

# TAKE TIME BACK!



# TIME TO LEVEL UP!

## WHAT WOULD YOU DO WITH AN ***EXTRA HOUR*** IN YOUR DAY?

- SERVICE MORE CLIENTS?
- TAKE TIME FOR YOURSELF?
- EXPLORE YOUR CREATIVITY & CREATE SIGNATURE LOOKS?
- EXPERIMENT & ENHANCE YOUR SALON GUESTS' EXPERIENCES WITH UNIQUE ADD-ON SERVICES?
- EAT & ENJOY YOUR LUNCH?

## TAKE CONTROL & **BREAK THROUGH TIME BARRIERS** FOR YOUR CLIENTS

framesi *FAST* is our stamp of approval on our suite of innovative tools & techniques that give flexibility, freedom, and opportunity back to the stylist - **WITH NO COMPROMISES!**

### **FRAMESI *FAST* GUARANTEES WITH EACH PRODUCT AND SERVICE:**

- SHORTER PROCESSING TIME
- TIME SAVING TECHNIQUES
- PREDICTABLE PERFORMANCE
- SUPERIOR LONGEVITY
- LEADING-EDGE TECHNOLOGY
- ENDLESS CREATIVITY

## WHY WAIT WHEN YOU CAN *CREATE?*



## FRAMESI *FAST* COLOR





## FRAMESI *FAST* TONER



## FRAMESI *FAST* PROCESSING



## FRAMESI *FAST* TECHNIQUES

-  COLOR ME DIAMOND
-  ITALIANSTYLE CUTTING

# TABLE OF CONTENTS

**TO YOU THE STYLIST,  
FROM DENNIS & FABIO** 1

**FRAMCOLOR 2001 INTENSE**  
PROCESSES IN HALF THE TIME! 3

**STRIKE4**  
FLAT IRON PROCESSING SHEETS 5

**COLOR ME DIAMOND**  
30 MINUTE BLONDING, START TO FINISH 8

**FRAMCOLOR 2001 LIGHT&SHINE**  
ONE STEP LIFT & DEPOSIT 9

**FRAMCOLOR 2001 BASE BREAKER**  
LIFTS 1-2 LEVELS IN 5-10 MINUTES 11

**FRAMCOLOR ECLECTIC & ECLECTIC CARE**  
FLASH TONERS 13

**FRAMESI *FAST* TESTIMONIALS**  
REAL EXPERIENCES FROM REAL STYLISTS 15

**ITALIANSTYLE HAIRCUTTING METHOD**  
PRECISION CUTTING IN 10 MINUTES 17

**TAKE THE FIRST STEP,**  
BOOK A FRAMESI *FAST* DEMO TODAY 18

**FRAMESI *FAST* BREAKDOWN**  
CATCH UP ON THE LATEST FRAMESI INNOVATION 19

**FRAMESI *FAST* SUPERSTAR SALON MENU**  
BRING TO YOUR SALON TODAY! 20

# FRAMESI TAKES NO SHORTCUTS ON INNOVATION



**FABIO FRANCHINA**  
PRESIDENT, FRAMESI WORLDWIDE

“SUPERIOR AND INNOVATIVE PRODUCTS MADE FROM INGREDIENTS OF THE HIGHEST QUALITY TO GIVE YOU THE OPPORTUNITY TO PROVIDE YOUR CLIENTS IN THE CHAIR A **LEGENDARY EXPERIENCE.**”

## WE WORK EVERY DAY FOR THE SUCCESS OF THE HAIRDRESSER

Let me talk to you about the importance of ingredients.

In Italy, we are raised knowing the *importance of ingredients*.

Raised to make the best from our ingredients. All the skills in the world won't help if you're cooking a dish with bad ingredients.

We apply the importance of quality ingredients not only to our food, but also to our products.

Since my father, Roberto Franchina, founded framesi in 1945, our company continues to have one focus: to help you, the hairdresser, succeed by delivering the highest quality and *most innovative salon products with superior precision, predictability and performance.*

A focus that begins with a fundamental understanding of the importance of always using quality ingredients.

To be completely honest, framesi **FAST** was not pre-planned nor pre-conceived. It manifested itself organically. The result of trusting the process; *no shortcuts and no compromises.*

Superior and innovative products made from ingredients of the highest quality to give you the opportunity to provide your clients in the chair a legendary experience.

- Fabio Franchina







**DENNIS KATAWCZIK**  
PRESIDENT, FRAMESI NA

**“It is your passion and creativity to create better beauty for your clients, to instill confidence and self-esteem in them, day-in and day-out. I want you to know that framesi is committed to you: *to the reason.*”**

## FRAMESI THANKS YOU, THE STYLIST

Recently my daughter started working here at framesi. Among many of our conversations—one resonated with me in particular; she asked me:

“What do you want hairdressers to know about framesi? When they think of framesi; what would you like them to think of?”

Well, in all sincerity, I hope you think of yourself; that you, the hairdresser, are and continue to be our inspiration.

An inspiration anchored by your passion and creativity to create better beauty for your clients, to instill confidence and self-esteem in them, day-in and day-out.

I want you to know that framesi is committed to you: *to the reason.*

*To the reason* why your guests have a smile on their face. *To the reason* why they feel good about themselves. *To the reason* why we are here in the first place.

*You are the reason.*  
*You are the inspiration.*

Framesi always has and always will be committed to you. We are here because you are here. And for that, I thank you.

Here we are excited to present you with framesi **FAST**,

a suite of products that gives you the tools to create better beauty in ways previously unimaginable.

A collection of products and techniques that allow you to provide color processing and other services in *half the traditional processing time or less without sacrificing performance.*

We all can't wait to see how you make these tools come to life!

Continue creating, continue inspiring, and best wishes.

- Dennis Katawczik

**“YOU ARE THE REASON.  
YOU ARE THE INSPIRATION.”**





# PERMANENT, NON-PROGRESSIVE HAIRCOLOR ***IN HALF THE TIME!***

Salon guests want top-quality, personalized color services to help them shine without spending hours in your chair.

framesi **FRAMCOLOR 2001 INTENSE** delivers like no permanent professional color before.

Rich, drop-dead gorgeous color with 100% gray coverage, superior condition and shine.

It's what you would expect from framesi – as gentle, predictable, non-progressive and long lasting as it is **INTENSE**.

**2 APPLICATIONS PER TUBE. LOW COST!**  
**1:2 MIX RATIO**

Using the latest framesi **FAST** color technology, framesi **FRAMCOLOR 2001 INTENSE** enables you to give clients the color they crave *in half the traditional processing time.*

Your clients will be thrilled with the results, and you both will love the extra hours in your day.



# EXPAND YOUR CREATIVITY **IN HALF THE TIME!**

## FRAMCOLOR 2001 INTENSE PERMANENT HAIRCOLOR



MIX FRAMCOLOR 2001 **INTENSE** WITH FRAMCOLOR 2001  
FOR **112+ COLORS THAT PROCESS IN HALF THE TIME!**

# 1:2 mix ratio

1 PART FRAMCOLOR 2001  
& INTENSE COLOR MIXTURE



2 PARTS ACTIVATOR

FRAMESI  
PROFESSIONAL  
ACTIVATOR

FRAMESI  
PROFESSIONAL  
ACTIVATOR



15cc  
(1/2 oz.)

+

+



15cc  
(1/2 oz.)



60cc  
(2 oz.)

1 PART

2 PARTS

## PROCESS FOR HALF THE TIME!

### EXAMPLE

GUEST PROFILE	
Natural Level	7
Desired Level	7
Desired Tone	Copper
Percentage of Gray	50%

FRAMCOLOR 2001 INTENSE 7.031	15cc (1/2 oz.)
FRAMCOLOR 2001 7TRP	+ 15cc (1/2 oz.)
FRAMESI PROFESSIONAL ACTIVATOR 20	+ 60cc (2 oz.)
Traditional Processing Time	40 minutes
<b>NEW PROCESSING TIME</b>	<b>20 minutes!</b>



“With FRAMCOLOR 2001 **INTENSE**, stylists are able to get their clients in and out faster, which clients are very pleased with. Gone are the old days of coming to the salon and making a day of it. We live such a fast paced lifestyle these days, that quicker is better. *Of course, with the efficiency that framesi provides in still receiving the best service and product development today.*”

- Maria Heckscher, owner Maria Heckscher Salon ATLANTA, GA & PANAMA CITY, FL



# STRIKE4

Flat Iron Processing Sheets

**20**  
SECONDS  
TO PROCESS  
YOUR COLOR  
& LIGHTENERS

framesi STRIKE4 makes it easy to complete highlighting and balayage techniques as well as apply bold pops of color - **in record time.**

Our breakthrough **flat iron processing sheets** bring advanced lightening and color options to life in just **20 seconds.**

Faster-than-foils technology allows you to frame a face with highlights or explore creative looks and get guaranteed results almost instantly.



**FINALLY.**  
**HIGHLIGHTS**  
**IN SECONDS!**



**FASTER THAN FOILS!**

# GET THIS LOOK IN 30 MINUTES



## WHEN CREATIVITY *STRIKES*

### ELIMINATE WAIT TIME.

Traditional foil processing time of 20-80 minutes is reduced to **20 seconds!** **STRIKE4** can be used with lighteners and all direct or oxidative dyes.

### CREATE AMAZING DIMENSION.

Gone is traditional 45-minute processing time for blonde dimension and contrast. Experience half-hour blonding by coupling the **Color Me Diamond** technique (pg. 8) with innovative **STRIKE4 Flat Iron Processing Sheets** and **DECOLOR B DIAMOND**

### CUSTOMIZE SIGNATURE LOOKS.

Realize superior control and greater artistic freedom on color placement. Unleash your creativity. Leave your mark.

### GET GUARANTEED RESULTS WITH A STRAND TEST!

When working on a new guest or switching a color formula, a quick test strand can eliminate any color surprises or potential liabilities. In just **20 seconds**, find out the complexity involved in achieving the client's desired results.

## USE STRIKE4 WITH:

### ■ FRAMESI DECOLOR B LIGHTENERS



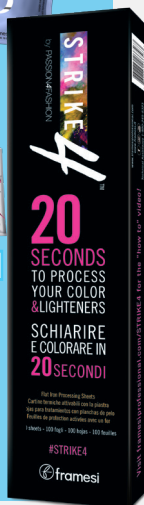
### ■ ANY FRAMESI HAIRCOLOR



### PERMANENT HAIRCOLOR



### DEMI-PERMANENT HAIRCOLOR SEMI-PERMANENT/DIRECT HAIRCOLOR





# STRIKE 4<sup>TM</sup>

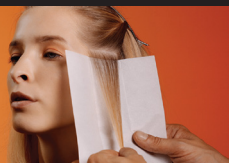
FLAT IRON PROCESSING SHEETS

## FASTER THAN FOILS!

### 4 EASY STEPS

# 1

PLACE

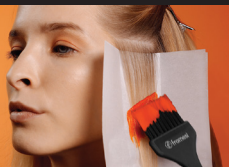


#### STEP 1: PLACE

Place desired section in framesi  
**STRIKE4** flat iron processing sheet

# 2

APPLY



#### STEP 2: APPLY

Apply desired color or lightener  
(e.g. **FRAMCOLOR BOLD**,  
**DECOLOR B DIAMOND**)

# 3

FOLD & CLIP



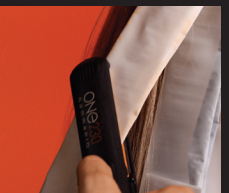
FOLD & CLIP

#### STEP 3: FOLD & CLIP

Fold & clip **STRIKE4** flat iron processing  
sheet using any styling clip\*

# 4

FLAT IRON

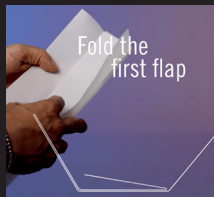
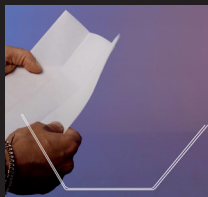


#### STEP 4: FLAT IRON

Flat iron at 340°F - 375°F (170°C - 190°C) for  
pigment deposit or 340°F (170°C) for lighteners.  
Tap bottom to top with the flat iron and slide 5x  
with a light touch to complete the service

#### FOLDING INSTRUCTIONS

Unfold STRIKE4.  
Fold down flap opposite the seam,  
leaving 3 layers in the center.  
Place desired section in the center.  
Apply product, fold outer layers over hair.



VISIT [FRAMESIPROFESSIONAL.COM/STRIKE4](https://www.framesiprofessional.com/strike4) TO WATCH THE HOW-TO VIDEO!

\*clip not required when processing lightener



# COLOR ME DIAMOND

Quick blonding technique with framesi  
**STRIKE4 flat iron processing sheets** and  
framesi **DECOLOR B DIAMOND**

## HIGHLIGHTS IN SECONDS

20 SECONDS TO PROCESS YOUR LIGHTENERS!



GET THIS LOOK IN 30 MINUTES START TO FINISH!

### SECTIONING

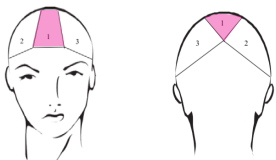
#### SECTION 1

Trace a diagonal line from the arch of the eyebrows meeting at a point at the center juncture.

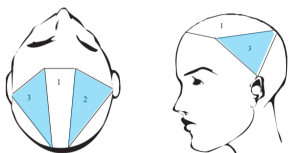
#### SECTIONS 2 & 3

1. Trace a diagonal line, following the hair line, from the arch of the eyebrow to the top of the ear.
2. Then trace another diagonal line from the top of the ear to the point from section 1 at the center juncture.
3. Repeat the above steps for section 3.

#### SECTION 1



#### SECTIONS 2 & 3



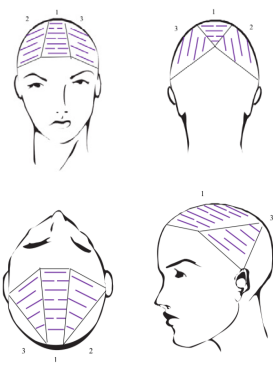
### APPLICATION

#### HIGHLIGHTING TECHNIQUE

Slicing & alternate in a brick laying pattern in all 3 sections.

#### SPECIAL NOTES –

1. Apply your lightener to the **STRIKE4** sheet *before* placing the hair, this will help with control and saturation, allowing you to take thicker sections.
2. During application, as you get closer to the root area, feather your lightener upward to avoid a line of demarcation.



### PLACEMENT

#### STEP 1

Starting in section 1 - begin your first **STRIKE4** placement working from the front hairline back.

Create your **STRIKE4** placements taking 1/2 inch sliced partings, dropping 1/4 inch in between each placement alternating in a brick laying pattern as shown in the diagram.

(10 total **STRIKE4** placements)

#### STEP 2

Repeat step 1 for sections 2 & 3, following the face making diagonal placements.

(5 total **STRIKE4** placements in sections 2 & 3)







## ONE STEP LIFT & DEPOSIT NO BLEACHING REQUIRED

framesi **FRAMCOLOR 2001 LIGHT&SHINE** lightens and colors in one step, giving you the performance you need and speed you seek.



Our permanent haircolor achieves up to 3 levels of lift, even on color-treated hair, predictably, *no pre-lightening or bleaching required.*

### THE PERFECT ADD-ON SERVICE!

- Create partial effects
- Accentuate shape and volume of cuts
- Personalize style with tailor-made contrasts

### PRO-TIP: Craving some more speed?

Achieve up to 3 levels of lift in 20 seconds with **FRAMCOLOR 2001 LIGHT&SHINE** & **STRIKE4 Flat Iron Processing Sheets**, eliminating typical 40-80 minute processing

***NOW THAT'S INNOVATION!***

# FRAMCOLOR 2001 LIGHT & SHINE



“Before my salon guest started coming to me, she would have to go to her previous salon every 5 weeks to touch up her red hair that had faded to a dull brown. She always dreamed of having a bright, vibrant red, but feared damaging her hair by using a lightener to remove her faded brown.

*I introduced her to **FRAMCOLOR 2001 LIGHT&SHINE** and her results were **PHENOMENAL!** And her processing time is only 35 minutes! Voilà!! Her red hair dreams came true framesi **FAST!!**”*

- Emily Lazuski, Independent Stylist

FORMULATION	oz.	cc's
<b>FRAMCOLOR 2001 LIGHT&amp;SHINE</b> COLOR EXALT	1/2 oz.	15cc
+ <b>FRAMCOLOR 2001 LIGHT&amp;SHINE</b> shade of choice	1/2 oz.	15cc
+ 40 Vol. <b>FRAMESI PROFESSIONAL ACTIVATOR</b>	1 oz.	30cc
<b>TOTAL OZ./CC's PER FORMULA</b>	<b>2 oz.</b>	<b>60cc</b>



**LIGHT&SHINE  
COLOR EXALT**  
(15cc/ 1/2 oz.)



**LIGHT&SHINE  
SHADE OF CHOICE**  
(15cc/ 1/2 oz.)



**FRAMESI PROFESSIONAL  
ACTIVATOR 40**  
(30cc/ 1 oz.)

YOU CHOOSE	ONE STEP LIFT AND DEPOSIT PERMANENT HAIRCOLOR	PRELIGHTEN/ BLEACH	PROCESSING/ COLOR	TOTAL PROCESSING
OPTION A	Traditional bleach/ processing with foils	20-40 minutes	20-40 minutes	40-80 minutes
OPTION B	<b>FRAMCOLOR 2001 LIGHT&amp;SHINE</b>	<b>30-35 minutes</b>		<b>30-35 minutes</b>
OPTION C	<b>STRIKE4</b> with <b>FRAMCOLOR 2001 LIGHT&amp;SHINE</b>	<b>20 SECONDS!</b>		<b>20 SECONDS!</b>

# BASE BREAKER

FRAMCOLOR 2001

2

AVAILABLE  
SHADES

BASE BREAKER  
NEUTRAL

to lighten without tonality  
when warmth is desired

BASE BREAKER  
COOL

to lighten with cool  
tonality to control warmth



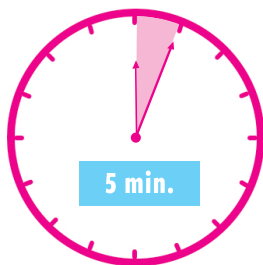
SIMPLE PROCESS. FLAWLESS TECHNIQUE.  
**QUICKER SERVICES!**

**NO MORE GUESSWORK!**

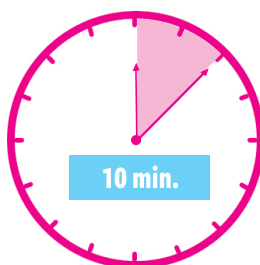
framesi **FRAMCOLOR 2001 BASE BREAKER**  
is the perfect solution to soften lines and  
*illuminate with exceptional condition & shine.*

Created with the stylist in mind, framesi  
**FRAMCOLOR 2001 BASE BREAKER** is a predictable,  
easy solution for blended all-over-dimensional  
blonde in *less time* than traditional base  
breaking methods.

**A PERFECT SOLUTION FOR YOUR MOST TIME-SENSITIVE CLIENTS!**



LIFTS ONE LEVEL  
**IN 5 MINUTES**



LIFTS TWO LEVELS  
**IN 10 MINUTES**

INSTRUCTIONS: MIX 1 PART (30cc/ 1 oz.) FRAMCOLOR 2001 BASE BREAKER WITH 2 PARTS (60cc/ 2 oz.) FRAMESI PROFESSIONAL ACTIVATOR 20



## PERFECT FOR GUESTS WHO:

1. WANT TO SOFTEN DARK REGROWTH
2. NEED A BREAK FROM TRADITIONAL LIGHTENER
3. JUST NEED A QUICK LIFT

**BEFORE**

**AFTER**



“ When my salon guests have a dark base haircolor and decide that they’d like highlights or balayage, they often don’t want the time or cost commitment of keeping up the haircolor.

**FRAMCOLOR 2001 BASE BREAKER** helps guests to maintain their look in between services, and is the best option with a faster result, achieving the most natural blend. *It exceeds my expectations. ”*

- Leonardo Trigueros, owner Leonardo Trigueros  
Salon & Spa PEMBROOK PINES, FL

## IN **LESS TIME** THAN TRADITIONAL **BASE BREAKING** METHODS

- Blend dark regrowth after a highlight service for a more natural look.
- Soften lines of demarcation for a more blended, all over dimensional blonde.
- Quickly illuminate hair for a natural reflective shine, lightening porous shaft and dark, lackluster ends.
- Soften gray regrowth on guests with blonde formulas.
- Achieve a slight bit of lift without exposing the hair’s underlying pigment.

# COOL TONES IN A FLASH - FRAMESI FLASH TONERS



framesi **FRAMCOLOR ECLECTIC**  
and **FRAMCOLOR ECLECTIC CARE**  
produce the most beautiful  
controlled platinum blondes  
and sultry smokey grays *in*  
*minutes!*

FRAMCOLOR  
Eclectic



**UTILIZING CAPSULATE COMPLEX TECHNOLOGY,  
FRAMESI FRAMCOLOR ECLECTIC & ECLECTIC CARE**

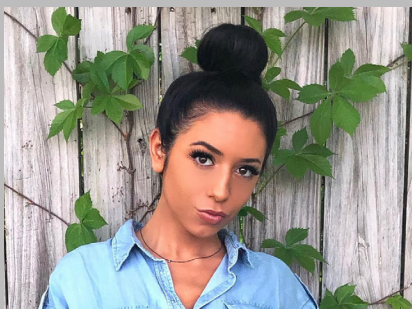
## **FLASH TONERS:**

- Penetrate the hair fiber deep to effectively deliver active ingredients during the hair color process
- Create a water and heat-resistant shield on the hair, encapsulating the hair in a finishing gloss
- Provide superior deep coverage and long-lasting results with amazing shine underlying pigment

FRAMCOLOR  
Eclectic  
CARE







"Ombre refresh... lightened ends with framesi **DECOLOR B DIAMOND** for 20 min with 20 vol. then toned at the sink with **FRAMESI ECLECTIC CARE 9.16** for 5 minutes. 9.16 is my go-to on wet hair at the sink it is an *intense cool toner that knocks a lot of warmth out of the hair* and can be used for a *gorgeous natural blonde toner*."

- Marissa Pusateri, CoDa Beauty Bar - Irwin, PA



**FRAMCOLOR ECLECTIC CARE 9.16**



**FRAMCOLOR ECLECTIC 9CT**

## FRAMCOLOR ECLECTIC CARE PERMANENT TONER

### APPLICATION AND TIMING:

Apply **FRAMCOLOR ECLECTIC CARE** and/or **FRAMCOLOR ECLECTIC** starting at the scalp, working through the ends of the hair. Process according to the following charts (right)

## FRAMCOLOR ECLECTIC DEMI-PERMANENT TONER

### MIXING:

Mix 30cc (1 oz.) of **FRAMCOLOR ECLECTIC** with 60cc (2 oz.) of the appropriate activator below:

**FRAMESI PROFESSIONAL ACTIVATOR 10 Volume (Basic)** - 3% H<sub>2</sub>O<sub>2</sub> for standard services, toning, and men

**FRAMESI PROFESSIONAL ACTIVATOR 15 Volume (Extra)** - 4.5% H<sub>2</sub>O<sub>2</sub> for all gray coverage and brighter, more vivid results.

FRAMCOLOR  
Eclectic  
CARE

Desired End Result	FRAMESI PROFESSIONAL ACTIVATOR	Processing Time
Tone-on-tone / Refreshing faded ends	10 volume	20 minutes
Toning pre-lightened hair with flash toners	10 or 15 volume (extra)	2.5 - 10 minutes

FRAMCOLOR  
Eclectic

Desired End Result	FRAMESI PROFESSIONAL ACTIVATOR	Processing Time
Toning highlights with toners	10 volume (basic)	2.5 - 10 minutes
Toning highlights with other shades	10 or 15 volume (extra)	20 minutes

\* Always strand test for accuracy & timing. Strand testing can be performed in seconds with **STRIKE4** (see pg. 5-8)

# FAST TESTIMONIALS FROM REAL STYLISTS



**FRAMCOLOR 2001 INTENSE**

**Sandie Scott**

 **sandiescott**

In 40 years of hair coloring, I finally feel no fear in delivering a perfect **hi-lift all-over blonde**. No matter what I am starting with.

Here is my red to blonde BOMBshell! **Best VANILLA ever!!**

Decolorized the red from the hair. Lifted to a pale yellow. Toned with

**#FRAMCOLOR2001INTENSE**  
**10.62**



**STRIKE4**

**Krista Gaulin**

 **kristapaintshair**

Blonde for the first time! Sometimes you just need a little pop of color to throw them off

@framesiusa lightener for this beauty. Nothing some sandy blonde can't tone and balance out.

We used **#STRIKE4** to lock in her blue pops of color. **20 seconds** and a flatiron.



**FRAMCOLOR 2001 INTENSE**

**Sarah Scaccia**

 **scacciahair**

When I posted the photo for this last week I was asked if I filled her hair before applying the desired colors.

The answer was no. Why?

**#FRAMCOLOR2001INTENSE** is dense and offers **100% GRAY COVERAGE**. When we don't fill to take our clients darker, the hair appears hollow and has no luster, which makes the color appear flat.

*framesi keeps changing the game with innovative technology.*

I wanted to see how much coverage I could achieve given the claims that it offers 100% gray coverage. Also considering that gray coverage was only one of the challenges I was facing on this transformation.

These are the results. Bright, shiny, healthy color where **EVERYTHING** was completely covered, **100 percent!**



**FRAMCOLOR 2001 BASE BREAKER**

**Lynn Mcleod**  **let\_there\_be\_lightener**

Want to know what a "Base Breaker" is?  
*It's a great way to lighten up your natural color by up to two shades in just 10 minutes - Why?*

1. Perfect for performing retouches between highlight appointments
2. Blends the contrast between roots and highlights
3. Adds shine to colored hair in an instant

framesi launched **#FRAMCOLOR2001BASEBREAKER**, and I've been incredibly excited about the results!





**Carter T. Lund** **austinsbestcolorist**

Thanks to framesi, A Carter T. Lund Salon is well equipped with time saving tools that have dramatically improved productivity, profitability and guest satisfaction.

framesi **#FRAMCOLOR2001INTENSE** is proving to be invaluable and frankly, a Godsend. Our team can now process haircolor in *half the time*, allowing plenty of time for add on services thereby increasing service tickets. The results have been *simply outstanding*.

**Paige Svensnik**  
 **hairbypaigey**

This beautiful color was done using @framesiusa **#FRAMCOLOR-2001LIGHT&SHINE**, a permanent hair color, that *lifts and deposits up to 3 levels on artificially pigmented hair*.

I didn't have to use lightener, and I didn't have to go back through and tone.

I used 3 different shades of the light and shine, 5.66 (violet) 7.44 (copper) and 6.56 + 7.55 (bright red) all with 40 volume, and I processed in @framesiusa **#STRIKE4** flat iron processing sheets.

This whole process only took me a little over an hour, with her hair cut.



**Jeremy Todd Abraham** **jeremytoddabraham**

**ECLECTIC CARE TONER (left)**

Love these cool wheat tones... Her base is ammonia free **#FRAMCOLORELECTICCARE** 9 (20cc) 9.16 (10cc) with 20 vol to cover 70% gray resistant hair.

I painted her balayage pieces using **DECOLOR B CLAY** ammonia-free lightener with 2 pumps of **PRO-FORCE BONDER 101** to protect and strengthen the hair fibers. At the bowl I toned with **COLOR LOVER #DYNAMICBLONDE** violet shampoo for 5 min. @framesiusa you continue to rock my world with amazing tools and products!

**ECLECTIC TONER (right)**

I glossed this beauty with **#FRAMCOLORELECTIC 8HCE** for those amazing chocolate and luscious caramel tones.



**FOLLOW FRAMESI ON INSTAGRAM @FRAMESIUSA TO SHARE YOUR CREATIONS WITH US & GET INSPIRATION FOR YOUR NEXT SERVICE!**

**SPEAK WITH A REAL, LICENSED STYLIST - Technical Assistance 1.800.245.6323**



**XENA PARSONS**  
INDEPENDENT HAIRSTYLIST  
HAMPTON BAY, NEW YORK

**“BY OFFERING OUR SALON GUESTS THE ITALIANSTYLE HAIRCUTTING METHOD, FRAMESI *FAST* COLORING TECHNIQUES AND PRODUCTS, WE CAN SUPPLY HEALTHY, MODERN, AND FASHIONABLE HAIR IN *MUCH LESS TIME!*”**



## CUT QUICKLY WITH CONFIDENCE WITH ITALIANSTYLE HAIRCUTTING

Like all things Italian, the ITALIANSTYLE Haircutting Method is beautiful, modern, pragmatic and done with passion.

As a stylist, salon owner and artist, it is essential for me to offer my clientele the quickest and most precise haircuts.

I was fortunate to have been a part of the precision haircut movement.

Our salon guests were looking for a haircut that would fall into place without the use of setting, teasing or hairsprays.

I achieved this goal through study and practice when working on a client or training new staff members.

As time went on, the length of time to perform a precision haircut was not working for the economics of the salon or the busy lifestyles of the clients.

Fortunately, clients are requesting more services such as smoothing treatments, highlights, conditioning and blowouts, however, they want it in less time and with the same or better quality as before.

By offering our salon guests the ITALIANSTYLE Haircutting Method, framesi *FAST* coloring techniques and products, we can supply healthy, modern, and fashionable hair in much less time.

*Sounds too good to be true?  
It's not, it's framesi.*



## INCREASE REVENUE WHILE BOOSTING STYLIST PRODUCTIVITY!

THE CHALLENGE:	THE SOLUTION:	THE BENEFITS:
<p><b>CREATING A HIGH QUALITY HAIRCUT IN LESS TIME</b></p>	<p><b>THE ITALIANSTYLE HAIRCUTTING METHOD</b> With pragmatism as a foundation, the ITALIANSTYLE Haircutting Method advises us to study the head shape, the flats and rounds as well as growth patterns.</p> <p><i>The ITALIANSTYLE Haircutting Method creates a very accurate and individualized haircut in 10 - 20 minutes.</i></p>	<p><b>AS A STYLIST:</b> Guests can be added to daily bookings and their hair looks beautiful out in the world for the full duration of the haircut and serves as a walking advertisement for us.</p> <p><b>AS A SALON OWNER:</b> Increased revenue for the salon and each individual stylist by adding a haircut or two in a day is equal to having an additional stylist in the salon.</p>



## TAKE THE FIRST STEP: BOOK A FRAMESI FAST DEMO TODAY!

### REACH OUT TO FRAMESI'S EDUCATION COORDINATOR

Call Jessica Ogden for more information:  
1.800.321.9648 Ext. 1354

framesi Education is specific to each salon and/or stylist's needs, through an individualized, hands-on approach.

framesi provides the tools and educational support to help stylists of every level achieve their own vision of personal growth and success.



### FRAMCOLOR 2001 INTENSE

Stylists receive a 4-hour class with a full explanation on the features, benefits and usage of **FRAMCOLOR 2001 INTENSE**.

Permanent HIGH PERFORMANCE haircolor IN **HALF THE PROCESSING TIME!**

Stylists will also have the opportunity to explore intermixing **FRAMCOLOR 2001 INTENSE** and other framesi systems, opening a whole world of creative possibilities!

- 4 Hours - 2 hours theory & 2 hours workshop
- Complimentary: With purchase of \$210 **FRAMCOLOR 2001 INTENSE** Intro

(class to be set no later than 30 days from purchase)

### STRIKE4 FRAMESI FAST BLONDING CLASS

A proven revenue generating 2.5 hour interactive **STRIKE4** framesi **FAST** Blonding hands-on education event.

Stylists will quickly and easily learn how to facilitate a **STRIKE4** highlighting service, start to finish in 30 minutes, saving you and every stylist 45 minutes of processing time per service, **PER STYLIST!**



### ITALIANSTYLE HAIRCUTTING CLASS

In this 2 hour demonstration, design group member, Doug Cherwein will demonstrate the ItalianStyle Method of coloring and cutting. This method is precise, efficient, and maximizes your time, enabling you to provide customized looks for your clients.

Demo, 1 mannequin completed, 1 color technique, 1 haircut demonstrated from our current season proposals, held in salon or at store locations.

**Doug Cherwein, Douglas Arthur Salon, Vineland NJ**







**LANETTE DWYER**  
OWNER PRIVATO HAIR STUDIO  
STONY BROOK, NY



**"I'VE USED FRAMESI TOOLS & PRODUCTS FOR MANY YEARS WITH FANTASTIC RESULTS, BUT THE NEW PRODUCTS IN THE FRAMESI FAST SUITE HAVE PROVEN TO BE THE BEST INNOVATIONS YET! I GET BETTER RESULTS *IN LESS TIME!*"**

## CATCH UP WITH LANETTE & TAKE YOUR TIME BACK

**"MIXING AND MATCHING FRAMESI *FAST* PRODUCTS HAS GIVEN ME SO MANY OPTIONS FOR IMPROVING MY BUSINESS AND MY WORK SCHEDULE."**

For clients who can't spend much time in the chair, framesi *FAST* helps me get them in and out.

Framesi *FAST* allows me to give clients who want undivided attention my full focus, without spending hours on one appointment. On days when I want to leave work earlier or take an actual lunch break... framesi *FAST* is the answer!

### FRAMESI *FAST* BREAKDOWN

	<b>FRAMCOLOR 2001 INTENSE</b>	PERMANENT HAIRCOLOR THAT <b>PROCESSES IN HALF THE TIME!</b> 112+ SHADES THAT PROCESS IN HALF THE TIME WHEN MIXED WITH FRAMCOLOR 2001
	<b>FRAMESI STRIKE4</b>	FLAT IRON PROCESSING SHEETS, <b>20 SECONDS TO PROCESS COLOR &amp; LIGHTENERS</b>
	<b>COLOR ME DIAMOND TECHNIQUE</b>	<b>30 MINUTE BLONDING,</b> START TO FINISH
	<b>FRAMCOLOR 2001 LIGHT&amp;SHINE</b>	LIFT & DEPOSIT <b>IN ONE STEP</b>
	<b>FRAMCOLOR 2001 BASE BREAKER</b>	<b>SUPER QUICK SLIGHT LIFT</b> WITH ADDED SHINE
	<b>FRAMCOLOR ECLECTIC &amp; ECLECTIC CARE</b>	PLATINUM BLONDE OR SMOKY GRAY IN <b>2.5 MINUTES</b>
	<b>ITALIANSTYLE HAIRCUTTING</b>	<b>10 MINUTE</b> PRECISION HAIRCUTTING TECHNIQUE

# TINA BROWN'S FRAMESI FAST SUPERSTAR SALON MENU



Our SUPERSTAR services have only been offered to current clients because we know their hair and will have no surprises during the process.

We upcharge \$25 for the service, and clients whose time is worth more than their money are happy to pay extra to be out of the salon sooner.

These service options are most popular early in the morning or after the salon guest is done with work.

I'm happy to know that I can satisfy my guests who just don't have hours to sit in a salon chair.

I'm ecstatic that I can offer the same service to them at a higher price, and that they're more than willing to pay it.

## TRADITIONAL SALON MENU VS. FRAMESI FAST SALON MENU

SERVICE TYPE	TRADITIONAL TIME	FRAMESI FAST INNOVATION	FRAMESI FAST TIME	UPCHARGE FOR TIME SAVINGS
COLOR TOUCH-UP	1 HOUR	FRAMCOLOR 2001 INTENSE	PROCESSES IN HALF THE TIME!	<div>+\$25</div> <div>FRAMESI FAST UPCHARGE!</div>
		FRAMCOLOR 2001 LIGHT&SHINE	35 MINUTES!	
TONING	25 MINUTES	FRAMCOLOR ECLECTIC & ECLECTIC CARE	AS QUICK AS 2.5 MINUTES!	
HIGHLIGHTS	1 HOUR	STRIKE4 FLAT IRON PROCESSING SHEETS	20 SECONDS!	
HAIRCUT	25 MINUTES	ITALIANSTYLE HAIRCUTTING METHOD	10 MINUTES!	
PICK-ME-UP ROOT BLENDING SERVICE	25 MINUTES	FRAMCOLOR 2001 BASE BREAKER	5 - 10 MINUTES!	

**“BECAUSE OF FRAMESI FAST, I HAVE A LESS PACKED DAY & HAVE MY FREE TIME BACK!”**



# TAKE YOUR TIME BACK!

Jessica Ogden

1.800.321.9648 ext.1354



*CALL US TODAY TO SPEAK WITH  
A REAL PERSON AND **LEVEL UP**  
WITH FRAMESI FAST!*



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CALL TO TAKE YOUR TIME BACK!

**#framesiFAST**