





# RAJUCEP2SPECULAR

ITALIANSTYLE  framesi

The Fall Winter collections from Italian Style Framesi and Italian Style Energy open a window that looks out onto the season trends and – with a discerning eye – captures a picture of the global scenery. The photograph that arrives in the hairdressers' hands not only shares fashion, make up, accessories, lifestyle and design, but most importantly new ideas for the salon and its continued success.

The collection elements, that is to say color, cut and styling, are the result of research aimed to develop creative techniques and to enhance the hairstylist's role as the true and unique image-consultant.



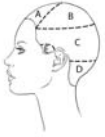
**ENERGY**  
ITALIANSTYLEframesi

## ROMANTIC GRUNGE

The speed and precision of the cutting, combined with the special refining techniques that individualize the haircut, are completed by colors created to underline both the client's personality and the cut itself.

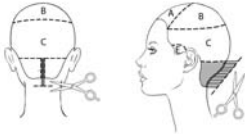
On this point, Italian Style Framesi and Italian Style Energy also update the classic sequence color-cut by advising to reverse the order when it may be more beneficial for the final result. Some of the newest color techniques actually create a stronger and more impactful effect if applied on already defined sections.

The styling suggestions and the steps to create the iconic updos of this collection are also in this manual, providing the perfect instrument to learn, teach and understand how to make fashion the driving power of salon growth.



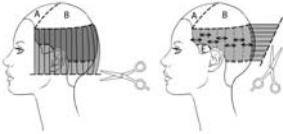
## 1.

A – isolate a front triangle joining the vertex and the end of the eyebrows  
 B – isolate the crown area  
 C/D – trace a line from ear to ear passing through the occipital bone  
 E – isolate the sideburns



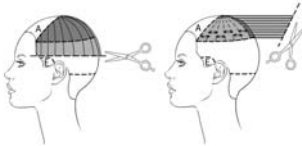
## 2a. 2b.

In section D take a central subsection 1 cm ( $\frac{1}{4}$ ") wide and 2 cm ( $\frac{3}{4}$ ") below the hairline to determine the length of the perimeter. Then take the subsection perpendicularly to growth and cut with moderate graduation. Cut the remainder of section D with the same technique.



## 3a. 3b.

In section C determine the length of the perimeter utilizing the maximum length of section D as a guide. Make vertical partings and cut each subsection perpendicularly to growth.



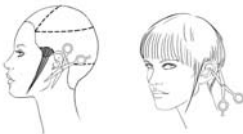
## 4a. 4b.

Use the same technique in section B, but make radial partings.



## 5.

Comb section A toward the face and point cut a fringe that brushes the eyebrows.



## 6a. 6b.

Cut sections E (sideburns) symmetrically as you like and refine the perimeter around the ears.





# RAJUCESPECULAR

## FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL #1**

An intense purple-indigo personalizes the deeply reflective color of this proposal... made more radiant and shining by a sweet blueberry shade used for toning the hair.



1. Isolate the front triangle and decolorize to level 9 with **Decolor B diamond**
2. Color the base with **Framcolor 2001 4-IV** (60 g/cc)
3. Tone the front triangle with **Framcolor GLAMOUR 6.66**
4. Stabilize and create long lasting color with **FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

**FRAMCOLOR GLAMOUR**

**FRAMCOLOR ECLECTIC**

**4.65** (60 g/cc)

**4CVE** (60 g/cc)

contrast  
**6.66**

contrast  
**6VE**

To create the contrast with **Framcolor 2001** use **620**

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Blueberry Violet**

SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis DELUX COLOR**

**Shampoo + Mask + Serum**

(Framesi Hair Treatment line Shampoo + Mask + Serum for Color Treated Hair)

**Framesi COLOR LOVER for coarse hair**

**Moisture Control Shampoo + Conditioner + Hair Primer 11**

(Moisture Boost Shampoo + Conditioner + Hair Primer 11)

## STYLING

Apply **BY Sparkling Mousse Light** on damp hair and blow-dry in natural fall keeping the hair close to the head. Use a medium or large brush at the occipital, avoiding volume at the roots and ends.  
Apply **I.Dentity Protect.it** and flat iron the entire head.  
Finish with **BY Hair Spray Color Protection**.



# RAJUCESPECULAR

## FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL #2**

Two large light chestnut triangles create a strong contrast with the base color and underline the perfect specularity of the cut.



1.  
Color the base with **Framcolor 2001 6HR** (40 g/cc) + **5HR** (20 g/cc)
2.  
Isolate two triangles including the crown, the temples and the base of the neck
3.  
Color the triangles with **Framcolor 2001 5W** and 10 volume developer
4.  
Stabilize and create long lasting color with  
**FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

FRAMCOLOR FUTURA	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC
<b>6RS</b> (60 g/cc)	<b>6.4</b> (50 g/cc)	<b>6RFE</b> (50 g/cc)
	+	+
contrast <b>5XN</b>	<b>5.56</b> (10 g/cc)	<b>5ME</b> (10 g/cc)
	contrast <b>5.64</b>	contrast <b>5HCE</b>

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Strawberry Red**

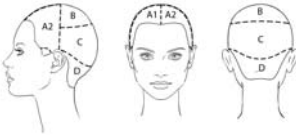
SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis VOLUME RICH  
Shampoo + Mousse + Leave-in  
(Framesi Hair Treatment line Volumizing Shampoo + Thermal Spray)**

**Framesi COLOR LOVER for fine hair  
Volumizing Shampoo + Double Treat Volumizing Conditioner + Hair Primer 11  
(Volume Boost Shampoo + Two Phase Volumizing Conditioner + Hair Primer 11)**

## STYLING

Apply **I.Dentity X.Alt** on damp hair and blow-dry using the diffuser.  
Refine by twisting small sections on a curling iron... slide the sections downward to create soft movement versus a defined curl.  
Spray **BY Pearl Shiner** and shape the hair with your hands.  
Finish with **BY Black Lava Mega Hold Hair Spray**.



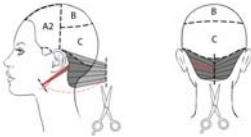
**1a. 1b. 1c.**

Trace a line from ear to ear passing through the vertex.

Trace a central line from the forehead to the vertex.

Isolate the crown.

Trace a line from the tip of one ear to the other passing through the occipital bone.  
Isolate the sideburns.



**2a. 2b.**

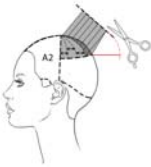
Section D – Transport a small section from the mastoid to the mandible angle and cut square to create a guide.

Transport the entire section D to the center of the nape and pinch cut to the guide.



**3.**

Section C – Using the length found at the bottom separation line as a guide, cut diagonally making vertical partings perpendicular to growth.



**4.**

Section B – Using the length found on the crown line as a guide, make radial partings and cut square perpendicular to growth.



**5.**

Sections A1 and A2 – Comb horizontal sections perpendicular to growth and cut square utilizing the length found at the vertex separation line as a guide.



**6a. 6b.**

Refine the entire perimeter with the Point Cut technique and soften the volume with the Looping Cut technique, if necessary.

Refine the sideburns using the Open and Close technique, leaving them longer than the perimeter of the cut.



# RAJUCESPECULAR

## FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL #3**

This shining pale blond is the perfect base for the “chiaroscuro” contrast, a delicate intermittence of lights and shadows.



1.  
Color the base with **Framcolor 2001 9E** (30 g/cc) + **8KR** (30 g/cc)
2.  
Isolate two triangles above the ears and two more between the mastoids and the nape
3.  
Subdivide each triangle with a horizontal line.  
Decolorize the upper half to level 9 with **Decolor B No Dust**.  
Tone the bottom half with **Framcolor 2001 7W** and 10 volume developer
4.  
Stabilize and create long lasting color with  
**FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

FRAMCOLOR FUTURA	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC
<b>9D</b> (60 g/cc)	<b>9.33</b> (40 g/cc)	<b>9NDE</b> (40 g/cc)
	+	+
contrast	<b>8.46</b> (20 g/cc)	<b>8HCE</b> (20 g/cc)
<b>7XN</b>		
	contrast	contrast
	<b>7.46</b>	<b>7HCE</b>

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Light Honey Blonde**

SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

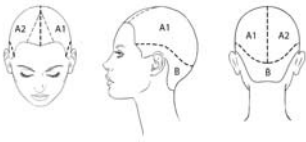
**Morphosis POWER**  
**Harmony Shampoo + Multiaction Mask + Velvet**  
(Framesi Hair Treatment Line Restructuring Shampoo + Mask + Corrective Moisturizing Fluid)

**Framesi COLOR LOVER** for curly hair  
**Curl Definition Shampoo + Conditioner + Hair Primer 11**

## STYLING

Towel dry the hair and apply **BY Sparkling Mousse Strong**.  
Blow-dry creating volume at the roots. Smooth the ends with a large brush and refine the layers with **BY Techno Filler**.  
Finish with **BY Mist Hair Spray Light**.





**1a. 1b. 1c.**

Trace a line from temple to temple passing 2 cm ( $\frac{3}{4}$ " ) above the ears and through the occipital bone. Trace a central line from the forehead to the occipital bone. Trace two lines from the vertex to eyebrow arches.



**2.**

In the front triangle of section A1 take a 1 cm ( $\frac{1}{4}$ " ) deep subsection and slide cut a guide at the corner of the eye.



**3.**

Take the guide perpendicularly to growth and cut the triangle diagonally.



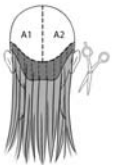
**4.**

Section A1 – Make 3 cm (1  $\frac{1}{4}$ " ) wide diagonal subsections and cut the entire section allowing the guide to travel (the subsection to be cut over the already cut subsection).



**5a. 5b. 5c.**

Section A2 – Repeat steps 2, 3 and 4.



**6.**

Section B – Connect to sections A1 and A2 using the Sliding Cut technique, making vertical partings and achieving the maximum length.



**7.**

Slide cut the side sections toward the face and achieving the maximum length.



**8a. 8b.**

Signature section B with Energy Advanced Cut technique and blending shears. Soften sections A1 and A2 slide cutting the ends diagonally with blending shears.



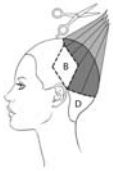
**1.**

Trace a line from one mastoid to the other passing through the vertex.  
On both sides isolate a rhombus as in the diagram.  
Trace a line from the tip of one ear to the other passing through the occipital bone.



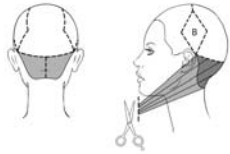
**2.**

Section A – Cut a guide length to the mouth. Comb the hair perpendicularly to the front hairline and pinch cut horizontally to the guide.



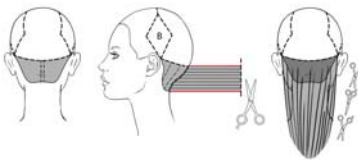
**3.**

Section C – Comb the hair perpendicularly to the center juncture and pinch cut vertically using the Chipping Cut technique to the length achieved in section A.



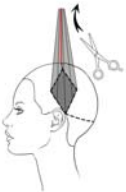
**4a. 4b.**

Section D – Trace a central line, comb both sides toward the face and cut vertically 3 – 4 cm (1 ¼" – 1 ½") below the chin.



**5a. 5b. 5c.**

Take a 1 cm (¼") wide vertical subsection in the center of section D and connect the length at the top to the perimeter.  
Soften the entire section at the nape using the Open Close technique.



**6.**

Sections B1 and B2 – Comb the rhombus sections vertically and cut to the length found at the vertex keeping your fingers vertical.



**7.**

Signature the volume using blending shears and the Free Hand technique.



# RAJUCESPECULAR

## FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL #4**

Rich amethyst contrasts peek out from underneath a glowing absolute red. Two playful shades create a proposal of sophisticated elegance.



1. Color the base with **Framcolor GLAMOUR 6.4** (40 g/cc) + **6.56** (20 g/cc)
2. Isolate two small rhombus as in the cut and decolorize them to level 9 with **Decolor B cream**
3. Tone with **Framcolor GLAMOUR 6.66** and Activator 20
4. Stabilize and create long lasting color with **FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR FUTURA	FRAMCOLOR ECLECTIC
6TRP (40 g/cc) + 6RP (20 g/cc)	7TR (30 g/cc) + 6RS (30 g/cc)	6RDE (30 g/cc) + 6RFE (30 g/cc)
contrast 620	contrast use one of the formulas suggested with F2001, GLAMOUR, ECLECTIC or use OPTICS Blueberry Violet	contrast 6VE

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Strawberry Red**

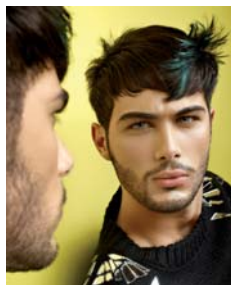
SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis SUBLIMIS ARGAN  
Shampoo + Mask + Oil**

**Framesi COLOR LOVER for straight hair  
Smooth-Shine Shampoo + Conditioner + Hair Primer 11**

## STYLING

Apply **Framesi COLOR LOVER Hair Primer 11** and blow-dry close to the head using a large brush to turn the ends outwards.  
Apply **I.Dentity Protect.it** on the ends and use the flat iron.  
Separate the ends with **I.Dentity Multi-Shape.Wax** and finish with **BY Mist Hair Spray Strong**.



# RAJUCESPECULAR

## FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL MAN #1**

Even men like play with colors,  
especially if the proposal is discreet just like  
this hint of dark green.



1.  
Color the base with **Framcolor ECLECTIC 4NE** (60 g/cc) and **Eclectic Basic Activator**
2.  
Decolorize a section above the right eye with **Decolor B diamond** and tone with **Framcolor GLAMOUR 7.11**
3.  
Stabilize and create long lasting color with  
**FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR FUTURA	FRAMCOLOR GLAMOUR
<b>4NP</b> (60 g/cc)	<b>4N</b> (60 g/cc)	<b>4</b> (60 g/cc)
contrast <b>630</b>	contrast use one of the formulas suggested with <b>F2001 or GLAMOUR</b>	contrast <b>7.11</b>

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Creamy White**

SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis SPORT**  
**Daily Shampoo + Densifying Spray**

**Morphosis SUBLIMIS ARGAN**  
**Shampoo + Mask + Oil**

## STYLING

After blow-drying, shape the hair with **I.Dentity Power-Up.Wax**  
to create random movement on the top of the head.



### 1.

Isolate a triangle joining the ends of the eyebrows and a point 2 cm ( $\frac{3}{4}$ " ) before the vertex.

Trace a line 1 cm ( $\frac{1}{4}$ " ) below the crown area.

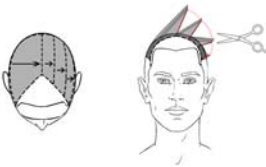
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### 2.

Section C – Cut from 0,8 to 1,5 cm (less than  $\frac{1}{4}$ " to a bit more than 1") both in the back and on the sides.

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### 3a. 3b.

Section B – Subdivide the left half into three subsections.

Cut the first one palm up to the perimeter of section C.

Cut the second and the third subsections allowing the guide to travel.

Cut the right half of section B to the length of the third subsection.

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### 4.

Section A – Comb the hair in natural fall and point cut a fringe at mid forehead.

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### 5.

Soften the volume leaving any disconnection visible.

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# RAJUCESPECULAR

## FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL MAN #2**

Natural lightening as if due to sun: A casual look for any man and any lifestyle.  
A proposal to be created in a few minutes.



1.  
Color the base with **Framcolor ECLECTIC 4-IN** (60 g/cc)
2.  
Back comb the longest sections and apply **Decolor B No Dust** using the Slide Light technique
3.  
Tone with **Framcolor 2001 7KR** and 10 volume developer
4.  
Stabilize and create long lasting color with  
**FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR FUTURA	FRAMCOLOR GLAMOUR
4EXN (60 g/cc)	4N (60 g/cc)	4 (60 g/cc)
contrast 7KR	contrast 7D	contrast 7.46

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Creamy White**

SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis SPORT  
Daily Shampoo + Densifying Spray**

**Morphosis SUBLIMIS ARGAN  
Shampoo + Mask + Oil**

## STYLING

Blow-dry the hair using your fingers and shape the bang with **I.Dentity Show.Wax** to create a soft natural result.



- 1.**  
Isolate a triangle joining the temples and the center juncture.  
Trace a line passing 1 cm ( $\frac{1}{4}$ " ) below the crown area.  
Isolate the bottom section.



- 2.**  
Section C – Cut scissor over comb from 1 to 3 cm ( $\frac{1}{4}$  to 1  $\frac{1}{4}$ " ).



- 3.**  
Section B – Trace a central line and pinch cut horizontally at the crown [level] above the ear having the length of section C as a guide.



- 4.**  
Section A – Trace a central line and pinch cut at the crown [level] transporting the sections diagonally toward the cheek bone.



- 5.**  
Connect sections A and B making radial partings and cutting from center juncture to maximum front length.

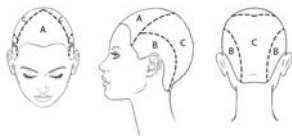


- 6.**  
Refine and signature using the Point Cut technique.



# RAJUCESPECULAR

FALL WINTER COLLECTION 2013-14 **UPDO PROPOSAL**



## 1a. 1b. 1c.

Isolate a front triangle joining the ends of the eyebrows and the center juncture (section A).

On each side isolate a section 4 – 5 cm (1½ – 2") wide along the hairline from the end of the eyebrow to the corner of the nape (sections B).

The rest is section C.



## 2a. 2b.

Start from section C.

Apply **BY Mist Hair Spray Light** and **BY Pearl Shiner**.

Comb the hair close to the head and toward the center juncture and pin in place. (Pin an extension of contrasting color, if desired.)

At the center of the section pin an open zipper.



## 3.

Subdivide the side sections with a vertical line behind the ear.

Apply **BY Mist Hair Spray Light** and **BY Pearl Shiner**

on the top subsections, comb horizontally toward the zipper and pin in place.

Let the lengths cover the fabric edge of the zipper.



## 4.

Do the same with the bottom subsections.



## 5.

Now work on the front section.

Back comb the roots, apply the styling products as before and pin the hair at the center juncture creating a substantial volume and covering fabric edge of the zipper and the previously placed pins.



## 6.

Spray the entire head with **BY Mist Hair Spray Strong** and add sheen with **BY Pearl Shiner**.



## ROMANTIC GRUNGE

FALL WINTER COLLECTION 2013-14 **UPDO PROPOSAL**



1.  
Isolate the side sections.



2.  
Make a ponytail with the remaining hair and apply **BY Black Lava Hair Spray**.



3.  
Using a color brush apply **BY Hydro-Gel Light** at the roots of the side sections to create a glossy and "plastic" effect.



4.  
Comb each section close to the head toward the nape. Use a tail comb to create an angle and transport the end of the section to the base of the ponytail.



5.  
Back comb the ponytail and pin in colored extensions to create a large round volume.  
Shape and add long lasting hold to this proposal with **BY Mist Hair Spray Strong**.



## ROMANTIC GRUNGE

### FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL #1**

As connaisseur of street style and representative of the strongest fashion trends, **Italian Style Energy** suggests a romantic and precious pastel blue to signature its shortest cut.



#### 1.

Use **Decolor B cream plus** to decolorize the entire head to level 9

#### 2.

Rinse and blow-dry

#### 3.

Apply equal parts **Framcolor 2001 10PB** (60 g/cc) and 10 volume developer (1:1 mix ratio) from roots to ends

#### 4.

Stabilize and create long lasting color with  
**FRAMESI COLOR METHOD Color Lock System**

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Creamy White**

SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis DELUX COLOR**

**Shampoo + Mask + Serum**

(Framesi Hair Treatment line Shampoo + Mask + Serum for Color Treated Hair)

**Framesi COLOR LOVER for fine hair**

**Volumizing Shampoo + Double Treat Volumizing Conditioner + Hair Primer 11**  
(Volume Boost Shampoo + Two Phase Volumizing Conditioner + Hair Primer 11)

## STYLING

Towel-dry the hair and spray with **Framesi COLOR LOVER Hair Primer 11**.

Pre-blow dry the hair upwards applying **BY Volumizing Spray**.

With a flat brush create a "feather duster" effect in the back, while combing the fringe close to the face.

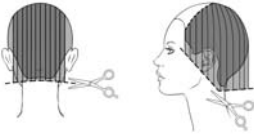
Refine with **I.Dentity Power-up.Wax** for an opaque result and finish with **BY Mist Hair Spray Light**.





**1.**

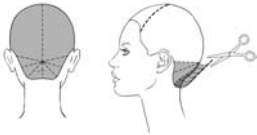
Isolate a front triangle joining the vertex and the ends of the eyebrows.



**2a. 2b.**

Comb the rest of the hair in natural fall and cut square utilizing the following reference points:

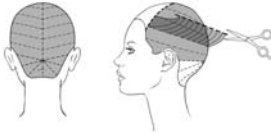
- In the back, cut 1 cm (1/4") below the hairline from the center to the corners of the nape obtaining a bit more length at the mastoids;
- On the sides, cut from the mastoids to the cheek bones, passing close under the ear lobes, obtaining a full volume bob.



**3a. 3b.**

Now trace a central vertical line in the back of the head.

Under the occipital, make radial partings and cut palm up from 3 cm (1 1/4") starting from the central section.



**4a. 4b.**

Continue above the occipital making diagonal partings and cutting palm up from 3 cm (1 1/4") to the length of 11 cm (4").



**5.**

Comb the front triangle toward the face and cut square above the mid forehead.



**6.**

Blow dry the hair using a flat brush to keep the volume close to the head. Lift just the ends upwards creating a "feather duster" effect.



**7.**

Lighten the fringe dramatically using the blending shears and lifting the sections vertically while respecting the clients hairline and face shape.



**8.**

Now comb the fringe and the sideburns toward the face.

Respecting the length of the fringe cut the hair using blending shears to create a perimeter that embraces the face.



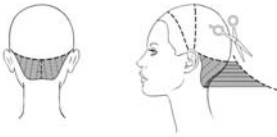
**9.**

Soften all the ends lifting the sections upwards to enhance the "feather duster" effect.



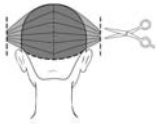
### 1.

Trace a line from ear to ear passing 4 cm (1 ½") from the front hairline.  
Trace a line from ear to ear passing 1 cm (¼") in front of the vertex.  
Trace a line from ear to ear passing through the occipital bone.



### 2a. 2b.

Start cutting the nape section.  
Make a central vertical parting and slide cut from 3 to 10-15 cm (from 1 ¼" to 4-6").  
We recommend taking slightly diagonal partings to obtain less volume in the center of the nape and more volume at the mastoids.



### 3.

Now make a central vertical parting in the upper section.  
Transport the hair above the ears and pinch cut vertically to a length of about 6 cm (2 ½").



### 4.

Now cut the front section.  
Comb the hair toward the face, run the comb under the fringe and point cut to a length that compliments the client's facial features.  
Cut the rest of the front section keeping the length of the sideburns at the mandible angle.



### 5.

Connect the fringe to the vertex with the Chipping Cut technique.  
Take horizontal partings perpendicular to growth and cut square.



### 6.

Refine the crown with blending shears to obtain more volume on the top of the head.



### 7.

Detail the nape and the fringe using the razor.



## ROMANTIC GRUNGE

### FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL #2**

The dark base of this proposal enhances the warm TOCCO DI LUCE (Touch of Light) that illuminates the fringe. A simple technique with astonishing results.



**1.**  
Color the base with **Framcolor GLAMOUR 3** (60 g/cc)

**2.**  
TOCCO DI LUCE  
Blow-dry and smooth the fringe.  
Using a brush, apply small quantities of **Decolor B No Dust** on the top of the fringe.

**3.**  
With a tail comb make some product flow downwards in thin trails.  
Decolorize the TOCCO DI LUCE to level 8.

**4.**  
Tone with **Framcolor GLAMOUR 9.33** and Activator 20

**5.**  
Stabilize and create long lasting color with  
**FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR FUTURA	FRAMCOLOR ECLECTIC
3NP (60 g/cc)	3N (60 g/cc)	3NE (60 g/cc)
contrast 650	contrast use one of the formulas suggested with F2001, GLAMOUR or ECLECTIC	contrast 9GE

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Light Honey Blonde**

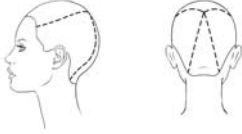
SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis POWER**  
**Harmony Shampoo + Multiaction Mask + Velvet**  
(Framesi Hair Treatment Line Restructuring Shampoo + Mask + Corrective Moisturizing Fluid)

**Framesi COLOR LOVER** for coarse hair  
**Moisture Control Shampoo + Conditioner + Hair Primer 11**  
(Moisture Boost Shampoo + Conditioner + Hair Primer 11)

## STYLING

Towel-dry the hair and apply **Framesi COLOR LOVER Hair Primer 11**.  
Apply **I.Dentity Hair.Force** on the fringe and **I.Dentity Look@Me** on the top and back. Blow dry the fringe perfectly smooth and ruffle the remaining hair for a vintage effect. Flat iron the fringe and the back hairline using **I.Dentity Protect.it**.  
Apply **I.Dentity Flash.Wax** to define and shape the top of the head.  
Finish the entire volume with **BY Black Lava Mega Hold Hair Spray**.



### 1a. 1b.

Isolate a triangle with the sides encompassing the crown and with its tip at 2 cm ( $\frac{3}{4}$ ") behind the center juncture.

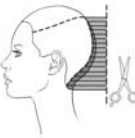
Isolate a triangle joining the tip of the previously traced triangle and the corners of the nape.



### 2.

Create a 22 cm (9") guide at the sideburn.

Pinch cut the side sections taking each one to the top inside corner of the triangle and cut palm up horizontally from 4 cm ( $1\frac{1}{2}$ ") to the guide.



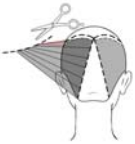
### 3.

Now in the back section comb the hair vertically to the center of the triangle and cut square to 4 cm ( $1\frac{1}{2}$ ") in length.



### 4.

Create a guide parallel to the top section cutting the hair to 4 cm ( $1\frac{1}{2}$ ") and following the flats and the curves of the head.



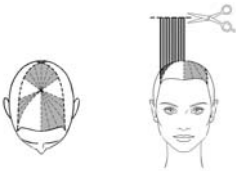
### 5.

Slide cut the hair from the guide to the bottom using blending shears to remove any disconnection.



### 6.

On the top of the head, isolate three triangles: the first one joining the center of the front hairline, the vertex and the end of the right eyebrow; the other two will be equilateral triangles (6 cm –  $2\frac{1}{2}$ ") starting from the vertex towards the tip of the ear on both sides.



### 7a. 7b.

Taking radial partings, cut the non-isolated sections square to 12 cm ( $4\frac{3}{4}$ ").



### 8.

Transport the remaining three triangles to the vertex and cut diagonally from 12 cm ( $4\frac{3}{4}$ ") to maximum length using the Looping Cut technique.



### 9.

Blow-dry the hair softly and then lighten the volume using the Point Cut technique. "Open" the fringe over the left eye. Point cut connecting the fringe to the left side, respecting the clients facial features.



## ROMANTIC GRUNGE

### FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL #3**

The lines of this cut are hatched with the SOTTO TONO (Sub Tone) technique. The results... a subtle and stunning 3D color effect on the contrasting sections.



1. Color the base with **Framcolor 2001 9TRP** (60 g/cc)
2. SOTTO TONO  
Apply **Visible** to the triangles created at step 6 of the cutting technique
3. Back comb the sections slightly and prepare equal parts of **Framcolor 2001 3NP** (30 g/cc) + **4W** (30 g/cc) with 10 volume developer
4. Apply on one side of the section, making a full deposit of color at the roots and shading diagonally toward the ends
5. Stabilize and create long lasting color with **FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

FRAMCOLOR FUTURA	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC
for the base use one of the suggested formulas with F2001, GLAMOUR or ECLECTIC	9.4 (60 g/cc)  contrast 4.64	8RDE (60 g/cc)  contrast 4HCE
contrast 3N + 4XN		

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Melon Orange**

SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis SUBLÌMIS ARGAN**  
**Shampoo + Mask + Oil**

**Framesi COLOR LOVER** for straight hair  
**Smooth Shine Shampoo + Conditioner + Hair Primer 11**

## STYLING

Apply **I.Dentity Hair.Force** on damp hair. Blow-dry close to the head while keeping the ends perfectly straight and toward the face. Apply **I.Dentity Protect.it** and flat iron the entire head. Tousle the hair using two blow-dryers, one blowing cold and one blowing warm. Finish with **BY Mist Hair Spray Strong**.





## ROMANTIC GRUNGE

### FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL #4**

A cascade of wild curls draws an accurate picture of the romantic grunge desire for freedom. The airy volume is made even more vibrant by a bright-red contrast.



1. Create a permanent waved volume with **Framesi Multi Move** in the most appropriate version.
2. Color the base with **Framcolor 2001 4NP** (60 g/cc)
3. Lighten the ends to level 6 with **DECOLOR B No Dust**
4. Tone the entire head with **Framcolor ECLECTIC 5ME** with **Extra Activator**
5. Stabilize and create long lasting color with **FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

FRAMCOLOR FUTURA	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC
<b>4N</b> (60 g/cc)	<b>4</b> (60 g/cc)	<b>4NE</b> (60 g/cc)
contrast <b>5M</b>	contrast <b>5.56</b>	contrast <b>5ME + Extra Activator</b>

To create the contrast with **Framcolor 2001** use **5MP** with 10 volume developer

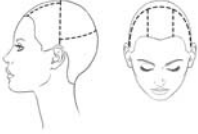
SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis DELUX COLOR**  
**Shampoo + Mask + Serum**  
(Framesi Hair Treatment line Shampoo + Mask + Serum for Color Treated Hair)

**Framesi COLOR LOVER Curl Definition**  
**Shampoo + Conditioner + Hair Primer 11**

## STYLING

Apply **Framesi COLOR LOVER Hair Primer 11**.  
Massage the hair with a generous amount of **I.Dentity X.Alt** and blow-dry with the diffuser.  
Apply **I.Dentity Protect.it** and use a small flat iron to define the curls, then loosen them with your fingers to give maximum volume.

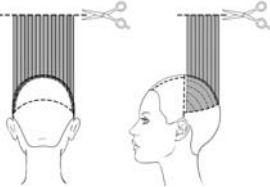


### 1a. 1b.

Trace a line from ear to ear passing through the vertex.

Trace a line 1 cm ( $\frac{1}{4}$ ") above the ears passing 2 cm ( $\frac{3}{4}$ ") below the crown.

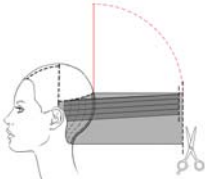
Trace two parallel lines from the arches of the eyebrows to the line at the vertex.



### 2a. 2b.

Create a guide 1 cm ( $\frac{1}{4}$ ") wide along the separation at the vertex and cut square to 20 cm (8").

In the top back section take vertical partings perpendicular to growth and cut square to the guide.



### 3.

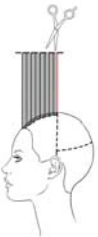
In the lower back section take vertical partings and cut square perpendicular to growth to the length found at the previous section.

Take the sections at the mastoids slightly backwards while cutting.



### 4.

Comb the entire back in natural fall and remove any excess.



### 5.

Now cut the top rectangular section.

Take the hair to the center of the section and cut square to the guide using the Point Cut technique.



### 6.

Comb the top section in natural fall and connect to the back by cutting square.



### 7.

Take the left side section to the vertex and cut horizontally to the found length. Repeat on the right side.



### 8a. 8b.

Refine the front sections using the Slide Cut technique and soften the ends.



### 1.

Isolate the crown area.

Isolate a front triangle 6 cm (2 ½") deep joining the end of the eyebrows.



### 2.

Start cutting the bottom area.

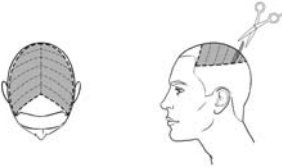
Cut a vertical section to 1 cm (¼") on the right temple, then continue cutting vertically section over section until you achieve a length of 4 – 5 cm (1 ½ - 2") at the center of the head. Repeat starting from the left temple.



### 3.

Lighten the entire bottom area using the blending shears.

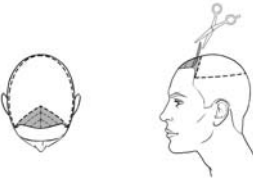
Define the sideburns.



### 4a. 4b.

Trace a central line in the crown area.

Cut palm up diagonal sections to the length obtained at the bottom.



### 5a. 5b.

Trace a central line in the front triangle.

Cut palm up diagonal sections to the length found in the crown area.

You will obtain a central symmetric point.



### 6.

Soften the entire top of the head using the Point Cut technique.



## ROMANTIC GRUNGE

### FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL MAN #1**

When a man is in the mood for an unconventional look, here is the right idea: a flash of color to personalize this unique proposal.



1. Color the base with **Framcolor GLAMOUR 6.64** (30 g/cc) + **7.64** (30 g/cc)
2. Isolate a V shaped section ½ cm (¼") wide.  
Decolorize to level 9 with **Decolor B diamond**.  
Tone with **Framcolor 2001 10PB** and 10 volume developer (1:1 mix ratio)
3. Stabilize and create long lasting color with **FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

#### FRAMCOLOR 2001

**6W** (30 g/cc)  
+  
**7NC** (30 g/cc)

contrast  
**10PB**

#### FRAMCOLOR FUTURA

**6XN** (30 g/cc)  
+  
**7C** (30 g/cc)

contrast  
use  
**F2001 10PB**

#### FRAMCOLOR ECLECTIC

**6HCE** (30 g/cc)  
+  
**7HCE** (30 g/cc)

contrast  
use  
**F2001 10PB**

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Creamy White**

SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

**Morphosis SPORT**  
**Daily Shampoo + Densifying Spray**

**Morphosis SUBLÌMIS ARGAN**  
**Shampoo + Mask + Oil**

## STYLING

Apply **Framesi COLOR LOVER Hair Primer 11** and **BY Sparkling Mousse Light**.  
Blow-dry using your hands to create a soft volume and shape the fringe into a point.  
Refine with **I.Dentity Multi-Shape.Wax** for an opaque effect and finish with **BY Black Lava Mega Hold Hair Spray**.



## ROMANTIC GRUNGE

### FALL WINTER COLLECTION 2013-14 **COLOR PROPOSAL MAN #2**

Even the most classic and natural color can be eye-catching if the hair is shiny and well-groomed.



1.  
Color the base with **Framcolor 2001 5NC** (60 g/cc)
2.  
Stabilize and create long lasting color with  
**FRAMESI COLOR METHOD Color Lock System**

TO CREATE THIS COLOR  
YOU MAY ALSO USE:

**FRAMCOLOR FUTURA**

**5C** (60 g/cc)

**FRAMCOLOR GLAMOUR**

**5.12** (60 g/cc)

**FRAMCOLOR ECLECTIC**

**5-IN** (60 g/cc)

SUGGESTED PROFESSIONAL  
TREATMENT FOR SUPERIOR  
SHINE AND CONDITIONING:

**Framcolor OPTICS Light Chocolate Brown**

SUGGESTED HOME TREATMENT  
FOR THE LONGEST LASTING  
COLOR:

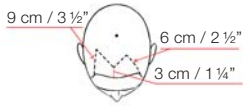
**Morphosis SPORT**  
**Daily Shampoo + Densifying Spray**

**Morphosis SUBLIMIS ARGAN**  
**Shampoo + Mask + Oil**

## STYLING

Towel dry and apply **Framesi COLOR LOVER Hair Primer 11**.  
Apply **I.Dentity Curl.Booster**, blow-dry with moderate heat and tousle the hair shaping the bang over the right eye.  
Define and add shine with **I.Dentity Show.Wax** and, if necessary, finish with **BY Mist Hair Spray Strong**.





**1.**

Trace a line as in the diagram starting from the end of the eyebrows.



**2.**

Cut the remainder of the crown square to the length of 8 cm (3 1/4").



**3.**

Layer the hair in the bottom section from 1 to 8 cm (from 1/4 to 3 1/4") to create a kind of bob.



**4.**

Take the front section to its left corner and pinch cut to 8 cm (3 1/4") using the blending shears.



**5.**

Now comb the section in natural fall and slide cut from the left temple to maximum length.



**6.**

Slide cut and soften the right side from the tip of the ear to maximum length.



**7.**

Refine the front section with the Counter-Gravity technique.



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