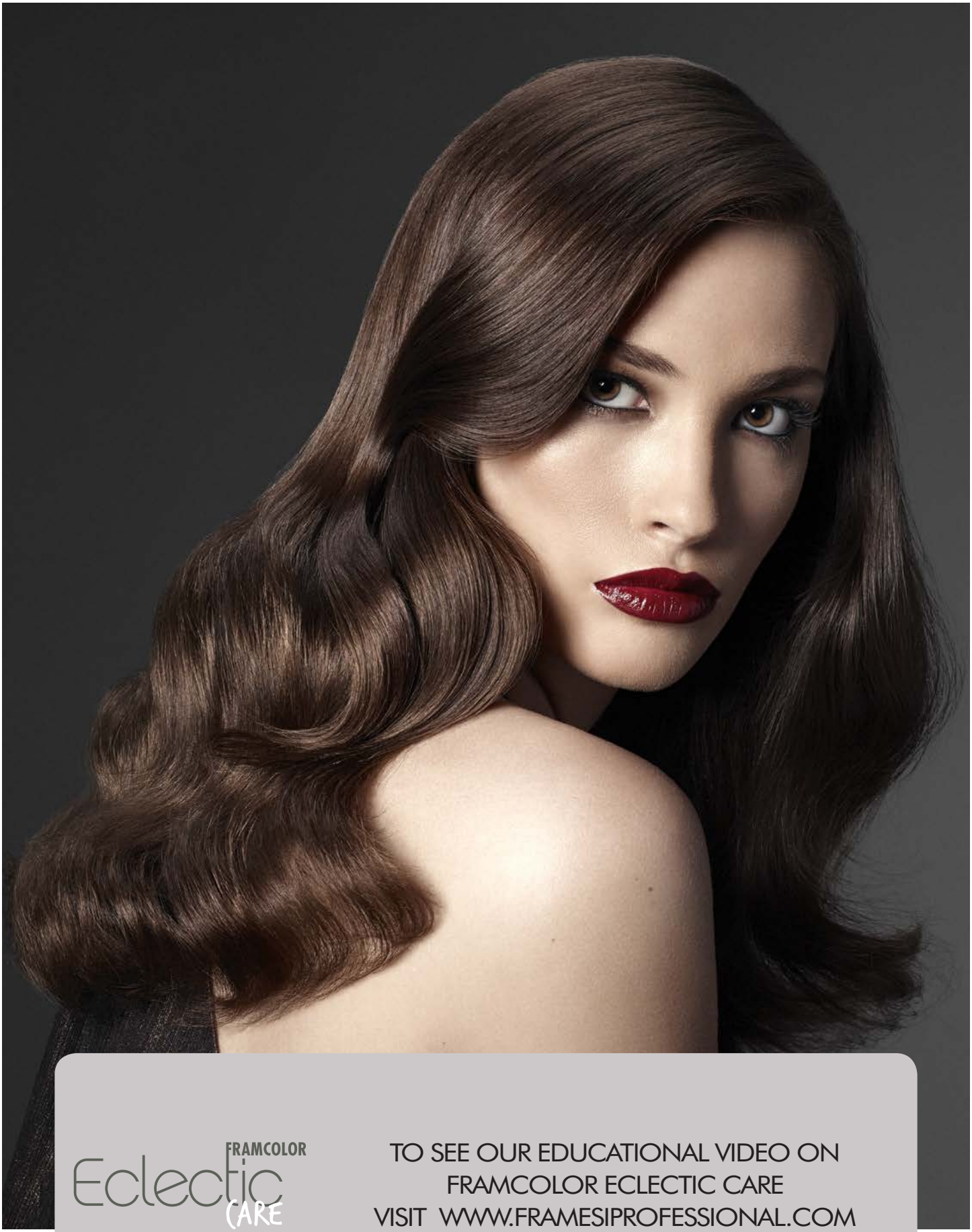
FRAMCOLOR

Eclectic

AMMONIA-FREE

Demi-permanent Haircolor

framesi®
MILAN



FRAMCOLOR
Eclectic
CARE

TO SEE OUR EDUCATIONAL VIDEO ON
FRAMCOLOR ECLECTIC CARE
VISIT WWW.FRAMESIPROFESSIONAL.COM

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FRAMCOLOR

Eclectic CARE

Questions? Call our toll-free Technical Assistance at 1.800.245.6323 or visit www.framesiprofessional.com.

RETHINK.
RE-IMAGINE.

THE EVOLUTION OF AMMONIA-FREE PERMANENT HAIRCOLOR

UNPARALLELED COVERAGE

UNPARALLELED SHINE

UNPARALLELED PERFORMANCE

FRAMCOLOR Eclectic CARE

WHY USE FRAMCOLOR ECLECTIC CARE?

- 100% GRAY COVERAGE FROM EVERY SHADE
- LONGEST LASTING AMMONIA-FREE PERMANENT HAIR COLOR IN THE INDUSTRY
- UP TO 3 LEVELS OF LIFT WITH NO BUILD UP
- FRAGRANCE FREE
- 100% VEGAN, CRUELTY FREE, GLUTEN FREE, SULFATE FREE

AGE-PREVENTION TECHNOLOGY

AGE-PREVENTION TECHNOLOGY

INTENSE COLOR WITH INTENSE PROTECTION

RESEARCH

Genetic susceptibility, lifestyle, and environmental factors cause hair to age early. The exclusive AGE-PREVENTION TECHNOLOGY is an integrated system of rich ingredients that penetrate the hair fiber to repair and form a protective, anti-aging shield around the hair.

THE SOLUTION

Oil of Nigella Sativa (Black Seed Oil), an ancient tradition in the Mediterranean basin and in Arab Countries, is associated with a mixture of anti-aging vitamins (E-H-B5-Inositol) specifically for hair. Hydrolyzed keratin, rich in amino acids present in hair, completes the formula with a repairing effect on the shaft. The result: a marvelous color and hair that is shiny and healthy.

Features & Benefits

Features	Benefits
Age-Prevention Technology Exclusive integrated system of encapsulated active substances that have a visible anti-age effect on the hair	◊ Prevent and fight the action of free radicals and damage to the hair ◊ Protects hair during color process and prevents anti-aging and color fadage from the environment ◊ Result in healthier hair with condition and shine
Age Prevention Capsulate Complex	◊ Captures active ingredients for a more efficient and effective delivery
Age-Prevention Capsulate Complex Ingredients:	
◊ Oil of Nigella Sativa	◊ Natural oil rich in potent nutrients, essential fatty acids, vitamins, minerals and amino acids
◊ Vitamin E & C	◊ Powerful antioxidants
◊ Vitamin H (Biotin)	◊ Conditioning nutrient for healthy hair
◊ Inositol	◊ Promotes healthy hair growth
100% gray coverage with all shades	◊ Ready to use haircolor that ensures perfect coverage ◊ No intermixing required
NO Ammonia, NO Fragrance	◊ No odor ◊ Ultimate client comfort
True to level, natural tones with reflective finish	◊ Uniform results from roots to ends, with no build-up ◊ Superior shine and condition
Soft, cream conditioning base	◊ Quick and easy to mix ◊ Easy spreadability during application ◊ Soft, silky hair immediately after color application
1:2 mix ratio (1 part color: 2 parts activator)	◊ Economical ◊ 2 applications per tube

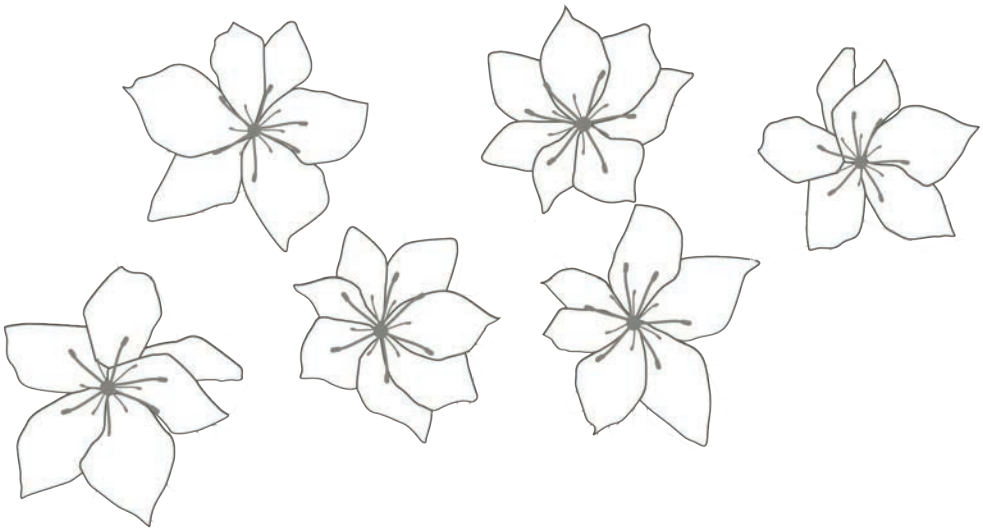
100% Vegan, Cruelty Free, Gluten Free, Sulfate Free

Questions? Call our toll-free Technical Assistance at 1.800.245.6323 or visit www.framesiprofessional.com.

FRAMCOLOR Eclectic CARE

The simple formulating system you will learn in the manual will inspire you to reach new levels of artistry and creativity.

In its simplicity we offer you the most predictable, ammonia-free permanent color system that offers unparalleled coverage, unparalleled shine and unparalleled performance.



The Client Consultation

The Importance of a Client Consultation

In today's market, professional stylists deal with some major competition – not from neighboring salons, but rather from neighboring drugstores and supermarkets. With a barrage of user-friendly hair color products and simple, foolproof instructions, it is now easier than ever for your clients to walk into these stores and find everything they need to color their own hair.

Thanks to this accessibility and the billion dollar marketing budgets behind these products, the perception among many is that they can do just as good a job at home. **That is why it is now more important than ever to highlight the personalized service that only you can provide.** Through a client consultation, you use your professional training and skill to recommend the right color tone and level – something the friendly clerk at the supermarket simply cannot do.

The client consultation is an important first step with every service, whether you're working with a first-time client or with a faithful client who has been with you for years. As a trained professional, you probably have mastered your own techniques for conducting a consultation. The following are just a few suggestions from framesi.

Five Steps to a Client Consultation

The Client Consultation - the first step for any salon procedure/service

There are five steps to a successful Client Consultation… *Listen, Share, Clarify, Ask Permission and Action*.

Step 1 – Listen

Listening to clients requires asking the right questions to not only evaluate their needs but to create a plan of action and support the retail of professional products. Listening is one of the toughest steps for us, because we are so eager to share our knowledge, but it is so important.

The Client Consultation

Step 2 – Share
After hearing your client's impression, it is time to share your professional expertise.

Take your time. This is the most important step, because this is where your expertise as a professional comes into play.

- Analyze your client's face. Is it Oval… Pear… Heart… Round… Square… Oblong… Diamond?
- Analyze your client's features: Eye placement… nose shape… mouth size… etc. Hair should act as arrows, pointing toward good and away from poor features.
- Proper color highlights the positive and compensates for the negative. Remember that darker colors enclose. Lighter colors open and enlarge.

Be honest with your client.
This is the time to discuss the following:

1. The service and in-salon treatments – what it is going to cost and how much time is involved.
2. Advanced booking and how often they need to visit the salon to maintain their new look.
3. Home maintenance – recommend or prescribe the necessary framesi products for the client to maintain their color and for you to guarantee the service.

Step 3 – Clarify
Confirm that the client is in agreement with the service they desire.

Step 4 – Ask Permission
When the client's expectations match your own, simply ask, "May we proceed?"

Step 5 – Take Action
The service begins!

The Client Consultation

Try the following steps for attentive listening

1. Sit on the same level as the client and face them eye-to-eye. Curb the tendency to perform Client Consultation looking at the client totally through the mirror.
2. When the client is expressing themself, encourage them by some sort of acknowledgement, either a verbal "uh-huh" or "I see" or non-verbal cues such as a smile or nod.
3. Do not interrupt when the client is speaking. Paraphrase what your client has said in your own words to ensure an accurate understanding of your client's perception of the situation.
4. Provide feedback but avoid negative feedback.

Here are some questions to help you communicate successfully while gathering information. As you gather this information, it will help you properly analyze your client's hair type to successfully proceed with the color service.

Use a client file to record all information gathered for future reference.

Questions - A listening checklist:

1. What is your past experience with haircolor?

2. Has your hair been chemically treated with a perm or relaxer?

3. What do you want this new color to do for you?

4. What kind of color tones do you like?

5. What is your occupation?

6. What is your lifestyle? Personality?

7. Home maintenance and styling needs?

8. How often are you available for touch-ups?

Basic Color Theory

All color is based on the Universal Law of Color.

The Universal Law of Color states that every color you can imagine can be created by mixing any of the three primary colors: Red, Yellow & Blue. Mixing color and achieving desired results requires a basic understanding of the Universal Law of Color.

Haircolor may be warm or cool, based on the amount of Red, Yellow or Blue contained in each color.

When you combine primary colors (Red, Yellow & Blue), you create secondary colors (Orange, Green & Violet).

When you combine a primary color with a secondary color, you create tertiary colors (Red-Orange, Red-Violet, Yellow-Orange, Yellow-Green, Blue-Violet & Blue-Green).

Primary Colors

Red
Yellow
Blue

Secondary Colors

Orange
Green
Violet

Tertiary Colors

Red-Orange
Red-Violet
Yellow-Orange
Yellow-Green
Blue-Violet
Blue-Green

European + International Number System

The numbers following the "." designates the tones of the color.

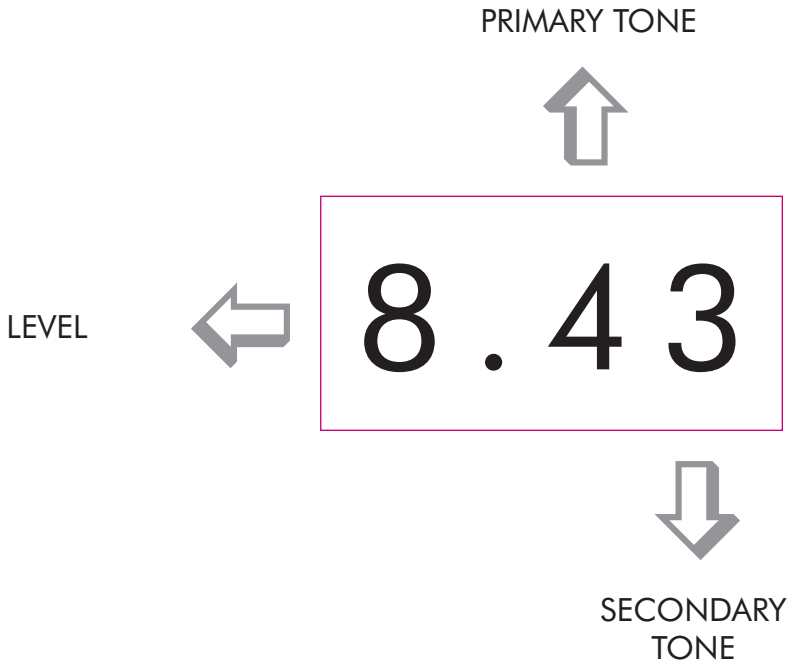
Example: 8.43 = Level 8, Copper-Gold (Orange-Yellow)

The first number following the "." designates the primary tone of the color.

Example: 8.43 = Copper (Orange) (see pg.19)

The second number following the "." designates the secondary tone of the color.

Example: 8.43 = Gold (Yellow) (see pg.19)



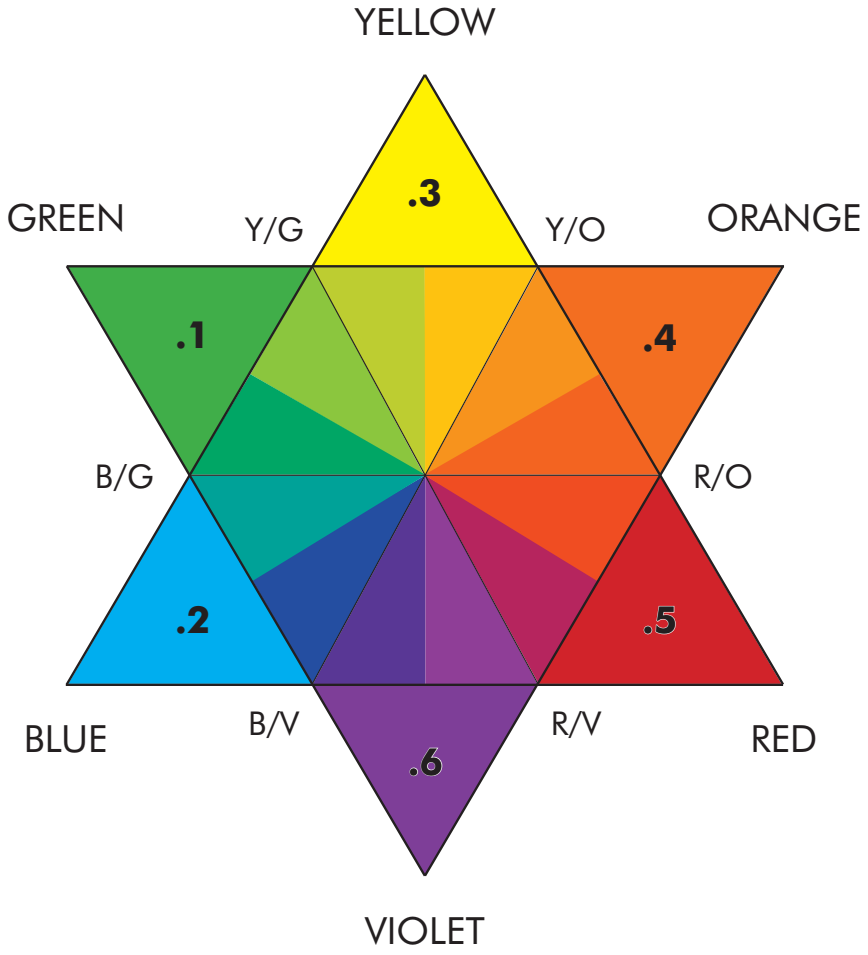
Level 8, Copper-Gold (Orange-Yellow)

The Color Wheel

The color wheel is a tool used to help visualize color theory. The three primaries are arranged around the wheel, with their secondary and tertiary colors between them.

Colors directly across the wheel from each other are complimentary colors (opposites). Notice that the complimentary color of a primary color is always a secondary color. Mixing a color with its opposite always results in "browning out." By mixing a primary with a complimentary secondary color, you are really mixing all three primary colors.

When coloring hair, you must determine whether you want to enhance or refine the color remaining in the hair. To enhance remaining color, use colors in the same sector on the color wheel. To counteract or refine remaining color, choose a color from across the color wheel.



Steps to Successful Color Formulation

1) **Determine the Natural Level**
2) **Determine the Level of the Desired Haircolor**
3) **Determine the Tonal Value of the Desired Level**
4) **Determine the Correct Developer / Activator**

Step 1: *Determine the Natural Level*

The Natural Series on the Framcolor Eclectic CARE swatch chart will assist you in determining the client's natural level. Simply match the correct color swatch with the hair at the back of the head nearest the scalp. The hair should be lifted slightly off of the scalp. Be careful not to push it flat against the scalp as this will make it appear darker.

The level is the determination of how light or how dark the natural hair is. It does not determine the tone.

Tone reflects the warmth or coolness of the end result.

Step 2: *Determine the Level of the Desired Haircolor*

During the consultation phase, you and your client will have discussed the new haircolor you wish to achieve.

During this phase you choose the level of your client's desired hair color.

Before you can proceed to step 3, you need to understand remaining color, color theory, and the lifting process.

Steps to Successful Color Formulation

Remaining Color and Lifting:
Most haircoloring involves lightening or lifting from a darker level to a lighter level. The degree of lift is determined by the strength of the framesi activator you use and the time you allow for processing. In a single process color service, the hair is lifted and color is deposited simultaneously, so you never actually see the lifting process take place.

However, at each level of lift, color always remains in the hair. For each level of lift that color is always the same. Because there is always some color remaining in the hair after lifting when you apply the new color, you're actually combining two colors.

Remaining Color Chart

Levels	framesi Levels	Remaining Color
10	Platinum Blonde	Yellow-White
9	Very Light Blonde	Yellow
8	Light Blonde	Yellow-Orange
7	Medium Blonde	Orange
6	Dark Blonde	Red-Orange
5	Light Brown	Red
4	Medium Brown	Red-Violet
3	Dark Brown	Violet
2	Black-Brown	Blue-Violet
1	Black	Blue

Steps to Successful Color Formulation

GUIDING PRINCIPLE OF HAIRCOLOR:

Remaining color at lift level + the framesi **color base = the final color**.

Your final color is achieved by mixing one of the framesi color bases with the remaining color at the desired level.

Note: when lifting color, there will always be warm tones remaining, never cool tones.

Step 3: *Determine the Tonal Value of the Desired Level* (warm or cool)

True success in mixing color and achieving predictable results lies in understanding and applying simple color concepts inherent in the Universal Law of Color.

Remember that all hair (except gray) contains all three primary colors – red, blue and yellow. When hair is lightened, the warmer red and yellow tones are exposed. This occurs because the blue pigment leaves the hair first during the lightening cycle. **The tone of the desired color is achieved by combining the remaining color at the lift level with the proper selection of one or more of the** framesi **bases.**

Numbering System

._ = Natural
.1 = Green (Ash)
.2 = Blue (Ash)
.3 = Yellow (Gold)
.4 = Orange (Copper)
.5 = Red
.6 = Violet

Series / Bases

Series	Reflex (Tone)	Base	Suggested Uses
Naturals	._	Blue-Violet	◊ Can be used alone for 100% gray coverage ◊ Create neutral, full-bodied browns and blondes
Coffee	.25	Blue-Red	◊ Can be used alone for 100% gray coverage ◊ Create cool, rich coffee browns
Cool Browns	.12 .26	Green-Blue Blue-Violet	◊ Can be used alone for 100% gray coverage ◊ Create cool, natural ashes while controlling unwanted warmth
Ash	.1	Green	◊ Create most controlled cool blonde shades ◊ Must be mixed with Naturals for gray coverage
Cool Beige	.262	Blue Violet Blue	◊ Can be used alone for 100% gray coverage ◊ Create cool beige blondes ◊ Excellent for low-lighting and toning highlights
Warm Beige	.363	Yellow Violet Yellow	◊ Can be used alone for 100% gray coverage ◊ Create beautiful, warm beige blondes ◊ Excellent for low-lighting and toning highlights
Gold	.3	Yellow	◊ Can be used alone for 100% gray coverage ◊ Natural, soft, golden tones
Orange	.4	Orange	◊ Can be used alone for 100% gray coverage ◊ Bright orange tones ◊ Can be mixed with other series to reduce intensity
Red	.5	Red	◊ Can be used alone for 100% gray coverage ◊ Intense red tones ◊ Can be mixed with other series to reduce intensity
Violet	.26 .6	Blue-Violet Violet	◊ Can be used alone for 100% gray coverage ◊ Intense violet tones ◊ Can be mixed with other series to reduce intensity
Pearl Toner	.16 .61	Green-Violet Violet-Green	◊ Perfect for toning highlights and creating beautiful pearl-blondes ◊ Controls unwanted warmth when lifting

Steps to Successful Color Formulation

Step 4: *Determine the Correct Activator/Developer*

Desired End Result	Volume of Developer	Processing Time
Tone on Tone or 1 level of lift	20 Volume	35 minutes
2 levels of lift	30 Volume	35 minutes
3 levels of lift	40 Volume	35 - 45 minutes
Refreshing Faded Ends / Going Darker	20 Volume or 15 Volume	20 minutes
Toning Pre-Lightened hair	15 Volume	5 - 10 minutes

Example 1:

Natural level: 5 with 50% gray
Desired level: 7 (remaining color is Orange see page 18)
Levels of lift: 2 levels
Desired tone: Cool, very little warmth
Activator: 30 volume
Formula: Framcolor Eclectic CARE 7.26

Example 2:

Natural level: 6 with 75% gray
Desired level: 5
Levels of lift: 1 level darker
Desired tone: Rich Coffee Brown
Activator: 15 volume
Formula : Framcolor Eclectic CARE 5.25

FRAMESI PROFESSIONAL **ACTIVATORS**

Cream/Liquid Cream Gel

- Enhanced color adherence for long-lasting, even color deposit
- Rich consistency for a smooth application
- Leaves hair with superior condition

Vegetable Coconut Oil Cream Base -

Coconut oil is superior to all vegetable oils in penetrating the hair fiber to minimize protein loss during a chemical service

- Saturates the hair and scalp in moisture and reduces scalp sensitivity
- Superior condition
- Resilience/shine
- Less damage (even after repeated chemical services)

Peroxide stabilizer

- Longer lasting shelf life and less waste

Performing a Patch Test

Patch test procedures:

1. The hair color contained in the package must never be used for coloring the hair unless a preliminary skin test has been made. The skin test must be performed each time before the hair is to be colored, regardless of whether a skin test has been performed previously.
2. The color used for the preliminary skin test must be a portion of the article intended to be used for coloring the hair.
3. The sample of color to be used for the preliminary skin test should be mixed and prepared in exactly the same manner and according to the directions applicable to the use of the hair color itself.
4. By means of a suitable applicator (clean camel hair brush, cotton-tipped applicator or other applicator) a streak of color not less than a quarter of an inch wide and at least one-half inch long is made on the skin and scalp behind one ear or inside of the elbow.
5. The streak of color should be permitted to remain for at least 24-48 hours. The test area should not be covered with any type of dressing, and contact with combs, hats, eyeglasses or other objects should be avoided.
6. WARNING: If redness, burning, itching, small blisters or any other type of eruption appears in the general area used for the skin test during the first 24-48 hours, the individual is sensitive to the color, and under no circumstances should it be used for coloring the hair. Hair colors should not be used when there is any disease or eruption present anywhere on the skin or scalp.

DO NOT USE Framcolor Eclectic and Framcolor Eclectic CARE ON EYE LASHES, EYEBROWS, BEARDS OR FACIAL HAIR.

Mixing a Patch Test

Follow the directions for mixing a patch test according to each framesi product and formula to be applied.

Note: 5cc of cream color equals 4 ribbon inches across the bottom of a framesi bowl.

Mixing Instructions:

- 5cc Framcolor Eclectic or Eclectic CARE Color
- 10cc Activator

Performing a Strand Test

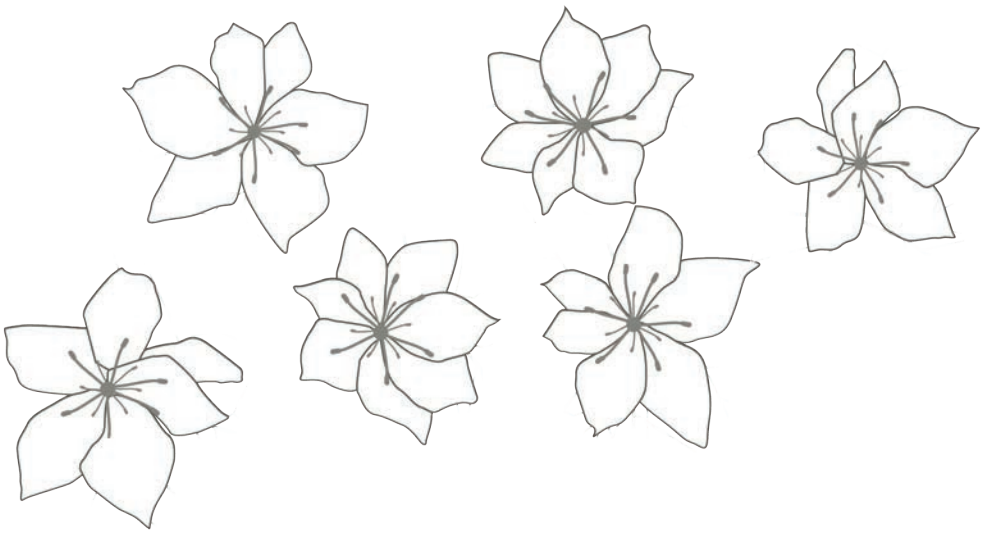
Prior to the application of any color service, a strand test is recommended to:

1. Determine if the client has used any cosmetic or coloring substances that are not compatible with framesi coloring products.
2. Assist the stylist in achieving accurate results by determining processing time and color selection.

Mix
To mix a strand test, follow the same directions as for the patch test (see pg.23)

Application Instructions

1. On a small section of hair, apply formula from scalp to ends.
2. Process according to product directions.
3. Remove color and allow to dry.
4. Check end results.



Mixing, Measuring, & Application

Framcolor Eclectic CARE is measured using the universal metric system, based on units of 10 called "cc's."

Each tube of Framcolor Eclectic CARE is clearly marked in six 10cc increments, for ultimate ease in measuring.

1 ounce
(30cc or ½ of tube)

1 tube = 60cc	1 tube = 2 Color Applications
60cc = 2 ounces	1 Color application = 30cc (1 ounce)

for Bowl and Brush:

1. Squeeze 30cc (or 1 ounce) of Framcolor Eclectic CARE cream into bowl. Use the lines on the tube for accurate measuring.
2. Using a beaker, measure 60cc (or 2 ounces) of one of the following framesi Framcolor activators:
   Framesi Professional Activator/Ossidorr
3. Pour activator into bowl.
4. Mix with brush.

Color Application

Application is the most important step in achieving professional results. Even the best formulation can result in spotty color, poor gray coverage and uneven lift due to improper application.

All of the framesi color products are designed for a brush-and-bowl application. The color should be gently applied to the hair, taking very thin partings. This gives the stylist more control of the color placement. Proper placement results in even color, superior gray coverage and even lift. The result is professional color achieved through professional application.

Mixing, Measuring & Application

The three basic types of application are:

A. Virgin going lighter
B. Virgin going darker
C. Retouch

The type of application is determined by the desired end result.

Virgin Application Going Lighter (Standard Method)

1. Perform a patch test (see pg. 23)
2. Section hair into four quadrants.
3. Using 1/4" partings, apply the color 1/2" from the scalp to where the ends show damage. Apply the color to both sides of the strands, being careful to stay away from the scalp.
4. Process half the amount of the total processing time. Framesi does not recommend the use of heat for processing.
5. Using 1/4" partings, apply color to scalp area.
6. Process for the full amount of time.
7. When processing is complete and before rinsing the color, massage Shampoo Go around the hairline to eliminate staining, then rinse thoroughly with tepid water.
8. Shampoo with Shampoo Go, then rinse.
9. Apply Post Color. Without rinsing the Post Color, apply framesi Color Method Mask. Retain 2-3 minutes.
10. Rinse hair and style with your favorite framesi styling product.

Virgin Application Going Lighter (Alternate Method)

1. Perform a patch test (see pg. 23)
2. Section the hair into four quarters.
3. Using 1/4" partings, apply the product 1/2" from the scalp to where the hair ends show damage. Apply the product to both sides of the strand, being careful to stay away from the scalp. The activator for mid-shaft application should be 10 volume higher than volume for scalp area.

   Example: 30 volume for scalp area; 40 volume for cold shaft

4. Mix new color for scalp area with required activator and apply (using 1/4" partings) immediately to scalp area.
5. Process for the full amount of time. framesi does not recommend the use of heat for processing.

Mixing, Measuring & Application

6. When processing is complete and before rinsing the color, massage Shampoo Go around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing the Post Color, apply framesi Color Method Mask. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Virgin Application Going Darker

1. Perform a patch test (see pg. 23)
2. Section the hair into four quadrants.
3. Apply the color to the section parts for control.
4. Using 1/4" partings, apply the color to the scalp area, then immediately work through entire hair.
5. Process for the required amount of time. Framesi does not recommend the use of heat for processing.
6. When processing is complete and before rinsing the color, massage Shampoo Go around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing the Post Color, apply framesi Color Method Mask. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Retouch Application

1. Perform a patch test (see pg. 23)
2. Section the hair into four quadrants.
3. Apply color to section parts for control.
4. Using 1/4" partings, apply the color to regrowth.
5. Process for the required amount of time. framesi does not recommend the use of heat during processing. Refer to *Refreshing Faded Ends* (page 30).
6. When processing is complete and before rinsing the color, massage Shampoo Go around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing the Post Color, apply framesi Color Method Mask. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

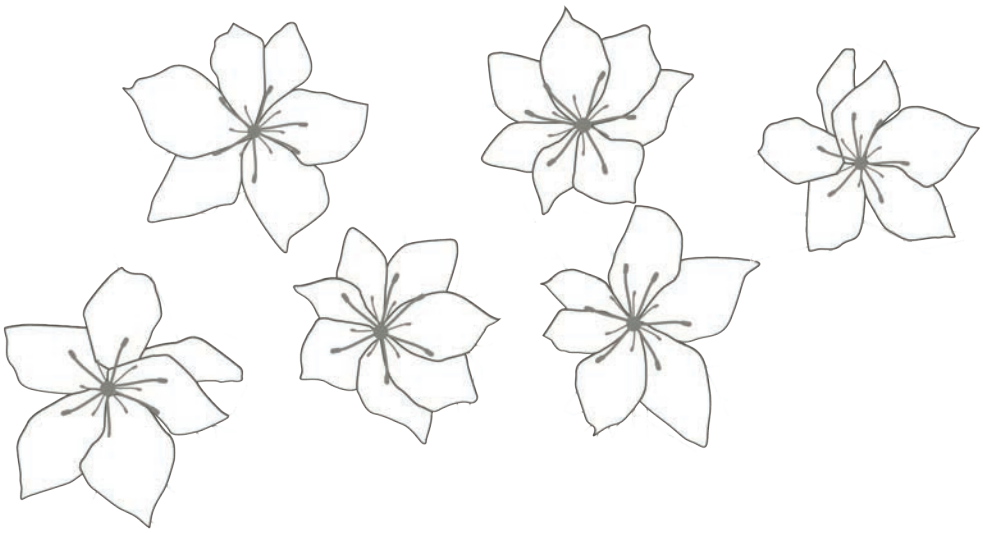
Prior to the application of color, the FDA requires that you perform a simple patch test to determine if the person is allergic to the color dye. This test is performed 24-48 hours prior to each application.

Application Instructions for Gray Coverage

With Framcolor Eclectic CARE, every single shade will cover gray 100% with no intermixing required at the end, with the exception of the Ash Series.

At times, clients with resistant gray will call for a more advanced formulation. We recommend trying the following:

1. Increase processing time to 45 minutes
2. Increase developer 10 volume (example: if using 20 volume, increase to 30 volume for extremely resistant hair)
3. Process with heat: apply a plastic cap and process 5-10 minutes under heat. Remove cap and process for the remaining 35 minutes at room temperature.
4. Choose a color 1 level darker (example: if desiring level 6. use level 5).
5. Add Framesi **Color Method Gray Color Booster**, specifically formulated to boost gray coverage and color deposit on the most resistant, coarse hair types.



Application Instructions for Gray Coverage

Example 1:

Natural Level:	6
Desired Level:	7
Desired Tone:	Bright Copper Red
% Gray:	25%
Formula:	Framcolor Eclectic Care 7.4 + 20 volume
Timing:	35 Minutes at room temperature

Example 2:

Natural level:	5
Desired level:	4
Desired tone:	Deep Violet
% Gray:	25% - extremely resistant
Formula:	Framcolor Eclectic CARE 4.26 + 15 volume
Timing:	35 minutes at room temperature

Example 3:

Natural Level:	100% gray
Desired Level:	6
Desired Tone:	Cool
% Gray:	100%
Formula:	Framcolor Eclectic Care 6.12 + 20 volume
Timing:	45 minutes total; process 5-10 minutes with heat

Example 4:

Natural Level:	5
Desired Level:	6
Desired Tone:	Red
% Gray:	50% - extremely resistant
Formul:	Framcolor Eclectic Care 6.5 + 30 volume
Timing:	45 minutes at room temperature

Application Instructions for Refreshing Faded Ends

At times, we may have to balance or refresh the midshaft and ends due to fadage. In most cases, Framcolor Eclectic CARE allows you to use the exact formula used on the regrowth to refresh faded ends. It is important to evaluate the ends to determine the exact formula for refreshing the ends.

Remember:

1. **Decolorize** to one level lighter than desired level if the ends are darker than desired shade
2. **Purify** if the ends are "ashy"
3. **Repigmentize** if the ends are more than 2 levels lighter than desired shade

More than 1 level of color loss:

- Apply the regrowth formula and process 10 minutes
- Apply the same formula through the ends of the hair and process the remaining 25 minutes

1 level of color loss:

- Apply the regrowth formula and process 20 minutes
- Apply the same formula through the ends of the hair and process the remaining 15 minutes

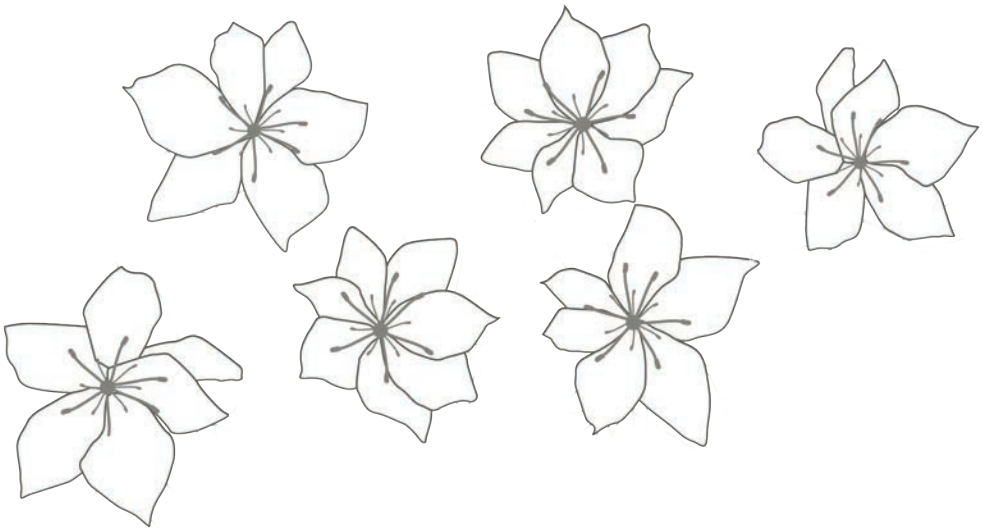
Minimal to no color loss:

- Apply color through the ends for the last 2-3 minutes to refresh

Restore shine to dull ends

- Choose a warmer shade (gold if the hair is a brown), 1-2 levels light than the regrowth formula and process 10-15 minutes with a 15/20 volume developer

Formula for Regrowth		
Eclectic CARE 6.3 with 20 Volume		
Challenge	*Solution*	*Formula for Ends*
Ends are over 1 level lighter and require depth to match regrowth formula	Same formula can be applied from root to end without browning out	Framcolor Eclectic CARE 6.3 with 15 Volume
Ends do not need darkened, but need refreshed tone	Using the lighter level will add the same tonality without darkening the ends	Framcolor Eclectic CARE 7.3 with 20 Volume
Ends are browned out and flat from too much color pulled through; desiring shine	Adding a lighter color with gold will shift the brown tone to brighten the current color while adding amazing shine	Framcolor Eclectic CARE 8.363 with 20 Volume



Blonding

Bleaching - framesi Makes it Safe and Easy to be Blonde

As we've seen, the keys to any successful color service are an in-depth Client Consultation and your knowledge and application of the framesi system and products. The same applies to the bleaching process.

The Seven Stages of Bleaching

Quite simply, hair bleaches are designed to decolorize hair. They contain ingredients that break down the melanin granules. As we know, melanin is the pigment in the hair, and it must go through seven stages to reach its lightest level – pale yellow. Appropriately, these are called the *Seven Stages of Bleaching*.

They are:

1. Red
2. Red-Orange
3. Orange
4. Orange-Yellow
5. Yellow-Gold
6. Yellow
7. Pale Yellow

Hair must be pre-lightened to the proper stage to achieve the true, desired end results. Not all hair will require toning after pre-lightening, so lightening to the proper stage is very important.

framesi Offers the Ideal Bleaching Systems

Our bleach products decolorize evenly and readily without leaving hair dry and unmanageable. We offer five excellent bleaches:

1. Decolor B Diamond, an off-the-scalp, ultra-refined powder bleach with Diamond Technology.

2. Decolor B Clay Lightener, an ammonia and fragrance free lightener with a clay consistency that will not dry out or flake.

3. Decolor B Cream Plus, the no-dust cream bleach for on- or off-the-scalp.

4. Decolor B No Dust, an off-the-scalp powder bleach.

5. Decolor B Shimmer, Flat Iron activated, no rinse, up to 2 levels of Permanent lift, out-the-door highlights.

Blonding

Decolor B Diamond

off-the-scalp use only

Decolor B Diamond is an ultra-refined powder bleach with a texture like confectionary sugar. When mixed, the bleach takes on the consistency of creamy whipped frosting.

This bleach offers several advantages:

Diamond Technology to . . .
- · rapidly achieve 9+ levels of lift

Added oils for . . .
- · a 25% heavier formula that intensifies lightening - faster than any other powder bleach.
- · a higher moisture content with NO DUST

Vegetable based powder for . . .
- · natural moisture in the hair
- · ultimate conditioning and protection

Decolor B DIAMOND can be mixed with any framesi developer, depending on:
- the lift desired
- resistance of the hair
- speed of the hairstylist

Mixing Decolor B Diamond

Desired Result	Amount of Decolor B Diamond	Volume of Developer
5 levels of lift	2 scoops	100cc 20 volume
6 levels of lift	2 scoops	100cc 30 volume
7 levels of lift	2 scoops	100cc 40 volume
8 - 9+ levels of lift	3 scoops	100cc 40 volume

Processing
- For off-the-scalp use only.
- After Decolor B Diamond is applied, strand test frequently.
- Process at room temperature.
- Heat sources are not recommended.
- Creamy consistency allows for ease of application. No swelling; won't dry out.

Remove
When the desired lift is achieved, rinse and shampoo with Shampoo Go.

Tone
Prepare the hair for toning if so desired.

Process at room temperature.
Heat sources are not recommended.

Blonding

Decolor B Clay Lightener

on or off-the-scalp use

Decolor B Clay Lightener is an ammonia and fragrance free lightener with a clay consistency that will not dry out or flake, and is perfect for freehand lightening while its ingredients give the hair condition and shine.

This bleach offers several advantages:

- Rapidly achieves 9+ levels of lightening
- Ammonia free, Fragrance free
- Will not dry out or flake
- Clay texture stays in place, perfect for freehand lightening
- Ultimate condition and shine
- Can be used on the scalp with 20 volume developer or lower

Decolor B Clay Lightener can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist

Mixing Decolor B Clay Lightener

Desired Result	Amount of Decolor B Diamond	Volume of Developer
5 levels of lift	2 scoops	100cc 20 volume
6 levels of lift	2 scoops	100cc 30 volume
7 levels of lift	2 scoops	100cc 40 volume
8 - 9+ levels of lift	2 scoops	100cc 40 volume

Processing

- Can be used on the scalp with 20 volume developer or lower
- After Decolor B Clay Lightener is applied, strand test frequently.
- Process at room temperature.
- Heat sources are not recommended.
- Clay consistency allows for ease of application. No swelling; won't dry out.

Remove

When the desired lift is achieved, rinse and shampoo with Shampoo Go.

Tone

Prepare the hair for toning if so desired.

Process at room temperature.
Heat sources are not recommended.

Blonding

Decolor B No Dust

off-the-scalp use

This bleach offers several advantages:

- utmost protection for the hair with cellulose derivatives of vegetable origin
- lightening powder of 7 levels or more
- violet color acts as a counter color to yellow, leaving the hair with a more refined tonality
- pleasantly scented, recalling the fragrance of violets
- also suitable for over-treated hair

Mixing Decolor B No Dust

1. Put desired amount of Decolor B No Dust in a bowl.
2. Add your choice of framesi developer. A thicker bleach mixture works faster than a thinner bleach mixture. The addition of more peroxide dilutes the ammonia content of the bleach, resulting in a slower lift.
3. Mix thoroughly with a brush to the desired consistency.
4. For off-the-scalp use only.

Process

After bleach is applied, strand test frequently, removing all traces of bleach to ensure an accurate result.

Process at room temperature.
Heat sources are not recommended.

Remove

When the desired lift is achieved, rinse and shampoo with Shampoo Go.

Tone

Prepare the hair for toning if so desired.

Decolor B No Dust can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist

Blonding

LIGHTENING IN 20 SECONDS WITH STRIKE4

Using Decolor B Powder Lighteners with STRIKE4			
Framesi Powder Lightener	Decolor B Diamond	Decolor B Clay	Decolor B No Dust
Developer Strength	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)
Flat Iron Temperature	340°F or 170°C	340°F or 170°C	340°F or 170°C
Number of Flat Iron Passes	5 maximum	5 maximum	5 maximum
Levels achieved in 20 seconds	Up to 6	Up to 4	Up to 5

Blonding

Decolor B Cream Plus

on or off-the-scalp use

- Gentle, decolorizing cream that can be used on or off the scalp
- Leave hair shining and in superior condition
- Achieve 9+ levels of lift
- Creamy consistency allows for more controlled application

Special Precautions

- With Decolor B Cream Plus, lightening takes place at a much faster rate than Decolor B No Dust; therefore, strand testing is very important.
- Decolor B Cream Plus expands when mixed with 40 volume developer. The higher level of developer with the higher ammonia content of the cream causes expansion of the product, which can lead to bleeding and overlap with retouch application. Careful attention must be paid to application, especially if using the cream with foils. Please keep this in mind when highlighting with Decolor B Cream Plus.

Process at room temperature.
Heat sources are not recommended.

Directions for Use

For Highlighting / Bleaching		
Desired Lift	Amount of Decolor B Cream Plus	Amount of Developer
5 levels	20cc	40cc Framesi Professional Activator 20 volume 50cc Ossidorr® 20 volume
6 levels	20cc	40cc Framesi Professional Activator 30 volume 50cc Ossidorr 30 volume
7 levels	20cc	40cc Framesi Professional Activator 40 volume 50cc Ossidorr 40 volume
8 - 9+ levels*	20cc	20cc Framesi Professional Activator 40 volume 30cc Ossidorr 40 volume **This mixing ratio is not recommended for use on damaged or previously treated hair (tinted, permed, highlighted or relaxed)*

Blonding

Decolor B Shimmer

A revolutionary product producing highlights from start to finish in 5 minutes. Up to 2 levels of permanent lift on tone with Decolor B SHIMMER.

- Instant add - on service during styling
- Adds dimension and incredible shine during styling
- Ready to use, no rinsing or processing time
- Flat iron activated, no rinse, out the door

Instructions

1. While wearing gloves, pour 10 mL of SHIMMER liquid into a bowl.
2. Weave / separate a section (1/4" thick) to prepare for SHIMMER service.
3. Prepare to apply SHIMMER with the applicator tool provided. Dip the applicator tool in the liquid and remove excess product by pressing applicator tool against the edge of the bowl, being careful the liquid does not drip from the applicator tool.
4. Use a paper towel to remove (dab) excess from applicator tool.
5. Use applicator tool to paint on SHIMMER liquid lightly, staying a half-inch from the scalp, no need to over - saturate (do not apply to scalp), then comb.
6. Activate SHIMMER with a flat iron (set to 350°F - 375°F, maximum, 170°C -190°C, maximum).
7. Flat iron the SHIMMER treated section of hair with fast, uniform movements, without stopping...CONTINUOUS PASSES...until the hair is completely dry.
8. Do not rinse the hair.
9. For additional lightening, repeat the application a second time on the same section of hair. Recommended not to exceed two applications per section of hair.
10. Do not put the leftover product back into the bottle when the service is over.

Stylist Tips

- Enhance the cut's strategic points
- Lighten the hair mass
- Lighten the hair around face
- Lighten the sections where you want to create movement
- Give a natural touch to the male cut
- DO NOT use on previously bleached hair.
- DO NOT use on damaged or compromised hair.

Toning

Toning - The Beauty of Depositing Color on Pre-Lightened Hair

Once hair has been pre-lightened, toning can create an even more exciting look by depositing new color on the hair.

Pre-Formulation for Framcolor Eclectic CARE Toning

1. Review Framcolor Eclectic CARE Series/Bases (pg. 20) and the Remaining Color Chart (pg.18). framesi recommends using levels 8, 9, 10, or 12 for toning purposes.
2. Determine tonal result. Choose a color base that will either enhance or counteract the final stage of lift to achieve desired results.

Permanent Toning Formulation

Virgin Application

1. Perform a patch test (see pg. 23)
2. Section clean, dry hair into four quadrants in preparation for application.
3. Apply color to section parts for control.
4. Using ¼" partings, apply color mixture to entire strand.
5. Processing time will be determined by the activator chosen. Check frequently.
6. When processing is complete and before rinsing the color, massage Shampoo Go around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing the Post Color apply framesi Color Method Mask. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Retouch Application

1. Perform a patch test (see pg. 23)
2. Section hair into four quadrants.
3. Apply color to section parts for control.
4. Using ¼" partings, apply the color mixture to regrowth area only.
5. Processing time will be determined by the activator chosen, porosity of the hair and the desired end result. Check frequently.
6. When processing is complete and before rinsing the color, massage Shampoo Go around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing the Post Color apply framesi Color Method Mask. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Toning

Suggested Formulations for Toning with Framcolor Eclectic CARE

Highlighted Tone	Desired Result	Framcolor Eclectic CARE Formula
Pale Yellow/White	Honey Blonde	9.3
Pale Yellow	Cream Soda Blonde	9.16 + 8.363
Pale Yellow	Buttermilk Blonde	8.363
Yellow	Rhinestone Blonde	9.16
Yellow	Sand Dollar Blonde	8.262
Yellow	Macaroon	7.26 + 9.16
Yellow/Orange	Autumn Copper	7.4
Yellow/Orange	Chocolate Cherry Brown	6.5 + 6
Orange	Latte Brown	6.12

other toning options

Framcolor Eclectic, a no lift, deposit-only, ammonia-free, demi-permanent cream haircolor is also an excellent choice for toning highlights. See page 61 for toning with Framcolor Eclectic.

Toning

Double Process Blonding Problems and Solutions

Problem	Causes	Solutions
Uneven Color Results	Pre-application stage was uneven before application of toner.	Train your eye to differentiate between yellow-gold, yellow and pale yellow.
Gold Bands	(a) Uneven pre-lightening of regrowth. (b) Regrowth over ½", application should have been treated as virgin.	Apply bleach mixture to gold band when regrowth is ¾ developed.
Lighter Bands	Previous application on regrowth processed too long.	Lighter bands may need to be repigmentized.
Breakage	Bleach mixture was applied to pre-lightened hair.	Apply any framesi conditioner to previously pre-lightened hair for protection.

Toning Highlights where Natural Hair is Present

For toning highlights without lightening the natural base color, the following formulation is recommended:

- 30cc color
- 30cc 20 volume activator
- 30cc water

Processing 5-15 minutes, depending on porosity and desired color results.

Adding water to the activator will decrease the activator strength, while still maintaining the same amount of color deposit.

The water in the above formula may be replaced with shampoo to produce a color shampoo toner that processes quickly at the shampoo bowl. However, the final color result will be lighter than if the color is processed on dry hair without shampoo.

Low-lighting

Low-lighting with Framcolor Eclectic CARE

Low-lighting can be created by using Framcolor Eclectic CARE, even on the most damaged, porous hair. The exclusive Age-Prevention Technology featuring Black Seed Oil (Nigella Sativa Extract), combined with rich ingredients that penetrate the hair fiber to repair and equalize the porosity, resulting in healthy, conditioned hair with superior shine and color longevity.

Instructions

1. Choose a Framcolor Eclectic CARE shade based on the tonal results desired.

   (a) When desiring a color darker than 2 levels on hair that has been pre-lightened or is damaged/fragile, framesi recommends repigmentizing the hair for optimum results. (For more information on repigmentizing refer to page 47)

   (b) If warmth is already present in the hair, low-lighting can be achieved in one step by adding red or gold to the final color formula.

2. Process for 35 minutes.

Suggested Formulations for Low-lighting

Level Desired	Desired Result	Framcolor Eclectic CARE Formula
8	Beige Blonde	8.262
8	Dandelion Blonde	8.363
7	Ginger	7.4
6	Spice Brown	6.3 + 6
6	Rich Eggplant	5.6
5	Coffee Brown	5.25

Color Correction

Color Correction with Framcolor Eclectic CARE
Open up a world of profitable color possibilities

This fast growing category encompasses everyone from the client who wants to eliminate too much red to the client who wants to take a double processed blonde back to brown. You and your client will be amazed how easy framesi makes it to bring hair back to a beautiful, consistent color.

Types of Color Correction

The two major types of color corrections are:
1. **Decolorizing** – to remove artificial color when going lighter.
2. **Repigmentizing** – replacing lost pigment prior to going darker.

Decolorizing - When to Decolorize

Because tint does not successfully lift tint, decolorizing is needed when the client has darker artificial color on ends than the desired end result (decolorize 1 level lighter than desired level).

Note: Prior to decolorizing, refer to the Remaining Color Chart (pg. 18) in The Art of Color section and find the remaining color at the desired level.

Example

Client is tinted level 4. Desires a level 6.		
Preferred Bleach	Amount	Developer
Decolor B Diamond	1 Scoop	100cc 15 volume
Decolor B Cream Plus	20cc	60cc 15 volume
Decolor B No Dust	1 Scoop	100cc 20 volume

NOTE: If the hair has been previously colored with direct dyes, henna, metallic dyes or any other coating haircolor, DO NOT attempt to decolorize the hair.

Color Correction

When to Purify

Client desires a brighter shade at the same previous tinted level of color.

What is Purifying?

Purifying is designed to "exfoliate" the existing tone from previously tinted hair. When a client desires a brighter shade at the same level, the existing color pigment can affect the tonal results of the new formula. Purifying ensures the tonal results of the new color formula you are about to create.

To purify, use the following purifying product formula:

1 scoop **Decolor B Diamond** or **Decolor B No Dust**
+
100cc 5 volume developer

This procedure is always recommended when changing the intensity of tone at the same level of previously tinted hair.

Example

Client is tinted level 6 brown. Desires a level 6 red.
Formula Used:
1 scoop Decolor B Diamond **or** Decolor B No Dust **+** **100cc 5 volume developer**

Color Correction

Special Precautions for Decolor B Diamond and Decolor B Cream Plus
When decolorizing previously colored hair, the Decolor B Cream Plus and Decolor B Diamond formulas work much quicker than the Decolor B No Dust; therefore, strand testing is very important, and application must be quick to avoid uneven results.

Steps for De-colorization
STRAND TEST TO SEE IF RESULTS ARE WHAT YOU EXPECT before the decolorizing formula is applied all over the head.

1. Determine existing level
2. Determine the desired level
3. Decolorize to remaining color (see pg. 18) 1 level lighter than desired level

Application

1. Section in four quadrants. This gives you more control over the hair. Work quickly but neatly.
2. Starting at the nape work one section at a time.
3. Apply decolorizing formula and work towards the crown (if there are any darker spots, apply to those first).
4. Repeat with the other quarter section in the back.
5. Do not always apply to the scalp area right away. This ½" will lighten faster due to body heat.
6. Start at the nape (or the darker areas). If the decolorizing formula has been applied there first, theoretically, it will be removed from there first. It is much easier to lay the client in the sink and remove the back while the front is still on versus the other way around.
7. Due to different porosities that may exist in the hair, some areas may lighten faster than others. When any section reaches your desired remaining color, rinse and shampoo that section. This is a normal occurrence. Spot bleach darker areas. What you want to aim for is the most even remaining color possible.

Decolor B No Dust Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B No Dust	Amount of Activator
1 level	1 Scoop	100cc 5 volume
2 levels	1 Scoop	100cc 10 volume
3 levels	1 Scoop	100cc 15 volume
4+ levels	1 Scoop	100cc 20 volume

Decolor B Cream Plus Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B Cream Plus	Amount of Activator
1 level	20cc	60cc 5 volume
2 - 4 levels	20cc	60cc 10 volume
4+ levels	20cc	60cc 15 volume

Decolor B Diamond Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B Diamond	Amount of Activator
1-2 levels	1 Scoop	100cc 5 volume
3 levels	1 Scoop	100cc 10 volume
4+ levels	1 Scoop	100cc 15 volume

Color Correction

Repigmentizing with Framcolor Eclectic CARE

Also called "filling", this technique is designed for the following:
1. Tint Backs (going from a lighter color back to a natural, darker color).
2. Extreme color loss on ends of previously tinted hair.

*Repigmentizing is an essential step in producing a natural-looking color with minimal fading.**

By mixing tint, water and activator, the tint will oxidize in the hair shaft, resulting in permanent, consistent haircolor.

Repigmentizing Mixing and Application Instructions:

1. Mix 30cc Framcolor Eclectic CARE
   60cc 5 Volume Developer
   60cc Water
2. Apply mixture to required area.
3. Process 7-10 minutes. Strand test for best results.
4. When processing is complete, shampoo with Shampoo Go. Rinse and dry hair.
5. Proceed with color formula, check frequently while processing.

Repigmentizing Formulas

Natural Level Desired	Repigmentizing Formula
Level 8	9.3 9.4
Level 7	9.4
Level 6	8.4
Level 5	7.4
Level 4	6.4
Levels 3 or Darker	5.5

* *Special Note:*
For optimum results and longevity of color, framesi recommends repigmentizing formulas for tint backs. However, if there is warmth present in the hair, the addition of red and gold colors to final color formula may be utilized to achieve desired results in one step.

Color Correction

Repigmentizing Steps for Tint Backs

1. Determine desired level of end result.
2. Choose 2 levels lighter to repigmentize.
3. Refer to the Repigmentizing Formulas chart as a guideline for color selections, for most natural results.

Example

Client lightened to a level 8. Client desires level back to natural 6.
Repigmentizing formula used: Framcolor Eclectic CARE 8.4
Final formula: Framcolor Eclectic CARE 6 with 20 volume activator

Repigmentizing Steps for Extreme Color Loss on Ends of Previously Tinted Hair

1. Determine desired level and intensity of tone of end result.
2. Choose 2 levels lighter to repigmentize. Refer to repigmentizing chart on page 44.
3. Usage of the Copper Gold Series is recommended, depending on intensity of series desired.

Example

Client was previously tinted to a Level 6 Copper Red.
Formula Used: Framcolor Eclectic CARE 6.4 Activator - 20 Volume
Challenge: Ends have become gold and will not hold red.
Repigmentizing Formula: Framcolor Eclectic CARE 8.4
Final Ends Formula: Framcolor Eclectic CARE 6.4 Activator - 20 volume depending upon hair's porosity

Strand test is always recommended for best color results.

Finishing the Color Service

SHAMPOO GO + POST COLOR + MASK = 47% ADDED COLOR LONGEVITY

FRAMESI COLOR METHOD

SERVICE STABILIZERS

framesi Color Method **Shampoo Go**

A gentle after-color shampoo for salon use only. Minimizes color fadage with a blend of surfactants specifically designed to cleanse the hair and remove color residue and alkalinity to stop oxidation and neutralize chemicals after a color service. Restores proper pH.

framesi Color Method **Post Color**

Conditioning after-color sealer that totally closes the cuticle to seal in color and provide exceptional shine and finish. Contains peroxide scavengers that remove peroxide residue to reduce color fadage. Its pH of 3.5 restores hair to its natural pH.

framesi Color Method **Mask**

A conditioning after-color mask specifically formulated to restructure the hair after a color service, extending the life of the color up to 47%. Cationic conditioners wrap hair in a protective, shine-enhancing film, letting color shine through.

SPECIALTY PRODUCTS

framesi Color Method **Super Smak**

A mild liquid solution that removes unwanted haircolor stains from the skin.

framesi Color Method **Gray Color Booster**

Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types, with all haircolors on the market today.

framesi Color Method **Relief**

Soothing scalp spray; performs an effective, instant, prolonged action reducing sensitive scalp irritation, before, during and after the color service. For all hair types and hair color services.

FRAMCOLOR

Eclectic

Introduction

There have always been a million reasons to use **framesi**.

Here's one more.

From the company that has provided you with the absolute best in professional hair products for over 60 years comes Framcolor Eclectic, the next generation of no lift, deposit-only demi-permanent cream haircolor.

With Encapsulation Technology

&

Black Diamond Extract

Who needs Framcolor Eclectic?

Suggest to your client if they:

- are sensitive to ammonia or PPDs
- have just begun getting gray hair
- want no commitment to permanent haircolor
- change their color often
- want fabulous shine
- have damaged, porous, bleached hair
- are in the sun, pool or sea often
- are men with gray hair (results in 5 minutes)
- flat iron their hair daily
- use chemical relaxers or smoothing system
- need a toner or low lights
- need to balance their color after a touch up
- desire 80-100% gray coverage

◊ AMMONIA-FREE

◊ FRAGRANCE FREE

◊ PPD FREE

Features & Benefits

Feature	Benefit
Encapsulation Technology A revolutionized haircolor delivery system for active ingredients, which are: ◊ Color pigments ◊ Conditioners ◊ Protectants	◊ Penetrates the hair fiber deep and effectively delivers active ingredient during the haircolor process ◊ Creates a water and heat-resistant shield on the hair, encapsulating the hair in a finishing gloss ◊ Superior deep coverage and long lasting results with amazing shine
Capsulate Complex	◊ Captures active ingredients for a more efficient and effective delivery
Capsulate Complex Ingredients:	
◊ Sugar Derivatives	◊ For deep down moisturization
◊ Vitamin E	◊ To defend the hair against pollution, atmospheric agents and free radicals to reduce fadage
◊ Fatty Acids	◊ To soften hair and boost Vitamin E absorption
◊ Amino Acids	◊ Restructure ◊ Assist in keratinization ◊ Protect damaged areas of the hair for even color results
Black Diamond Extract	◊ Gives color stunning shine and three-dimensional intensity
NO Ammonia	◊ Will not lift natural haircolor ◊ No odor
NO Fragrance	◊ Ultimate client comfort
NO PPD Dyes	◊ Perfect for clients allergic to oxidative dyes (paraphenylenediamine or PPD Dyes)
Alternate dye with Encapsulation Technology in an ammonia-free base	◊ Will not build up after repeated applications
Soft cream conditioning base	◊ Very quick and easy to mix ◊ Can be mixed using the Framcolor Eclectic shaker, a bowl and brush, or even a bottle
49 intermixable colors, true to tone	◊ Ease of formulation with unlimited creativity ◊ Predictable results
1:2 mix ratio (1 part color: 2 parts activator)	◊ Most economical demi-permanent cream color

100% Vegan, Cruelty Free, Gluten Free, Sulfate Free

Questions? Call our toll-free Technical Assistance at 1.800.245.6323 or visit www.framesiprofessional.com.

Encapsulation Technology

An advanced haircolor delivery system

with Encapsulation Technology & Black Diamond Extract

The Capsulate Complex consists of the following ingredients:

Sugar Derivatives -
- Moisturize

Vitamin E -
- Defends against environmental factors to reduce fadage

Fatty Acids -
- Assist in Vitamin E absorption

Amino Acids -
- Restructure
- Assist in keratinization
- Protect damaged areas of the hair for even color results

An advanced haircolor delivery system with Encapsulation Technology & Black Diamond Extract

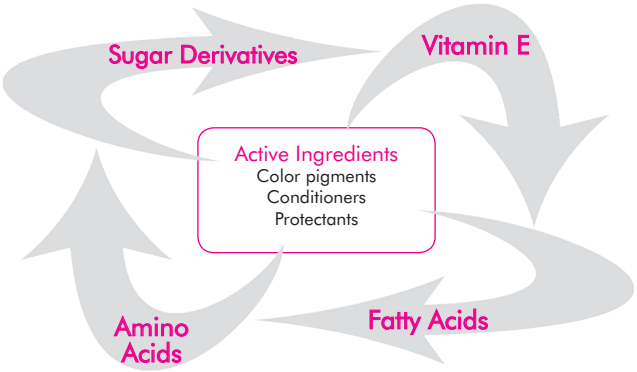
Encapsulation technology is an advanced haircolor delivery system that revolutionizes the performance of active haircolor ingredients, which are color pigments, conditioners and protectants. An innovative Capsulate Complex captures these active ingredients during the haircolor process and delivers them more efficiently and effectively, while Black Diamond Extract gives the color stunning shine and three-dimensional intensity resulting in the most beautiful and long-lasting color results.

At the conclusion of the haircolor process, the Capsulate Complex forms a shield on the hair that protects the color and illuminates the hair with amazing shine! The color, shine and condition last and last, longer than with any other demi-permanent color system.

Encapsulation Technology

How it delivers

1. Active ingredients are captured in an innovative Capsulate Complex.

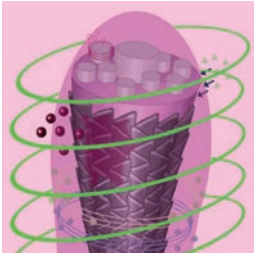


2. The Capsulate Complex penetrates deep, effectively delivering active ingredients during the haircolor process.

Creates a more beautiful coloring effect
Keeps color from building up on the outside of the hair

How it encapsulates

1. The Capsulate Complex forms a water and heat-resistant shield on the hair.



2. The Capsulate Complex encapsulates the hair in a finishing gloss.

Longer lasting color
Hair is illuminated with amazing shine

Series / Bases

SERIES	BASE	SUGGESTED USE
IN	Blue-Violet	◊ For intense gray coverage ◊ For 80-100% gray coverage ◊ Mix with Activator Extra
NE	Blue-Violet	◊ Excellent for gray blending ◊ Create cooler, soft ash browns/blondes ◊ Cooler tones control warmth
NDE	Blue-Yellow-Red	◊ Excellent for gray blending ◊ Creates natural golden results
SE	5SE, 6SE Blue-Green 7SE, 8SE, 9SE Violet-Yellow	◊ Mix with any shade to control warmth ◊ Mix with IN series for coolest gray coverage ◊ Perfect toners for creating silver/gray hair
HCE	Violet-Orange-Brown	◊ Can be used alone to create beautiful rich browns and blondes ◊ Creates optimum results on gray hair ◊ Excellent for low-lighting
DE	Yellow	◊ Creates golden results ◊ Adds shine and luster to darker levels
RDE	Orange-Yellow	◊ Creates beautiful soft orange-yellow reds ◊ Not recommended to be used alone on gray hair
RFE	Red	◊ Adds rich red tones ◊ Not recommended to be used alone on gray hair
ME	Red-Violet	◊ Creates mahogany, woodsy tones, imparting red-violet highlights
CVE	Violet-Red	◊ Adds deeper, cool, violet tones
PE	Violet-Blue	◊ Can be used to create cool pearly iridescent blondes ◊ Excellent for refining yellow when toning highlights
6VE	Pure Violet	◊ Vibrant, pure color additives to increase coloring options ◊ Can be mixed with any other Framcolor Eclectic shade ◊ Use alone to accentuate pre-lightened/highlighted sections of hair ◊ For the brightest tones, the Absolute colors can be used without the activator and applied directly to pre-lightened hair
7AE	Pure Orange	
7RE	Pure Red	
9GE	Pure Yellow	

0E	Neutral (Clear)	◊ Use alone to create fabulous shine and condition ◊ Can be mixed with any Framcolor Eclectic shade to reduce the intensity of color deposit without changing the actual tone
CT	8CT Blue-Violet 9CT Violet	◊ Only 5-10 minute processing to remove gold and refine color.
KT, AT HT	8KT Yellow-Orange-Violet 9AT Orange-Yellow 9HT Yellow-Yellow-Orange	◊ Only 5-10 minute processing to add warmth and optimize desired color.

Mixing, Measuring & Application

Framcolor Eclectic is measured using the universal metric system, based on units of 10 called “cc’s”.

Each tube of Framcolor Eclectic is clearly marked in six 10cc increments, for ultimate ease in measuring.

1 ounce
(30cc or ½ of tube)

1 tube = 60cc	1 tube = 2 Color Applications
60cc = 2 ounces	1 Color application = 30cc (1 ounce)

Just shake and apply!

The Framcolor Eclectic system includes a convenient shaker for quick, easy mixing.

Mixing, Measuring & Application

for the Shaker:

1. Using the guide on the shaker, pour in 60cc (or 2 ounces) of one of the following Framcolor Professional Activators:
   10 or 15
2. Squeeze 30cc (or 1 ounce) of Framcolor Eclectic cream into shaker. Use the lines on the tube for accurate measuring.
3. Screw cap onto base of shaker, making sure it seals securely.
4. Shake until well mixed.

for a Bottle:

1. Using a beaker, measure 60cc (or 2 ounces) of one of the following Framcolor Professional Activators:
   10 or 15
2. Pour activator into bottle.
3. Squeeze 30cc (or 1 ounce) of Framcolor Eclectic cream into bottle. Use the lines on the tube for accurate measuring.
4. Place cap on bottle and shake until well mixed.

for Bowl and Brush:

1. Squeeze 30cc (or 1 ounce) of Framcolor Eclectic cream into bowl. Use the lines on the tube for accurate measuring.
2. Using a beaker, measure 60cc (or 2 ounces) of one of the following Framcolor Professional Activators:
   10 or 15
3. Pour activator into bowl.
4. Mix with brush.

Preliminary Test Strand / Patch Test

A predisposition test (patch-test) is required with framcolor Eclectic and Eclectic Care.

Perform test 24 - 48 hours prior to color service behind the ear or in bend of the elbow.

Patch test formulation must be the exact same formula to be used on the client.

For mixing instructions and procedures, see page 23 - 24.

Application Instructions for Gray Coverage

Framcolor Eclectic can be used for 80-100% gray coverage with the most beautiful, deep intense natural results.

Instructions

1. Choose a Framcolor Eclectic shade from the IN series for most intense gray coverage. Mix with Framesi Professional Activator 15 at a 1:2 mix ratio (1 part color, 2 parts Activator).
2. Apply Framcolor Eclectic from root to end and process 35 minutes at room temperature.
3. For more deposit and coverage on very resistant gray hair, processing with heat is recommended.
4. If using heat, cover hair with plastic cap and process 20 minutes under a pre-heated dryer at medium heat. Remove cap and cool down for 5-10 minutes before shampooing.
5. When processing is complete, massage scalp lightly before rinsing to prevent staining.
6. Rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing the Post Color apply **framesi** Color Method Mask. Retain 2-3 minutes.
9. Rinse hair and style with your favorite **framesi** products.

Application Instructions for Refreshing Faded Ends/Color Balancing

◊ Unique formulation of Framcolor Eclectic with Capsulate Complex Technology makes it the best choice for refreshing faded ends with an ammonia-free color while using permanent haircolor on the regrowth.

◊ The innovative Capsulate Complex actually encapsulates your haircolor and results in color that is longer lasting than any other demi-permanent system. In addition, Framcolor Eclectic does not fade off-tone which makes it the ideal choice for refreshing faded ends.

◊ Framcolor Eclectic will not become dark or flat on damaged ends.

Instructions

1. Apply permanent color to regrowth and process according to developer used.
2. With 15-20 minutes remaining, apply Framcolor Eclectic to shaft and ends. When formulating Framcolor Eclectic for the ends, remember that the formula should be adjusted to replace the warmth achieved at the scalp. Adding warm tones will result in more even results from root to end. Test strand for best results.
3. When processing is complete, massage scalp lightly before rinsing, to prevent staining.
4. Shampoo with Shampoo Go, then rinse.
5. Apply Post Color. Without rinsing the Post Color apply **framesi** Color Method Mask. Retain 2-3 minutes.
6. Rinse hair and style with your favorite **framesi** products.

Suggested Formulations for Refreshing Faded Ends / Color Balancing

Regrowth Formula	Desired Results for Ends	Framcolor Eclectic Formula for Ends
Framcolor 2001 USB	Adds tone and shine	9NDE
Framcolor 2001 9W	Warms up faded ends	25cc 9NDE + 5cc 9DE
Framcolor 2001 7NP + 7SD	Warms up faded ends	7DE
Framcolor 2001 6NP + 6W	Refreshes rich brunettes	6HCE
Framcolor 2001 4NP + 4W	Adds tone and shine without being too dark	4HCE + 0E
Framcolor Futura® 5M	Refreshes red-violet	5ME
Framcolor Futura® 9XN	Cools off gold ends	9PE

The Beauty of Color for Toning Highlights

Eclectic is excellent for toning highlighted hair. The ammonia-free formulation will not cause lift to the natural color and the hair is left with the highest level of condition and shine. The beautiful shades of Framcolor Eclectic can either enhance or counteract the final stage of lift to refine the final desired color.

Instructions

1. Mix Framcolor Eclectic color to a creamy consistency.
2. For best penetration and long-lasting results, apply Framcolor Eclectic from root to end and process 10-20 minutes. Test strand for best results.
3. When processing is complete, massage scalp lightly before rinsing to prevent staining.
4. Rinse thoroughly with tepid water.
5. Shampoo with Shampoo Go, then rinse.
6. Apply Post Color. Without rinsing the Post Color apply **framesi** Color Method Mask. Retain 2-3 minutes.
7. Rinse hair and style with your favorite **framesi** products.

Suggested Formulations for Toning Highlights

Highlighted Tone	Desired Result	Framcolor Eclectic Formula
Pale Yellow/White	Silver Shimmer	8SE + 9CT
Pale Yellow/White	Sparkling Platinum	9PE
Pale Yellow	Ice Coffee	8DE + 9PE
Pale Yellow	Wheat Oat	9DE + 9HCE
Yellow	Soft Wheat Blonde	8CT + 9NDE
Yellow	Auburn	8DE + 7RDE
Yellow/Orange	Caramel Latte	8KT
Yellow/Orange	Almond Tea	7NE + 6DE
Orange	Apricot	9AT
Orange	Caramel	7SE

Application Instructions for Shine Enhancing Gloss

◊ Framcolor Eclectic Neutral 0E (Clear) is a clear, non-pigmented, versatile shade.
◊ It can be used alone to add incredible shine and glossing without a color change to the hair.
◊ It can be added to any other Framcolor Eclectic shade to reduce the intensity of the color without changing the tone.
◊ It can be used to create a protective conditioning shield for those who flat iron their hair daily, are in the sun and pool often or use chemical relaxers and smoothing systems.
◊ It can be applied root to end to achieve and enhance overall shine of color-treated or natural hair.
◊ It can also be applied only to ends to refresh and enhance shine.

Instructions

1. **Mix:**
   30cc Framcolor Eclectic Neutral 0E (Clear)
   60cc Framcolor Eclectic Basic Activator
2. Apply root to end.
3. Process for 20-30 minutes, depending on desired results.
4. Shampoo with Shampoo GO, then rinse.
5. Apply Post Color. Without rinsing the Post Color apply **framesi** Color Method Mask. Retain 2-3 minutes.
6. Rinse hair and style with your favorite **framesi** products.

Reducing Intensity of Framcolor Eclectic Colors

The level of deposit or intensity in any Framcolor Eclectic shade can be adjusted by adding Neutral 0E (Clear) to any Framcolor Eclectic formula. Adding Neutral 0E (Clear) will not dilute the level of color. Instead, adding Neutral 0E (Clear) to any Framcolor Eclectic formula will reduce the intensity or deposit, without changing the color itself. This is especially important when working with very porous, damaged hair or hair that requires minimal color on the ends and shaft.

Instructions

1. **Mix:**
   15cc Framcolor Eclectic Shade
   15cc Framcolor Eclectic Neutral 0E (Clear)
   60cc Framesi Professional Activator
2. Follow steps 2 - 6 above.

Application Instructions for Toning Highlights with Absolute Colors

Instructions

1. Squeeze color into bowl and mix with brush. Do NOT add activator.
2. Apply directly to pre-lightened hair.
3. Process 20-30 minutes. Test strand for best results.
4. When processing is complete, massage scalp lightly before rinsing to prevent staining.
5. Rinse thoroughly with tepid water.
6. Shampoo with Shampoo Go, then rinse.
7. Apply Post Color. Without rinsing the Post Color apply **framesi** Color Method Mask. Retain 2-3 minutes.
8. Rinse hair and style with your favorite **framesi** products.

Suggested Formulations for Toning with Absolute Colors

Prelightened to:	Desired Results	Framcolor Eclectic Formula
Pale Yellow	Bright Vivid Violet	6VE
Yellow	Coppery Gold	7AE + 9GE +0E
Yellow/Orange	Bright Copper	7AE
Orange/Red	Fire Engine Red	7RE

Gray Blending

Framcolor Eclectic can be used for gray blending with the most beautiful, natural results.

Instructions

1. Choose a Framcolor Eclectic shade from the Natural or Hot Chocolate series for most natural results on gray hair.
2. Apply Framcolor Eclectic from root to end and process 20-30 minutes at room temperature.
3. For more deposit and coverage on resistant gray hair, the IN (Intense Natural) series is recommended. For very resistant gray coverage, color can be processed with heat.
4. If using heat, cover hair with plastic cap and process 20 minutes under a pre-heated dryer at medium heat. Remove cap and cool down for 5-10 minutes before shampooing.
5. When processing is complete, massage scalp lightly before rinsing to prevent staining.
6. Rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing the Post Color apply **framesi** Color Method Mask. Retain 2-3 minutes.
9. Rinse hair and style with your favorite **framesi** products.

Suggested Formulations for Gray Blending

Natural Level	Percent of Gray	Desired Results	Framcolor Eclectic Formula
8	75%	Café Latte	8NE + 8DE
7	50%	Soft Mink Blonde	7NE
6	30%	Indian Earth	6NE + 6RDE
5	50%	Smokey Taupe	5NE + 5SE
4	30%	Profound Plum	4CVE + 4NE

Color Correction

Repigmentizing – also called "filling", is a technique designed to replace warmth in the hair that is going to be tinted two or more levels darker. Doing so will create a more natural, longer lasting result.

Guidelines for Repigmentizing (Filling) with Framcolor Eclectic:

1. Determine desired level of end result.
2. Repigmentizing formula should be one level lighter than the desired level.
3. Refer to repigmentizing formulas chart below as a guideline for color selections with the most natural results.

Repigmentizing Formulas

Natural Level Desired	Repigmentizing Formula
Level 8	9DE + 0E
Level 7	8RDE + 8DE
Level 6	7RDE + 7DE
Level 5	6RDE + 6DE
Level 4	6RDE + 6DE
Level 3 or darker	6RDE + 6RFE

Repigmentizing Mixing and Application Instructions:

1. Mix 30cc Framcolor Eclectic
   60cc Framesi Professional Activator 10
   60cc Water
2. Apply mixture to required area.
3. Process 7-10 minutes. Strand test for best results.
4. When processing is complete, shampoo with Shampoo Go. Rinse and dry hair.
5. Proceed with color formula, check frequently while processing.

Low-lighting

Low-lighting can be created by using Framcolor Eclectic, even on the most damaged, porous hair. The innovative Capsulate Complex Technology assures long lasting, rich, even tones.

Instructions

1. Choose a Framcolor Eclectic shade based on the tonal results desired.

   (a) When desiring a color darker than 2 levels on hair that has been pre-lightened, recommends repigmentizing the hair for optimum results. Refer to page 63.
   (b) If warmth is already present in the hair, low-lighting can be achieved in one step by adding red or gold to the final formulation.

3. Process for 15-20 minutes.

4. When processing is complete, massage scalp lightly before rinsing to prevent staining.

5. Rinse thoroughly with tepid water.

6. Shampoo with Shampoo Go, then rinse.

7. Apply Post Color. Without rinsing the Post Color apply Color Method Mask. Retain 2-3 minutes.

8. Rinse hair and style with your favorite products.

Suggested Formulations for Low-lighting

Level Desired	Desired Result	Framcolor Eclectic Formula
9	Butter	9DE + 0E
8	Natural Blonde	8DE + 9PE
7	Red Head	7RDE + 7RFE
7	Dark Natural Golden Blonde	7DE + 7NE
6	Reddish Warm Brown	6NE + 6RDE
5	Red Brown	5NE + 6RFE
4	Dark Warm Brown	4HCE + 6RDE

After Chemical Relaxer / Permanent Wave

Framcolor Eclectic is a great choice to use after a chemical relaxer or a permanent wave. The unique Capsulate Complex Technology assures even results on even the most porous hair.

Neutral 0E (Clear) can be used alone for added shine, or a Framcolor Eclectic color can be chosen to enhance the haircolor.

After Chemical Relaxer Coloring

1. After chemical relaxing is complete, towel dry excess moisture from the hair.
2. Gently apply Framcolor Eclectic color from root to end. Be careful not to over manipulate the hair.
3. Process for 10-15 minutes. Test strand for best results.
4. When processing is complete, massage scalp lightly before rinsing to prevent staining.
5. Rinse thoroughly with tepid water.
6. Gently shampoo with Shampoo Go, then rinse.
7. Apply Post Color. Without rinsing the Post Color apply **framesi** Color Method Mask. Retain 2-3 minutes.
8. Rinse hair and style with your favorite **framesi** products.

After Perm Coloring

1. Rinse neutralizer from hair and remove rods.
2. Towel dry excess moisture from hair, and gently apply Framcolor Eclectic from scalp to ends. Be careful not to stretch the fresh curl.
3. Process for 10-15 minutes. Test strand for best results.
4. When processing is complete, massage scalp lightly before rinsing to prevent staining.
5. Rinse thoroughly with tepid water.
6. Shampoo with Shampoo Go, then rinse.
7. Apply Post Color. Without rinsing the Post Color apply **framesi** Color Method Mask. Retain 2-3 minutes.
8. Rinse hair and style with your favorite **framesi** products.

Mixing Framcolor Eclectic CARE and Framcolor Eclectic

CAPSULATE COMPLEX MEETS AGE-PREVENTION TECHNOLOGY TO DELIVER A PROTECTIVE HAIR COLOR SYSTEM WITH SUPERIOR COVERAGE

- 70 + SHADES
- REDUCED INVENTORY
- INCREASED PERFORMANCE

For unlimited creativity, FRAMCOLOR Eclectic CARE Permanent color can be mixed with FRAMCOLOR Eclectic Demi-Permanent color, transforming FRAMCOLOR Eclectic into a Permanent color system as follows:

Desired End Result	FRAMCOLOR Eclectic CARE	FRAMCOLOR Eclectic
For permanent deposit and toning	2 parts	2 parts
For permanent lift and gray coverage	3 parts	1 part

Mixing Framcolor Eclectic CARE and Framcolor Eclectic

When to Mix?

- Turning demi-permanent haircolor into a permanent haircolor with Framcolor Eclectic CARE
- Creating desired shades not provided by Framcolor Eclectic CARE (SE, HCE)
- Yielding denser coverage from Framcolor Eclectic CARE (using IN Series of Eclectic)

Developer usage and processing times remain unchanged from Framcolor Eclectic CARE

Desired End Result	Volume of Developer	Processing Time
Tone on Tone or 1 level of lift	20 Volume	35 minutes
2 levels of lift	30 Volume	35 minutes
3 levels of lift	40 Volume	35 - 45 minutes
Refreshing Faded Ends/ Going Darker	20 Volume or 15 Volume	20 minutes
Toning Pre-Lightened hair	15 Volume	5 - 10 minutes

Example 1:

Natural Level: 6
Desired Level: 6
Desired Tone: Warm Brown without being Red
% Gray: 50%
Formula: 3 parts Framcolor Eclectic CARE 6 + 1 part Framcolor Eclectic 6HCE
Timing: 35 Minutes

Example 2:

Natural Level: 6 with brassy orange ends
Desired Level: 6
Desired Tone: Smokey Brown
% Gray: 0%
Formula: 2 parts Framcolor Eclectic CARE 6 + 2 parts Framcolor Eclectic 6SE
Timing: 35 Minutes

Mixing Framcolor Eclectic CARE and Framcolor Eclectic

Example 3:
Natural Level: 8
Desired Level: 7
Desired Tone: Cool Blonde with Vibrant Violet Tones
% of Gray: 0%
Formula: 2 parts Framcolor Eclectic Care 8.262
1 parts Framcolor Eclectic 6VE
Timing: 35 Minutes

Example 4:
Natural Level: 4
Desired Level: 4
Desired Tone: Cool Dense Brown
% of Gray: 50%
Formula: 2 parts Framcolor Eclectic Care 4
2 parts Framcolor Eclectic 4IN
Timing: 35 Minutes

Example 5:
Natural Level: 4
Desired Level: 4
Desired Tone: Vibrant Deep Red
% of Gray: 0%
Formula: 3 parts Framcolor Eclectic Care 4
1 part Framcolor Eclectic 7RE
Timing: 35 Minutes

Example 6:
Natural Level: 6
Desired Level: 8
Desired Tone: Beige blonde with no warmth
% of Gray: 0%
Formula: 3 parts Framcolor Eclectic Care 8.262
1 part Framcolor Eclectic 8CT
Timing: 45 Minutes

Example 7:
Natural Level: 9
Desired Level: 9
Desired Tone: Rose Gold
% of Gray: 50%
Formula: 3 parts Framcolor Eclectic Care 9.3
1 parts Framcolor Eclectic 8RDE
Timing: 35 Minutes

The framesi System of Products

framesi **Products**

The Finest Line of Professional Haircare Products in the World

Color Products

Framcolor 2001 **INTENSE**
Permanent haircolor that processes in **HALF THE TIME**! Innovative FPP Technology (Fast Pigmentation Processing) in a non-progressive formulation achieves intense performance processing and up to 4 levels of lift in **HALF THE TIME! INTENSE** 100% gray coverage, condition, shine and longevity with uncompromised hair integrity. Comprised of 22 luminous, HI-FI shades, from **INTENSE** naturals, vibrant reds, and violets to the most cooling ashes. Framcolor 2001 **INTENSE** can be mixed with any Framcolor 2001 shade for 112+ shades that process in **HALF THE TIME!**

Framcolor 2001
Imported from Milan, Framcolor 2001 is the most technologically advanced color line in the world. For the first time ever in permanent haircolor, a product line presents unlimited creativity. From the most naturally reflective warm tones to a cooler, more dense gray coverage you demand, all with the shine and condition you expect from framesi... creating endless possibilities for the true colorist. Framcolor 2001 is designed with a perfectly calibrated, 11-level system. Each level is calibrated more precisely, for easier determination of natural level and more accuracy in formulating. Percent of ammonia and dye at each level is perfectly calibrated; resulting in less damage and less fadage of haircolor. All of this at a 1:2 mix ratio, means a superior color system at a more economical price!

Framcolor 2001 Light&Shine
A permanent haircolor that lifts and deposits up to 3 levels on tinted hair, predictably. No prelightening or bleaching requred. Perfect for clients who want dimension and highlights without bleaching the hair. Precious amaranth and coconut oils protect hair during coloring while enhancing and intensifying shine.

Framcolor 2001 Base Breakers
Permanent haircolor used to blend natural regrowth with lightened hair, creating softer lines and beautiful dimension with predictability and control. Framcolor 2001 Base Breakers offers 1 level of lift in 5 minutes, or 2 levels of lift in 10 minutes.
Base Breaker Neutral lightens without tonality when warmth is desired. Base Breaker Cool lightens with cool tonality to control warmth. Use with 20 volume at a 1:2 mix ratio for quick, predictable results. Can be used as an all-over color to quickly brighten and illuminate hair, or blend gray.

Framcolor Glamour
Finally the best of all haircolors come together into one with Framcolor Glamour. An unmatched finish with gray coverage never before achieved. Pure base colors, calibrated with the perfect amount of neutral for 100% gray coverage in each of the 60+ shades, with no need for intermixing. One formula, root to ends... never browns out. Ready-to-use colors that mix in seconds at a 1:1 mix ratio and offer ultimate vibrancy, 50% longer lasting color and up to 5 levels of lift.

The framesi System of Products

Framcolor Futura®
Lustrous, sophisticated color has never been easier. This is the color that defined the European cream color revolution in America. It offers a palette of over 50 true-to-tone, intermixable shades, and its low ammonia and coconut oil vegetable cream bases condition the hair and respect its integrity.

Framcolor Eclectic CARE
The evolution of ammonia-free permanent haircolor, Framcolor Eclectic CARE offers unparalleled coverage, shine, performance. With up to 3 levels of lift with no build-up, every single shade gives 100% gray coverage. Age Prevention Technology (Black Seed Oil) and other rich ingredients leave hair with unmatched condition and shine. It can be mixed with Framcolor Eclectic for unlimited creativity and increased performance.

Framcolor Eclectic
The next generation of demi-permanent haircolor! Framcolor Eclectic features *Encapsulation Technology*, which allows active ingredients (color pigments, conditioners and protectants) to perform better than ever before! Color never builds up on the hair and will never fade off tone. Framcolor Eclectic is best used for toning highlights, refreshing faded ends and shine enhancing/glossing. The Intense Natural series provides 80%-100% gray coverage from an ammonia-free, PPD free, fragrance free, deposit only color while the Smokey Gray series can be mixed with any shade to control warmth and create silver/gray tones. Cool and Warm Toners refine or add warmth to optimize desired color in 5-10 minutes.

Framcolor **BOLD** with HCDP Technology (High Concentration Direct Pigments) guarantees 100% longer lasting bold color results with remarkable spreadability that ensures you will use 50% less product. Framcolor **BOLD** is true to swatch and tone. This direct deposit pigment does not require developer and is ready to use right from the tube.

Mixcolor Crema
A revolutionary tone-on-tone activator that allows you to transform Framcolor 2001 & Framcolor Futura permanent haircolor into stunning tone-on-tone, deposit-only color. The rich vegetable coconut oil base and the five perfectly balanced vegetable proteins in Mixcolor Crema impart deep lustrous color as they bathe the hair with healthy shine and beautiful condition. Its unique protein-enriched cream formula allows for ease in mixability, application, control and placement and adds shine and condition to the hair.

Developers

Framesi Professional Activator 10, 15, 20, 25, 30 and 40
A liquid - cream, rich emulsion of vegetable coconut oil and castor oil for maximum protection of the hair and scalp. Stabilized for longer shelf life and less waste.

Ossidorr® 5, 15, 20, 30 and 40
Cream developer in a rich vegetable coconut oil and castor oil base protects the hair cuticle and is mild to the scalp. Stabilized for long shelf life and less waste.

The framesi System of Products

Bleaching Products

Decolor B Diamond
An off-the-scalp, no-dust, powder bleach, with *Diamond Technology* to exfoliate, polish, adds light reflection and 9+ levels of lift. Decolor B Diamond lifts faster and more intensely than any other powder bleach.

Decolor B Clay Lightener
An ammonia and fragrance free lightener with a clay consistency that will not dry out or flake, and is perfect for freehand lightening.

Decolor B No Dust
An off-the-scalp powder bleach with a low ammonia formula. Reduces cuticle swelling and damage to the hair with up to 7 levels or more of lift. Violet color acts as a counter color to yellow, leaving the hair with a more refined tonality.

Decolor B Cream Plus
An on or off-the-scalp innovative cream bleach formula that lightens 9+ levels. Protective oils safeguard hair health and scalp, leaving the hair with ultimate condition and shine. A thick creamy consistency stays moist without swelling, perfect for all balayage techniques.

STRIKE4 Processing Sheets

Framesi STRIKE4 flat iron processing sheets process lighteners, and direct and oxidative pigments in 20 seconds! Hair is protected and evenly heated for uniform coverage, performance and longevity that is as good, or better than traditional processing. Innovative salon tool that allows stylists to quickly customize and add their signature touch to every color or haircut in only 20 seconds.

Highlighting Product

Decolor B SHIMMER
A revolutionary product producing highlights from start to finish in 5 minutes. Use on natural or color treated hair for up to 2 levels of lift, on tone. Flat iron activated, no rinse, out the door.

High Lift Products

Framcolor 2001 US Plus
For additional blonding power with Framcolor 2001, US Plus may be used alone for 5 levels of lift on levels 6 and lighter or mixed with any of the US Series shades to give an additional 1/2 level to one full level of lift. US Plus gives you the benefits of the conditioning Framcolor 2001 base while still achieving the needed lift.

Framcolor Futura® SS Plus
Offers additional blonding power while maintaining the conditioning benefits of the Framcolor Futura cream base. SS Plus may be mixed with any of the four SS Series shades to give an additional 1/2 level of lift. Or it may be used alone, enabling you to achieve five levels of lift on levels 7 and lighter.

Service Stabilizers

Shampoo Go
A gentle after-color shampoo for salon use only. Minimizes color fadage with a blend of four surfactants specifically designed to cleanse the hair and remove color residue and alkalinity to stop oxidation and neutralize chemicals after a color service. Restores proper pH.

The framesi System of Products

Post Color
Conditioning after-color sealer that totally closes the cuticle to seal in color and provide exceptional shine and finish. Contains peroxide scavengers that remove peroxide residue to reduce color fadage.

Mask
A conditioning mask designed to restructure the hair after coloring and keep the cuticle compact for maximum color hold. It strengthens the hair shaft as it protects against moisture loss.

Shampoo Go
+ Post Color
+ Mask
= 47% added color longevity

Specialty Products

Super Smak
A mild liquid solution that removes unwanted haircolor stains from the skin.

Gray Color Booster
Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types, with all haircolors on the market today.

Relief
Soothing scalp spray; performs an effective, instant, prolonged action reducing sensitive scalp irritation, before, during and after the color service.

Morphosis Pro-Force

Bonder 101 & Sealer 102 is a 2-step, in-salon system that permanently repairs damaged hair. Used during bleaching and haircolor services to protect, reinforce, and seal the hair bonds, reducing the risk of breakage to a minimum. Easy to use - no added processing time, no developer or formula change. Can be used alone as an in-salon deep restructuring treatment for extremely damaged hair.

Smoothing System

The Framesi Smoothing System is ideal for anyone who has frizzy, highly textured, dry, or damaged hair. It is great for clients transitioning from relaxers. It is also ideal for color treated hair that needs extra care and nourishment. With proper consultation and careful application, everyone could benefit from the Framesi Smoothing System. Results will last 12 weeks or greater with the hair gradually returning to its natural texture.

Silis Strong

A highly protective, formaldehyde-free straightening system that helps hair acquire new texture with a short processing time. It removes frizz, leaving hair sleek, smooth, and more manageable. Silis allows you to create texture by refining natural curl through relaxing, curl reduction and redirection of natural growth patterns. Silis has a lower pH than conventional relaxers, allowing you to create stunning effects while preserving the integrity of the hair.

The framesi System of Products

Framesi Smoothing System

sleek smooth hair for 12 weeks or longer

SCIENCE, TECHNOLOGY, AND NATURE for a a smoothing treatment that uses the protective and reparative properties of **KERASEA COMPLEX**, an innovative pool of powerful ingredients that:

- **Fights frizz**
  - **Nourishes and repairs**
- **Keeps hair hydrated, shiny, and conditioned**
  - **Protects hair from humidity and external agents**

The Framesi Smoothing System can be customized for the degree of smoothing desired. No formaldehyde added.*

Ideal guest for the Framesi Smoothing System

The Framesi Smoothing System is ideal for anyone who has frizzy, highly textured, dry, or damaged hair. It is great for clients transitioning from relaxers is also ideal for color treated hair that needs extra care and nourishment. With proper consultation and careful application, everyone could benefit from the Framesi Smoothing System.

Results will last 12 weeks or greater with the hair gradually returning to its natural texture. Use of FRAMESI COLOR LOVER Smooth Shine Shampoo or Framesi Smoothing System SHAMPOO will maximize the longevity of the service.

* 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.

The framesi System of Products

FRAMESI
COLOR®
LOVER

95% longer lasting color* with Quinoa

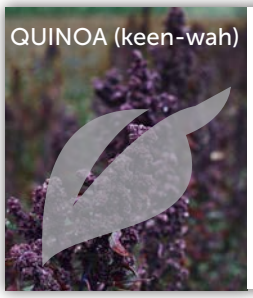
♥ Cruelty Free ♥ 100% Vegan ♥ Paraben Free ♥ Gluten Free ♥ DEA Free ♥ Sodium Chloride Free
♥ Powerful Anti-Aging Properties ♥ Thermal and UV Protectants ♥ Weightless ♥ Will Not Build Up

The perfect match for your favorite haircolor, **PRIMER 11, PRIMER 11 INTENSE** and FRAMESI COLOR LOVER shampoos and 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!



For love that won't fade.

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

95% longer lasting color*

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

* Based on lab testing
† Leading Professional Color

Questions? Call our toll-free Technical Assistance at 1.800.245.6323 or visit www.framesiprofessional.com.

The framesi System of Products

COLOR LOVER STYLING 6fl.oz./177mL

PROGRESSIVELY SMOOTH
TAKE HOME SMOOTHING

- Penetrates deep into hair to smooth & transform hair from the inside, unlike all other smoothing/anti-frizz products
- Has a progressive effect. The more the product is used, the smoother & less frizzy the hair becomes
- Can use with a flat iron, but not required
- Offers powerful hair protection & repair
- Protects against humidity & the environment
- Works on all hair types

RAISE THE ROOTS
ROOT LIFTER

- Spray at the root to provide fierce lift and volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body
- Weightless, does not coat or dull hair

BLOW IT BIG
BLOW DRY CREAM

- Moisturizes, adds volume and body
- Offers strong thermal protection
- Speeds up drying time
- Weightless, does not coat or dull hair

CURL PUDDING
CURL DEFINING CREAM

- Defines and separates curl, providing softness and curl definition
- Adds moisture, conditions curls
- Softens unruly hair, reduces breakage
- Weightless, does not coat or dull hair

BOUNCE
CURL REJUVENATOR

- Spray at the root to provide fierce lift and volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body
- Weightless, does not coat or dull hair

The framesi System of Products

PRIMER 11 8.5fl .oz./250mL/ 3.4fl.oz./100mL

FRAMESI COLOR LOVER **PRIMER 11** 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 and penetrate hair with moisture & shine, enhancing it with body & strength. Excellent when used as a porosity equalizer or cutting lotion.

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

- RETAIN COLOR 95%
- 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 8.5fl .oz./250mL

More Love For Damaged Unruly Hair

Superheroes do exist. Meet FRAMESI COLOR LOVER **PRIMER 11 INTENSE** for dry, curly, damaged or unruly hair. Experience penetrating hydration and 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.

- Baobab Seed Protein for instant repair

DYNAMIC BLONDE

Banish the brass! Keep your blonde/gray/white hair brighter and more refined.

DYNAMIC BLONDE SHAMPOO
VIOLET SHAMPOO FOR BLONDE/GRAY HAIR

16.9fl.oz./500mL/ 3.4fl.oz./100mL

- Intensely dark, rich violet color offers powerful toning
- Quinoa, conditioning agents, proteins and protectants leave hair moisturized and nourished
- Amount of refinement can be controlled by mixing with any other FRAMESI COLOR LOVER shampoos
- Designed to be alternated with your regular FRAMESI COLOR LOVER shampoo, every third shampoo

DYNAMIC BLONDE CONDITIONER 16.9fl.oz./500mL

- Intense daily conditioner used in conjunction with **DYNAMIC BLONDE SHAMPOO**
- Quinoa, conditioning agents, proteins and protectants drench hair in rich moisture
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

DYNAMIC BLONDE SERUM 4.75 fl.oz/140mL

- A revolutionary fluid cream
- Provides blonde/gray hair with immediate reconstruction, manageability, and moisture
- Rich Hyaluronic Acid and proteins nourish and strengthen hair
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer

The framesi System of Products

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 and 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**

The framesi System of Products

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**

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**

The framesi System of Products

STOP FRIZZ

Frizz and fly-away end here for all hair types. STOP FRIZZ infuses hair with balanced moisture. Repairs split ends, softens and defines curls, conquers humidity. Use with or without heat for all day protection and shine. Thermal tool activated for 24 hour smoothing. For 95% longer lasting color.

ANTI-HUMIDITY SERUM 3.4fl.oz./100mL

- For 95% longer lasting color
- Superior anti-humidity serum for all hair types
- Locks in moisture and eliminates frizz
- For all day smoothness, protection and shine
- Thermal tool activated for day and night smoothing

FLASH DRY

Go in a flash with this time-saving blow dry spray. With intense heat protection, this lightweight formula detangles and smoothes while dramatically reducing drying time and eliminating frizz. Humidity resistant formula protects hair from damage and breakage.

SUPER DRY ACCELERATOR 8.5fl.oz./250mL

- For 95% longer lasting color
- Up to 47% faster drying*
- Up to 72% more thermal protection*
- Go in a flash with this time-saving blow dry spray
- Humidity resistant formula eliminates frizz, leaving hair smooth and silky

* Test results compared to untreated hair. Actual results may vary.

CLEANSING CONDITIONER

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 and 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 and manageable
- Excellent choice for textured, dry, damaged or curly hair

The framesi System of Products

BY framesi™

BY framesi is a collection of the best, most performance-driven, color safe styling products on the market today. Eleven unique formulas can be used alone or combined, for limitless possibilities. Two shampoos and two conditioners for color-treated hair complete the line.

With advanced technologies, pearl protein and volcanic ash have been worked into each product, providing the most sophisticated formulas.

BY framesi products are:

- sulfate-free
- paraben-free
- gluten-fee
- alcohol-free [1]

[1] excludes BY hair spray

SO Stiff
Extreme Hold Hair Spray

framesi defies gravity with SO Stiff extreme hold hair spray, holding style all day long! Amaranthus oil has strong moisturizing and shine qualities which prevent brittleness and build-up often associated with strong hold hair sprays, while Volcanic ash creates strength and hold.

- 55% VOC
- extreme hold
- humidity resistant
- lets your color shine through

A super fast drying, ultra fine spray provides a light feel with a strong hold.The more you spray . . . the more extreme the hold.

PEARL
PURE AGILITY

framesi has taken luminous pearl protein, providing shine and enhancing hair's natural beauty, to create pure agility. Hydrolyzed pearl protein contains amino acids and vital trace minerals that stimulate the formation of keratin, the hair's structural protein. The hair is left moisturized and protected from UV rays.

WIO STRAIT BALM™
straightening lotion

- blocks humidity
- smooths even the most rebellious hair types
- thermal protectant
- lets your color shine through

A unique formulation with pearl protein and vitamins, which soften and moisturize the hair while adding incredible shine.

GLAZE
thickening fluid

- adds body and shine
- gives hair soft, touchable definition
- anti-static
- lets your color shine through

An alcohol free thickening fluid that contains pearl protein, which moisturizes and adds luminous shine.

SPARKLING MOUSSE LIGHT
light hold mousse

- adds body and volume
- alcohol free
- moisturizing
- lets your color shine through

A protective, moisture-rich foam with pearl protein, that adds lift and control to even the most lifeless hair.

The framesi System of Products

BY framesi™
MIST HAIR SPRAY LIGHT
light hold hair spray

- 55% VOC
- fast drying
- no flaking
- lets your color shine through

An ultra fine working hairspray with pearl protein, rich in restructuring amino acids. Will not build up.

HYDRO-GEL LIGHT
light hold gel

- alcohol free
- creates natural, flexible hold
- will not build up
- lets your color shine through

A styling and sculpting gel with pearl protein,that enhances texture and manageability,locking in volume, shine and bounce.

SLUSH GLOSS
shine serum

- smooths split ends and frizz
- alcohol free
- adds softness, manageability and shine
- lets your color shine through

A shine enhancing serum rich in pearl protein,taming fly-aways and easily blends with other products.

The framesi System of Products

BY framesi™

LAVA
UNCOMPROMISED STRENGTH

framesi has harnessed volcanic ash protecting and holding style with distinction, to provide uncompromised strength. Volcanic ash preserves regenerating powers that stimulate cell renewal. The essential minerals in volcanic ash fortify, remineralize, and restructure the hair to leave it healthier while enhancing natural shine.

WORKING CLAY
matte sculpting wax

- strong pliable hold
- separates and defines
- protects against UV rays and humidity
- lets your color shine through

A dry, yet workable strong hold wax that gives hair the flexiblity to shape and re-shape, with a matte finish. Excellent protection when used with hot tools; locks in style.

MIST HAIR SPRAY STRONG
strong hold spray

- 55% VOC
- will not build up or flake
- provides ultimate hold
- lets your color shine through

A fast-drying aerosol with an extra-firm hold.This ultra-fine spray contains vitamins andvolcanic ash which fortifies the structure of the hair.

HYDRO-GEL STRONG
Strong hold gel

- ultimate hold
- remineralizes the hair, leaving no residue
- volumizes and enhances shine
- lets your color shine through

An exclusive, easy to apply formula that moisturizes, restructures and restores shine during setting, thanks to the efficacy of volcanic ash derivatives.

SPARKLING MOUSSE STRONG
strong hold mousse

- exceptional hold, volume and shine
- alcohol free
- preserves integrity of the hair
- lets your color shine through

A moisture-rich foam, formulated to protect & moisturize while creating ultimate hold, volume and shine. Volcanic ash fortifies the hair, providing extra strong hold & support.

The framesi System of Products

MORPHOSIS

HAIR
TREATMENT
LINE

MORPHOSIS
DENSIFYING

SHAMPOO

6mL/0.2Fl.oz.
Volumizing shampoo that cleanses the scalp of impurities and product residue to help oxygenate the scalp. The blueberry extract, on which the formulation is based, prepares the scalp to be more receptive to the Extreme Drops or Renew.

EXTREME DROPS

6ML/0.2Fl.oz.
An intensive, energizing, and revital- izing concentrate for thinning hair. It reactivates the micro blood circula- tion, nourishing the hair bulb and reinforces hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, stronger hair.

RENEW

200mL/6.8Fl.oz.
An energizing and revitalizing spray for thinning hair. It reactivates the micro blood circulation, nourishing the hair bulb and reinforces hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, stronger hair.

MORPHOSIS
REPAIR

SHAMPOO

250mL/8.4Fl.oz. & 1000ML/33.8Fl.oz
This gentle shampoo cleanses the hair and scalp, and begins the initial phase of hydration. Infused with sunflower seed oil, the formula detangles hair leaving it soft, shiny and full of body.

CONDITIONER

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.
Restores strength and resilience to fragile, damaged hair. For all hair types, it has the ideal consistency for frequent use without weight and leaves damaged hair silky and manageable. Perfect for reconditioning and protecting the hair after bleaching, straightening, perming or heat styling damage.

VELVET

100mL/3.4Fl.oz
Revolutionary fluid cream with a fill-up effect: it fills up the porosity of the hair, instantly making it even, shiny and full-bodied. It removes frizz and facilitates styling.

The framesi System of Products

MORPHOSIS

HAIR
TREATMENT
LINE

MORPHOSIS
SUBLIMIS

SHAMPOO

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.
Gently cleanses the scalp while maintaining moisture balance and softening the hair. Rich in the wonderful properties of argan oil, dry hair immediately regains flexibility and hydration.

CONDITIONER

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.
Created for all hair types, it leaves hair moisturized, soft, silky and manageable. Its lightweight formula penetrates the hair fiber, bringing all the benefits of argan oil without buildup or weight.

PURE OIL

125mL/4.2Fl.oz.
Protective and regenerating treatment, this rich formula combines the incomparable virtues of argan oil with a mix of vitamins, conditioners and protective agents. It responds to the various needs of different hair types: it moisturizes dry hair, revitalizes treated hair, and has an anti-aging effect on mature hair.

SHINE LIGHT OIL

125mL/4.2Fl.oz.
An oil formulated to protect hair, add shine to the hair and enhance the brilliance of color. It brings a touch of radiance to all hair types but its ultra lightweight formula makes it particularly suitable for finer hair textures providing an anti-aging effect.

MORPHOSIS
BALANCE

SHAMPOO

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.
Designed specifically for cleansing oily scalp and hair without drying the scalp. It restores balance to oily hair and soothes itching and rashes. Ideal for all types of hair, leaving hair moisturized, manageable, light, and voluminous.

MORPHOSIS
PURIFYING

SHAMPOO

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.
Specific treatment for removing and combating the reappearance of the microorganisms that cause dry scalp and/or dandruff. With a system of gentle surfactants, this shampoo cleanses while respecting the scalps hydrolipid film, quickly relieves itching and leaves all hair types soft, manageable and well conditioned.

The framesi System of Products

MORPHOSIS

HAIR
TREATMENT
LINE

MORPHOSIS
SCALP CONTROL

EXFOLIATE

150mL/5.1Fl.oz.

Delicate pearls of pure jojoba wax, immersed in a soft emulsion, remove deposits of sebum, dandruff, dead cells and fixative products. Its application stimulates surface blood circulation and ensures the scalp quickly absorbs the active ingredients within the Morphosis treatments. Can be used by all hair types to remove product build-up and keep scalp clean and fresh.

REFRESH SPRAY

100mL/3.4Fl.oz.

Leave-in formula designed to refresh the scalp and prolong the benefits associated with the Exfoliate, Balance, or Purifying shampoos. With sebum regulators and ingredients that address dry and flaky scalp, it keeps the scalp moisturized and deodorized, for a lovely long-lasting clean sensation.

MORPHOSIS
DESTRESS

SERUM

100mL/3.4Fl.oz.

Leave-in rebalancing treatment that soothes hyper-sensitive scalp. Contains a blend of moisturizing and anti-oxidant agents that stimulate cell regeneration and heals irritated or very dry scalp. Lightweight yet concentrated.

MORPHOSIS
RE-STRUCTURING

REVITALISING SHAMPOO 1

1000ML/33.8Fl.oz.

- Gently but deeply cleanses hair, preparing it to receive the regenerating properties
- Hydrolyzed marine collagen and pearl protein, combined with hydrating hyaluronic,
  silicone and vitamin E, nourish scalp and hair

EXPRESS FILLER 2

1000ML/33.8Fl.oz.

- Restructuring gel that "fills in" and deeply repairs hair fiber
- Hydrolyzed marine collagen and pearl protein, combined with hydrating hyaluronic, silicone and vitamin E thicken and re-compact hair surface, instantly transforming hair texture

PRECIOUS FLUID 3

1000ML/33.8Fl.oz.

- Intensive disciplining treatment restores hair's natural beauty and elasticity
- Hydrolyzed marine collagen and pearl protein, combined with hydrating hyaluronic, silicone and vitamin E smooth and re-compact cuticle to "lock in" the main ingredients for long term benefits, leaving hair with extraordinary shine and softness

The framesi System of Products

MORPHOSIS

HAIR
TREATMENT
LINE

MORPHOSIS
RE-STRUCTURING

PRO-FORCE BONDER 101

500mL/16.9fl.oz.

PRO-FORCE SEALER 102

1000mL/33.8fl.oz.

A 2- step in- salon system that permanently repairs damaged hair. Used during bleaching and hair coloring services to protect, reinforce and seal the hair bonds, reducing the risk of breakage to a minimum. Easy to use - no added processing time, no developer or formula change. Can be used alone as an in-salon deep restructuring treatment for extremely damaged hair. See page 57 for additional information.

NOTES

NOTES

framesi®
MILAN

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