

# FRAMESI TAKES NO SHORTCUTS ON INNOVATION



**FABIO FRANCHINA**  
PRESIDENT, FRAMESI WORLDWIDE

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

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

Let me talk to you about the importance of ingredients.

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

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

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

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

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

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

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

- Fabio Franchina

