



**SEVERITY**

**GRUNGE FACTOR**

**GANGSTER STORY**

*Decadent Romance*

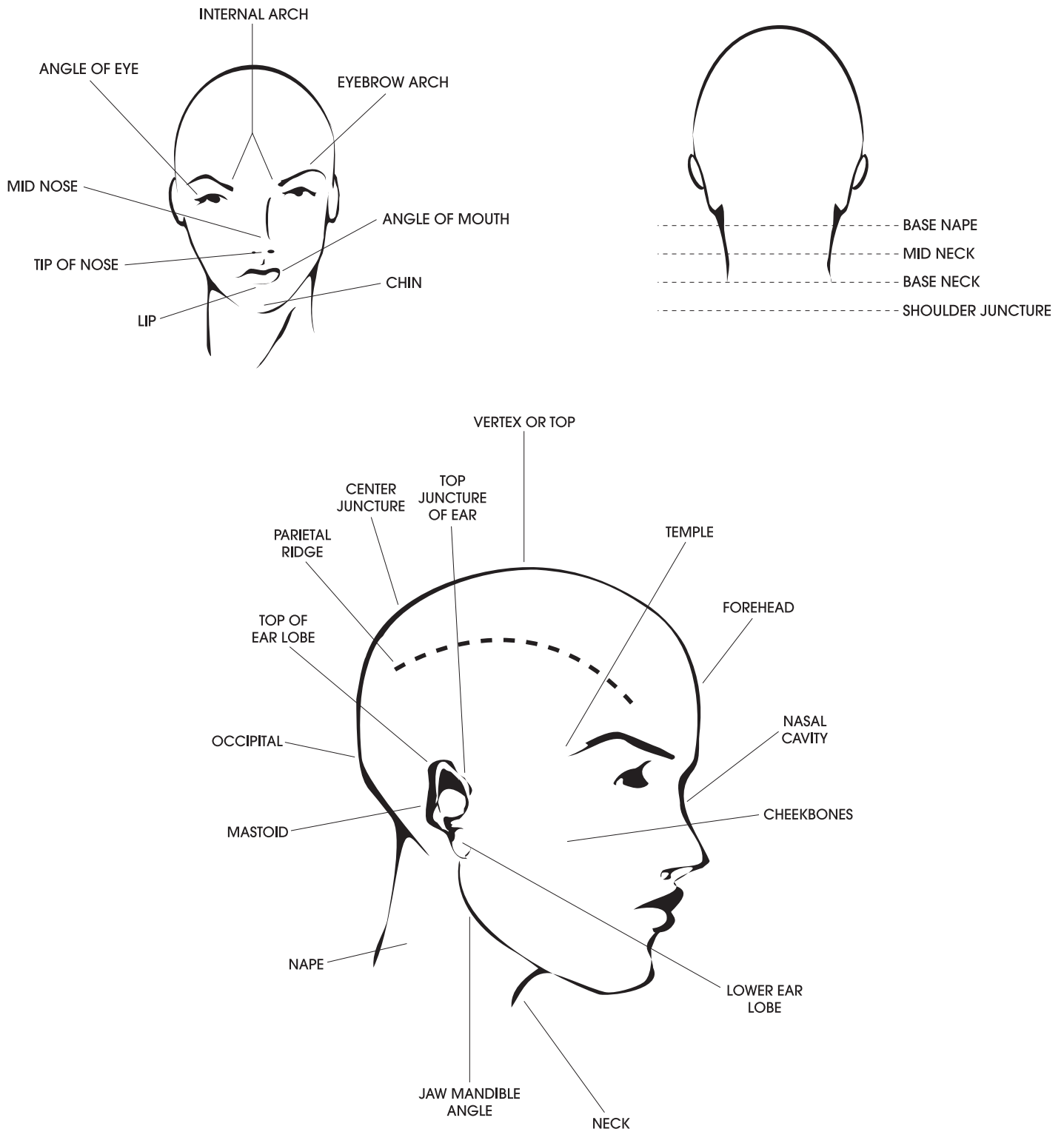


**Fall /winter 2019\_20**



# REFERENCE POINTS

Descriptions of the haircuts and color techniques also use the following reference points as shown.



# FASION SHAPES

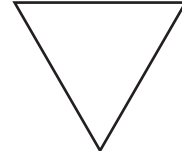
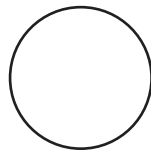
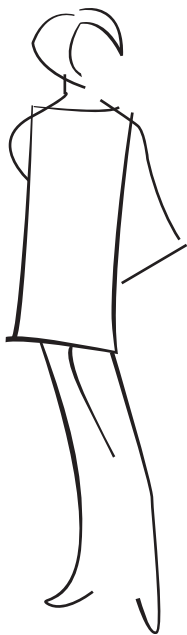
There are generally 3 fashion shapes that are used individually or in combinations to create the exterior outline of fashions. Their shapes are: RECTANGULAR, TRIANGULAR, and TRAPEZIUS. With each seasons' defined fashion forecast, the most complimentary hair shape is also determined and is clearly defined.

This influence offers the Designer the advantage of knowing the seasonal shape of clothing fashion and the best options for hair shape to compliment the current season.

Generally speaking, the trend of fashion will be seen on all levels seasonally. Knowing the optimum shapes in hair form allows the designer to have a stronger visual hair design image.

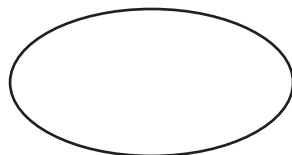
Take time to "read" the clients' face structure to customize the hair shape for perfect balance.

## RECTANGULAR FASHION SHAPE

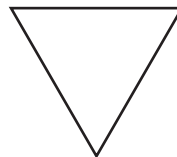


Adaptable

Non Adaptable

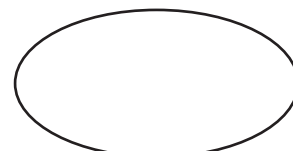
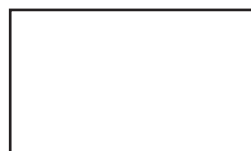
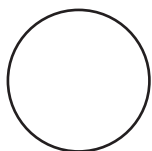


## TRIANGULAR FASHION SHAPE

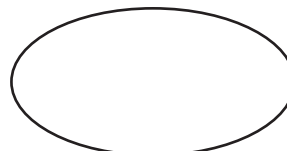
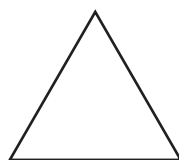
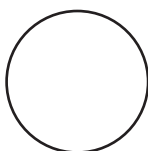


Adaptable

Non Adaptable

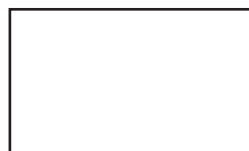
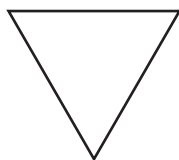


## TRAPEZOID FASHION SHAPE



Adaptable

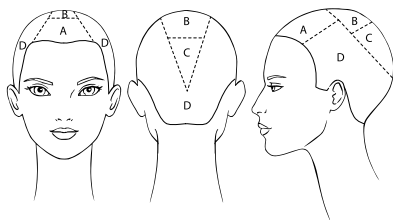
Non Adaptable



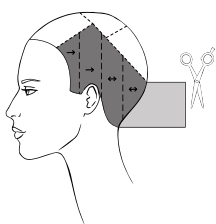
# proposal #1

## CUT

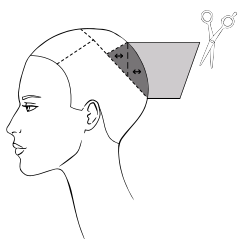
### Sectioning.



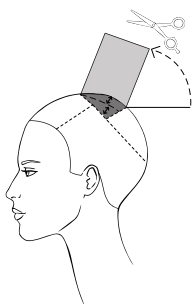
**SECTION A** - isolate a trapezoid between  $\frac{3}{4}$  of the eyebrow arches and the vertex.  
**SECTIONS B and C** - in the back, isolate a triangle joining the vertex and the occipital bone, as shown in the diagram.  
 In the triangle, trace a line 1 cm ( $\frac{1}{2}$ " ) above the crown line.  
**SECTION D** - is the remaining area.



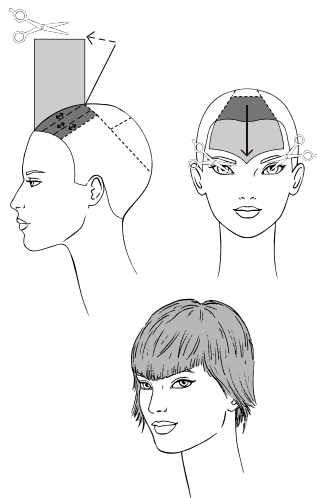
**SECTION D** - starting from the center and making vertical partings, cut the entire section square to 7 cm ( $2\frac{3}{4}$ " ).  
 Cut each subsection perpendicular to growth, but the last side subsections that you will cut allowing the guide to travel.



**SECTION C** - making vertical subsections perpendicular to growth, cut high grade having the length underneath as a reference.



**SECTION B** - making radial partings, cut perpendicular to growth starting from the central subsection, having the section underneath as a reference and keeping your fingers parallel to the flats and curves of the head.

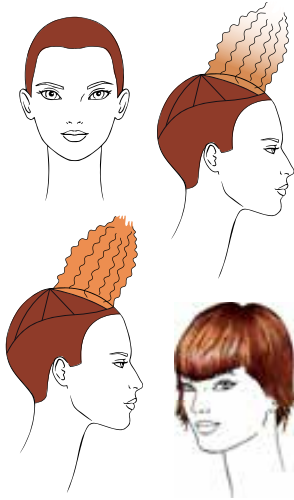


**SECTION A** - standing at the side of the head, make horizontal partings and cut square to the length found at the vertex.  
 Now, comb the hair toward the face and cut the fringe from 2 cm ( $\frac{3}{4}$ " ) above the eyebrow arches to the bridge of the nose, creating a central point.



FALL WINTER COLLECTION 2019-20

## proposal #1 COLOR



Color the base with **Framcolor Eclectic Care 7.4 (15 g/cc) + 7.26 (15 g/cc) + 6.4 (30 g/cc)**.

On the top of the head, trace a line 1 cm ( $\frac{1}{4}$ " ) from the front hairline, passing along the crown line and creating a point 2 cm ( $\frac{3}{4}$ " ) above the occipital bone. Subdivide the obtained section with radial parting.

Backcomb each subsection and lift with **Decolor B Clay Lightener** up to level 9, insisting in the internal part of the strand.

Tone with **Framcolor Eclectic Toner 9AT**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR
<b>6KR + 7TRP + 660 + 7P</b> (30 + 15 + 5 + 10 g/cc)	<b>6.031 + 2001 7TRP</b> (30 + 30 g/cc)	<b>7.4 + 6.46 + 9.56</b> (20 + 40 + 1 g/cc)
Contrasts <b>8G + 11A</b> (20 + 10 g/cc)		Contrasts <b>10.35 + 9.4</b> (15 + 15 g/cc)

FRAMCOLOR FUTURA	FRAMCOLOR ECLECTIC	FRAMCOLOR ECLECTIC TONER	FRAMCOLOR BOLD
<b>6.5D + 7TR</b> (40 + 20 g/cc)	<b>6RDE + 7PE</b> (35 + 25 g/cc)	Contrasts <b>Apricot</b> (30 g/cc)	Contrasts <b>Gold Rose + Orange</b> (25 + 5 g/cc)
Contrasts <b>8R + 10A</b> (20 + 10 g/cc)	Contrasts <b>9AT</b> (30 g/cc)		

SUGGESTED HOME TREATMENT:  
**FRAMESI COLOR LOVER**

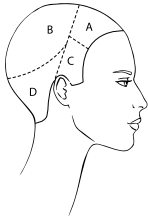
## STYLING

Apply **BY Sparkling Mousse**.  
Blow dry rubbing the hair with your fingers.  
Refine with **BY Working Clay** to give the proposal a vintage look.

# proposal #2

## CUT

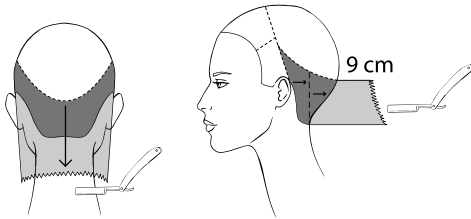
### Sectioning.



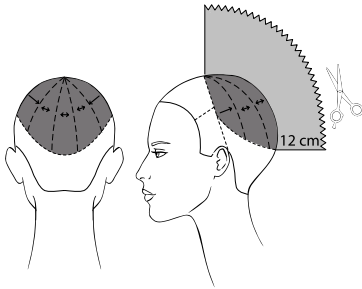
**SECTIONS A and C** - trace a line from mastoid to mastoid passing through the vertex. On both sides, trace a diagonal line from 1 cm ( $\frac{1}{2}$ ") above the crown line to the end of the eyebrow arch.

**SECTION B** - isolate the crown area keeping 1 cm ( $\frac{1}{2}$ ") above the occipital bone.

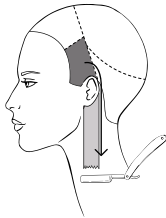
**SECTION D** - the nape area.



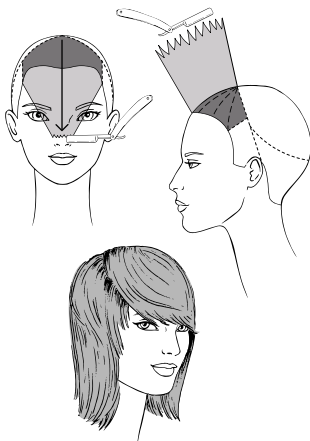
**SECTION D** - comb the hair in natural fall and cut with the razor to mid neck to create a square perimeter, going a bit longer at the corners of the nape. At the occipital bone, create a guide section 9 cm ( $3\frac{1}{2}$ ") long. Making vertical subsections perpendicular to growth connect to perimeter length cutting with the razor and allowing the guide to travel, using stationary guide in the back side flats.



**SECTION B** - make radial partings and, in the central one, create a guide section 12 cm ( $4\frac{3}{4}$ ") long above the occipital bone. Cut round from the guide to 16 cm ( $6\frac{1}{2}$ ") at the vertex. Proceed allowing the guide to travel, but in the last side sections, cut using the stationary guide.



**SECTION C** - comb the hair behind the ears and cut square with the razor to the back perimeter.



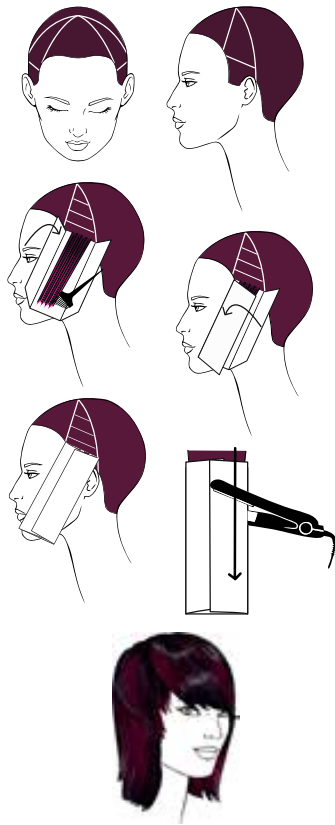
**SECTION A** - comb the hair in natural fall and pinch cut with the razor just above the tip of the nose. Now, making radial partings connect the length obtained at the vertex to the front perimeter using the razor and the Tear Off technique.

Texturize the cut with the Counter-Gravity technique under the crown area and with the Deep Point Cut technique in the crown area.



## proposal #2

## COLOR



Isolate the fringe.

On both sides, isolate two sections as shown in the diagram, keeping 2 cm ( $\frac{3}{4}$ ") above the ears.

In the isolated sections, apply **Framcolor 2001 INTENSE 5.066** (30 g/cc) + **Framcolor 2001 5MP** (30 g/cc) on the roots and lighten the lengths using **Decolor B Diamond**, **20 Volume Professional Activator**, and **STRIKE4** making diagonal subsections and spreading the base color to avoid strikethrough.

Color the remaining hair and the fringe **Framcolor 2001 INTENSE 5.066** (30 g/cc) + **Framcolor 2001 5MP** (30 g/cc).

Tone the entire head for 10 minutes with **Framcolor Eclectic 5ME** (40 g/cc) + **6VE** (15 g/cc) + **15 Volume Professional Activator**.

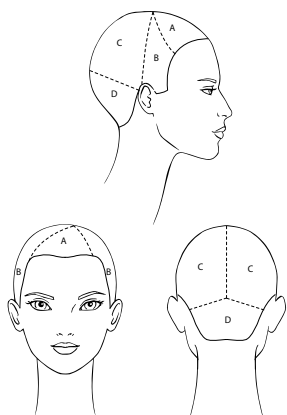
TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR
<b>5MP + 5W</b> (30 + 30 g/cc)	<b>6.024 + 2001 5W</b> (30 + 30 g/cc)	<b>5.64 + 5.52</b> (50 + 10 g/cc)
Contrasts <b>6VM + 610 + 620</b> (10 + 10 + 10 g/cc)	Contrasts <b>5.066 + 6.055</b> (15 + 15 g/cc)	Contrasts <b>6.56 + 5.66</b> (20 + 10 g/cc)
FRAMCOLOR FUTURA	FRAMCOLOR ECLECTIC	FRAMCOLOR BOLD
<b>5XN + 5M</b> (30 + 30 g/cc)	<b>5HCE + 5ME</b> (50 + 10 g/cc)	Contrasts <b>Orchid</b> <b>+ Violet</b> (25 + 5 g/ cc)
Contrasts <b>6R + 4BV</b> (25 + 5 g/cc)	Contrasts <b>5HCE + 5ME</b> (20 + 10 g/cc)	

SUGGESTED HOME TREATMENT:  
**FRAMESI COLOR LOVER**

## STYLING

Apply **FRAMESI COLOR LOVER Raise The Roots** on the roots and **BY WIO Strait Balm** on lengths.  
Blow the roots and rub the lengths to create a soft and de-structured volume.  
Refine the ends with **FRAMESI COLOR LOVER Stop Frizz**.



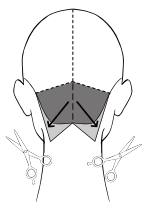
**Sectioning.**

**SECTION A** - isolate a front section: trace a line from  $\frac{3}{4}$  of the left eyebrow arch to 2 cm ( $\frac{3}{4}$ ") left of the vertex. From this point, trace a curved line to the end of the right eyebrow arch.

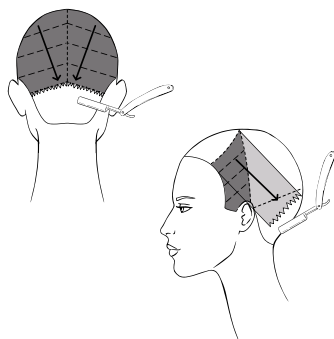
**SECTIONS B** - trace a line from tip of the ear to tip of the ear passing through the vertex.

**SECTIONS C** - trace a central line from the vertex to the occipital bone. From this point, trace two diagonal lines to mid ears.

**SECTION D** - is the nape section.

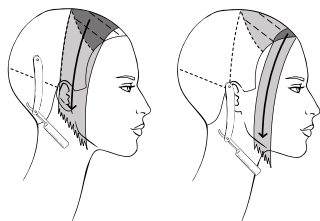


**SECTION D** - comb the entire hair toward the left hairline and cut diagonally from the corner of the nape to mid ear; do the same on the right in order to obtain a central point. Now, cut the entire section scissors over comb, keeping the sides closer to the head and leaving length toward the center.



**SECTIONS C** - Using the razor and the Scatching Cut technique, making diagonal subsections, cut from 1 cm ( $\frac{1}{2}$ ") below the crown toward the earlobe, combing the hair inwards with moderate tension in order to obtain a light layering.

**SECTIONS B** - making diagonal subsections, comb the hair inwards and cut following the back diagonal lines using the razor and the Scatching Cut technique, utilizing the top of Section D as your guide.



**SECTION A** - isolate a front half-moon shaped section 2 cm ( $\frac{3}{4}$ ") thick, between the end of the left eyebrow and the beginning of the right eyebrow arch.

Making diagonal subsections, as shown in the diagram, cut the remaining section from the found perimeter to 2 cm ( $\frac{3}{4}$ ") below the chin using the razor and the Scatching Cut technique.

Now, comb the half-moon shaped section and slide cut from the length of section A to 3-4 cm (1 -  $1\frac{1}{2}$ ") below the chin.

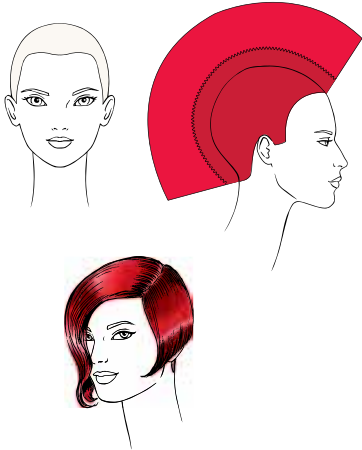


Using the Dry Cutting technique and blending shears, soften the back: make radial partings and comb hair vertically, keep your fingers parallel to the head and cut to the length found in the crown area.

In the same fashion, soften the front: make vertical partings, comb the hair outwards and enter the low part of the subsections with blending shears, cutting with a round movement from inside to the ends.

# proposal #2

## COLOR



Lift the entire hair up to level 8 with **Decolor B Cream Plus**.

Tone the roots with **Framcolor 2001 Intense 5.055** (60 g/cc) + 20 Volume Professional Activator

Tone the lengths with **Framcolor 2001 LIGHT&SHINE 7.55** (40 g/cc) + **6.56** (20 g/cc) **NO ACTIVATOR**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC
<b>5HR</b> (60 g/cc)	<b>6.56 + 7.55</b> (30 + 30 g/cc)	<b>6RFE + Toner Red</b> (30 + 30 g/cc)
Contrasts <b>610</b> (30 g/cc)	Contrasts <b>7.55</b> (30 g/cc)	Contrasts <b>7RE</b> (30 g/cc)

FRAMCOLOR FUTURA	FRAMCOLOR ECLECTIC CARE	FRAMCOLOR ECLECTIC TONER	FRAMCOLOR BOLD
<b>6RS</b> (60 g/cc)	<b>5.5 + Eclectic 7RE</b> (30 + 30 g/cc)	<b>Eclectic 6RFE + Red</b> (30 + 30 g/cc)	Contrasts <b>Red</b> (30 g/cc)
Contrasts <b>610</b> (60 g/cc)	Contrasts <b>6.5 + Eclectic 7RE</b> (15 + 15 g/cc)	Contrasts <b>Red</b> (30 g/cc)	

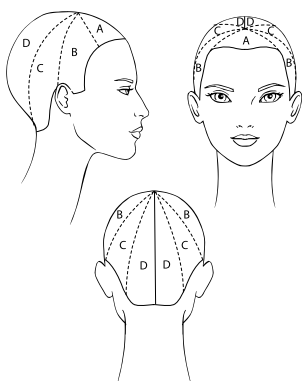
SUGGESTED HOME TREATMENT:  
**FRAMESI COLOR LOVER**

## STYLING

Apply **BY Glaze** on the fringe, create a finger wave, pin it and blow dry with a diffuser. Apply **BY Mist Hair Spray Light** on the remaining hair and blow dry softly while flipping the ends toward the face. Refine the waves with the iron and then brush the hair to make the volume natural.

# proposal #4

## CUT

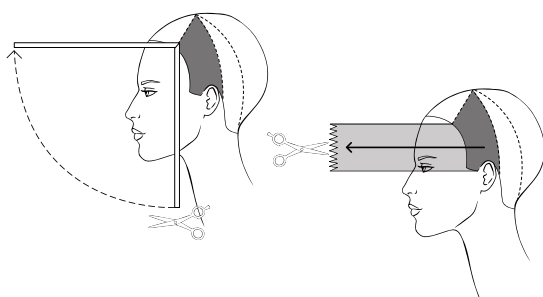


### Sectioning.

**SECTION A** - isolate a front triangle joining  $\frac{3}{4}$  of the eyebrow arches and 1 cm ( $\frac{1}{2}$ ") before the vertex.

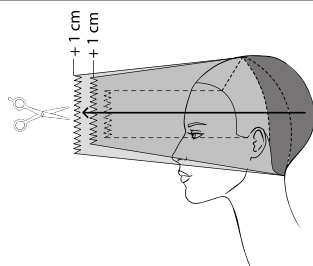
**SECTIONS B** - trace a line from the vertex to the tip of the ears. **SECTIONS C** - trace a line from the vertex of the triangle to the corners of the nape.

**SECTIONS D** - trace a central line in the back.

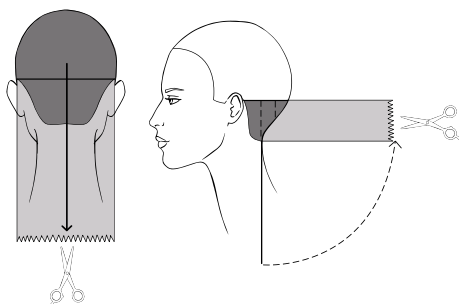


**SECTIONS B** - cut a guide to the clavicle.

Comb the hair to the front and point cut square with stationary guide.

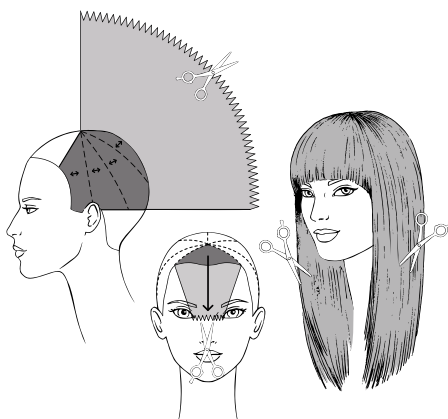


**SECTIONS C and D** - cut with the same technique, leaving each section 1 cm ( $\frac{1}{2}$ ") longer than the previous one.



Comb the hair in natural fall and trace a line from ear to ear passing through the occipital bone.

In the lower section, point cut a square perimeter to maximum length, and then layer the section making vertical partings and point cutting square.



Now cut the upper section.

Making radial subsections perpendicular to growth, connect the lower section to the vertex with the Chipping Cut technique, allowing your guide to travel.

**SECTION A** - point cut square to the bridge of the nose.

Refine the volume using blending shears.

## proposal #4

### COLOR



Apply **Framcolor Eclectic Care 5.5** (30 g/cc) + **4.6** (30 g/cc) to 4 cm (1 1/2 in) of roots

Subdivide the head into 5 sections:

- trace a line from ear to ear passing through the center juncture
- trace two parallel lines from 3/4 of the eyebrow arches
- trace a central line in the back

In sections 1, 2, 3 & 4 keep diagonal subsections 3 cm (1/8 in) thick and make three horizontal parts. Place the lower part of the subsection on a **STRIKE4 XL** paper opened in the center, so that you have two layer of paper on each side.

Color with **Framcolor Eclectic Care 5.5** (15 g/cc) + **4.6** (15 g/cc) and fold one side.

Color the middle part of the subsection with **Framcolor 2001 Light&Shine Color Exalt** (15 g/cc) + **5.66** (15 g/cc).

Fold another side of the paper. Color the upper part of the subsection with **Framcolor 2001 Light&Shine Color Exalt** (15 g/cc) + **6.56** (15 g/cc) and fold.

In section 5, make horizontal parting tracing **zigzag** lines and color in the same fashion applying while blending with the base color.

In sections 1 & 2 color the entire sections with **Framcolor Eclectic CARE 5.5** (30 g/cc) + **Framcolor Eclectic CARE 4.6** (30 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

<b>FRAMCOLOR 2001</b> <b>4WB + 4W</b> (30 + 30 g/cc) Contrasts <b>4WB + 4W</b> (20 + 10 g/cc) <b>L&amp;S</b> <b>Exalt + 5.66</b> (15 + 15 g/cc) <b>L&amp;S Exalt</b> <b>+ 6.56</b> (15 + 15 g/cc)	<b>FRAMCOLOR 2001 INTENSE</b> <b>5.055 + 2001 4VB</b> (30 + 30 g/cc) Contrasts <b>5.055 + 2001 4VB</b> (20 + 10 g/cc) <b>5.066</b> (30 g/cc) <b>6.055</b> (30 g/cc)	<b>FRAMCOLOR GLAMOUR</b> <b>4.65 + 4.46</b> (40 + 20 g/cc) Contrasts <b>4.65</b> (30 g/cc) <b>5.52</b> (30 g/cc) <b>6.56 + 7.55</b> (20 + 10 g/cc)
<b>FRAMCOLOR ECLECTIC</b> <b>4HCE + 4CVE</b> (30 + 30 g/cc) Contrasts <b>4CVE + 6VE</b> (15 + 15 g/cc) <b>5ME</b> <b>+ 6VE</b> (15 + 15 g/cc) <b>7RE +</b> <b>7RFE</b> (15 + 15 g/cc)	<b>FRAMCOLOR ECLECTIC TONER</b> Contrasts <b>Eclectic 4CVE + Red</b> (20 + 10 g/cc) <b>Eclectic 7RFE</b> <b>+ Red</b> (15 + 15 g/cc)	<b>FRAMCOLOR BOLD</b> Contrasts <b>Violet +</b> <b>Orchid</b> (15 + 15 g/ cc) <b>Violet + Red</b> (15 + 15 g/cc) <b>Red</b> <b>+ Orchid</b> (15 + 15 g/cc)

<b>FRAMCOLOR FUTURA</b> <b>4BV + 4XN</b> (30 + 30 g/cc) Contrasts <b>4BV + 5M</b> (10 + 10 g/cc) <b>Exalt +</b> <b>5.66</b> (15 + 15 g/cc) <b>Exalt + 6.56</b> (15 + 15 g/cc)
--

SUGGESTED HOME TREATMENT:  
**FRAMESI COLOR LOVER**

## STYLING

Apply **BY WIO Straight Balm/FRAMESI COLOR LOVER Stop Frizz** on wet hair and dry using a flat brush.  
Refine the lengths with the flat iron and spray with **BY Mist Hair Spray Strong**.

## framesi PRODUCTS

### BLONDING

#### LIGHTENING IN 20 SECONDS WITH STRIKE4



Using Decolor B Powder Lighteners with STRIKE4			
Framesi Powder Lightener	Decolor B Diamond	Decolor B Clay	Decolor B No Dust
Developer Strength	20 Volume or lower	20 Volume or lower	20 Volume or lower
Mix Ratio	1 : 1.5 (lightener: developer)	1 : 1.5 (lightener: developer)	1 : 1.5 (lightener: developer)
Flat Iron Temperature	340°F or 170°C	340°F or 170°C	340°F or 170°C
Number of Flat Iron Passes	5 maximum	5 maximum	5 maximum
Levels achieved in 20 seconds	Up to 6	Up to 4	Up to 5

If you have any questions about the framesi system, call our toll-free Technical Assistance at 1.800.245.6323.

## framesi Products

---

The Finest Line of Professional Haircare Products in the World

### Color Products

---

#### Framcolor 2001 **INTENSE**

Permanent haircolor that processes in **HALF THE TIME!** Innovative FPP Technology (Fast Pigmentation Processing) in a non-progressive formulation achieves intense performance processing and up to 4 levels of lift in **HALF THE TIME! INTENSE** 100% gray coverage, condition, shine and longevity with uncompromised hair integrity. Comprised of 22 luminous, HI-FI shades, from **INTENSE** naturals, vibrant reds, and violets to the most cooling ashes. Framcolor 2001 **INTENSE** can be mixed with any Framcolor 2001 shade for 112+ shades that process in **HALF THE TIME!**

#### Framcolor 2001

Imported from Milan, Framcolor 2001 is the most technologically advanced color line in the world. For the first time ever in permanent haircolor, a product line presents unlimited creativity. From the most naturally reflective warm tones to a cooler, more dense gray coverage you demand, all with the shine and condition you expect from framesi... creating endless possibilities for the true colorist. Framcolor 2001 is designed with a perfectly calibrated, 11-level system. Each level is calibrated more precisely, for easier determination of natural level and more accuracy in formulating. Percent of ammonia and dye at each level is perfectly calibrated; resulting in less damage and less fade of haircolor. All of this at a 1:2 mix ratio, means a superior color system at a more economical price!

#### Framcolor 2001 Light&Shine

A permanent haircolor that lifts and deposits up to 3 levels on tinted or Natural hair, predictably. No prelightening or bleaching required. Perfect for clients who want dimension and highlights without bleaching the hair. Precious amaranth and coconut oils protect hair during coloring while enhancing and intensifying shine.

#### Framcolor 2001 Base Breakers

Permanent haircolor used to blend natural regrowth with lightened hair, creating softer lines and beautiful dimension with predictability and control. Framcolor 2001 Base Breakers offers 1 level of lift in 5 minutes, or 2 levels of lift in 10 minutes.

Base Breaker Neutral lightens without tonality when warmth is desired. Base Breaker Cool lightens with cool tonality to control warmth. Use with 20 volume at a 1:2 mix ratio for quick, predictable results. Can be used as an all-over color to quickly brighten and illuminate hair, or blend gray.

#### Framcolor Glamour

Finally the best of all haircolors come together into one with Framcolor Glamour. An unmatched finish with gray coverage never before achieved. Pure base colors, calibrated with the perfect amount of neutral for 100% gray coverage in each of the 60<sup>+</sup> shades, with no need for intermixing. One formula, root to ends... never browns out. Ready-to-use colors that mix in seconds at a 1:1 mix ratio and offer ultimate vibrancy, 50% longer lasting color and up to 5 levels of lift.



---

# framesi PRODUCTS

---

## Framcolor Futura®

Lustrous, sophisticated color has never been easier. This is the color that defined the European cream color revolution in America. It offers a palette of over 50 true-to-tone, intermixable shades, and its low ammonia and coconut oil vegetable cream bases condition the hair and respect its integrity.

## Framcolor Eclectic CARE

The evolution of ammonia-free permanent haircolor, Framcolor Eclectic CARE offers unparalleled coverage, shine, performance. With up to 3 levels of lift with no build-up, every single shade gives 100% gray coverage. Age Prevention Technology (Black Seed Oil) and other rich ingredients leave hair with unmatched condition and shine. Can be mixed with Framcolor Eclectic for unlimited creativity and increased performance.

## Framcolor Eclectic

The next generation of demi-permanent haircolor! Framcolor Eclectic features *Encapsulation Technology*, which allows active ingredients (color pigments, conditioners and protectants) to perform better than ever before! Color never builds up on the hair and will never fade off tone. Framcolor Eclectic is best used for toning highlights, refreshing faded ends and shine enhancing/glossing. The Intense Natural series provides 80%-100% gray coverage from an ammonia-free, PPD free, fragrance free, deposit only color while the Smokey Gray series can be mixed with any shade to control warmth and create silver/gray tones. Cool and Warm Toners refine or add warmth to optimize desired color in 5-10 minutes.

## Framcolor **BOLD** with HCDP Technology (High Concentration Direct Pigments)

guarantees 100% longer lasting bold color results with remarkable spreadability that ensures you will use 50% less product.

Framcolor **BOLD** is true to swatch and tone. This direct deposit pigment does not require developer and is ready to use right from the tube.

## Mixcolor Crema

A revolutionary tone-on-tone activator that allows you to transform Framcolor 2001 & Framcolor Futura permanent haircolor into stunning tone-on-tone, deposit-only color. The rich vegetable coconut oil base and the five perfectly balanced vegetable proteins in Mixcolor Crema impart deep lustrous color as they bathe the hair with healthy shine and beautiful condition. Its unique protein-enriched cream formula allows for ease in mixability, application, control and placement and adds shine and condition to the hair.

## Developers

---

### Framesi Professional Activator 10, 15, 20, 25, 30 and 40

A liquid - cream, rich emulsion of vegetable coconut oil and castor oil for maximum protection of the hair and scalp. Stabilized for longer shelf life and less waste.

### Ossidorr® 5, 15, 20, 30 and 40

Cream developer in a rich vegetable coconut oil and castor oil base protects the hair cuticle and is mild to the scalp. Stabilized for long shelf life and less waste.



---

# framesi PRODUCTS

---

## Bleaching Products

---

### Decolor B Diamond - 9+ levels of lift

An off-the-scalp, no-dust, powder bleach, with *Diamond Technology* to exfoliate, polish, adds light reflection and 9+ levels of lift. **Decolor B Diamond** lifts faster and more intensely than any other powder bleach.

### Decolor B Clay Lightener - 9+ levels of lift

An ammonia and fragrance free lightener with a clay consistency that will not dry out or flake, 9+ levels of lift, and is perfect for freehand lightening.

### Decolor B No Dust

An off-the-scalp powder bleach with a low ammonia formula. Reduces cuticle swelling and damage to the hair with up to 7 levels or more of lift. Violet color acts as a counter color to yellow, leaving the hair with a more refined tonality.

### Decolor B Cream Plus - 9+ levels of lift

An on or off-the-scalp innovative cream bleach formula that lightens 9+ levels. Protective oils safeguard hair health and scalp, leaving the hair with ultimate condition and shine. A thick creamy consistency stays moist without swelling, perfect for all balayage techniques.

## STRIKE4 Processing Sheets

---

Framesi STRIKE4 flat iron processing sheets process lighteners, and direct and oxidative pigments in 20 seconds! Hair is protected and evenly heated for uniform coverage, performance and longevity that is as good, or better than traditional processing. Innovative salon tool that allows stylists to quickly customize and add their signature touch to every color or haircut in only 20 seconds.

## Highlighting Product

---

### Decolor B SHIMMER

A revolutionary product producing highlights from start to finish in 5 minutes. Use on natural or color treated hair for up to 2 levels of lift, on tone. Flat iron activated, no rinse, out the door.

## High Lift Products

---

### Framcolor 2001 US Plus

For additional blonding power with **Framcolor 2001, US Plus** may be used alone for 5 levels of lift on levels 6 and lighter or mixed with any of the US Series shades to give an additional  $\frac{1}{2}$  level to one full level of lift. **US Plus** gives you the benefits of the conditioning **Framcolor 2001** base while still achieving the needed lift.

### Framcolor Futura® SS Plus

Offers additional blonding power while maintaining the conditioning benefits of the **Framcolor Futura** cream base. **SS Plus** may be mixed with any of the four SS Series shades to give an additional  $\frac{1}{2}$  level of lift. Or it may be used alone, enabling you to achieve five levels of lift on levels 7 and lighter.

## Service Stabilizers

---

### Shampoo Go

A gentle after-color shampoo for salon use only. Minimizes color fadeage with a blend of four surfactants specifically designed to cleanse the hair and remove color residue and alkalinity to stop oxidation and neutralize chemicals after a color service. Restores proper pH.

---

# framesi PRODUCTS

---

## Post Color

Conditioning after-color sealer that totally closes the cuticle to seal in color and provide exceptional shine and finish. Contains peroxide scavengers that remove peroxide residue to reduce color fade.

## Mask

A conditioning mask designed to restructure the hair after coloring and keep the cuticle compact for maximum color hold. It strengthens the hair shaft as it protects against moisture loss.

### Shampoo Go

+ Post Color

+ Mask

= 47% added color longevity

## Specialty Products

---

### Super Smak

A mild liquid solution that removes unwanted haircolor stains from the skin.

### Gray Color Booster

Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types, with all haircolors on the market today.

### Relief

Soothing scalp spray; performs an effective, instant, prolonged action reducing sensitive scalp irritation, before, during and after the color service.

## Morphosis Pro-Force

---

Bonder 101 & Sealer 102 is a 2-step, in-salon system that permanently repairs damaged hair. Used during bleaching and haircolor services to protect, reinforce, and seal the hair bonds, reducing the risk of breakage to a minimum. Easy to use - no added processing time, no developer or formula change. Can be used alone as an in-salon deep restructuring treatment for extremely damaged hair.

## Smoothing System

---

The Framesi Smoothing System is ideal for anyone who has frizzy, highly textured, dry, or damaged hair. It is great for clients transitioning from relaxers. It is also ideal for color treated hair that needs extra care and nourishment. With proper consultation and careful application, everyone could benefit from the Framesi Smoothing System. Results will last 12 weeks or greater with the hair gradually returning to its natural texture.

## Silis Strong

---

A highly protective, formaldehyde-free straightening system that helps hair acquire new texture with a short processing time. It removes frizz, leaving hair sleek, smooth, and more manageable. Silis allows you to create texture by refining natural curl through relaxing, curl reduction and redirection of natural growth patterns. Silis has a lower pH than conventional relaxers, allowing you to create stunning effects while preserving the integrity of the hair.

# framesi PRODUCTS

## FRAMESI COLOR<sup>®</sup> LOVER



♥ Cruelty Free ♥ 100% Vegan ♥ Paraben Free ♥ Gluten Free ♥ DEA Free ♥ Sodium Chloride Free  
♥ Powerful Anti-Aging Properties ♥ Thermal and UV Protectants ♥ Weightless ♥ Will Not Build Up

The perfect match for your favorite haircolor, **PRIMER 11**, **PRIMER 11 INTENSE** and **FRAMESI COLOR LOVER** shampoos and conditioners nourish your hair with a rich blend of advanced color-retention ingredients.

Starring **QUINOA** (keen-wah), the ultimate source of all-natural plant proteins. Quinoa, when combined with Color Lover's unique compound of color retention ingredients, is proven in lab testing to retain your haircolor 95% longer.

**FRAMESI COLOR LOVER** will love your haircolor as long as you do.

This is your guarantee for happily ever after!

95% longer lasting color\*

FIRST LOVE

LASTING LOVE

LOST LOVE



Salon Fresh Color†

After using Color Lover

After using a competitor

• 30 washes • 30 blow dry • 30 flat iron • 30 washes • 30 blow dry • 30 flat iron

QUINOA (keen-wah)



**For love that won't fade.**

- ♥ The "Mother Grain"
- ♥ Commanding food source
- ♥ Powerful protection
- ♥ Healing & nourishing
- ♥ Complete protein source
- ♥ Essential amino acids
- ♥ Gluten Free

\* Based on lab testing

† Leading Professional Color

---

# framesi PRODUCTS

---

## FRAMEESI COLOR LOVER

**COLOR LOVER STYLING** 6fl.oz./177mL

### PROGRESSIVELY SMOOTH TAKE HOME SMOOTHING



- Penetrates deep into hair to smooth & transform hair from the inside, unlike all other smoothing/anti-frizz products
- Has a progressive effect. The more the product is used, the smoother & less frizzy the hair becomes
- Can use with a flat iron, but not required
- Offers powerful hair protection & repair
- Protects against humidity & the environment
- Works on all hair types

### CURL PUDDING CURL DEFINING CREAM



- Defines and separates curl, providing softness and curl definition
- Adds moisture, conditions curls
- Softens unruly hair, reduces breakage
- Weightless, does not coat or dull hair

### RAISE THE ROOTS ROOT LIFTER



- Spray at the root to provide fierce lift and volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body
- Weightless, does not coat or dull hair

### BOUNCE CURL REJUVENATOR



- Spray at the root to provide fierce lift and volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body
- Weightless, does not coat or dull hair

### BLOW IT BIG BLOW DRY CREAM



- Moisturizes, adds volume and body
- Offers strong thermal protection
- Speeds up drying time
- Weightless, does not coat or dull hair

If you have any questions about the framesi system, call our toll-free Technical Assistance at 1.800.245.6323.

# framesi PRODUCTS

## FRAMESI COLOR LOVER

### PRIMER 11 8.5fl .oz./250mL/ 3.4fl.oz./100mL

FRAMESI COLOR LOVER **PRIMER 11** is your hair's hero...love of your life. Give your hair the care & protection it deserves: a daily dose of Quinoa in the ultimate leave-in color boost spray. Quinoa Protein, vitamins & emollients detangle and penetrate hair with moisture & shine, enhancing it with body & strength. Excellent when used as a porosity equalizer or cutting lotion.

How does **PRIMER 11** love your hair? Count the ways...



- RETAIN COLOR 95%
- DAMAGE REPAIR
- SILKY & SHINY
- FIX FRIZZ
- BODY
- MENDS ENDS
- DETANGLE
- STYLE SUPPORT
- NO STATIC
- THERMAL GUARD
- WEIGHTLESS

Anytime - damp or dry hair - spray it, comb it, leave it, feel the love.



### PRIMER 11 INTENSE 8.5fl .oz./250mL



Superheroes do exist. Meet FRAMESI COLOR LOVER **PRIMER 11 INTENSE** for dry, curly, damaged or unruly hair. Experience penetrating hydration and maximum moisture plus all the original benefits of **PRIMER 11**. Formulated with a compound rich in Quinoa, **PRIMER 11 INTENSE** loves your hair more — Fix frizz. Cut drying time. Prevent breakage. Porosity equalizer.

- Baobab Seed Protein for instant repair

### DYNAMIC BLONDE

Banish the brass! Keep your blonde/gray/white hair brighter and more refined.

### DYNAMIC BLONDE SHAMPOO VIOLET SHAMPOO FOR BLONDE/GRAY HAIR

16.9fl.oz./500mL/ 3.4fl.oz./100mL



- Intensely dark, rich violet color offers powerful toning
- Quinoa, conditioning agents, proteins and protectants leave hair moisturized and nourished
- Amount of refinement can be controlled by mixing with any other FRAMESI COLOR LOVER shampoos
- Designed to be alternated with your regular FRAMESI COLOR LOVER shampoo, every third shampoo

### DYNAMIC BLONDE CONDITIONER 16.9fl.oz./500mL



- Intense daily conditioner used in conjunction with **DYNAMIC BLONDE SHAMPOO**
- Quinoa, conditioning agents, proteins and protectants drench hair in rich moisture
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

### DYNAMIC BLONDE SERUM 4.75 fl.oz/140mL



- A revolutionary fluid cream
- Provides blonde/gray hair with immediate reconstruction, manageability, and moisture
- Rich Hyaluronic Acid and proteins nourish and strengthen hair
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer



# framesi PRODUCTS

## FRAMESI COLOR LOVER

### VOLUME BOOST

Lusciously lift & strengthen your hair, leaving it with high volume & softness while keeping your color 95% longer!

#### VOLUME BOOST SHAMPOO

3.4fl.oz./100mL, 16.9fl.oz./500mL & 33.8fl.oz./1000mL



- Sulfate free volumizing shampoo
- Advanced blend of Quinoa, Aloe Vera Leaf Juice, Meadowfoam Seed Oil & vitamins, combined with powerful rice protein, work in synergy to boost volume
- Strengthens hair & supports style

#### VOLUME BOOST CONDITIONER

3.4fl.oz./100mL, 16.9fl.oz./500mL & 33.8fl.oz./1000mL



- Ultra-light, ultra-rich volumizing conditioner
- Quinoa, combined with natural coconut derived conditioning agents, rich oils & silk amino acids work to strengthen hair & boost volume
- Weightless formula boosts volume
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

#### VOLUME BOOST 2 PHASE CONDITIONER

8.5fl.oz./250mL



- Ultra-light, volumizing leave-in spray conditioner
- Quinoa, vitamins & emollients detangle, eliminate static & aid styling
- Dynamic 2 phase formulation
  - White Phase - protects color, nourishes hair & smooths the cuticle
  - Violet Phase - protects color, detangles, boosts body & shine
- Shake it...spray it for one dynamic result

### MOISTURE RICH

Dive into the deep end of moisture for your thirsty hair and indulge. Replenish the moisture your hair craves & infuse it with softness & shine while keeping your color 95% longer.

#### MOISTURE RICH SHAMPOO

3.4fl.oz./100mL, 16.9fl.oz./500mL & 33.8fl.oz./1000mL



- Sulfate free, ultra-hydrating shampoo
- Advanced blend of Quinoa, Aloe Vera, Silk Amino Acids & vitamins combined with nourishing Shea Butter drench hair in rich moisture
- Weightless formula restores vitality, radiance & instantly revives dry hair

#### MOISTURE RICH CONDITIONER

3.4fl.oz./100mL, 16.9fl.oz./500mL & 33.8fl.oz./1000mL



- Rich, ultra-hydrating conditioner
- Advanced blend of Quinoa, natural coconut oil conditioning agents, Silk Protein & vitamins lock in moisture
- Weightless formula leaves hair with body, condition & fabulous shine
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

#### MOISTURE RICH MASQUE

16.9fl.oz./500mL & 33.8fl.oz./1000mL



- This intense moisturizing conditioner instantly provides an ultra-deep revitalizing treatment
- Advanced blend of Quinoa, natural oils & vitamins, combined with Silk Amino Acids to deeply immerse hair in moisture & nutrients
- Weightless formula repairs dry, damaged hair from within without build-up
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

If you have any questions about the framesi system, call our toll-free Technical Assistance at 1.800.245.6323.

---

# framesi PRODUCTS

---

## FRAMESI COLOR LOVER

### SMOOTH SHINE

Hello smooth & sleek, farewell fly-aways & frizz. Unlock your smoothest, shiniest hair ever while keeping your color 95% longer!

#### SMOOTH SHINE SHAMPOO

16.9fl.oz./500mL & 33.8fl.oz./1000mL



- Sulfate free shampoo cleanses & calms unmanageable hair
- Quinoa, Meadowfoam Seed Oil, Aloe Vera Leaf Juice & vitamins, combined with a conditioning silk moisturizer, work in synergy to nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

#### SMOOTH SHINE CONDITIONER

16.9fl.oz./500mL & 33.8fl.oz./1000mL



- Ultra-rich daily smoothing conditioner
- Quinoa, combined with coconut oil conditioning agents, Flax Protein, natural oils & vitamins nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

### CURL DEFINE

Define, detangle & delight your curls with an infusion of moisture while keeping your color 95% longer!

#### CURL DEFINE SHAMPOO

16.9fl.oz./500mL & 33.8fl.oz./1000mL



- Sulfate free, moisturizing shampoo
- Contains an advanced blend of Quinoa, Aloe Vera Leaf Juice & vitamins, combined with a unique Rice Curl Complex to enhance curls
- Combats dull, dry, frizzy hair for soft, defined, radiant curls

#### CURL DEFINE CONDITIONER

16.9fl.oz./500mL & 33.8fl.oz./1000mL



- Ultra defining daily conditioner inspires curls
- Quinoa, natural oils & vitamins combined with a unique Rice Curl Complex work in synergy to enhance curls
- Controls frizz & keeps curls defined all day
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

---

# framesi PRODUCTS

---

## FRAMESI COLOR LOVER

### STOP FRIZZ

Frizz and fly-away end here for all hair types. STOP FRIZZ infuses hair with balanced moisture. Repairs split ends, softens and defines curls, conquers humidity. Use with or without heat for all day protection and shine. Thermal tool activated for 24 hour smoothing. For 95% longer lasting color.

### ANTI-HUMIDITY SERUM 3.4fl.oz./100mL



- For 95% longer lasting color
- Superior anti-humidity serum for all hair types
- Locks in moisture and eliminates frizz
- For all day smoothness, protection and shine
- Thermal tool activated for day and night smoothing

### FLASH DRY

Go in a flash with this time-saving blow dry spray. With intense heat protection, this lightweight formula detangles and smoothes while dramatically reducing drying time and eliminating frizz. Humidity resistant formula protects hair from damage and breakage.

### SUPER DRY ACCELERATOR 8.5fl.oz./250mL



- For 95% longer lasting color
- Up to 47% faster drying\*
- Up to 72% more thermal protection\*
- Go in a flash with this time-saving blow dry spray
- Humidity resistant formula eliminates frizz, leaving hair smooth and silky

\* Test results compared to untreated hair. Actual results may vary.

### CLEANSING CONDITIONER

Throw out the rules. One bottle is all you need. Our unique alternative to daily shampoo keeps your color 95% longer with no build up. Cleans and conditions in one easy step.

### NOSUDS CLEANSING CONDITIONER

16.9fl.oz./500mL



- Conditioning sulfate free cleansers gently cleanse while maintaining natural moisture balance
- Quinoa, Sweet Almond Oil, & vitamins leave hair silky and manageable
- Excellent choice for textured, dry, damaged or curly hair



---

# framesi PRODUCTS

---

## BY framesi™

BY framesi is a collection of the best, most performance-driven, color safe styling products on the market today. Eleven unique formulas can be used alone or combined, for limitless possibilities. Two shampoos and two conditioners for color-treated hair complete the line.

With advanced technologies, pearl protein and volcanic ash have been worked into each product, providing the most sophisticated formulas.

BY framesi products are:

- sulfate-free
- paraben-free
- gluten-free
- alcohol-free <sup>1</sup>

<sup>1</sup> excludes BY hair spray

### SO Stiff

#### Extreme Hold Hair Spray

---

framesi defies gravity with SO Stiff extreme hold hair spray, holding style all day long! Amaranthus oil has strong moisturizing and shine qualities which prevent brittleness and build-up often associated with strong hold hair sprays, while Volcanic ash creates strength and hold.

- 55% VOC
- extreme hold
- humidity resistant
- lets your color shine through

A super fast drying, ultra fine spray provides a light feel with a strong hold. The more you spray . . . the more extreme the hold.



## PEARL

### PURE AGILITY

---

framesi has taken luminous pearl protein, providing shine and enhancing hair's natural beauty, to create pure agility. Hydrolyzed pearl protein contains amino acids and vital trace minerals that stimulate the formation of keratin, the hair's structural protein. The hair is left moisturized and protected from UV rays.

### WIO STRAIT BALM™

*straightening lotion*

- blocks humidity
- smooths even the most rebellious hair types
- thermal protectant
- lets your color shine through

A unique formulation with pearl protein and vitamins, which soften and moisturize the hair while adding incredible shine.



### GLAZE

*thickening fluid*

- adds body and shine
- gives hair soft, touchable definition
- anti-static
- lets your color shine through

An alcohol free thickening fluid that contains pearl protein, which moisturizes and adds luminous shine.



### SPARKLING MOUSSE LIGHT

*light hold mousse*

- adds body and volume
- alcohol free
- moisturizing
- lets your color shine through

A protective, moisture-rich foam with pearl protein, that adds lift and control to even the most lifeless hair.



---

## framesi PRODUCTS

---

### BY framesi™ MIST HAIR SPRAY LIGHT *light hold hair spray*

- 55% VOC
- fast drying
- no flaking
- lets your color shine through

An ultra fine working hairspray with pearl protein, rich in restructuring amino acids. Will not build up.



### HYDRO-GEL LIGHT *light hold gel*

- alcohol free
- creates natural, flexible hold
- will not build up
- lets your color shine through

A styling and sculpting gel with pearl protein, that enhances texture and manageability, locking in volume, shine and bounce.



### SLUSH GLOSS *shine serum*

- smooths split ends and frizz
- alcohol free
- adds softness, manageability and shine
- lets your color shine through

A shine enhancing serum rich in pearl protein, taming fly-aways and easily blends with other products.



If you have any questions about the framesi system, call our toll-free Technical Assistance at 1.800.245.6323.

---

# framesi PRODUCTS

---

BY framesi™

## LAVA UNCOMPROMISED STRENGTH

---

framesi has harnessed volcanic ash protecting and holding style with distinction, to provide uncompromised strength. Volcanic ash preserves regenerating powers that stimulate cell renewal. The essential minerals in volcanic ash fortify, remineralize, and restructure the hair to leave it healthier while enhancing natural shine.

### WORKING CLAY

*matte sculpting wax*

- strong pliable hold
- separates and defines
- protects against UV rays and humidity

• lets your color shine through  
A dry, yet workable strong hold wax that gives hair the flexibility to shape and re-shape, with a matte finish.

Excellent protection when used with hot tools; locks in style.



### MIST HAIR SPRAY STRONG

*strong hold spray*

- 55% VOC
- will not build up or flake
- provides ultimate hold
- lets your color shine through

A fast-drying aerosol with an extra-firm hold. This ultra-fine spray contains vitamins and volcanic ash which fortifies the structure of the hair.



### HYDRO-GEL STRONG

*Strong hold gel*

- ultimate hold
- remineralizes the hair, leaving no residue
- volumizes and enhances shine
- lets your color shine through

An exclusive, easy to apply formula that moisturizes, restructures and restores shine during setting, thanks to the efficacy of volcanic ash derivatives.



### SPARKLING MOUSSE STRONG

*strong hold mousse*

- exceptional hold, volume and shine
- alcohol free
- preserves integrity of the hair
- lets your color shine through

A moisture-rich foam, formulated to protect & moisturize while creating ultimate hold, volume and shine. Volcanic ash fortifies the hair, providing extra strong hold & support.



## MORPHOSIS

HAIR  
TREATMENT  
LINE

### MORPHOSIS DENSIFYING

---

#### SHAMPOO

6mL/0.2Fl.oz.

Volumizing shampoo that cleanses the scalp of impurities and product residue to help oxygenate the scalp. The blueberry extract, on which the formulation is based, prepares the scalp to be more receptive to the Extreme Drops or Renew.



#### EXTREME DROPS

6mL/0.2Fl.oz.

An intensive, energizing, and revitalizing concentrate for thinning hair. It reactivates the micro blood circulation, nourishing the hair bulb and reinforces hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, stronger hair.



#### RENEW

200mL/6.8Fl.oz.

An energizing and revitalizing spray for thinning hair. It reactivates the micro blood circulation, nourishing the hair bulb and reinforces hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, stronger hair.



### MORPHOSIS REPAIR

---

#### SHAMPOO

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.

This gentle shampoo cleanses the hair and scalp, and begins the initial phase of hydration. Infused with sunflower seed oil, the formula detangles hair leaving it soft, shiny and full of body.



#### CONDITIONER

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.

Restores strength and resilience to fragile, damaged hair. For all hair types, it has the ideal consistency for frequent use without weight and leaves damaged hair silky and manageable. Perfect for reconditioning and protecting the hair after bleaching, straightening, perming or heat styling damage.



#### VELVET

100mL/3.4Fl.oz.

Revolutionary fluid cream with a fill-up effect: it fills up the porosity of the hair, instantly making it even, shiny and full-bodied. It removes frizz and facilitates styling.



## MORPHOSIS

HAIR  
TREATMENT  
LINE

MORPHOSIS  
SUBLIMIS

---

### SHAMPOO

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.

Gently cleanses the scalp while maintaining moisture balance and softening the hair. Rich in the wonderful properties of argan oil, dry hair immediately regains flexibility and hydration.



### CONDITIONER

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.

Created for all hair types, it leaves hair moisturized, soft, silky and manageable. Its lightweight formula penetrates the hair fiber, bringing all the benefits of argan oil without buildup or weight.



### PURE OIL

125mL/4.2Fl.oz.

Protective and regenerating treatment, this rich formula combines the incomparable virtues of argan oil with a mix of vitamins, conditioners and protective agents. It responds to the various needs of different hair types: it moisturizes dry hair, revitalizes treated hair, and has an anti-aging effect on mature hair.



### SHINE LIGHT OIL

125mL/4.2Fl.oz.

An oil formulated to protect hair, add shine to the hair and enhance the brilliance of color. It brings a touch of radiance to all hair types but its ultra lightweight formula makes it particularly suitable for finer hair textures providing an anti-aging effect.



MORPHOSIS  
BALANCE

---

### SHAMPOO

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.

Designed specifically for cleansing oily scalp and hair without drying the scalp. It restores balance to oily hair and soothes itching and rashes. Ideal for all types of hair, leaving hair moisturized, manageable, light, and voluminous.



MORPHOSIS  
PURIFYING

---

### SHAMPOO

250mL/8.4Fl.oz. & 1000mL/33.8Fl.oz.

Specific treatment for removing and combating the reappearance of the microorganisms that cause dry scalp and/or dandruff. With a system of gentle surfactants, this shampoo cleanses while respecting the scalp's hydrolipid film, quickly relieves itching and leaves all hair types soft, manageable and well conditioned.



---

# framesi PRODUCTS

---

## MORPHOSIS

### HAIR TREATMENT LINE

#### MORPHOSIS SCALP CONTROL

---

##### EXFOLIATE

150mL/5.1Fl.oz.

Delicate pearls of pure jojoba wax, immersed in a soft emulsion, remove deposits of sebum, dandruff, dead cells and fixative products. Its application stimulates surface blood circulation and ensures the scalp quickly absorbs the active ingredients within the Morphosis treatments. Can be used by all hair types to remove product build-up and keep scalp clean and fresh.



##### REFRESH SPRAY

100mL/3.4Fl.oz.

Leave-in formula designed to refresh the scalp and prolong the benefits associated with the Exfoliate, Balance, or Purifying shampoos. With sebum regulators and ingredients that address dry and flaky scalp, it keeps the scalp moisturized and deodorized, for a lovely long-lasting clean sensation.



#### MORPHOSIS DESTRESS

---

##### SERUM

100mL/3.4Fl.oz.

Leave-in rebalancing treatment that soothes hyper-sensitive scalp. Contains a blend of moisturizing and anti-oxidant agents that stimulate cell regeneration and heals irritated or very dry scalp. Lightweight yet concentrated.



#### MORPHOSIS RE-STRUCTURING

---

##### REVITALISING SHAMPOO 1

1000ML/33.8Fl.oz.

- Gently but deeply cleanses hair, preparing it to receive the regenerating properties
- Hydrolyzed marine collagen and pearl protein, combined with hydrating hyaluronic, silicone and vitamin E, nourish scalp and hair



##### EXPRESS FILLER 2

1000ML/33.8Fl.oz.

- Restructuring gel that "fills in" and deeply repairs hair fiber
- Hydrolyzed marine collagen and pearl protein, combined with hydrating hyaluronic, silicone and vitamin E thicken and re-compact hair surface, instantly transforming hair texture



##### PRECIOUS FLUID 3

1000ML/33.8Fl.oz.

- Intensive disciplining treatment restores hair's natural beauty and elasticity
- Hydrolyzed marine collagen and pearl protein, combined with hydrating hyaluronic, silicone and vitamin E smooth and re-compact cuticle to "lock in" the main ingredients for long term benefits, leaving hair with extraordinary shine and softness



## MORPHOSIS PRO-FORCE BONDER 101 AND SEALER 102

### Morphosis Pro-Force Bonder 101/Sealer 102

---

#### What is it?

- **Pro-Force Bonder 101/Sealer 102** is a 2- step system used during bleach and hair color services to protect and strengthen hair
- Compatible with all color lines and bleach products.
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.

#### Why use it?

- Used during bleach or color services:
  - Reduces the risk of hair breakage to a minimum
  - Penetrates the cortex to improve resilience, elasticity and porosity
  - Improves overall integrity of damaged hair, resulting in improved color deposit with superior shine and durability
    - Helps to extend the life of the color while elevating the quality of the hair shaft
    - Assists in gray coverage on dense, resistant hair
- Used as a stand alone product for extremely damaged hair:
  - Increases hair strength and improves quality of the hair from the inside out
  - Instantly repairs and returns hair to a healthier state with improved body, softness and shine
  - Repairs cuticle damage caused by the following factors:
    - Mechanical damage, thermal damage, chemical processing damage

- Easy to use, can seamlessly become a part of any haircolor service to ensure protection of hair from damage
  - Offers an opportunity to increase value of service and added revenue

#### Who needs it?

- During Color or Bleach:
  - Anyone with damaged hair, uneven porosity
  - Previously bleached hair shaft and ends
  - Hair with breakage or split ends
  - Hair that is dry and lacks moisture
  - Hair that will not hold color

#### As a stand alone:

- Anyone with damaged hair and cuticle damage
  - Hard to manage hair, visible split ends, breakage, fly aways, easily tangles





---

## framesi PRODUCTS

---

### MORPHOSIS PRO-FORCE BONDER 101 AND SEALER 102

#### How to use it?

##### **Instructions for bleach or hair color services:**

1. Mix bleach or hair color as normal before adding **Pro-Force Bonder 101**.
2. Add the following amount of Framesi Pro-Force Bonder 101 to the bleach or color mixture and mix thoroughly:
  - a. Bleach: add 8 ml (1/4 oz or 4 pumps) for every 30g (1 oz) of bleach
  - b. Color: add 4 ml (1/8 oz or 2 pumps) for all color applications
3. Apply the bleach or color mixture to hair and process as normal.
4. When processing is complete, rinse hair and towel dry. **DO NOT** shampoo.
5. If Bleach application requires a toner, apply toner to the hair at this time and process. Rinse hair and proceed to Pro-Force SEALER 102.
6. Apply 10-20 ml or 5-10 pumps of **Pro-Force Sealer 102** to shaft and ends. Comb carefully to distribute evenly.
7. Process 5 minutes and gently rinse.
8. Proceed with Framesi Color Method Shampoo Go, Mask and Post Color.

##### **Instructions for use as a deep restructuring treatment for extremely damaged hair:**

1. Apply 15-20 ml (1/2 - 2/3 oz or 8-10 pumps) **Pro-Force Bonder 101** to shampooed and towel dried hair. Distribute evenly, massaging hair for 2 to 3 minutes.
2. Carefully comb through the hair to spread product uniformly and allow ingredients penetrate.
3. Process for 10 minutes. For extremely damaged hair, process under heat (Do not cover hair with a plastic cap.)
4. Rinse well and towel dry hair.
5. Apply 15-20 ml or 8-10 pumps of **Pro-Force Sealer 102** to hair and distribute evenly.
6. Process 5 minutes and gently rinse. Proceed with styling.

---

#### **What it won't do:**

- Add processing time to normal bleach or color service
- Require a change of developer or formula
- Will not affect color deposit
- Change your color or lightener consistency

**CRUELTY FREE, 100% VEGAN, GLUTEN FREE,  
SULFATE FREE, PARABEN FREE**



# framesi Smoothing System

The Framesi Smoothing System is ideal for anyone who has frizzy, highly textured, dry, or damaged hair. The Framesi Smoothing System is great for clients transitioning from relaxers. It is also ideal for color treated hair that needs extra care and nourishment. With proper consultation and careful application, everyone could benefit from the Framesi Smoothing System.

Use Framesi Smoothing System for a treatment that uses the protective and reparative properties of KERASEA COMPLEX, an innovative pool of powerful ingredients that fights frizz, nourishes and conditions, and protects hair from humidity and other external agents with no formaldehyde added.\*

### PROGRESSIVELY SMOOTH TAKE HOME SMOOTHING



- Penetrates deep into hair to smooth & transform hair from the inside, unlike all other smoothing/anti-frizz products
- Has a progressive effect. The more the product is used, the smoother & less frizzy the hair becomes
- Can use with a flat iron, but not required
- Offers powerful hair protection & repair
- Protects against humidity & the environment
- Works on all hair types



Featuring reparative and sealing ingredients including:

**NORI SEAWEED** - repairs, restores strength and moisture, eliminates frizz.

**HYDROLYZED KERATIN** - the protein that makes up the majority of the hair is consumed by repeated chemical treatments, washing, exposure to sun, and polluting agents.

**CATIONIC POLYMER** - the protein that makes up the majority of the hair is consumed by repeated chemical treatments, washing, exposure to sun, and polluting agents.

**AMLA OIL** - Obtained from an Indian plant with multiple cosmetic properties, Amla oil is a powerful conditioner for the hair and scalp. Rich in low molecular weight tannins, flavonoids, polyphenols, and vitamin E, Amla oil gives hair shiny, silky softness, and eliminates frizz.

\* Formaldehyde is not an ingredient in this product. Heat activation of other ingredients will result in the release of trace amounts of formaldehyde. For professional use only.

## framesi SILIS STRONG

---

### The Art of Chemical Relaxing and Reshaping

---

Still another approach to creating texture goes beyond creating curl and body and involves the refining of natural curl through relaxing, curl reduction and redirection of natural growth patterns. You can do all of this with **SILIS STRONG**, the revolutionary framesi thio-based relaxer and retexturizing cream. Because **SILIS STRONG** has a lower pH than conventional relaxers, it allows you to create stunning effects, while its gentleness respects the hair's integrity. Its vegetable-derived conditioning base allows you to soften, relax and reshape the hair while protecting the hair and scalp. Because **SILIS STRONG** leaves the hair in superior condition, you can perform additional chemical services, such as color, with complete confidence. You can use **SILIS STRONG** to relax and soften natural curl. And, because of its versatility, you can also relax an existing perm to create new design and movement.

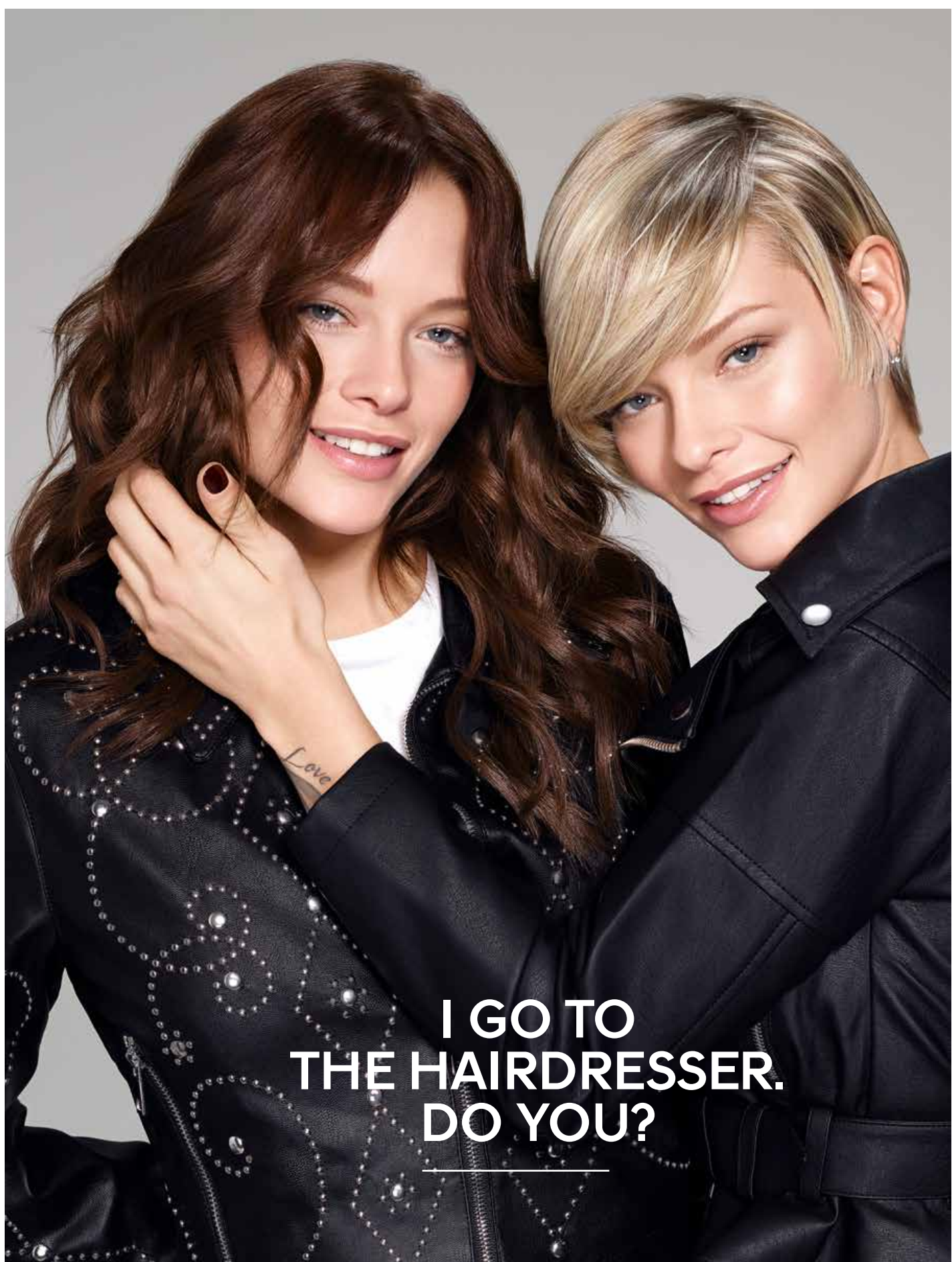
#### Beyond Creating Curl and Body

Texture can also mean refining natural curl through relaxing (reduction) of natural curl or redirecting natural curl pattern to create a new design form movement.

Frequently, the service of chemical relaxing is met with apprehension and uncertainty. Traditional chemical relaxers have created a fear due to the harshness of the products and the condition the hair was left in after the service. Yet chemical relaxers can be one of the most versatile re-texturizing tools used by the salon today.



[illegible]



**I GO TO  
THE HAIRDRESSER.  
DO YOU?**

---



Technical Hotline  
1.800.245.6323

17 Avenue A  
Leetsdale, PA 15056

[Framesiprofessional.com](http://Framesiprofessional.com)

© 2019 All Rights Reserved  
7.18.2019