framesi®
MILAN

ultimate product guide

haircolor · haircare & styling · lighteners · texture

framesi digital education

AVAILABLE FOR ALL FRAMESI HAIRCOLOR LINES

SCAN USING YOUR PHONE CAMERA!

available now!

LIVE ONE-ON-ONE OR ON DEMAND

FRAMESI DIGITAL EDUCATION COMPARISON CHART			
LIVE ONE-ON-ONE DIGITAL EDUCATION VIA ZOOM		ON-DEMAND SELF STUDY DIGITAL EDUCATION	
CLASS OFFERINGS			
BASIC/INTERMEDIATE	INTERMEDIATE/ADVANCED	BASIC/INTERMEDIATE	INTERMEDIATE/ADVANCED
ALL FRAMESI COLOR LINES	BLONDING, TONING, COLOR CORRECTIONS & TECHNIQUES	ALL FRAMESI COLOR LINES	BLONDING, TONING, COLOR CORRECTIONS & TECHNIQUES
LEARN FROM A CERTIFIED FRAMESI EDUCATOR			
ONE-ON-ONE		PRE-RECORDED INTERFACE	
FORMULATION EXERCISES			
INTERACTIVE		WALK THROUGH EXAMPLES	
CUSTOMIZABLE: TAKE CONTROL OF YOUR LEARNING EXPERIENCE			
A PERSONAL APPROACH: START EACH CLASS BY DISCUSSING AREAS OF FOCUS WITH YOUR EDUCATOR		A SELF-GUIDED APPROACH: ABILITY TO REPLAY, REWIND & FAST FORWARD	
FLEXIBLE & ACCESSIBLE LEARNING			
BOOKINGS AVAILABLE BASED ON YOUR SCHEDULE		READILY AVAILABLE ON DEMAND	
INDIVIDUAL SESSIONS OR WITH FRIENDS & COWORKERS			
CONTROL YOUR CLASS SIZE: KEEP IT ONE-ON-ONE OR LEARN WITH FRIENDS & COWORKERS		WATCH AND LEARN BY YOURSELF OR WITH FRIENDS/COWORKERS: EVERYONE CAN LEARN AT THEIR OWN PACE!	
Q&A			
INTERACTIVE WITH FRAMESI CERTIFIED EDUCATOR		REVIEW OF COMMONLY ASKED QUESTIONS	
INTERNET ACCESS REQUIRED			
YES TWO-WAY CAMERA & MICROPHONE RECOMMENDED		YES	

check out *framesiprofessional.com/classes* for more information!

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framcolor

HAIRCOLOR

FRAMCOLOR 2001 **INTENSE**

permanent haircolor 60mL

- **PROCESSES IN HALF THE TIME!**
- 2 applications per tube. Low cost! 1:2 mix ratio.
- Use alone or mix with **FRAMCOLOR 2001** for 124+ shades that process in ***HALF THE TIME!***
- Non-progressive formulation

ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!

NEW! FRAMCOLOR PURE PIGMENT PLUS

restructure & color damaged hair - in one step 60mL

- Reparative pigments for damaged hair, no developer required!
- Must-have color for textured hair that has been weakened by chemical relaxers, smoothing/keratin treatments & heat styling
- Acidic pH-balanced haircolor formula neutralizes hair pH after blonding services, leading to less irritation and a shinier, healthier color result.
- Acidic pH tightly seals the cuticle to lock in color molecules, even in the most damaged, porous areas susceptible to fading & color loss.

AVAILABLE IN NATURAL, VIBRANT & BOLD SHADES

ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!

FRAMCOLOR 2001

permanent haircolor 60mL

- 2 applications per tube. Low cost! 1:2 mix ratio
- Use alone or mix with **FRAMCOLOR 2001 INTENSE** for 124+ cooler-toned shades that process in ***HALF THE TIME!***
- Naturally reflective, warm finish or a cool, more dense coverage

ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!

FRAMCOLOR ECLECTIC

ammonia free, demi-permanent haircolor 60mL

- Ammonia free, PPD free, fragrance free demi-permanent haircolor
- Up to 100% gray coverage
- 2 applications per tube. Low cost! 1:2 mix ratio
- Can be mixed with **Framcolor Eclectic CARE** to create 70+ permanent shades

ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!

FRAMCOLOR GLAMOUR

permanent haircolor 60mL & 100mL

- 100% gray coverage with every shade, no intermixing
- Cool tonality, dense finish, true to swatch, pure tone results
- Up to 5 levels of lift

ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!

FRAMCOLOR ECLECTIC CARE

ammonia free, permanent haircolor 60mL

- Rethink. Reimagine. The evolution of ammonia free, permanent haircolor
- 100% gray coverage from every shade, up to 3 levels of lift with no build-up
- 2 applications per tube. Low cost! 1:2 mix ratio
- Can be mixed with Framcolor Eclectic to create 70+ permanent shades

ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!

FRAMCOLOR FUTURA

permanent haircolor 60mL

- Precise color placement allows for the most even color result with 100% gray coverage
- Low ammonia content and superior high quality dye molecules, ensure superior shine and minimal fadage

ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!

FRAMCOLOR EXTRA CHARGE

direct pigments 125mL

Discover **FRAMCOLOR EXTRA CHARGE**, for a perfect color, a brilliant, intense charge. **FRAMCOLOR EXTRA CHARGE** is a ready-to-use pigment, with no ammonia, amines and alcohol.

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PERMANENT HAIRCOLOR

framesi FAST FRAMCOLOR 2001 INTENSE	FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
PROCESSES IN HALF THE TIME!			
1:2 mix ratio (color: developer)	1:2 mix ratio (color: developer)	1:1 mix ratio (color: developer)	1:1 mix ratio (color: developer)
cool tonality	natural tonality	cool tonality	cool tonality
dense finish	reflective finish	dense finish	dense finish

RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

FRAMCOLOR PURE PIGMENT PLUS

REFRESH & RESTRUCTURE	ONE STEP LIGHTEN & COLOR WITH PURE PIGMENT PLUS + COLOR EXALT
no mixing required no developer required	1:2 mix ratio (PURE PIGMENT PLUS + FRAMCOLOR 2001 COLOR EXALT : developer)
tonality varies by shade	natural tonality
finish varies by shade	reflective finish

AMMONIA FREE

FRAMCOLOR ECLECTIC CARE	FRAMCOLOR ECLECTIC
1:2 mix ratio (color: developer)	1:2 mix ratio (color: developer)
natural tonality	natural tonality
reflective finish	reflective finish

PEROXIDES 946mL

peroxide viscosity comparison

LIQUID CREAM BASE	CREAM BASE
maximum spreadability	*total control*

FRAMESI PROFESSIONAL ACTIVATOR 946mL/32fl.oz.

LIQUID CREAM ACTIVATOR

Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

OSSIDORR®
1000mL/33.8fl.oz.

CREAM DEVELOPER

RICH in vegetable oil and castor oil for maximum protection of the hair and scalp. Ossidorr's thick consistency allows for smooth application with shine and condition.

MIXCOLOR CREMA
1000mL/33.8fl.oz.

DEPOSIT-ONLY CREAM ACTIVATOR

Mixcolor Crema is a revolutionary tone-on-tone activator that transforms framesi permanent haircolor into a stunning deposit-only color.

This tone-on-tone cream activator is designed to be mixed with **FRAMCOLOR 2001** (1:4 mix ratio) & **FRAMCOLOR FUTURA** (1:2 mix ratio).

Ideal for toning highlights, refreshing faded ends, and shine enhancement.

FRAMESI COLOR METHOD

The difference between simple coloring and PROFESSIONAL TREATMENT lies in the METHOD. Customers who choose professional coloring want superb service and excellent results, but also color longevity and expert hair care. The same added value is shared by all successful colorists.

COLOR METHOD SHAMPOO GO
1000mL/33.8fl.oz.

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.

COLOR METHOD POST COLOR MASK
1000mL/33.8fl.oz.

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 shield, letting color shine through.

COLOR METHOD RELIEF
150mL/5.1fl.oz.

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 haircolor services.

COLOR METHOD PRO-TECT CREAM
75mL/2.5fl.oz.

An anti-stain barrier cream that forms a protective film which prevents staining of the skin when applied around hairline prior to the color service. Does not block hair color deposit and coverage.

COLOR METHOD SUPERSMAK
250mL/8.4fl.oz.

A mild liquid solution that removes unwanted hair-color stains from the skin.

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DECOLOR B LIGHTENERS

DECOLOR B DIAMOND POWDER BLEACH 500g
an off-the-scalp, ultra-refined powder bleach with Diamond Technology (9+ Levels)

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

DECOLOR B CLAY LIGHTENER 500g
For on or off-the-scalp, ammonia and fragrance free lightener with a clay consistency that will not dry out or flake with 9+ Levels of lift, and is perfect for freehand lightening.

- Rapidly achieves 9+ levels of lift
- Ammonia free, fragrance free
- Can be used on the scalp with 20 volume developer or lower
- Will not dry out or flake
- Clay texture stays in place, perfect for freehand lightening
- No Dust: less sensitivity, greater safety in the salon
- Creamy consistency makes it extremely easy to spread through hair

DECOLOR B NO DUST 500g
an off-the-scalp powder bleach(Up to 7 Levels)

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

DECOLOR B CREAM PLUS 150mL/7.5 oz.
the no-dust cream bleach for on or off-the-scalp (9+ Levels)

- Rapidly achieves 9+ levels of lightening
- Innovative cream formula
- Contains protective oils to safeguard hair health and scalp
- Effective on the most difficult haircolor removal services
- Thick creamy consistency stays moist without swelling
- Leaves hair with ultimate condition and shine

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texture

FRAMESI STRAIGHTENING SYSTEM - RELAXING SERVICE

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. Framesi Straightening System allows you to create texture by refining natural curl through relaxing, curl reduction and redirection of natural growth patterns. Framesi Straightening System has a lower pH than conventional relaxers, allowing you to create stunning effects while preserving the integrity of the hair.

FRAMESI STRAIGHTENING SYSTEM STRONG 280mL/9.5 fl.oz.

FOR COARSE, RESISTANT HAIR

FRAMESI STRAIGHTENING SYSTEM NEUTRALIZER 280mL/9.5 fl.oz.

NEUTRALIZES HAIR AFTER STRAIGHTENING SYSTEM TREATMENT

FRAMESI PERM SYSTEM PROTECTIVE SERUM 150mL/5.1 fl.oz.

PROTECTS DURING BOTH STRAIGHTENING & WAVING SYSTEM TREATMENTS.

FRAMESI WAVING SYSTEM- PERM SERVICE

Rich in protective, conditioning ingredients to wave hair without damage. Thanks to its cationic formula and Hydro-Care Complex*, hair stays soft and shiny with no damage. *Hydro-Care Complex (Hydrolized Soy Protein*, Hydrolized Vegetable Protein*, Camellia Oleifera Seed Oil*)

FRAMESI WAVING SYSTEM NEUTRALIZER

1000mL/33.8 fl.oz.

REQUIRED FOR ALL WAVING SERVICES

FRAMESI WAVING SYSTEM 0

500mL/16.9 fl.oz.

NORMAL / COLOR-TREATED / RESISTANT HAIR

FRAMESI WAVING SYSTEM 1

500mL/16.9 fl.oz.

COLOR-TREATED HAIR

FRAMESI WAVING SYSTEM 2

500mL/16.9 fl.oz.

COLOR-TREATED/ DAMAGED/ HIGHLIGHTED HAIR

FRAMESI SMOOTHING SYSTEM - KERATIN TREATMENT

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.

SMOOTHING SYSTEM SHAMPOO STEP 1

400mL/13.5 fl.oz.

SMOOTHING SYSTEM UNTWIST STEP 2

150mL/5.1 fl.oz.

SMOOTHING SYSTEM FLUID STEP 3

400mL/13.5 fl.oz.

SMOOTHING SYSTEM CONDITIONER STEP 4

400mL/13.5 fl.oz.

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color-safe haircare

FRAMESI COLOR LOVER >95% LONGER LASTING COLOR*

FRAMESI COLOR LOVER products extend the life of your color **>95% longer than leading competitors***. Packed with the finest vegan-friendly ingredients to provide anti-aging, anti-pollutant, and thermal protection, this line is packed with must-have essential care and styling products!

FRAMESI COLOR® LOVER

95% longer lasting color* with Quinoa

*based on lab testing

VEGAN · GLUTEN FREE · PARABEN FREE · SODIUM CHLORIDE FREE · SULFATE/DEA FREE · PLANT BASED

DYNAMIC BLONDE

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

NEW! DYNAMIC RED & DYNAMIC BRUNETTE

Keep your red & brunette hair fresh and on-tone.

DYNAMIC BLONDE SHAMPOO

VIOLET SHAMPOO FOR BLONDE/GRAY HAIR
16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

- 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 | ***AVAILABLE IN LITERS!***

- 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 RED SHAMPOO

RED SHAMPOO FOR RED HAIR 16.9fl.oz./500mL

- Enhance your red without changing original tonality
- Pomegranate extract provides natural age-defying & conditioning results for smoothness & shine
- >95% longer-lasting color with no build up or dryness*

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

DYNAMIC BRUNETTE SHAMPOO

COOL BROWN SHAMPOO FOR BRUNETTE HAIR 16.9fl.oz./500mL

- Keep it cool! Eliminate brass & warmth without changing original tonality
- Packed with Algae Proteins to add moisture & remove pollutants
- >95% longer-lasting color with no build up or dryness*

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FRAMESI COLOR LOVER SHAMPOOS & CONDITIONERS

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. Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE.**

MOISTURE RICH SHAMPOO

16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

- Sulfate free, ultra-hydrating shampoo
- Advanced blend of Quinoa, Aloe Vera & vitamins combined with nourishing Shea Butter drench hair in rich moisture
- Weightless formula restores vitality, radiance & instantly revives dry hair

MOISTURE RICH CONDITIONER

16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

- Rich, ultra-hydrating conditioner
- Advanced blend of Quinoa, natural coconut oil conditioning agents & vitamins lock in moisture
- Weightless formula leaves hair with body, condition & fabulous shine

MOISTURE RICH MASQUE

16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

- This intense moisturizing conditioner instantly provides an ultra-deep revitalizing treatment
- Advanced blend of Quinoa, natural oils & vitamins, deeply immerse hair in moisture & nutrients
- Weightless formula repairs dry, damaged hair from within without buildup

VOLUME BOOST

Lusciously lift & strengthen your hair, leaving it with high volume & softness while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE.**

VOLUME BOOST SHAMPOO

16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

- 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

16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

- Ultra-light, ultra-rich volumizing conditioner
- Quinoa, combined with natural coconut derived conditioning agents & rich oils work to strengthen hair & boost volume
- Weightless formula boosts volume

VOLUME BOOST 2 PHASE CONDITIONER 8.5fl.oz/250mL

- Ultra-light, volumizing leave-in spray conditioner. Shake it... spray it for one dynamic result
- 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

CURL DEFINE

Define, detangle & delight your curls with an infusion of moisture while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE.**

CURL DEFINE SHAMPOO

16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

- 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 | ***AVAILABLE IN LITERS!***

- 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

SMOOTH SHINE

Hello smooth & sleek, farewell fly-aways & frizz. Unlock your smoothest, shiniest hair ever while keeping your color 95% longer!Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE.**

SMOOTH SHINE SHAMPOO

16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

- Sulfate free shampoo cleanses & calms unmanageable hair
- Quinoa, Meadowfoam Seed Oil, Aloe Vera Leaf Juice & vitamins 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 | ***AVAILABLE IN LITERS!***

- 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

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color-safe styling

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FRAMESI COLOR LOVER COLOR-SAFE STYLING

FRAMESI COLOR LOVER styling products extend the life of your color **>95% longer than leading competitors,*** with quinoa. Plant-based ingredients will not coat, dull, or mask haircolor. Weightless formulas do not build up and work for all hair types.

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

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

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***

NEW! PROGRESSIVELY STRONG
LEAVE-IN STRENGTHENING SPRAY 6fl.oz./177mL

- Penetrates deep into hair to reinforce & strengthen hair from the inside, unlike all other strengthening/bonding products
- Has a progressive effect. The more the product is used, hair becomes stronger and less prone to breakage
- Offers powerful hair protection & repair
- Protects against humidity & the environment

NEW! HAIR REPAIR FOAM
FOAMING HAIR STRENGTHENER 6.8fl.oz./200mL

- Packs a punch in just a pump - without the crunch! Strengthen and style every day without stiffness.
- Reinforces & strengthens hair bonds from the inside-out. Added protection before styling hair.
- Lightweight & plant-based
- Offers powerful hair protection & repair
- Protects against humidity & the environment

PROGRESSIVELY SMOOTH
TAKE HOME SMOOTHING 6fl.oz./177mL

- 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

NEW! HAIR STRAIGHTENING SERUM
INSTANT SMOOTHING SERUM 6fl.oz./177mL

- Instantly smooths and nourishes hair to ensure straight results all day long. No fuss. No frizz. No fly-aways.
- Antioxidant rich ingredients defend against aging & damage from the environment.
- Use with heat for accelerated smoothing results
- Offers powerful hair protection & repair
- Protects against humidity & the environment

STOP FRIZZ
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

RAISE THE ROOTS
ROOT LIFTER 6fl.oz./177mL

- Spray at the root to provide fierce lift & volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body

BLOW IT BIG
BLOW DRY CREAM 6fl.oz./177mL

- Moisturizes, adds volume and body
- Offers strong thermal protection
- Speeds up drying time

FLASH DRY
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.

CURL PUDDING
CURL DEFINING CREAM 6fl.oz./177mL

- Defines and separates curl, providing softness and curl definition
- Adds moisture, conditions curls
- Softens unruly hair, reduces breakage

BOUNCE
CURL REJUVENATOR 6fl.oz./177mL

- Rejuvenate & redefine curls, day of and day after
- Moisture rich formula instantly smooths hair to eliminate frizz
- Delivers humidity protection & curl support

BY FRAMESI™

BY FRAMESI™ products are an exclusive color-safe styling and finishing line that can be used with color treated hair and will not coat, dull, or mask hair color. Broken out between the Lava category for a stronger hold and the Pearl category for a lighter hold, these styling products provide powerful anti-aging properties plus thermal & UV protection.

SULFATE-FREE • PARABEN-FREE • GLUTEN-FREE • ALCOHOL-FREE [1]

[1] excludes BY hair spray

PEARL
PURE AGILITY

framesi has created pure agility, providing shine and enhancing hair's natural beauty. Amino acids and vital trace minerals 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 150ml/5.1oz.

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

A unique formulation that softens and moisturizes the hair while adding incredible shine.

GLAZE
thickening fluid 250ml/8.4oz.

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

An alcohol free thickening fluid that moisturizes and adds luminous shine.

SPARKLING MOUSSE LIGHT
light hold mousse 194g/6.9oz.

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

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

MIST HAIR SPRAY LIGHT
light hold hair spray 283g/10oz.

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

An ultra fine working hairspray rich in restructuring amino acids. Will not build up.

HYDRO-GEL LIGHT
light hold gel 150ml/5.1oz.

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

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

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 70.8g/2.5oz.

- 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 283g/10oz.

- 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 and volcanic ash which fortifies the structure of the hair.

HYDRO-GEL Strong
strong hold gel 150ml/5.1oz.

- 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 194g/6.9oz.

- 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.

framesi®
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targeted hair & scalp care

MORPHOSIS HAIR TREATMENT LINE

MORPHOSIS Hair Treatment Line products are divided into high-performing targeted systems that offer superior solutions to repair all scalp and hair problems. These products contain an assortment of premium Mediterranean Extracts, including Pomegranate, Sunflower Seed Oil, and Argan Oil, to quickly restore, regenerate and rebalance your hair and scalp.

FOR DRY HAIR

MORPHOSIS

SUBLIMIS SHAMPOO
16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

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.

SUBLIMIS CONDITIONER
16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

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.

FOR SENSITIVE, IRRITATED SCALP

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.

FOR DAMAGED HAIR

MORPHOSIS

REPAIR SHAMPOO
16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

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.

REPAIR CONDITIONER
16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

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.

REPAIR 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.

MORPHOSIS

SCALP CONTROL

EXFOLIATE 150mL/5.1Fl.oz.

Delicate pearls of pure jojoba 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.

FOR THINNING HAIR

MORPHOSIS

DENSIFYING SHAMPOO
16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

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 revitalizing concentrate 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.

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.

FOR OILY HAIR & SCALP

MORPHOSIS

BALANCE SHAMPOO
16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

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.

FOR DRY, FLAKY SCALP

MORPHOSIS

PURIFYING SHAMPOO
16.9fl.oz./500mL | ***AVAILABLE IN LITERS!***

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.

MORPHOSIS HAIR TREATMENT LINE

FOR EXTREMELY DAMAGED HAIR

MORPHOSIS
PRO-FORCE

BONDER 101 500mL/16.9Fl.oz.
& SEALER 102 1000mL/33.8Fl.oz.

- **Pro-Force Bonder 101/Sealer 102** is a 2-step system used during bleach and hair color services to protect and strengthen hair
- Compatible with all color lines and bleach products
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.

MORPHOSIS
RE-STRUCTURING

Revitalizing SHAMPOO 1 1000mL/33.8Fl.oz.

- Gently but deeply cleanses hair, preparing it to receive the regenerating properties
- Hydrolyzed marine collagen and protein, combined with hydrating hyaluronic acid 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 combined with hydrating hyaluronic acid 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 combined with hydrating hyaluronic, acid 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

MORPHOSIS
HAIR TREATMENT LINE

ULTIMATE CARE

3 STEP HOME MAINTENENCE

ULTIMATE CARE
SHAMPOO 250mL/8.4fl.oz.

Intensive revitalizing shampoo for hair. Hydrates in depth, delicate on scalp. With Total-Care Complex*, lotus flower extract and Color-Save technology.

ULTIMATE CARE
CONDITIONER 250mL/8.4fl.oz.

Revitalizing and illuminating conditioner for hair. Its rich formula penetrates the hair fibre making it softer, silkier and nourished. With Total-Care Complex*, lotus flower extract and Color-Save technology.

ULTIMATE CARE
WEEKLY TREATMENT 100mL/3.4fl.oz.

Weekly treatment for total hair regeneration. With its formula, it recreates the fibre's natural hydration and hair is transformed instantly. With Total-Care Complex*, lotus flower extract and Color-Save technology.

3 STEP IN-SALON EXPRESS TREATMENT

ULTIMATE CARE
SHAMPOO 500mL/16.9Fl.oz.

Intensive revitalizing shampoo for hair. Hydrates in depth, delicate on scalp. With Total-Care Complex*, lotus flower extract and Color- Save technology.

ULTIMATE CARE
MAXIMIZER 500mL/16.9Fl.oz.

Instant perfecting serum for hair, works in synergy with ULTIMATE CARE TREATMENT, revitalizing hair fibres in depth. With Total-Care Complex*, lotus flower extract and plant micro- proteins.

ULTIMATE CARE
TREATMENT 500mL/16.9Fl.oz.

Treatment for total hair regeneration. With its formula, it recreates the fibre's natural hydration and hair is transformed instantly.

With Total-Care Complex*, lotus flower extract and Color-Save technology.

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FRAMESI BARBER GEN - MEN'S LINE

MADE IN ITALY

FRAMESI BARBER GEN approved by Machete, an exclusive complete men's line, provides barbers world-wide with the confidence of elite Italian Barbering performance through the support of superior products made with premium ingredients. The pride and joy of the Italian barber craft, Machete recommends FRAMESI BARBER GEN, a range inspired by time-honoured wellness rituals that takes care of the hair and beard.

HAIR AND BEARD NATURAL CLEANSER
100 ml/3.4 fl.oz./250 ml, 8.4 fl.oz.

Hair and beard shampoo. Ideal for frequent use, it contains 98% naturally-sourced ingredients. It cleanses and leaves a refreshing scent, softens and moisturizes, leaving the scalp and face feeling light and fresh.

HOW TO USE
Massage on wet hair and beard and lather. Thoroughly rinse and repeat as needed. Avoid contact with eyes.

HAIR AND BEARD NATURAL BALM
100 ml/3.4 fl.oz./250 ml/8.4 fl.oz.

Ideal for frequent use, it contains 98% naturally-sourced ingredients. Gives softness and hydration, adding a finishing touch to your daily cleansing routine.

HOW TO USE
After shampooing, apply on hair and beard and massage.
Wait 2–3 minutes, then rinse.

REBALANCING SHAMPOO
250 ml/8.4 fl.oz.

Specifically formulated for oily scalps, a common challenge for men, its organically-sourced ingredients, such as red grape extracts and ginger, have an astringent and refreshing effect. If used regularly, this shampoo helps normalize the activity of the sebaceous glands, leaving the hair soft and manageable.

HOW TO USE
Apply on wet hair. Gently and evenly massage the scalp to boost circulation. Rinse and repeat as needed.

FORTIFYING SHAMPOO
250 ml/8.4 fl.oz.

Formulated for fine hair, it has an excellent revitalizing and strengthening effect. Organically-sourced ingredients, such as vine extracts, incense and ginger, make this shampoo the ideal solution to add body and thickness to the hair. The result is thicker feeling hair that is easy to style.

HOW TO USE
Apply on wet hair and massage on the scalp and lengths. Wait a few minutes before rinsing. Repeat as needed.

SHAVING FOAM
400 ml/13.5 fl.oz.

Shaving cream.
Light and soft, it lathers into a creamy foam that perfectly adheres to the skin, protecting it and giving you a smooth shave.

HOW TO USE
Wet your beard and massage the cream all over the areas you want to shave. After shaving, rinse off any residue with a damp cloth.

SHAVING GEL
250 ml/8.4 fl.oz.

A clear gel for fine shaving and touch-ups. Essential to define details, it can be used to perfectly shave the contours of your beard and get rid of any imperfection.

HOW TO USE
Apply the gel on the areas you want to touch up, then shave. Rinse off any residue with a damp cloth.

BEARD OIL
100 ml/3.4 fl.oz.

Nourishing, softening beard oil. It moisturizes and adds shine, making the hair soft and manageable. Suitable for all beards, it is ideal for long beards that need to be kept soft and sculpted.

HOW TO USE
Take a little oil in your hands and evenly rub it through your beard, keeping any contact with skin to a minimum.

AFTER SHAVE CREAM
100 ml/3.4 fl.oz.

Aftershave cream.
Moisturising and softening, it has been specially formulated for men's skin. It is easily absorbed and leaves the skin of your face soft and firm, with no greasy feel.

HOW TO USE
After shaving, apply on dry skin. Massage with a light hand and remove any residue as needed.

ICE TONIC
100 ml/3.4 fl.oz.

A soothing, refreshing lotion for the face and skin. Ideal after shaving, it instantly soothes any redness or irritation, leaving a persistently fresh feeling.

HOW TO USE
Spray on the face or skin after shaving. Avoid contact with eyes.

VOLUMIZING LOTION
100 ml/3.4 fl.oz./250 ml/8.4 fl.oz.

A volumizing spray, ideal for fine hair. It gives a bouncy texture and a natural volume that lasts all day. An instant result: the hair fibre looks thicker, bouncier and lighter.

HOW TO USE
Apply evenly on towel-dried hair, from the roots to the ends. Comb through the hair, then style as usual.

LEAVE-IN SPRAY
100 ml/3.4 fl.oz.

A no-rinse conditioning spray, specifically formulated for men's hair. Moisturizing and detangling, it keeps the hair soft and shiny, with no greasy feelings. Ideal to instantly set any hair type.

HOW TO USE
After shampooing, apply on towel-dried hair, comb through the hair and style as usual.

FRAMESI BARBER GEN - MEN'S LINE

BEARD & SHAVE | HAIR | STYLE | BALD

POLISHED AND REFRESHING. A FRAGRANCE THAT CAPTIVATES.

POMADE
100 ml/3.4 fl.oz.

Extra-strong glossy wax
Ideal for sculpted styles and a well-defined, glossy finish.

HOW TO USE
Warm the wax in your hands, apply on wet or dry hair, then style your hair as you prefer.

PASTE
100 ml/3.4 fl.oz.

Strong-hold matte paste. Perfect to control your hairstyle, with a natural-looking satin finish.

HOW TO USE
Warm the wax in your hands, apply on dry hair, then style as usual.

GLAZING WAX
100 ml/3.4 fl.oz.

Strong-hold wet-look wax.
For sculpted, firm and shiny locks, all day long.

HOW TO USE
Warm the wax in your hands, apply on dry hair. Comb through to add shape and volume.

OPAQUE POMADE
100 ml/3.4 fl.oz.

Extra-strong matte pomade.
For firmly set and perfectly controlled locks. Ideal for a sculpted look.

HOW TO USE
Warm the wax in your hands and apply on dry hair, twirling the tips into shape.

BARBER TIPS

This tip applies to any styling product that you distribute with your fingers: since the volume or shape of the hair starts at the roots, always start applying the product from the roots to shape your locks as you prefer.

Always comb your hair after applying wax or pomade, even if you will twirl your hair into shape afterwards. This will remove any excess wax and will distribute it evenly through your hair.

FREE FROM GLUTEN, PARABENS, SULFATES, DEA & ALCOHOL

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ultimate product guide

haircolor · haircare & styling · lighteners · texture

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17 Avenue A
Leetsdale, PA 15056
1.800.245.6323
900879-000