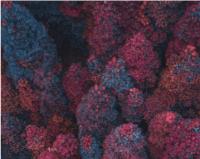


PROCESSES IN HALF THE TIME!

PERMANENT COLOR

- PROCESSES IN HALF THE TIME!
- INTENSE 100% GRAY COVERAGE
- SUPERIOR CONDITION, SHINE & LONGEVITY
- FAST PIGMENTATION PROCESSING (FPP), SAVE TIME
- I UMINOUS HI-FI SHADES
- NON-PROGRESSIVE FORMULATION
- HAIR INTEGRITY...UNCOMPROMISED
- ECONOMICAL 1:2 MIX RATIO; 2 APPLICATIONS PER TUBE







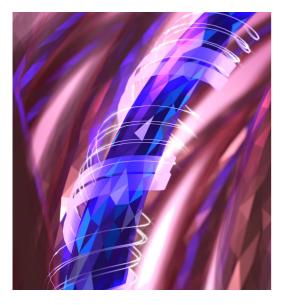


#framesi**INTENSE**

FPP TECHNOLOGY

FAST PIGMENTATION PROCESSING

INTENSE PERFORMANCE - PROCESSES IN HALF THE TIME!



AN INNOVATIVE SYNERGY OF



Luminous Hi-Fi shades perfectly calibrated to guarantee coverage at the intended level (non-progressive) with no build up.



Innovative carrier system transports haircolor dyes quickly into the cortex.



Accelerated haircolor dyes that are stabilized to quickly expand and become permanent in **HALF THE TIME!**





USER-FRIENDLY COMFORT& HI-FI FORMULA

- 100% gray coverage with all developers
- Easy to prepare & apply
 - ° Mixes in seconds (even in bottle)
 - ° Extreme spreadability
- Low client sensitivity
- Virtually no ammonia fragrance
- Age-defying hair nourishment & conditioning

CRUELTY FREE, 100% VEGAN, GLUTEN FREE

MIXING INSTRUCTIONS



FRAMESI PROFESSIONAL ACTIVATOR

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

DESIRED END RESULT	FRAMESI PROFESSIONAL ACTIVATOR	TRADITIONAL PROCESSING TIME	FRAMCOLOR 2001 INTENSE PROCESSING TIME
Level on level, darker, or 1 level of lift	20 volume	35 - 45 minutes	
2 levels of lift	30 volume	35 - 45 minutes	DDOCECCE
3 - 4 levels of lift	40 volume	35 - 45 minutes	PROCESSES IN HALF
Gray coverage	20, 30, or 40 volume	35 - 45 minutes	THE TIME!*
Refreshing faded ends	20 volume	20 minutes	
Toning	10 or 15 volume	10 - 30 minutes	

^{*} Please note: Traditional processing time may vary based on hair texture and gray resistance. For best results, follow your normal hair color procedures for each guest but process **IN HALF THE TIME!**







FRAMCOLOR 2001 INTENSE SHADE FAMILIES

INNOVATION THAT WORKS

INTENSE cool-based tonalities that process in HALF THE TIME!

INTENSE NATURAL













COOL GOLD







SANDY BEIGE



MOKA







DEEP RED





MOTHER OF PEARL



FROZEN BROWN







EXTREME VIOLET







MIXING FRAMCOLOR 2001 INTENSE WITH ANY **Framcolor 2001** Shade





FRAMCOLOR 2001





112+ SHADES THAT PROCESS IN HALF THE TIME! TURN ANY FRAMCOLOR 2001 SHADE INTO A DEEPER, COOLER, AND DENSER SHADE, WITH A MORE SOLID FINISH!















INSTRUCTIONS:

Mix 1/2 the formula of FRAMCOLOR 2001 **INTENSE** with 1/2 of any FRAMCOLOR 2001 shade and process for **HALF THE PROCESSING TIME!***



DESIRED END RESULT	FRAMCOLOR 2001 INTENSE	FRAMCOLOR 2001	FRAMCOLOR 2001 INTENSE PROCESSING TIME
For deposit, lift,	1 part	1 part	PROCESSES IN HALF THE TIME!*
and gray coverage	(15cc/ 1/2 oz.)	(15cc/ 1/2 oz.)	

- 1. Mix 15cc (1/2 oz.) of FRAMCOLOR 2001 **INTENSE** with 15cc (1/2 oz.) Framcolor 2001 and add 60cc (2 oz.) of the appropriate Framesi Professional Activator
- 2. Apply color mixture to the hair and PROCESS IN HALF THE TIME!

EXAMPLE:

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.) + 20 Vol. Developer
Traditional Processing Time	40 minutes
NEW PROCESSING TIME	20 minutes!

^{*}Please note: Traditional processing time may vary based on hair texture and gray resistance. For best results, follow your normal hair color procedures for each guest but process **IN HALF THE TIME!**











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