elite

framesi MILAN

Autumn 2021

restructure & color IN ONE STEP!

check out the latest color line from framesi!
PLUS new styling to add to your collection

holiday preview

get your salon ready for what's about to be the wildest holiday season yet!

LET'S GET SOCIAL

the top performing looks from framesi stylists!
See if one of your creations was featured

QUARTERLY NEWSLETTER

change is in store
prepare for your busiest season yet!

DENNIS KATAWCZIK
President, Framesi NA

Stylists have always been expected to adapt. It is at the core of the profession to be up-to-date, on-trend and ready to meet each and every one of your client's needs, while simultaneously battling through unexpected challenges day in and day out.

You are the gatekeepers in your community for beauty and self esteem.

While you make it look easy, we at framesi know that as soon as the season shifts, you're looking to and preparing for the holiday rush, working late nights behind the scenes to accommodate everyone - even with a full book. All for the chance to give joy and happiness back to your clients.

The ability to spread joy is all too often looked over as a virtue.

Oftentimes, the work you do extends far beyond the people in your chair. A small moment of self care for your client spills into kindness toward their families, their coworkers & communities.

The work you do is ***invaluable,*** and it is our mission to take care of you and provide you with the tools you need to enrich the lives of others.

As we sit down to develop products, we constantly challenge ourselves to put your needs first. What will make your job easier? What will inspire you to create?

We launched **FRAMCOLOR PURE PIGMENT PLUS** so you could restructure & color damaged hair in one step!

We formulated NEW! **FRAMESI COLOR LOVER Hair Straightening Serum & Progressively Strong** for behind the chair & take home use knowing both you and your clients will love the results. Keep an eye out for upcoming **HAIR REPAIR FOAM**, a game changer for damaged, limp hair.

You are at the heart of all we do. We hope to always be part of your seamless transition through the seasons.

- dennis

"OFTENTIMES, THE WORK YOU DO EXTENDS FAR BEYOND THE PEOPLE IN YOUR CHAIR. A SMALL MOMENT OF SELF CARE FOR YOUR CLIENT SPILLS INTO KINDNESS TOWARD THEIR FAMILIES, THEIR COWORKERS & COMMUNITIES."

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framesiprofessional.com/elite

framesi® MILAN

STYLING cocktails

"how would you like it?"

straight up

FRAMESI COLOR LOVER PROGRESSIVELY SMOOTH
SAVE 30%
NOVEMBER/DECEMBER

NEW! FRAMESI COLOR LOVER HAIR STRAIGHTENING SERUM
SAVE 30%
NOVEMBER/DECEMBER

FRAMESI COLOR LOVER STOP FRIZZ

For your straightest and smoothest hair, apply **PROGRESSIVELY SMOOTH** to damp hair. Emulsify **NEW! HAIR STRAIGHTENING SERUM** and **STOP FRIZZ** together in your hands and distribute through ends prior to blowdrying. Once smooth, finish straightening hair with a flat iron for the longest lasting smooth results.

neat

FRAMESI MORPHOSIS SCALP REFRESH SPRAY

FRAMESI COLOR LOVER PRIMER 11

FRAMESI COLOR LOVER FLASH DRY

For clean, fresh hair that will stay healthy & frizz free - even through seasonal changes - start with spraying **SCALP REFRESH SPRAY** directly on the scalp in sections and massage delicately after shampooing to prevent dandruff caused by dry autumn air. Follow with **PRIMER 11** leave-in conditioner to add moisture to ends and prevent static. Speed up drying time with **FLASH DRY** before blowdrying, minimizing heat damage and keeping fly-aways at bay - even after wearing a hat all day!

make it strong

NEW! FRAMESI COLOR LOVER PROGRESSIVELY STRONG
SAVE 30%
NOVEMBER/DECEMBER

FRAMESI COLOR LOVER DYNAMIC BLONDE SERUM
SAVE 30%
OCTOBER

NEW! FRAMESI COLOR LOVER HAIR REPAIR FOAM
SAVE 30%
NOVEMBER/DECEMBER

Protect damaged hair while adding life and body to limp strands. Start with applying **PROGRESSIVELY STRONG** to damp hair for repair & protection. Then apply **DYNAMIC BLONDE SERUM** to add lightweight moisture in colder months. Follow immediately with working 2-3 pumps (more for longer hair) of NEW! **HAIR REPAIR FOAM** through ends and scrunching upward for lightweight body & bounce. Impart strength & protect hair as you go through your day!

FRAMESI COLOR LOVER® with >95% longer lasting color* with Quinoa

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

*based on lab testing

framesi® MILAN

SAVE 30%

FRAMESI COLOR® LOVER

NEW! HAIR REPAIR FOAM

foaming hair strengthener

$9.07
reg. salon value $12.95

>95% longer lasting color* with Quinoa

NEW! NOVEMBER/DECEMBER 2021

PACKS A PUNCH IN JUST A PUMP - WITHOUT THE CRUNCH!

STRENGTHEN & STYLE DAILY
WITHOUT STIFFNESS

reinforce and strengthen hair bonds from the inside-out. Powerful added protection & repair while styling.

Lightweight, plant based formula will not buildup or make hair stiff!

vegan, free from sulfates, parabens, gluten, dea & sodium chloride

BETTER TOGETHER

Pair with NEW! **FRAMESI COLOR LOVER PROGRESSIVELY STRONG** leave-in strengthening spray for stronger hair with less breakage after every use.

NO SPLITS. NO BREAKS. NO DAMAGE.

*based on lab testing

framesi MILAN

GET THE LOOK!

@hannahjohair

FAIR & FROSTY

repigmentize translucent hair in desperate need of restructuring

repigmentize
FRAMCOLOR PURE
PIGMENT PLUS /31

blonde toner
Framcolor Eclectic 9DE
+ FRAMESI PROFESSIONAL
ACTIVATOR 10 Volume

FRAMCOLOR Eclectic

AMMONIA FREE
DEMI-PERMANENT HAIRCOLOR

- Ammonia free, PPD free, fragrance free demi-permanent haircolor
- Up to 100% gray coverage
- Can be mixed with Framcolor Eclectic CARE to create 70+ permanent shades

1:2
MIX RATIO

LOW COST!
2 applications per tube

restructure & color in one step

FIERY FALL LEAVES

change with the seasons - but don't compromise hair integrity!

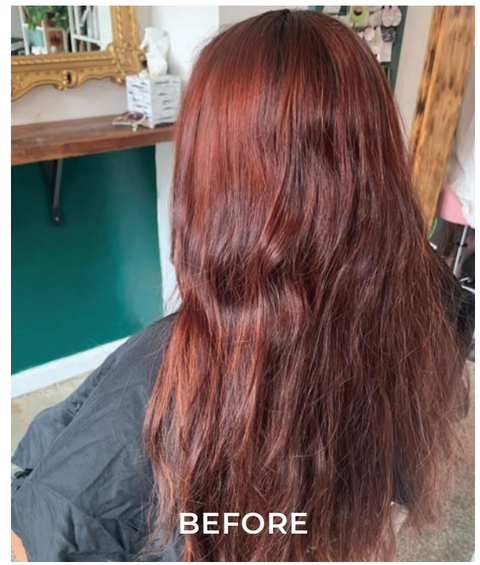
balayage
Lightly balayage while regrowth color processes and wash

color refreshing overlay
FRAMCOLOR PURE
PIGMENT PLUS /55

@hairslingerklinger

NEW pH+ ACIDIC FORMULA FRAMCOLOR
PURE PIGMENT PLUS

RESTRUCTURE & COLOR
DAMAGED HAIR
NO DEVELOPER REQUIRED IN ONE STEP!



ravishing & restructured red

framesi® MILAN *get this look for less!*

start here

NEW pH+ ACIDIC FORMULA FRAMCOLOR
PURE PIGMENT PLUS

Reds lose their vibrancy, especially on damaged/previously lightened hair. See how framesi pro, Jessica Roth, uses **NEW! FRAMCOLOR PURE PIGMENT PLUS** & FRAMCOLOR 2001 **INTENSE** to ensure her client loves her look *longer!*

RESTRUCTURE & COLOR DAMAGED HAIR

NO DEVELOPER REQUIRED **IN ONE STEP!**

"First I filled her hair with NEW! **FRAMCOLOR PURE PIGMENT PLUS** INTENSE COPPER/44, ABSOLUTE RED /55, and CLEAR /00."

BUY 2, GET 1 FREE THROUGH OCTOBER

/55 ABSOLUTE RED

/44 INTENSE COPPER

/00 CLEAR

VEGAN, AMMONIA FREE, GLUTEN FREE, AND SULFATE-FREE

finish the look

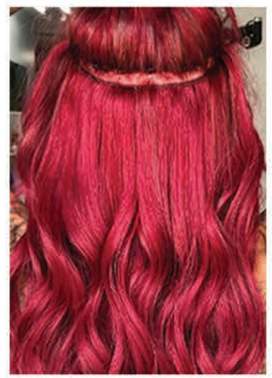
BUY 2, GET 1 FREE THROUGH OCTOBER

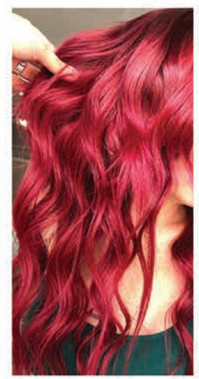
FRAMCOLOR 2001 INTENSE PERMANENT HAIRCOLOR

PROCESSES IN HALF THE TIME!

1:2 mix ratio **low cost!** 2 applications per tube!

VEGAN, GLUTEN FREE





"Her color formula was **FRAMCOLOR 2001 INTENSE** DEEP RED 5.055 at the root and DEEP LIGHT RED 6.055 on the mids and ends. I used **FRAMESI PROFESSIONAL ACTIVATOR** 30 Vol." Extensions colored the same shade to complete the look.

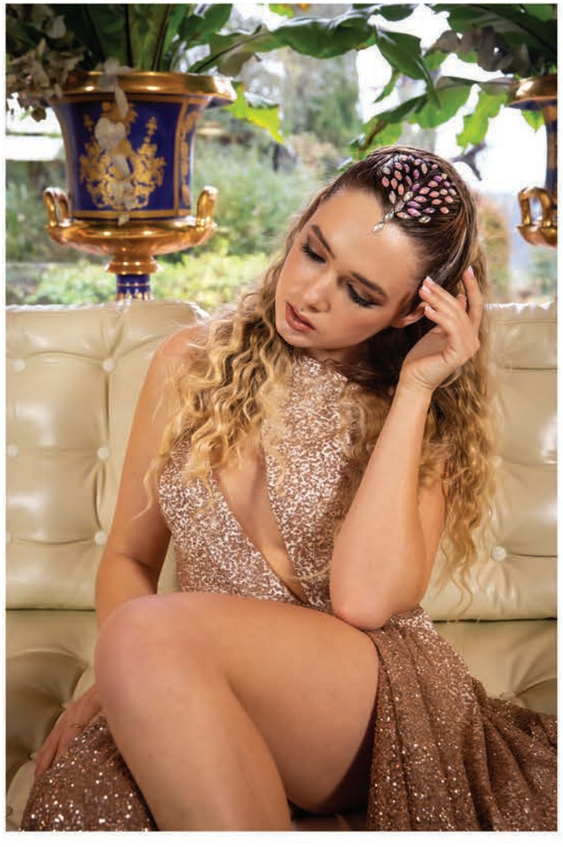
did you know:

in recent years, October has become the most popular month for weddings?

Autumn has won out over spring & summer as the most popular wedding season. Brides & grooms are walking the aisle-less-travelled-by in favor of cooler temperatures and gorgeous fall foliage.

Prepare for the new wedding rush with the perfect haircolor formula for your brides, and keep their color fresh for the big day with color-refining shampoo.

Check out all framesi bridal essentials on promo through October!



stock up & save through October!

something classic

save on our framesi cult favorite -
DYNAMIC BLONDE

SAVE ON DYNAMIC BLONDE SHAMPOO, CONDITIONER & SERUM

save 30%

something new

for moody autumn brides
DYNAMIC RED & BRUNETTE

save 30%

something borrowed

choose one free accompanying styling product with purchase of **FRAMESI COLOR LOVER** Volume Boost, Smooth Shine, and Curl Define shampoo & conditioner duos

>95% LONGER LASTING COLOR*

save up to 45%

something blue

PROCESS IN HALF THE TIME with **FRAMCOLOR 2001 INTENSE - BUY 2 GET 1 FREE**

RESTRUCTURE & COLOR DAMAGED HAIR IN ONE STEP with **FRAMCOLOR PURE PIGMENT PLUS - BUY 2 GET 1 FREE**

buy 2 get 1 FREE

FRAMESI COLOR LOVER

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

november/december

for winter brides

DECOLOR B BUY 2, GET 1 *free!*

mix & match lighteners

framesi MILAN

framesi superstars - see what our stylists have been up to!

framesi embodies Italian excellence at ICFF

Mickey Svircevic - Framesi Italian Style Team Member demonstrates a styling technique on a live model during the annual Italian Contemporary Film Festival

framesi Italian Style Team Member showcases hairstyles from Dior short film during I-BEAUTY, Italian Cosmetics Days

framesi Italian Style Team Member Mickey Svircevic duplicated Tarot-inspired hairstyles from Dior's Spring/ Summer 2021 collection during the viewing of the Dior short film - ***Dior Haute Couture***, directed by Italian filmmaker Matteo Garrone.

"Italy has always had such a powerful impact on fashion; the creative design that goes into an Italian-made brand is *UNMATCHED*." - Mickey

congratulations Jeremy!

NORTHWEST HAIRSTYLING AWARDS

CONGRATULATIONS to **Framesi Italian Style Team Member** Jeremy Todd-Abraham for being nominated as a finalist for Master Hairstylist of the Year!

not to brag, but...

We love celebrating our stylists' achievements!

email us at **elite@framesi-na.com**

with the subject line ***"Celebrating Stylists"*** to nominate you or a friend for a chance to be featured

behind the chair & behind the scenes with Sarah Scaccia and Jessica Roth

framesi Italian Style Team Members **Sarah Scaccia & Jessica Roth** demonstrated expert balayage & toning techniques using **FRAMCOLOR 2001 INTENSE** & **Framcolor Eclectic** highlighted in framesi Digital Education at ***Cosmoprof Color the World.***

can't get enough?

Purchase ON-DEMAND Global Balayage kits delivered ***RIGHT TO YOUR DOOR***! Hone in your skills alone or with fellow stylists, bulk purchasing options available now!

Maria Pittavino Vice President - Product Development (left) & **Chardae Bowe** Framesi Product Development & Technical Line (right)

CosmoProf Color the World

You most likely already know these voices behind the **framesi Technical Line 1.800.245.6323** - and now you can put a face to their names!

Say hello to **Maria Pittavino** (Vice President - Product Development) & **Chardae Bowe** (Framesi Product Development & Technical Line) representing framesi during CosmoProf's Color the World event on September 26th.

visit **framesiprofessional.com/classes** to see available education offerings!

let's get social!

by Jessica Roth @jessilee_hairartist

facebook.com/FramesiUSA

framesiusa

#framesiusa #framesi #framesielite #framesifam
#framesiquality #framesifast #framcolor

by Stephanie Rosalie @manecolor_boutique

by Brook Bing @primpainteaasy

by Sussana Reyes-Cortes @bluerose.beauty

by Shahab Dargahi @hairbyshahab

connect with framesi on social media!

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!

improve your chances!

sharing your looks, but not getting noticed?

our checklist

elite framesi MILAN did you know?

EXAMPLE
elite Acct#: ABC-12345
Salon Framesi - Leetsdale, PA 15056
TOTAL POINTS AVAILABLE: 1634
elite Level: Diamond
Form #: 1057

Did you know you are given a reward level based on your quarterly purchases?

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

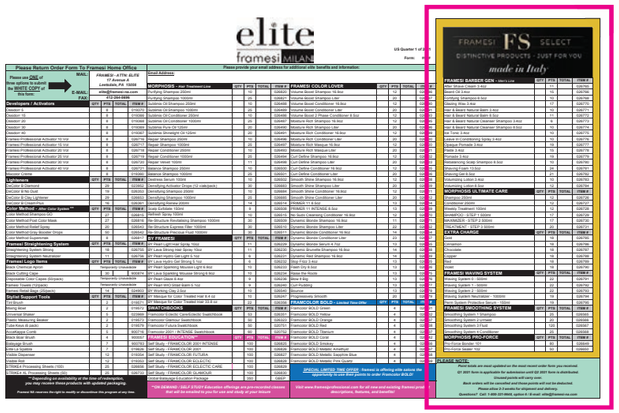
Did you know...
your unused points **ALWAYS** rollover and **NEVER** expire?*

all in this together

you have always been here for us,
and we are here because of you.

Did you know...
your purchases from authorized framesi distributors (stores, sales consultants, etc.) and direct framesi purchases are combined to total your quarterly purchases, which determine your **elite** points?

NEW! FRAMESI SELECT SECTION
check out the new section of the elite order form for exclusive products!



Has your contact information changed?
Please be sure to email **elite@framesi-na.com** any time that you have Salon/Stylist name, address, phone, or email changes.

Did you know...
The **elite** Support Line (**1.800.214.0618**) is available ***EXCLUSIVELY*** for your product and application questions?

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.

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 ‡points not redeemable for cash					
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	–	–	–	–	–	●

framesiprofessional.com • *Exclusive **elite** Support Line - talk to a live, certified framesi stylist* • 1.800.214.0618

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

framesi® MILAN

SEPTEMBER/OCTOBER 2021 promotions

FRAMESI COLOR® LOVER

95% longer lasting color* with Quinoa

SAVE 30% ON THE DYNAMIC SERIES

DYNAMIC BLONDE, CONDITIONER & SERUM

16.9 fl.oz./500 mL | 16.9 fl.oz./500 mL | 4.75 fl.oz./140 mL

$7.67 reg. salon price: $10.95 | **$9.77** reg. salon price: $13.95 | **$9.07** reg. salon price: $12.95

DYNAMIC RED | DYNAMIC BRUNETTE

16.9 fl.oz./500 mL

$9.77 reg. salon price $13.95

FREE STYLING WITH DUO PURCHASE UP TO 45% SAVINGS

FREE RAISE THE ROOTS *or* BLOW IT BIG!

With purchase of FRAMESI COLOR LOVER VOLUME BOOST shampoo & conditioner.

6 fl.oz./177 mL | 16.9 fl.oz./500 mL

FREE! reg. salon price: $12.95 — **$23.90**

FREE PROGRESSIVELY SMOOTH *or* HAIR STRAIGHTENING SERUM!

With purchase of FRAMESI COLOR LOVER SMOOTH SHINE shampoo & conditioner.

6 fl.oz./177 mL | 16.9 fl.oz./500 mL

FREE! reg. salon price: $12.95-$19.95 — **$23.90**

FREE CURL PUDDING *or* BOUNCE!

With purchase of FRAMESI COLOR LOVER CURL DEFINE shampoo & conditioner.

6 fl.oz./177 mL | 16.9 fl.oz./500 mL

FREE! reg. salon price: $12.95 — **$23.90**

* based on lab testing

VEGAN, FREE FROM SULFATES, PARABENS, GLUTEN, DEA & SODIUM CHLORIDE

BUY 2 GET 1 *free* | save 33% haircolor

Buy 2 FRAMCOLOR 2001 **INTENSE**, get 1 **FREE**!

FRAMCOLOR 2001 INTENSE PERMANENT HAIRCOLOR

PROCESSES IN HALF THE TIME!

NON-PROGRESSIVE FORMULATION

$5.66 each reg. salon price: $8.49

1:2 mix ratio | LOW COST

2 oz/60 ml

Buy 2 FRAMCOLOR PURE PIGMENT PLUS, get 1 **FREE**!

NEW pH+ ACIDIC FORMULA FRAMCOLOR PURE PIGMENT PLUS

$3.86 each reg. salon price: $5.79

RESTRUCTURE & COLOR DAMAGED HAIR NO DEVELOPER REQUIRED IN ONE STEP!

2 oz/60 ml

BUY 3 GET 1 FREE | SAVE 25% ON ACTIVATORS

FRAMESI PROFESSIONAL ACTIVATORS | OSSIDORR | MIXCOLOR CREMA

32 oz.

$5.96 reg. salon price $7.95

framesi® MILAN

november/december 2021 promotions

save over 30%

holiday must-haves

NEW! PROGRESSIVELY STRONG **$9.07** each reg. salon price $12.95

NEW! HAIR REPAIR FOAM **$9.07** each reg. salon price $12.95

PROGRESSIVELY SMOOTH **$13.97** each reg. salon price $19.95

NEW! HAIR STRAIGHTENING SERUM **$9.07** each reg. salon price $12.95

95% longer lasting color* with Quinoa

RAISE THE ROOTS **$9.07** each reg. salon price $12.95

BLOW IT BIG **$9.07** each reg. salon price $12.95

BOUNCE **$9.07** each reg. salon price $12.95

CURL PUDDING **$9.07** each reg. salon price $12.95

FRAMESI COLOR® LOVER haircare & styling

DYNAMIC BLONDE

DYNAMIC BLONDE SHAMPOO **$7.01** each reg. salon price $10.95

DYNAMIC BLONDE CONDITIONER **$8.98** each reg. salon price $13.95

MOISTURE RICH

MOISTURE RICH SHAMPOO, CONDITIONER & MASQUE **$7.99** each reg. salon price $11.95

SMOOTH SHINE

SMOOTH SHINE SHAMPOO & CONDITIONER **$7.99** each reg. salon price $11.95

VOLUME BOOST

VOLUME BOOST SHAMPOO & CONDITIONER **$7.99** each reg. salon price $11.95

CURL DEFINE

CURL DEFINE SHAMPOO & CONDITIONER **$7.99** each reg. salon price $11.95

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

November 1 -14

FRAMCOLOR 2001 INTENSE PERMANENT HAIRCOLOR

BUY 2, GET 1 free!

PROCESSES IN HALF THE TIME!

$5.66 reg. salon price $8.49

November Only

DECOLOR B

November 14 - 28

SAVE UP TO 50%

DECOLOR B DIAMOND 30vol 9% **$14.48** each | reg. salon price $28.95

DECOLOR B CLAY LIGHTENER 30vol 9% **$14.48** each | reg. salon price $28.95

DECOLOR B NO DUST 30vol 9% **$15.16** each | reg. salon price $18.95

DECOLOR B CREAM PLUS 30vol 9% **$7.98** each | reg. salon price $15.95

BUY SAVE 30% COLOR-SAFE STYLING

BY HAIRSPRAY

HAIRSPRAY STRONG & LIGHT **$7.69** each reg. salon price $10.98

BY SPARKLING MOUSSE

SPARKLING MOUSSE STRONG & LIGHT **$6.99** each reg. salon price $9.98

BY HYDRO GEL

HYDRO GEL STRONG & LIGHT **$4.54** each reg. salon price $6.49

BY WIO STRAIT BALM

WIO STRAIT BALM **$6.29** each reg. salon price $8.98

BY GLAZE

GLAZE **$6.29** each reg. salon price $8.98

BY WORKING CLAY

WORKING CLAY **$6.64** each reg. salon price $9.48

DECOLOR B BUY 2, GET 1 free!

mix & match lighteners

DECOLOR B CLAY LIGHTENER 30vol 9% **$19.30** each reg. salon price $28.95

DECOLOR B DIAMOND 30vol 9% **$19.30** each reg. salon price $28.95

DECOLOR B CREAM PLUS 30vol 9% **$10.63** each reg. salon price $15.95

framesi®
MILAN

SCAN FOR NEW *framesi Digital Education*

personalized, framesi quality education customizable to individual skill level & stylist need

SCAN USING YOUR PHONE CAMERA!

AVAILABLE FOR ALL FRAMESI COLOR LINES & HIGHER EDUCATION CLASSES

blonding, toning, color correction & trendy techniques!

live one-on-one — *or* — **on demand self-study**

live session with a framesi Certified Educator via zoom

independently learn from a framesi Certified Educator via video

you've got questions.

FRAMESI CERTIFIED EDUCATORS HAVE ANSWERS

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youtube.com/FramesiNorthAmerica

framesiprofessional.com

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Leetsdale, PA 15056
exclusive elite support line
1.800.214.0618

visit framesiprofessional.com/classes or call Jessica Ogden 1.800.321.9648 ext. 1354 to book now!