

**FOR
-ME**
STYLING LINE

MY IDEA OF ME

 **framesi®**
MILAN



Curl & Volume



Shape

**FOR
-ME**

MY IDEA OF ME

EXPRESS YOURSELF AND EMBRACE
EVERY FACET OF YOUR PERSONALITY
WITH CONFIDENCE.

STYLE IS ALL ABOUT FREEDOM—
THE FREEDOM TO TRANSFORM AND
REINVENT YOURSELF DAILY.

WITH THE ENDLESS POSSIBILITIES OF
FOR-ME, YOU CAN SHAPE YOUR LOOK
TO ENHANCE THE BEAUTY OF EVERY
HAIRSTYLE.

AFTER ALL, THE IDEA OF YOU IS
ALWAYS EVOLVING — YOUR STYLE
SHOULD TOO.



**Smooth
& Disciplined**



Finish

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

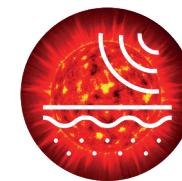


FOR -ME STYLING LINE

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



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



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



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



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

Color Safe. Thermal & UV Protectants. Vegan.
Free of Gluten, Parabens, Sulfates, DEA, and Sodium Chloride.



Curl & Volume



223

Bring Me To The Beach Salt Spray

texturizing salt spray for "beach waves"

FOR WAVY STYLES

ACTION

- soft hold
- anti-frizz effect
- enhances texture
- supports all types of styling

RESULT

- beach waves
- full bodied, tousled look

INGREDIENTS

- Wakame Seaweed extract
- Texturizing Magnesium salts
- Humidity Shield Complex
- UV protectants

HOW TO USE

- spray on wet or dry hair
- style or leave to dry naturally

150 ml / 5.1 fl. oz.



308

Elevate Me Curl Cream

definition and intense hydration

FOR CURLY HAIR

ACTION

- volumizing
- super conditioning
- anti-frizz effect

RESULT

- silky, defined curls

INGREDIENTS

- Wakame Seaweed extract
- Barrier-effect filming agents
- Shea Butter
- UV protectants

HOW TO USE

- spread uniformly over wet hair
- do not rinse
- dry using a diffuser or naturally

150 ml / 5.1 fl. oz.



DEFINED CURLS • BODY AND SUPPORT • EXTRA VOLUME • NATURAL MOVEMENT

227 ●●●●●

Wake Me Up Curl Spray

reactivates curls

FOR SOFT, CURLY HAIR WITH VOLUME

ACTION

- revives natural waves and curls
- weightless hydration
- anti-pollution protection

RESULT

- curls with volume, full of energy between shampoos
- full hair
- quickly reshape and style with ease

INGREDIENTS

- Wakame Seaweed extract
- Hydrolyzed Plant Phyto-Keratin
- hydrating, reinforcing Panthenol (Pro-Vitamin B5)
- UV protectants

HOW TO USE

- spray uniformly over dry hair to refresh curls

150 ml / 5.1 fl. oz.



222 ●●●●●

Shape Me Glaze

natural support for styling
with body

FOR WAVY AND STRAIGHT STYLES

ACTION

- gives hair structure
- long-lasting shapeable styling
- hydrating

RESULT

- softness
- shine
- repairs imperfections and split ends

INGREDIENTS

- Wakame Seaweed extract
- Humidity Shield Complex
- volumizing agents
- UV protectants

HOW TO USE

- spread over wet hair
- dry using brush and blow dryer
- enhance waves with diffuser

200 ml / 6.8 fl. oz.





**FOR
-ME**
STYLING LINE

Smooth & Disciplined

218 ●●●●●

Smooth Me Serum

straight, soft with body

FOR DISCIPLINED STYLES

ACTION

- light, natural hold
- hydrating
- illuminating
- pollution protection

RESULT

- silky hair with body
- straight, soft and disciplined

INGREDIENTS

- Wakame Seaweed extract
- Nori Seaweed extract rich in proteins and amino-acids
- Tara extract, preserving hydration
- anti-pollution filming agents
- Humidity Shield Complex
- UV protectants

HOW TO USE

- towel dry hair
- spread carefully
- style as desired

150 ml / 5.1 fl. oz.



119 ●●●●●

Shine Me Brightly Super Coat

frizz-proof humidity shield with glass-like shine

FOR MIRROR EFFECT STRAIGHT STYLING

ACTION

- anti-frizz power
- anti-humidity
- water-proofing effect, "raincoat for the hair"
- illuminating
- pollution protection

RESULT

- completely straight mirror effect
- maximum light refraction, glass-like shine
- enhances luminosity
- no weighing down
- no build-up

INGREDIENTS

- Wakame Seaweed extract
- anti-pollution filming agents
- Humidity Shield Complex
- UV protectants

HOW TO USE

- partially dry hair
- saturate with the product, section by section
- dry with blow dryer
- heat-activation: end by passing the flat iron over hair

150 ml / 5.1 fl. oz.





FOR
-ME
STYLING LINE

Shape

NEW TEXTURES • DEFINITION • STRUCTURE

411 ●●●●●

Define Me Gel

strong, precise hold

FOR DEFINED STYLES

ACTION

- anti gravity control
- strong hold
- protection

RESULT

- disciplined styling
- brilliant finish without residue
- frizz control
- precision hold

INGREDIENTS

- Wakame Seaweed extract
- Humidity Shield Complex
- hydrating, reinforcing Panthenol (Pro-Vitamin B5)
- UV protectants

HOW TO USE

- for lasting, sustained styles, apply to wet hair
- dry using brush and blow dryer
- apply again on dry hair to define details

150 ml / 5.1 fl. oz.



515 ●●●●●

Matt Me Strongly Paste

matte, extra strong finish

FOR LASTING STYLES

ACTION

- maximum customizable control
- lasting support
- mattifying effect
- anti-humidity

RESULT

- structured hold
- matte, natural & dry finish
- shapeable locks
- weightless
- no residue

INGREDIENTS

- Wakame Seaweed extract
- mattifying wax blend
- Humidity Shield Complex
- UV protectants

HOW TO USE

- warm & soften the paste in your hands
- apply to dry hair
- style as desired

80 ml / 2.7 fl. oz.



**FOR
-ME**
STYLING LINE

Finish

DIFFERENTIATED HOLD • SUBLIME BRILLIANCE • ABSOLUTE SUPPORT AND FREEDOM



406 ●●●●●

Hold&Brush Me Hairspray

medium, re-shapeable hold

FOR DECIDED STYLES

ACTION

- can brush and reapply
- anti-humidity
- anti-frizz

RESULT

- versatile shape
- strong yet flexible hold
- lightweight texture & finish
- no buildup or residue
- frizz control

INGREDIENTS

- Wakame Seaweed extract
- anti-pollution filming agents
- Humidity Shield Complex
- advanced botanical blend
- UV protectants

HOW TO USE

- shake
- spray uniformly on dry hair
- brush and reapply if needed

Net Wt. 10 oz. / 283 g



607 ●●●●●

Hold Me Firmly Hairspray

strong hold

FOR ABSOLUTE CONTROL OF STYLES AND CHIGNONS

ACTION

- extreme hold
- anti-humidity
- maximum support for the hair shaft
- disciplining
- super fast drying

RESULT

- extra strong control
- long-lasting hold
- dries instantly
- absolute style precision
- does not leave residue on hair or scalp

INGREDIENTS

- Wakame Seaweed extract
- Humidity Shield Complex
- advanced botanical blend
- UV protectants

HOW TO USE

- shake
- spray uniformly on dry hair
- the more you spray, the stronger the hold

Net Wt. 10 oz. / 283 g



FOR -ME STYLING LINE



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© 2025 framesi North America
17 Avenue A
Leetsdale, PA 15056
framesi Technical Assistance
1.800.245.6323
980214-000