

NEW pH+ ACIDIC FORMULA FRAMCOLOR  
**PURE PIGMENT PLUS**



 framesi®  
MILAN

**RESTRUCTURE & COLOR**  
**DAMAGED HAIR**

**NO DEVELOPER REQUIRED** **IN ONE STEP!**

# RESTRUCTURE & COLOR DAMAGED HAIR

NO DEVELOPER REQUIRED **IN ONE STEP!**



Vegan, Free from Ammonia,  
Gluten, and Sulfates



## NEW ACIDIC pH+ FORMULA HYBRID-HYDRO TECHNOLOGY



### FRAMCOLOR PURE PIGMENT PLUS IS THE SOLUTION FOR:

- COLOR SERVICES ON HAIR THAT CANNOT STRUCTURALLY WITHSTAND THE USE OF HAIRCOLOR THAT REQUIRES PEROXIDE
- OVER-PROCESSED HAIR FROM THE FOLLOWING SERVICES:
  - Bleaching
  - Relaxers
  - Keratin Treatments
  - Thermal damage from overuse in blowouts and flat ironing
- FRAGILE, POROUS HAIR

#### WHY? FRAMCOLOR PURE PIGMENT PLUS SHADES RESTRUCTURES & COLORS DAMAGED HAIR IN ONE STEP

- Does not require peroxide
- Long-lasting, ready-to-use, direct (reparative) pigments for damaged hair
- Specifically formulated to fill damaged gaps in hair by repairing and treating porous, over-processed & fragile hair
- Locks in color while rebalancing hair for a more youthful, healthy, hydrated & gloss finish

**PURE**  
**HYDRATION.**  
**REPAIR.**  
**LONGEVITY.**



# NEW ACIDIC pH+ FORMULA HYBRID-HYDRO TECHNOLOGY

The latest generation *Phyto-Complex* guarantees the hydro-lipidic balance of the hair, making overmanipulated, fragile hair look and feel healthier. Innovative technology specifically formulated to replenish and repair porous, damaged hair.



**EXTRACT OF BEECH BARK**

Plant from Alaska and Siberia, that survives in intense cold developing water storage mechanisms like Betulin, contained in the bark, a substance with decisive hydrating properties.



**PRICKLY PEAR SEED OIL**

In the variety that grows in the extreme climates of Mexico, Australia and Latin America. The oil obtained from cold-pressed seeds is rich in vitamin E, phytosterols and essential fatty acids with antioxidant properties.



**SOY LECITHIN (NON GMO)**

Similar to the lipidic barrier of hair and scalp, produces a protective, rebalancing effect.

**HYDRATION**

Replaces moisture to instantly rehydrate damaged hair

**REPAIR**

Fills in gaps, repairs and restructures dry, fragile hair

**LONGEVITY**

Seals & rebalances hair for color longevity & shine



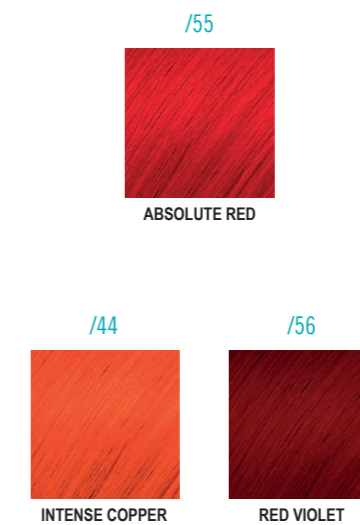
# 15 LONG-LASTING, READY-TO-USE REPARATIVE PIGMENTS FOR DAMAGED HAIR



**NATURAL**



**VIBRANT**



**BOLD**



**NOTE:** \*/560 & /66 Shades from the BOLD series above should not be mixed with ammonia and peroxide.  
†/24 & †/64 Shades from the NATURAL series above should only be used on level 6 & below.



# DAMAGED/OVER-PROCESSED BLONDING

**FRAMCOLOR PURE PIGMENT PLUS** is a must-have haircolor for overstressed/damaged lightened hair that will no longer hold oxidative color or toners that require peroxide.

Low pH acidic formula with no activator required ensures a closed cuticle and compact hair shaft, trapping color molecules in the most porous parts that easily lose color.

The more damaged/porous the hair is, the more **PURE PIGMENT PLUS** color will adhere to damaged hair and last longer than oxidative color that requires activator/developer (peroxide).

## INSTRUCTIONS FOR TONING

1. Lighten hair to levels 8 & 9 according to desired final shade\* see chart below.
2. Apply **PURE PIGMENT PLUS** directly to lightened hair (no developer/peroxide required)
3. Process for 10-20 minutes at room temperature.
4. Rinse: no shampooing is necessary.

SHADES	PRE-LIGHTEN TO IDEAL LEVEL
/3 HONEY BLONDE	LEVEL 8
/62 PEARL BLONDE, /31 SANDY BLONDE	LEVEL 9
PASTEL RESULTS	LEVEL 10

### NOTE:

Mix your desired **PURE PIGMENT PLUS** shade with **CLEAR/00** to reduce the intensity of the cooler tonalities. The more **CLEAR/00** is added, the longer the processing. Longer processing will result in more conditioning.

**PURE PIGMENT PLUS PEARL BLONDE/62** may appear darker on hair during processing, but this does NOT reflect the final color result. **PURE PIGMENT PLUS is just hard at work distressing hair & refining your blonde!** Trust the process, and always test strand for timing.

**EXTREMELY IMPORTANT:** †/24 & †/64 Shades from the **NATURAL** series above should only be used on level 6 & below.

# TEXTURED/EXTREMELY DAMAGED & FRAGILE HAIR

**FRAMCOLOR PURE PIGMENT PLUS** is a must-have color for hair that has been weakened by chemical relaxers, smoothing or keratin treatments, and heat styling.

Porous/fragile & highly textured hair has fewer cuticle scales along the hair shaft, which increases the chances for breakage, dryness, and makes the hair more prone to overprocessing and uneven color deposit.

Due to this, textured hair can become extremely damaged when lightened. **PURE PIGMENT PLUS** offers an alternative to coloring damaged hair or toning lightened hair without the use of activator/developer (peroxide).

## REDUCING INTENSITY OF FRAMCOLOR PURE PIGMENT PLUS SHADES

The level of deposit or intensity in any **FRAMCOLOR PURE PIGMENT PLUS** Shades can be adjusted by adding **CLEAR/00**. Adding **/00** to any **FRAMCOLOR PURE PIGMENT PLUS** shade will reduce the intensity or deposit, without changing the color itself. The deposit will be more translucent, and not as heavy. This is especially important when working with very porous, damaged hair or hair that may not require as much color.

This also works especially well on ends that are porous or darker hair that needs a boost in shine without a lot of color.

## INSTRUCTIONS

1. Apply to freshly shampooed, towel-dried hair.
2. Process 20 minutes.
3. Rinse: no shampooing is necessary.

Please see chart to best utilize **/00 CLEAR**

## UTILIZING /00 CLEAR

FULL INTENSITY	REDUCED INTENSITY	SHINE/ CONDITION ONLY
PURE PIGMENT PLUS SHADE (30cc /1 oz.)	PURE PIGMENT PLUS SHADE (15cc/1/2 oz.) + CLEAR /00 (15cc/1/2 oz.)	PURE PIGMENT PLUS CLEAR /00 (30cc /1 oz.)
BEAUTIFUL, SHINY COLOR TRUE TO LEVEL AND TONE	SAME TONE AS SELECTED SHADE, BUT A MORE TRANSLUCENT DEPOSIT	SUPERIOR CONDITION, SHINE AND LONGEVITY FOR ALL HAIR TYPES

## STYLIST TIP:

When working with extremely dry, porous or textured hair types, spray **FRAMESI COLOR LOVER PRIMER 11** prior to color application to equalize porosity for easier spreadability of color.



## COLOR CORRECTION

Hair that has been over-lightened and needs to be colored back to a darker shade requires a color correction process that is typically done using an oxidative color that requires peroxide (*Repigmentizing*). Hair in this category is very damaged/porous.

**FRAMCOLOR PURE PIGMENT PLUS** works best on this hair type because direct pigments adhere better to damage/porous hair.

INSTRUCTIONS	FINAL DESIRED LEVEL	REPIGMENTIZING FORMULA
1. Apply repigmentizing formula based on chart	LEVEL 4 OR DARKER	CLEAR /00 (30cc) + 2" HONEY BLONDE /3 + ¼" INTENSE COPPER /44 + ¼" ABSOLUTE RED /55
2. Process 10 minutes. Rinse and dry the hair. Do not shampoo.	LEVEL 5-6	CLEAR /00 (30cc) + 2" HONEY BLONDE /3 + ¼" INTENSE COPPER /44
3. Apply final color formula and process the full recommended processing time.	LEVEL 7-8	CLEAR /00 (30cc) + 1" HONEY BLONDE /3 + ¼" INTENSE COPPER /44
	LEVEL 9-10	CLEAR /00 (30cc) to 1" HONEY BLONDE /3

### REPIGMENTIZING MODERATELY DAMAGED HAIR

If the hair is moderately damaged, these **FRAMCOLOR PURE PIGMENT PLUS** shades can simply be added to the final color formula when lowlighting or going darker.

#### EXAMPLE

Hair is lightened to level 9, is moderately damaged and final desired color is a 6 level brown.

- FRAMCOLOR 2001 6NP (30cc/1 oz.)  
+ 2" PURE PIGMENT PLUS HONEY BLONDE /3  
+ ¼" PURE PIGMENT PLUS INTENSE COPPER /44  
+ FRAMESI PROFESSIONAL ACTIVATOR 15 Vol. (60cc/2 oz.)
- Process the full FRAMCOLOR 2001 processing time (35 minutes)
- Complete the service with Framesi Color Method System.

### REPIGMENTIZING EXTREMELY DAMAGED/POROUS HAIR

If the hair is extremely over-lightened and porous, we recommend first applying the **PURE PIGMENT PLUS** shades to the hair, rinsing, and then applying the final color formula as in the instructions below.

#### EXAMPLE

Hair is lightened to level 10, is extremely damaged and final desired color is a 6 level brown.

- Apply repigmentizing formula based on the chart above.  
  
PURE PIGMENT PLUS CLEAR /00 (30cc/1 oz.)  
+ 2" PURE PIGMENT PLUS HONEY BLONDE /3  
+ ¼" PURE PIGMENT PLUS INTENSE COPPER /44
- Process 10 minutes. Rinse & dry the hair. **Do not shampoo.**
- Apply final formula:  
  
FRAMCOLOR 2001 6NP (50cc)  
+ FRAMESI PROFESSIONAL ACTIVATOR 15 Vol. (60cc/2 oz.)
- Complete the service with Framesi Color Method System.

## REFRESHING DAMAGED ENDS DURING RETOUCH

**FRAMCOLOR PURE PIGMENT PLUS** is the perfect solution to refreshing extremely porous/damaged ends that easily lose color.

### INSTRUCTIONS

- Apply **PURE PIGMENT PLUS** directly to midshaft and ends while retouch application is processing. See example chart below:

REGROWTH FORMULA	EXAMPLE FORMULAS FOR ENDS
FRAMCOLOR 2001 6EXN	WARM BROWN /64 - Warm up dull, faded ends
FRAMCOLOR 2001 5CB	COOL BROWN /24 - Cool down brassy ends
FRAMCOLOR 2001 6TRP	INTENSE COPPER /44

- Process for 20 minutes at room temperature.
- Thoroughly rinse and continue with the Framesi Color Method System.

## SHINE ENHANCEMENT

**PURE PIGMENT PLUS** can be used as a shine enhancing topcoat for all permanent hair color, to "lock in" color while restructuring the hair for magnificent SHINE and more youthful looking hair

Can be used as an anti-aging environmental/thermal restructuring shield protecting the hair from flat iron damage or protection from the environment, enhancing the hair's youthful vitality.

## RESULTS THAT CANNOT BE ACHIEVED BY ANY OTHER COLOR



### GET THE LOOK! (model above)

EXAMPLE CLIENT HAS PREMATURE GRAY & PREVIOUSLY LIGHTENED, DAMAGED ENDS

<p><b>BASE COLOR:</b> FRAMCOLOR 2001 4W 30cc/ 1 oz. + FRAMESI PROFESSIONAL ACTIVATOR 15 vol. 60cc/ 2oz.</p>	<p><b>SHINE ENHANCING GLOSS:</b> <i>equal parts</i> PURE PIGMENT PLUS CLEAR /00 + PURE PIGMENT PLUS WARM BROWN /64 <i>process for 20 minutes</i></p>
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HYDRATION.  
REPAIR.  
LONGEVITY.**

## PURE BOLD COLOR RESULTS

FRAMCOLOR PURE PIGMENT PLUS is the most vibrant, longest-lasting pure pigment series that restructures hair while depositing bold color.

### INSTRUCTIONS

1. Prelighten based on chart below:
2. Apply **PURE PIGMENT PLUS** directly to lightened hair. No peroxide required.
3. Process for 20 minutes at room temperature.
4. RINSE; no shampooing is necessary

SHADES	PRE-LIGHTEN TO IDEAL LEVEL
/55	LEVEL 6
/11, /22, /44, /66, /560	LEVEL 7
PASTEL RESULTS	LEVEL 10

### NOTE:

To reduce the intensity of pigments, mix the desired shade with **CLEAR/00**

For pastel results, lift to level 10 & dilute with **CLEAR/00** as follows: **CLEAR/00** (30cc) + 1" **PURE PIGMENT PLUS** shade

## COLOR ENHANCER/CORRECTOR

FRAMCOLOR PURE PIGMENT PLUS can be used as an additive to enhance all existing permanent/demi-permanent haircolor formulations. Due to its intense tonality, only 5cc of **PURE PIGMENT PLUS** is recommended per 30cc/ 1 oz. formula.

**PURE PIGMENT PLUS** can also be used as a corrector when added to any existing permanent/demi-permanent hair color formulations to eliminate unwanted tones.

### EXAMPLE

To enhance FRAMCOLOR 2001 5HR (Dark Intense Red), add **PURE PIGMENT PLUS ABSOLUTE RED /55** (5cc) to FRAMCOLOR 2001 5HR (25cc)



## ONE STEP LIGHTEN & COLOR

FRAMCOLOR PURE PIGMENT PLUS can be used with FRAMCOLOR 2001 COLOR EXALT and FRAMESI PROFESSIONAL ACTIVATOR to *Lighten & Color in One Step!*

Customize and express maximum creativity by adding more services to the salon:

- 3-4 levels of lift over previously color-treated hair.
- 4-5 levels of lift over untreated virgin hair.

### RECOMMENDED SHADES

Use Vibrant & Natural Series for best results

**Vibrant:** /44, /55, /56

**Natural:** /3, /62, /31, /24, /64, /46

### INSTRUCTIONS

1. Mix the desired **FRAMCOLOR PURE PIGMENT PLUS** shade in a 1:2 mix ratio as follows:

**FRAMCOLOR PURE PIGMENT PLUS** (15cc/1/2 oz.)

**FRAMCOLOR 2001 COLOR EXALT** (15cc/1/2 oz.)

**FRAMESI PROFESSIONAL ACTIVATOR 10-40 Vol.** (60cc/2 oz.)

2. Apply **PURE PIGMENT PLUS** color to dry hair using STRIKE4 and PROCESS IN 20 SECONDS. Use foils, or visibles and process for 30 minutes at room temperature.

3. Thoroughly rinse. Continue with the Framesi Color Method System.

**Note: The following FRAMCOLOR PURE PIGMENT PLUS BOLD series should not be used for One Step Lighten & Color: /065, /22, /66, /560, /11**

When working with color-treated hair, **FRAMESI PROFESSIONAL ACTIVATOR 40** is always recommended.

When working on natural hair, volume of activator required depends on natural level of hair and level of desired shade.

### EXAMPLE 1

Color-treated Level 4 (dark brown), desires /56 (Red Violet) contrasts.

Formula: **FRAMCOLOR PURE PIGMENT PLUS /56** (15cc/1/2 oz.)

**FRAMCOLOR 2001 EXALT** (15cc/1/2 oz.)

**FRAMESI PROFESSIONAL ACTIVATOR 40** (60cc/2 oz.)

### EXAMPLE 2

Natural Virgin Level 4 (dark brown ), desires /56 (Red Violet) contrasts.

Formula: **FRAMCOLOR PURE PIGMENT PLUS /56** (15cc/1/2 oz.)

**FRAMCOLOR 2001 EXALT** (15cc/1/2 oz.)

**FRAMESI PROFESSIONAL ACTIVATOR 20** (60cc/2 oz.)



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17 Avenue A  
Leetsdale, PA 15056  
framesi Technical Assistance  
1.800.245.6323  
900856-000