



elite
framesi **MILAN**
FALL 2025

Timeless Style, Future Ready

framesi's latest hair collection and
Exclusive Behind the Scenes at
Our Italian Cutting Class

Styling Superheroes

A stunning transformation with FOR-ME

The Stage is Set

Meet the North American Stylists
performing at framesi International
Congress in Madrid, Spain

QUARTERLY NEWSLETTER

framesi, Adding a Little Certainty to Your Life Since 1945



DENNIS KATAWCZIK
President, Framesi NA

In times that feel uncertain, there's something incredibly powerful about the things we can count on.

I'm sure you've realized by now you offer this

feeling to people every time you open your salon doors. When clients walk into your salon, they're not just hoping for a transformation, they're expecting it. They expect to feel the same way they did after their last visit: confident, cared for, and absolutely beautiful. That's the unspoken contract between stylist and client: you deliver consistency. When your clients see their appointment in the calendar, maybe there's times they think, "At least one thing will go right today."

It's the precision of a haircut that grows out seamlessly every time. It's the way their hair feels soft, healthy, and manageable, wash after wash. It's the color that turns heads and stays true, visit after visit. **Clients return to you not only because you create something beautiful, but because you create it reliably. That reliability is what builds trust, loyalty, and lifelong relationships behind the chair.**

At Framesi, we know that kind of consistency doesn't happen by accident. It happens because you've mastered your craft, and because you choose tools and products that you can depend on.

Our promise is to give you the foundation to deliver that "better beauty" experience your clients expect.

Just as your clients look to you for certainty, you can look to Framesi for the same. Together, we create a cycle of trust: reliable products in your hands, consistent artistry behind the chair, and the confidence your clients carry with them long after they leave your salon.

We're proud to be your partner in that promise of consistency. From our true-to-swatch haircolor powered by Italian innovation, to care and styling solutions designed to perform the same way every time, **our mission is simple: to give you the confidence that what's in your hands will always match your vision.**

As we've committed to consistent performance, we've similarly committed to price stability. **Even as tariffs and global trade pressures have risen, we made the choice not to raise prices on you. Because we believe certainty shouldn't just show up in your formulations, it should show up in your business, too.**

At Framesi, our goal is to add a little more certainty to your life, so you can continue giving that same assurance to your clients. **In a world full of change, we want to be the steady partner that empowers your artistry, supports your growth, and delivers results you and your clients can always count on.**

- dennis

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exclusive elite support line 1.800.214.0618



is THE HAIR TREND 2025 BOOK

Released each year with great anticipation, framesi's Collections give professionals a complete update on the latest trends and techniques, helping them succeed as consultants, technicians, and stylists. Every year, the North American framesi team gathers to study new looks and master the latest methods. But how do influences like quiet luxury, social and environmental movements, and women's empowerment come together to create something both timely and timeless?

EXPERIENCE is the word behind the IS the Hair Trend Collection 2025.

Experience teaches, guides, and shapes the choices we make. In the salon, experience plays an equally important role: The professional's experience drives success, while a client's experience determines their openness to change.

This Collection takes hairstylists and their clients on three experiential journeys—designed for those who value beauty grounded in knowledge, those who see image as a playful escape, and those unafraid of experimentation and creative fusion. The result is a wide range of ideas and inspiration for the salon, giving stylists the freedom to adapt and interpret trends in ways that feel both current and personal. It's an experience of styles, volumes, and colors that everyone will want to enjoy.

EXPERIENCES

Heritage is experience rooted in history and tradition—intimate, personal, and tied to memory. It represents the past as the foundation for the present and a resource for navigating an uncertain future. Heritage is not only a legacy of objects and traditions reinterpreted with modern taste, but also a passing down of values, knowledge, and craftsmanship. It is a rich inheritance that shapes our identity.



HYBRID is the experience of fearless experimentation—the pursuit of new directions, creative paths, and fresh visions that enrich our lives. It's experience in the truest experimental sense: regardless of outcome, each attempt offers growth and renewal. Hybrid represents the challenge of possibility, questioning the status quo while searching for alternative solutions and new forms of expression.

Finally, **Pleasure** is the experience of rediscovering joy in life's small moments. In today's fast-paced world, where fulfillment often feels out of reach, this theme offers pure escapism—a moment of lightness that frees us from daily pressures. Pleasure is a fully immersive experience that delights the senses, inspires dreams, and helps us, at least briefly, forget life's difficulties. It's the childlike wonder of seeing the world with fresh eyes.

See the **NEW Mocha Mousse** formula
continued on page 10!

FOR -ME STYLING LINE

MY IDEA OF ME

Express yourself and embrace every facet of your personality with confidence.

Style is all about freedom—the freedom to transform and reinvent yourself daily.

With the endless possibilities of FOR-ME, you can shape your look to enhance the beauty of every hairstyle.

After all, the idea of you is always evolving — your style should too.

NEW!

SHINE, **VOLUME** and **HOLD**
without forgetting **PROTECTION**



Hairsprays **COMING SOON!**

With **FOR-ME**, hair is always protected thanks to the **Wakame Seaweed extract** that ensures **TOTAL DEFENSE**



FROM ENVIRONMENTAL POLLUTION,
thanks to its antioxidants that help to combat free radicals



FROM HEAT,
with a barrier effect against thermal damage from overuse of styling tools



FROM DEHYDRATION,
as it preserves the moisture level during and after styling, leaving the hair with more vitality



FROM FADING,
for a longer-lasting, exceptional rich color

Thermal & UV Protectants. Vegan.
Free from Gluten, Parabens, Sulfates, DEA, and Sodium Chloride.



FOR
-ME
STYLING LINE

- **Curl & Volume**
- **Smooth & Disciplined**
- **Shape** ■ **Finish**

framesi®
MILAN



STREAMLINED STYLING

"Her hair is super curly, coarse, and possibly the thickest I have ever had in my chair. She doesn't straighten easily, the "fluff factor" is REAL. So, naturally when I received new straightening products from framesi I couldn't wait to put them to the test! FOR-ME Straightening Serum 218 and FOR-ME Shine Me Brightly Super Coat 119 were our styling aids."

Jennifer Ann Gallagher, framesi Brand Ambassador



"No flat iron needed!!"
FOR-ME **Smooth**
Me Serum 218 and
Shine Me Brightly
Super Coat 119



exclusive elite support line 1.800.211.0618

\$15,000 MORPHOSIS SWEEPSTAKES

MILAN

MORPHOSIS

HAIR TREATMENT LINE

CONGRATULATIONS GRAND PRIZE WINNER!



Alass Salon in Ahwatukee, AZ!



Every week, I'd send in a picture with our orders, thinking "There's no way we'll win, but I'll keep trying," said stylist Shanna Simoncini. "And then... WE WON. I still can't believe it."

The \$15,000 MORPHOSIS Stylist Sweepstakes, which ran earlier this year, was created to reward and recognize salon professionals dedicated to elevating their craft through clean and and conscious, effective, and results-driven haircare. Stylists submitting proof of purchase received one entry for every eligible MORPHOSIS product from any authorized distributor of the clean and conscious scalp and hair treatment line.

Shanna, whose entry was randomly selected from the thousands received, submitted it on behalf of her salonmates, Lynette Alm and Andrew Acker. All three accepted the grand prize check for \$10,000 from framesi Director of Business Development Zoe Katawczik at a ceremony at Shanna's Phoenix-area salon on June 30th.

Shanna said the win made her emotional, reflecting on her journey as a stylist, adding, "This win is not just about money; it's a celebration of the passion, creativity, and growth we've built together as a team. To be seen by a company we respect so deeply is truly humbling."

"My love for Framesi started 30 years ago, and I've never looked back," said Lynette. "Framesi continues to evolve and grow with innovative tools and formulas that elevate my craft every day." Andrew echoed the sentiment: "Framesi is the only line I've ever used, and I don't plan on changing that. It's a dream come true to be recognized like this."

Each member of the winning team plans to invest in continuing education and global networking opportunities. Shanna and Lynette will attend Framesi International Congress 2025 in Madrid, Spain this fall, while Andrew plans to explore advanced hair extension and wig-making education.

Framesi also awarded five second-place winners with \$1,000 each, and ten third-place winners received Morphosis Intro Kits, which contain everything a salon needs to launch clean and conscious scalp and hair treatments for their clients.

"MORPHOSIS has been a game-changer," said Shanna. "Especially in Arizona, where the dry heat takes such a toll on our clients' hair and scalps. It's the first line I've used that is not only clean with up to 98% natural ingredients, but delivers real results."

In addition to Alass Salon, the following stylists and salons were also big winners!

\$1,000 Winners

- Anjie Jones, Studio 2000, Wharton, TX
- Mandy Cashion, Knotty Locs, Colorado Springs, CO
- Tori Byrley, Shear Beauty, Herrin, IL
- Patti Walters, Salon 611, Columbia, SC
- Alice Oneill, Kosmic Kreations Salon, Goodyear, AZ

MORPHOSIS Intro Kit Winners Include

- Kelsey Galbraith, Salon 13, Allison Park, PA
- Annette Nager, Shear Artistry Family Hair Salon & Co., Boothbay Harbor, ME
- Samantha Davis, The Hive Hair Society, Fredericksburg VA
- Mindie Selchert, Mindie's Salon and Spa, Alcester, SD
- Keirsten Slagle, Bella Sorella's Hair and Nail Studio, Uniontown, OH
- Emily Bloom, Athas Hair Salon, Pittsburgh, PA
- Mary Scudder, Gina Mary Salon, Issaquah, WA

Keep an eye out for more fun and fabulous prizes ahead as Framesi continues to support stylists with tools that drive real results, build client trust, and grow salon business. To make sure you don't miss anything, follow framesi on Instagram and TikTok at @morphosisbyframesi and on Facebook at @framesiUSA.

That's a Wrap!



Thank you to everyone that helped make framesi International Congress 2025 an amazing celebration of creativity, craft, and 80 YEARS OF FRAMESI!



MARRAKESH
October 4-8 | 2026

The Party Continues;

Join Us Next Year in

MARRAKESH, MOROCCO!



Mocha mousse with creamy layers creates a soft, naturally radiant look. It blends cool, warm, and neutral undertones, enhancing the overall vibrancy for brilliant hair that shines from within.

Get Inspired mocha mousse

The 2-Step Technique



mocha mousse

is the new neutral: soft, dimensional, and effortlessly refined. This rich brunette tone blends cool mocha, soft beige, and espresso undertones to create a balanced, light-reflective finish. Designed to add depth without harsh contrast, Mocha Mousse flatters a range of complexions while maintaining a natural elegance.

It's ideal for clients looking to enhance their brunette base or soften previously lightened hair with a more grounded, low-maintenance look.

dimensional richness & depth

This tone-on-tone brunette delivers soft shadowing, blended transitions, and natural-looking shine. Neutral enough to suit many skin tones, it balances subtle warmth and coolness for a seamless, elevated result.

the 2-step technique

This approach builds richness and softness while enhancing natural dimension and shine.

step 1: foundation lift or refinement

For natural or darker bases: Pre-lighten with **DECOLOR B CREAM PLUS** to Level 8/9 to allow Mocha Mousse tones to reflect properly.

For pre-lightened or faded color: If the existing canvas is already Level 8–9, skip lightening and move straight to the gloss step.

step 2: gloss & tone with 5D COLOR GLOSS

Apply **FRAMCOLOR eclectic 5D COLOR GLOSS** for soft blending, shine, and a treatment-forward finish.

mocha mousse formula:

- 1½ oz **8HC** (Light Chocolate Blonde)
- ¾ oz **7N** (Medium Blonde)
- 2 oz **5D COLOR GLOSS Activator**
- Mix at a **1:1** ratio

Apply to damp hair and process for **5-20 minutes**, depending on hair porosity. Rinse thoroughly.



Pro Tip:

Customize with a splash of **9BA** for a cooler finish or **9NW** to lean warmer, depending on the client's tone preferences or color history.

Jeremy Abraham,

Creative Director
framesi North America

framesi[®]
MILAN

I'm beyond excited to step into my new role as Creative Director for framesi North America!

For over 35 years, I've been dedicated to the craft of hairstyling—behind the chair, on international stages, and in classrooms across North America. As an award-winning Master Stylist, international educator, and artist, I've always believed that true creativity comes from breaking through limitations, embracing full self-expression, and transforming not just hair, but perspectives.

Now, as the Creative Director for framesi North America, I'm honored to lead and shape the creative vision for our region. My mission? Inspiring Bold Creative Leadership through Authentic Full Self-Expression and Transformation—a philosophy that fuels everything I do, from mentoring stylists to pushing the boundaries of hair artistry.

The beauty industry is changing fast—and I believe that's a good thing. We're in the midst of a digital evolution that's not only driven by technology, but by people's desire for personalization, inclusion, and sustainability. AI and AR are becoming a part of our everyday creative toolkit, and I'm excited to explore how we can use these tools without losing the heart of what makes our work meaningful: connection, authenticity, and artistic expression.

To everyone in the framesi family and beyond—I can't wait to collaborate, innovate, and continue elevating our craft together. The future of hair is bold, expressive, and limitless. Let's create it.



A CUT ABOVE

FRAMESI NORTH AMERICA HOSTS ITALIAN STYLE CUTTING METHOD EDUCATION EVENT

In April 2025, framesi North America was honored to host Camilla Franchina, framesi Worldwide Education Director, and Natasha Maconi, framesi European Educational Coordinator & International Master, for a four-day, intensive cutting and coloring workshop held at framesi North America headquarters. In attendance were select members of the framesi North America Italian Style Team and Design Group Members, who engaged in hands-on, skill building exercises.

The four-day curriculum focused on the newly updated Italian Style Cutting Method and the 2025 Italian Style Collection, which features the pantone colors and trend-forward cuts for the year ahead. Attendees were able to marry their newly learned cutting skills with their natural artistry, focusing on strategic color placement based on the geometry of the haircut.

"The experience has been fantastic. I'm overwhelmed by the happiness I've seen coming from the team," said Franchina. "I think that this trip is going to be the first of others, for sure."

The event was also covered by top pro stylist publication Behind the Chair, who said framesi's "impactful education" is centered around incorporating "brand-specific techniques to create these trending haircuts."



80 YEARS OF ITALIAN GLAM

FRAMESI CELEBRATES AT COSMOPROF WORLDWIDE 2025

To celebrate our 80th anniversary, framesi returned March 20-23, 2025 to the leading beauty industry event, Cosmoprof Worldwide Bologna, with a one-of-a-kind, immersive experience that blended tradition with cutting-edge innovation.

Since 1945, framesi has been a leader in professional hair beauty, delivering style, quality, and advanced solutions to salons worldwide.

This year, framesi's installation transported visitors through time, merging the vintage charm of the 1950s with ultra-modern design and technology.

At the heart of the exhibition, framesi introduced revolutionary technology, including the MORPHOSIS Beauty Consultant, an AI-powered avatar that analyzes hair and scalp to recommend the perfect MORPHOSIS routine. Additionally, hairstylists engaged in VR training experiences, immersing themselves in a digital learning space.

Framesi was also nominated for two Cosmoprof Awards, for Framcolor Glamour and our new FORME styling line.





Sandie Scott, Hampton High School Principal Dr. Marguerite Imbarlina, Salon U stylist Olivia Wassill and Emerson Pryal (photo courtesy of Laurie Rizzo, The Hampton News)

WHO ELSE NEEDS HELP?

FRAMESI SALON OPENS DOORS TO SAVE PROM

"Come to Salon U. Use our power and if you need hair and makeup help, we are here for you."

The message went out on any social media channel Sandie Scott could access. Just a few days earlier, on Tuesday, April 29th, a deadly storm brought heavy rains and strong winds, knocking out power to over 400,000 homes in the Pittsburgh area, with full power restoration taking upwards of 7 days.

As the debris was cleared and schools and businesses reopened one important milestone for area students was back on the horizon: Prom.

"One of our clients said she was sad because her favorite aunt was supposed to come do her hair for prom and they didn't have power," said Scott, a framesi Italian Style Team Member and Brand Ambassador and owner of the salon in Allison Park, PA that only lost power for 12 hours. "I said 'You can use our power.' She was so excited. Then I thought, 'I wonder who else needs help?'"

On May 2nd, Salon U set up stations with hair tools, framesi BY hairspray, FOR-ME smoothing creams and gel, Barber Gen men's stylers, as well as refreshments, then let the community know: "All are welcome to come to SALON U!"

In addition to the appointments on the books for months, "several girls and boys showed up and had lots of fun and laughs and selfies."

Sandie was surprised by the attention. "We just did what anyone would have done: lend a helping hand to our community. We are very involved. It's just what we do."

Has your framesi salon made a difference in your community? We'd love to hear from you!

SPOTTED!

FRAMESI INVITED TO EXCLUSIVE EVENTS

You can always find framesi products at your favorite salon, but you never know where else we might pop up. As a lot of people do over the summer, framesi has been reflecting on the busy year we had at school... several schools across the country, in fact!

In March, Kappa Delta sisters honored at the Georgia Southern chapter's academic banquet in Statesboro, GA found MORPHOSIS Ultimate Care shampoo and conditioner in their gift bags and were able to freshen up their look at our MORPHOSIS pop-up station.

In April, we gave Alpha Delta Pi at Bucknell University in Philadelphia everything they needed to treat members to a high-spirited spa night to prepare for their recruitment season. Zeta Tau Alpha sisters at Presbyterian College in Clinton, SC welcomed new members on Bid Day with a MORPHOSIS style refresh station and MORPHOSIS gifts. Also in April, MORPHOSIS Restructure Shampoo and Conditioner could be found at the Valley Magazine April Issue Launch Party at Penn State and we were honored to provide 2 gift baskets full of MORPHOSIS product raffled off at Delta Phi Epsilon's 65 Roses Gala for the Cystic Fibrosis Foundation at Widener University in Chester, PA.

There are more partnerships in the works (including at New York Fashion Week this fall!) so keep an eye on our Instagram to catch the latest hotspots where framesi and MORPHOSIS are popping up!



@adpi_bucknell



@presby.zeta

elite

framesi MILAN

Did you know...

you can use
your points for
education?

Did you know...

you are given a reward level
based on your purchases?
Next time you receive your
order form, look at the top
right! Are you a ruby, pearl,
emerald, sapphire, diamond,
or blue diamond salon?!

Did you know...

there are multiple ways
to order?! You can mail
in your order form, email
your form, fax, or call
by phone!

did you know?

Framesi's elite program is the best in the industry.

It's easy to join. You don't have to do a thing! We enroll you the moment your purchases of framesi products reach \$500 in a calendar quarter from authorized framesi distributors or direct from framesi. Then, you earn points with every purchase - again - no matter where you buy framesi. Redeem points for free products, tools and education. There are six levels of increasing elite rewards with access to exclusive offers, products and education.

MORPHOSIS is now
available with points!



There are so many great ways to cash in your elite points, including on new MORPHOSIS products! That's right, you can now redeem elite points for the Clean and Conscious beauty treatments guests are asking for. You can also redeem for exclusive accessories you can't get anywhere else like aprons, capes, retail bags and towels. Get your favorite framesi care and styling products, activators, swatchbooks, stylist tools and education, including our NEW 2024-2025 Collections Classes!

elite questions?

email us at elite@framesi-na.com
or call 1.800.321.9648, option 6

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

EXAMPLE

elite Acct#: ABC-12345

Salon Framesi - Leetsdale, PA 15056

TOTAL POINTS AVAILABLE: 1634




































elite Level: Diamond

Form #: 1057

1 framesi elite point = \$1

- Did you know you got 20 extra bonus points for Q3?
- Did you know because of the pandemic we kept you at your current earning level in Q4 2019?
- Did you know with your first elite order you received 1 FREE pack of disposable capes?

Take a look at the top left corner of your **elite** order form to check your current **elite** level! Are you Blue Diamond, Diamond, Sapphire, Emerald, Pearl, or Ruby?

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

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THREE WAYS TO REDEEM POINTS!

1. Email

Email clear and readable pictures or scans of your order form to:

elite@framesi-na.com

2. Fax

Fax your order form to:

412.264.5696

3. Mail

Mail **WHITE COPY** only of your order form to:

**Framesi NA
Attn: elite
17 Avenue A
Leetsdale, PA 15056**

let's get social!



@jessilee_hairartist



@jennannprofessional

Effortless Shiny Blonde

Lightened with **DECOLOR B DIAMOND** and **Framesi Professional Activator** 25 volume

Toned with **FRAMCOLOR eclectic 5D COLOR GLOSS 6N+7N** and **10V+9SB** with **Framcolor Eclectic 5D COLOR GLOSS Activator**

Autumn Brunette

Toned with **NEW FRAMCOLOR eclectic 5D COLOR GLOSS 4N/4.0** (Medium Chestnut)

CONNECT

with framesi, fellow stylists, and salon guests!

SHARE

photos of your creations for a chance to be reposted!

INSPIRE

others and gain inspiration for your next style!



@morphosisbyframesi
@framesipro

#FrameYourBeauty
#MaintainMorphosis
#framesiusa #framesi
#framesielite #framcolor

improve your chances!
sharing your looks, but not getting noticed?

our checklist



GOOD
LIGHTING



ALL OF HAIR
SHOWN



LIST YOUR
FORMULA



TAG US!

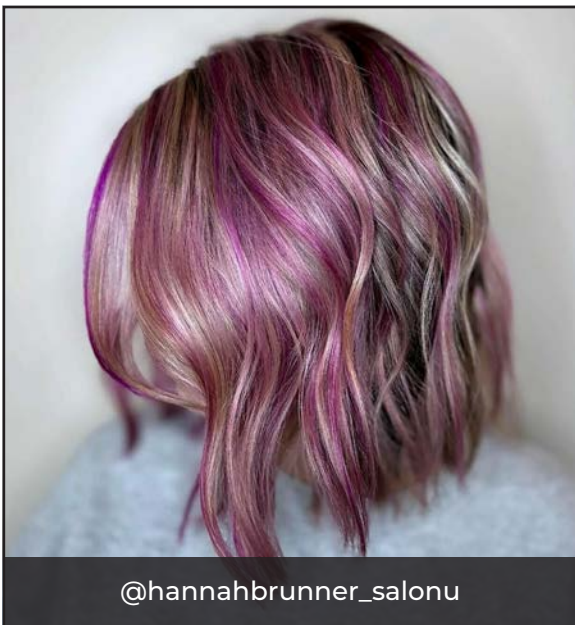


@stephstyleswright

Platinum Gloss

Lightened with **DECOLOR B DIAMOND**

Toned with **Framcolor eclectic 5D COLOR GLOSS** 1 oz 10V + 0.5 oz 10SB + 0.5 oz 9BA



@hannahbrunner_salonu

Pops of Pink

Highlights with **DECOLOR B DIAMOND** and **Framesi Professional Activator** 25 volume

Toned with **Framcolor Eclectic CARE** 9.16 + **Framcolor Eclectic** 9PE + 0E with 10 vol.

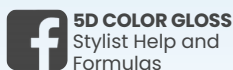
Rinsed, dried and applied **Framcolor Pure Pigment PLUS** /00 with a dot of /560 and a tiny dot of /66.

framesi[®]
MILAN

5D | **FRAMCOLOR Eclectic**
COLOR GLOSS
LIQUID DEMI-PERMANENT HAIRCOLOR

the
Ultimate
COLOR COLLECTIVE

framesi's OFFICIAL facebook
group for everything
FRAMCOLOR Eclectic
5D COLOR GLOSS!



search "5Dcolorglossstylists"
or scan the QR code below



Before



After

- Collaborate with fellow framesi stylists
- Tips, tricks, hacks and more!

Be part of a growing
network of framesi
haircolor pros who *care*

Scan Here To Join



5D FRAMCOLOR Eclectic
COLOR GLOSS
LIQUID DEMI-PERMANENT HAIRCOLOR

QUICK and EASY BRILLIANCE

ALL OF THIS FOR
\$9.99!

Buy Any Three 5D COLOR GLOSS SHADES
+ One 5D COLOR GLOSS ACTIVATOR for \$9.99

66% SAVINGS!

reg. salon value \$29.30



VEGAN • GLUTEN FREE • AMMONIA FREE • RESORCINOL FREE • PPD FREE • SUSTAINABLE

BUY 1
GET 1 *Free*

SAVE
20%

DECOLOR *B*



CREAM PLUS
\$8.98
reg. price \$17.95

INFINITY+
\$14.98
reg. price \$29.95

DIAMOND
\$14.98
reg. price \$29.95



NO DUST
\$16.76
reg. price \$20.95

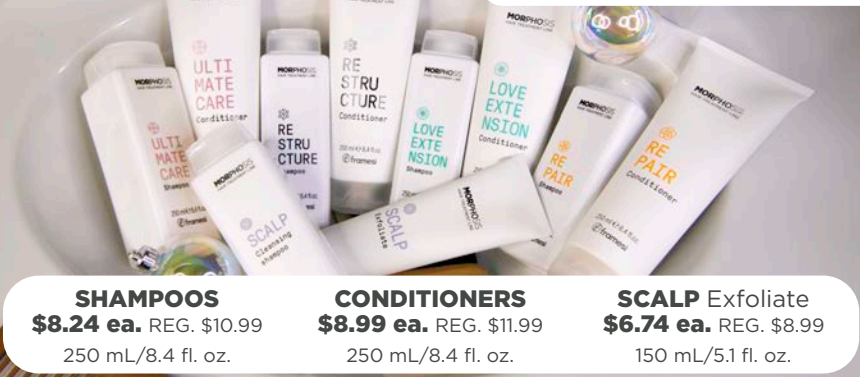
500 g. / NW 18 oz.

VEGAN, GLUTEN FREE

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

MORPHOSIS HAIR TREATMENT LINE **SAVE 25%**

SHAMPOOS & CONDITIONERS



SHAMPOOS
\$8.24 ea. REG. \$10.99
250 mL/8.4 fl. oz.

CONDITIONERS
\$8.99 ea. REG. \$11.99
250 mL/8.4 fl. oz.

SCALP Exfoliate
\$6.74 ea. REG. \$8.99
150 mL/5.1 fl. oz.

SAVE 30%



MORPHOSIS Repair Velvet
\$7.69 ea. REG. \$10.99
100 mL/3.4 fl. oz.

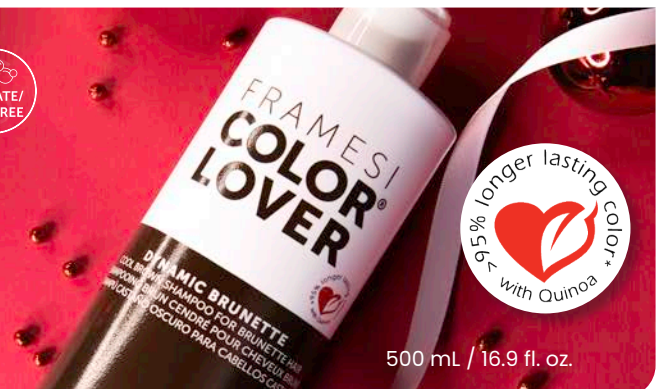
MORPHOSIS Restructure
Hair Beauty Elixir
\$13.99 ea. REG. \$19.99
150 mL/5.1 fl. oz.

FRAMESI
COLOR LOVER



Save 50% *Be Dynamic*

COLOR LOVER DYNAMIC BRUNETTE SHAMPOO \$7.48
reg. price \$14.95



500 mL / 16.9 fl. oz.

Holiday Stock Up Sale : 10/21-11/14

NEW!

SAVE 30% FOR -ME
STYLING LINE

SHINE, VOLUME and HOLD without forgetting PROTECTION

ALL Shades 2001 INTENSE

BUY 2 GET 1 Free

\$6.30 each
reg. price \$9.45



SAVE 25% FRAMESI COLOR LOVER

SELECT COLOR LOVER SHAMPOOS, CONDITIONERS, & MASQUE

VOLUME BOOST
MOISTURE RICH

\$10.46 ea.
reg. price \$13.95

DIAMOND STRONG
DYNAMIC BLONDE

\$11.21 ea.
reg. price \$14.95

Save 20%

BY & COLOR LOVER Hairsprays

BY

Mist Light
Mist Strong
\$8.72 ea.
reg. price \$12.45

FRAMESI COLOR LOVER

Design
Fix & Flex
\$9.07 ea.
reg. price \$12.95

Early Black Friday : 11/15-11/27

DECOLOR^B PRO-FORCE

PRO-FORCE BONDER 101
\$35.99 ea.
reg. price \$59.99 400 mL / 13.5 fl. oz.

PRO-FORCE SEALER 102
\$20.99 ea.
reg. price \$34.99 1000 mL / 33.8 fl. oz.

Save 40%



FRAMESI COLOR LOVER

Save 50%

COLOR LOVER Primer 11
& Primer 11 INTENSE 250 mL / 8.5 fl. oz.

\$7.48 each
reg. price \$14.95



Black Friday : 11/28

ALL FRAMESI COLOR LOVER LITERS

SAVE 25%

>95% LONGER LASTING COLOR

FRAMESI COLOR LOVER



VOLUME BOOST
MOISTURE RICH
CURL DEFINE
SMOOTH SHINE

\$17.21 ea.
reg. price \$22.95

DYNAMIC BLONDE

\$18.71 ea.
reg. price \$24.95

Cyber Monday : 12/1-12/3

SAVE UP TO **50%**

FRAMESI
COLOR LOVER

SELECT COLOR LOVER STYLING

PROGRESSIVELY SMOOTH \$9.98 reg. price, \$19.95
HAIR STRAIGHTENING SERUM \$11.21 reg. price, \$14.95
DESIGN FIX & FLEX HAIRSPRAY \$9.71 reg. price, \$12.95
CURL PUDDING \$11.21 reg. price, \$14.95
HAIR REPAIR FOAM \$11.21 reg. price, \$14.95
STOP FRIZZ \$11.21 reg. price, \$14.95
DYNAMIC BLONDE SERUM \$11.21 reg. price, \$14.95
FLASH DRY \$11.21 reg. price, \$14.95



**ALL
Shades**

Framcolor
Glamour
PROTECTIVE COVERAGE TECHNOLOGY

**BUY 2
GET 1 Free**

\$4.97 each
reg. price \$7.45



*packaging may vary
60 mL / 2 oz.

December Doorbuster : 12/7-12/9

NEW!

**SHAPE ME
GLAZE 222**
6.8 fl. oz. / 200 mL
\$7.67
reg. price \$10.95

**ELEVATE
ME CURL
CREAM 308**
5.1 fl. oz. / 150 mL
\$8.37
reg. price \$11.95

**BRING ME TO
THE BEACH SALT
SPRAY 223**
5.1 fl. oz. / 150 mL
\$7.67
reg. price \$10.95

**WAKE ME
UP CURL
SPRAY 227**
5.1 fl. oz. / 150 mL
\$7.67
reg. price \$10.95

**SHINE ME
BRIGHTLY
SUPER COAT 119**
5.1 fl. oz. / 150 mL
\$9.07
reg. price \$12.95

**SMOOTH ME
SERUM 218**
5.1 fl. oz. / 150 mL
\$9.07
reg. price \$12.95

**DEFINE
ME GEL 411**
5.1 fl. oz. / 150 mL
\$6.97
reg. price \$9.95

**MATTE ME
STRONGLY 515**
2.7 fl. oz. / 80 mL
\$7.67
reg. price \$10.95

FOR

Save 30%-ME
STYLING LINE

SHINE, VOLUME and HOLD without forgetting PROTECTION

DECOLOR**B** PRO-FORCE

PRO-FORCE BONDER 101
\$35.99 ea.
reg. price \$59.99 400 mL / 13.5 fl. oz.
PRO-FORCE SEALER 102
\$20.99 ea.
reg. price \$34.99 1000 mL / 33.8 fl. oz.

Save 40%



FRAMESI
COLOR LOVER **Save 30%**

DESIGN FIX & FLEX HAIRSPRAY

\$9.07 ea.
reg. price \$12.95



283 g /
NW 10 oz.

December Only



**SAVE
30%** FRAMESI
COLOR LOVER

SELECT COLOR LOVER SHAMPOOS,
CONDITIONERS, & MASQUE

**VOLUME BOOST
MOISTURE RICH**
\$9.97 ea.
reg. price \$13.95

**DIAMOND STRONG
DYNAMIC BLONDE**
\$10.47 ea.
reg. price \$14.95



BY

Save 30%

framesi BY Styling

Mist Hairspray Strong \$8.72 reg. price, \$12.45
Mist Hairspray Light \$8.72 reg. price, \$12.45
Sparkling Mousse Strong
\$8.02 reg. price, \$11.45
Hydro Gel Strong \$5.57 reg. price, \$7.95



<p>PROBLEM:</p> <p>SENSITIVE, DRY OR IRRITATED SCALP?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • REDDENED SCALP • DEHYDRATION 	<p>SOLUTION:</p>  <p>MORPHOSIS SCALP</p> <p>For Deep Cleansing and Instant Relief</p> <p>Revitalized Scalp</p>
<p>PROBLEM:</p> <p>THINNING HAIR AND SENSITIVE SCALP?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • THINNING OR FINE HAIR • PAINFUL SCALP 	<p>SOLUTION:</p>  <p>MORPHOSIS DENSIFYING</p> <p>To Thicken and Nourish Fragile Hair</p> <p>Certified, Visible Results Even In Texture</p>
<p>PROBLEM:</p> <p>THINNING HAIR AND OILY SCALP?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • THINNING HAIR • EXCESS OF SEBUM, DHT AND OTHER RESIDUES 	<p>SOLUTION:</p>  <p>MORPHOSIS REINFORCING</p> <p>To Strengthen Hair and Give It Body</p> <p>Visible, Documented Results Thicker and Stronger</p>
<p>PROBLEM:</p> <p>SCALP WITH EXCESSIVE OIL?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • HAIR WEIGHS DOWN AND GETS DIRTY EASILY • OILY HAIR 	<p>SOLUTION:</p>  <p>MORPHOSIS BALANCE</p> <p>To Rebalance and Give Scalp Wellness</p> <p>Normalized Scalp Longer-Lasting Clean and Refreshed Hair</p>
<p>PROBLEM:</p> <p>SCALP DRY AND ITCHY?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • VISIBLE PEELING • ITCH AND INFLAMMATION 	<p>SOLUTION:</p>  <p>MORPHOSIS PURIFYING</p> <p>To Purify and Relieve Congestion</p> <p>Even, Elastic Scalp</p>
<p>PROBLEM:</p> <p>EXTREMELY DAMAGED HAIR THAT BREAKS?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • EVIDENT DAMAGE TO THE STRUCTURE • NO TONE OR BODY • HAIR BREAKAGE 	<p>SOLUTION:</p>  <p>MORPHOSIS RESTRUCTURE</p> <p>For Complete Reconstruction</p> <p>Hair Instantly Strengthened, Repaired and Filled Out</p>

THE FULL SIS LINE!

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<p>PROBLEM:</p> <p>HAIR THAT IS FRIZZY AND LIFELESS?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • UNMANAGEABLE HAIR • NEGATIVE REACTION TO WEATHER CONDITIONS • REPEATED LIGHTENING OR COLOR 	<p>SOLUTION:</p>  <p>MORPHOSIS ULTIMATE CARE</p> <p>For a Revitalizing, Immediately Disciplining Cure</p> <p>Immediate Vitality Smoothness Shine Frizz Free</p>
<p>PROBLEM:</p> <p>DRY, DULL AND DAMAGED HAIR?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • HIGHLY DAMAGED DUE TO TECHNICAL TREATMENTS • EXCESSIVE USE OF HOT TOOLS 	<p>SOLUTION:</p>  <p>MORPHOSIS REPAIR</p> <p>To Nourish And Repair In Depth</p> <p>Stronger Hair and Absolute Softness</p>
<p>PROBLEM:</p> <p>VISIBLY DEHYDRATED, DRY HAIR?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • COARSE, THICK AND DIFFICULT TO COMB • SPLIT ENDS • IDEAL FOR CURLS OR WAVES 	<p>SOLUTION:</p>  <p>MORPHOSIS SUBLIMIS OIL</p> <p>To Give Hair Intense Hydration and Shine</p> <p>Shiny, Silky Hair</p>
<p>PROBLEM:</p> <p>COLORLED HAIR?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • FADING COLOR • LOSS OF SHINE 	<p>SOLUTION:</p>  <p>MORPHOSIS COLOR PROTECT</p> <p>To Protect the Cosmetic Color and Enhance Its Shine</p> <p>Protected Hair In Perfect Condition</p>
<p>PROBLEM:</p> <p>HAIR WITH EXTENSIONS?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • KNOTS FORMING • HAIR BREAKING 	<p>SOLUTION:</p>  <p>MORPHOSIS LOVE EXTENSION</p> <p>To Preserve the Beauty Of Extensions</p> <p>Hair Easier To Manage and Natural Volume</p>
<p>PROBLEM:</p> <p>HAIR DAMAGED BY SUN, SALT, AND CHLORINE?</p>	<p>CHARACTERISTICS:</p> <ul style="list-style-type: none"> • ROUGH, CRUNCHY, OR STRAW-LIKE • STRIPPED OF NATURAL OILS 	<p>SOLUTION:</p>  <p>MORPHOSIS SUN</p> <p>Effectively Removes Salt, Chlorine, and Sand While Protecting and Restoring Hair and Scalp.</p> <p>Shields Against Harmful UV Rays Before, During, and After Sun Exposure.</p> <p>Hydrates With Organic Peach Extract</p>





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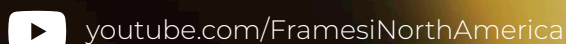
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