

the
condition
edition

elite

framesi **MILAN**

Summer 2022

diamond
STRONG

*strength in the face of adversity.
Damage doesn't stand a chance
against the latest from
framesi.*

texture
**WITHOUT
LIMITS**

*check out our latest texture
innovations - our stylists
can't get enough!*

**LET'S GET
SOCIAL**

*the top performing looks from framesi
stylists! See if one of your creations was
featured*

QUARTERLY NEWSLETTER

the condition edition

ensuring supreme hair condition is our mission



DENNIS KATAWCZIK
President, Framesi NA

“WITH YOUR BEAUTY EXPERTISE, AND FRAMESI’S COMMITMENT TO CONDITION, YOU CAN ASSURE YOUR CLIENTS THAT THEY ARE IN GOOD HANDS, ADN THAT THEY WILL LEAVE YOUR CHAIR WITH HAIR THAT LOOKS AND FEELS BETTER THAN EVER BEFORE.”

As we work to develop products that have an impact in your day-to-day behind the chair, we always strive to lead with innovation.

And while the word “innovation” evokes futuristic images of advanced technology, in truth, sometimes the greatest innovations aren’t so flashy as they are effective. Life changing in the effortlessness you experience while using them. Total predictability in the end result and condition of hair.

Innovation through performance, and specifically through hair integrity and condition, is the foundation of our brand. They go hand in hand, working together in flux.

You can trust that we are formulating with framesi quality in mind.

Some services are naturally more damaging than others. Many clients can be hesitant about undergoing bleaching, perming and/or relaxing services because they’ve heard horror stories on the havoc they can wreak on hair.

But with your beauty expertise, and framesi’s commitment to condition, you can assure your clients that they are in good hands, and that they will leave your chair with hair that looks and feels better than ever before, *from the inside-out.*

Quality. Control. Condition. Strength. Shine.

We formulate all of our product for you with these principles in mind.

Take a look at our new **Framesi Straightening System & Framesi Waving System** for instance.

Finally, relaxing and perming systems that alter hair’s texture while leaving it in superior condition with our signature *Hydro-Care Complex*. Changing texture has never been so easy and so rewarding.

We also are so excited to announce to you the brand new **FRAMESI COLOR LOVER DIAMOND STRONG** Shampoo and Conditioner. You won’t believe the power behind our new strenghtening shampoo. Strenghten, repair & restore!

We are so excited to introduce you to the best hair condition on the market.

- dennis

“INNOVATION THROUGH PERFORMANCE, AND SPECIFICALLY THROUGH HAIR INTEGRITY AND CONDITION, IS THE FOUNDATION OF OUR BRAND. THEY GO HAND IN HAND, WORKING TOGETHER IN FLUX.”

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framesiprofessional.com/elite

texture

Framesi
Straightening
System

- HIGHLY PROTECTIVE, **FORMALDEHYDE-FREE** STRAIGHTENING SYSTEM
- SHORT PROCESSING TIME
- REMOVES FRIZZ, LEAVING HAIR SLEEK, SMOOTH & MORE MANAGEABLE



no formaldehyde added

TOTAL TEXTURE TRANSFORMATION

Total texture transformation is at your fingertips. Today's texture services are more predictable, accessible and easier to use than ever before. Framesi innovation provides the ultimate texture technology that both stylist and client can count on.

SAY GOODBYE TO GRANDMA'S PERM

Modern, effortless, flawless. Straightening, waving, and smoothing with no added formaldehyde. Gentle formulas that maintain hair condition throughout a client's service, texture services are more accessible to every kind of client with natural, effortless results *for all hair types*.



texture

Framesi
Waving
System

- HIGHLY PROTECTIVE, **FORMALDEHYDE-FREE** WAVING SYSTEM
- SHORT PROCESSING TIME
- ADDS VOLUME AND CURL TO LIFELESS HAIR



MORPHOSIS

HAIR
TREATMENT
LINE

for blonde *bonding*

- **Pro-Force Bonder 101/Sealer 102** is a 2-step system used during bleach and haircolor 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.



instructions

FRAMESI MORPHOSIS BONDER 101

1. Mix bleach or hair color as normal before adding **PRO-FORCE BONDER 101**.
2. Add the following amount of **PRO-FORCE BONDER 101** to the bleach or color mixture and mix thoroughly:
 - **BLEACH:** Add 8 ml (1/4 oz or 4 pumps) for every 30g (1 oz) of bleach
 - **COLOR:** add 4 ml (1/8 oz or 2 pumps) for all color applications

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.

FRAMESI MORPHOSIS SEALER 102

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 to 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.

not just another bonder

- | | |
|--|---|
| 1. No added processing time to normal bleach or color services | 3. Will not affect color deposit or change color/ lightener consistency |
| 2. No change of developer or formula required | 4. No measuring required! Calibrated pump distributes the perfect amount each time! |

MORPHOSIS

HAIR
TREATMENT
LINE

for complete *restructure*



**RE-STRUCTURE
REVITALISING SHAMPOO 1**

gently but deeply cleanses hair, preparing it to receive the regenerating properties of hydrolyzed marine collagen and protein, combined with hydrating hyaluronic acid and vitamin E, that nourish scalp and hair.



**RE-STRUCTURE
EXPRESS FILLER 2**

restructuring gel "fills in" and deeply repairs hair fiber with hydrolyzed marine collagen combined with hydrating hyaluronic acid and vitamin E to thicken and re-compact hair surface, instantly transforming hair texture.



**RE-STRUCTURE
PRECIOUS FLUID 3**

intensive disciplining treatment that restores hair's natural beauty and elasticity with hydrolyzed marine collagen, hydrating hyaluronic acid, and vitamin E to smooth and re-compact cuticle "locking in" the main ingredients for long term benefits, leaving hair with extraordinary shine and softness.

TO TAKE HOME



ULTIMATE CARE
**SHAMPOO
CONDITIONER
WEEKLY TREATMENT**

for take-home *luxury*



**ULTIMATE
CARE**

WITH TOTAL-CARE COMPLEX, LOTUS FLOWER
EXTRACT AND PLANT MICRO- PROTEINS.

FOR THE BACKBAR



ULTIMATE CARE
**1 SHAMPOO
2 MAXIMIZER
3 TREATMENT**

FRAMESI COLOR LOVER

95% longer lasting color*
with Quinoa

STRENGTHEN, REPAIR & RESTORE

DIAMOND STRONG

shampoo & conditioner

\$9.77 each regular salon price \$13.95



GET THOSE #HAIRGAINS

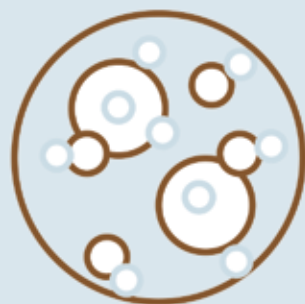
BUILD UP YOUR HAIRCARE REGIMEN WITH
THESE STRENGTHENING INGREDIENTS:

save
30%



CAPUACU BUTTER

anti-oxidant powerhouse
that restores elasticity



HYALURONIC ACID

locks in moisture for
maximum hydration



THERMAL & UV PROTECTANTS

shields hair from heat
and the environment

PRE-WORKOUT

wash with **DIAMOND
STRONG SHAMPOO** to
restore hair while you
cleanse with a weightless,
shine-enhancing formula
that prevents breakage
and leaves hair more
resilient and manageable.



STRENGTH CONDITIONING

follow up with **DIAMOND
STRONG CONDITIONER**
for added strength and
condition with a
weightless, shine-
enhancing formula that
prevents breakage and
leaves hair more resilient.



POST-WORKOUT

apply **PROGRESSIVELY STRONG**
leave-in strengthening spray
to fortify hair with lasting
strength all day.



PUMP IT UP

style with **HAIR REPAIR
FOAM** foaming hair
strengtheners to add body
without stiffness.

LOVE THAT WON'T FADE

first LOVE

salon fresh color:



lasting LOVE

after using FRAMESI
COLOR LOVER



lost LOVE

after using
a competitor



after
30 x wash
x blow dry
x flat iron

after
30 x wash
x blow dry
x flat iron



VEGAN



PLANT
BASED



GLUTEN
FREE



PARABEN
FREE



SODIUM
CHLORIDE
FREE



SULFATE/
DEA FREE

>95% LONGER LASTING COLOR*



look who got a
GLOW UP!

FRAMESI COLOR METHOD

new look, improved formula



SHAMPOO GO



POST COLOR MASK



SUPERSMAK



RELIEF



PRO-TECT CREAM

NEW FRAMESI COLOR METHOD FEATURES: **ACTIVE INGREDIENTS**



A PERFECT SOLUTION
FOR SENSITIVE SCALPS!

ANTIOXIDANT
GREEN TEA
& **CALENDULA**

*improved
performance for
lasting haircolor!*

COOLING
MENTHOL



*a soothing & refreshing
finish to a color service*

NOURISHING
VITAMIN E



*supports healthy scalp
& prevents hair damage*

class is in session – anytime, anywhere!



framesi digital education

We take great pride in providing the most thorough digital education - on your time! Accessible, affordable, and effective education is the most valuable asset we can provide to our stylists - find your perfect match!

Whether you're looking for individual education or to educate your entire salon, learn the basics or just need a refresh, or even just want to keep up with the latest trends, we have the perfect solution for you!

technique/trend series

This series of classes combine innovation, support, and education all into one convenient package, including all of the products and tools needed to complete this technique – CONVENIENTLY DELIVERED RIGHT TO YOUR DOORSTEP!

- FOILAYAGE AND ZONE TONING WITH FRAMCOLOR ECLECTIC

GLOBAL BALAYAGE WITH FRAMCOLOR 2001 INTENSE
- MASTER FOILAYAGE WITH DECOLOR B CLAY LIGHTENER & TONED WITH FRAMCOLOR 2001 INTENSE

GLOBAL BALAYAGE WITH ECLECTIC & ECLECTIC CARE

higher education

INTERMEDIATE/ADVANCED

Get inspired and elevate your Framesi color and product knowledge through our selection of Higher Education class offerings.

- FIX IT WITH FRAMESI: COLOR CORRECTION 101

LIGHTEN UP OR TONE IT DOWN! BLONDING, TONING, AND COLOR CORRECTION

LIGHTEN UP: BLONDING & TONING

ADVANCED FORMULATION

FRAMESI FAST – INNOVATION ADD ON MENU SERVICES WITHOUT ADDING TIME!
- FRAMESI FAST – FRAMESI STRIKE4 TECHNIQUES, TIPS, AND TRICKS

TEXTURE SERIES: FRAMESI STRAIGHTENING SYSTEM STRONG

TEXTURE SERIES: FRAMESI WAVING SYSTEM

TEXTURE SERIES: FRAMESI SMOOTHING SYSTEM

TRENDING – ITALIAN STYLE CUT AND COLOR CLASS

color foundations

BASIC/INTERMEDIATE

Learn everything that you need to know about any of Framesi's color systems through a customized approach, allowing stylists to learn everything they need to be successful with Framesi color behind the chair!



This suite of classes are designed for all levels of stylists, whether you are new to Framesi and looking to learn the basics or a long time Framesi user looking to re-ignite your creativity and artistry!

Stylists will receive an in-depth overview of usage, mixing, processing, and formulation specific to the Framesi system of choice.



Marco Pelusi reminisces on the beginnings of his decades-long career with framesi in The List

“The salon owner of Marco Pelusi Hair Studio, Inc. in West Hollywood started his hair journey in the late ‘90s working for his family’s salon Philip Pelusi Salons on the East Coast. While there, the Milan-based hair color company Framesi came to train them to become hair color educators.

Marco told The List, “When I experienced this training, I literally fell in love with both the scientific and artistic process of hair coloring. I also fell in love with teaching.” Framesi recognized his passion for hair color and offered him a position to be an educator in Los Angeles soon after.

Marco added, ‘I developed relationships with the stylists and salons in West Hollywood and Beverly Hills, as I would go to their salons and train them on Framesi hair color.’”

Read More on thelist.com

“I literally fell in love with both the scientific and artistic process of haircoloring. I also fell in love with teaching.”

Marco says this summer’s trends will be light, bright, and warm all over

“When we enter summertime, we yearn for lighter, brighter, warmer tones in our hair. It’s time for your stylist to get creative with you. Lighten things up a bit, literally with a honey golden ‘bronde,’” he advises. If you are a brunette, Marco recommends lightening your hair with warm tones, but make sure that you are still staying “natural looking (ish)” by adding golden or reddish bronze tones.

He says that when you get highlights, do not get them right at the scalp but go “off the scalp.” His prediction is, “We will see a simply sun-kissed brunette; which is the addition of some caramel, lighter brown tones, to pop the color a bit for summer.”

elite
framesiMILAN

did you know?

Did you know...
your unused points
ALWAYS rollover and
NEVER expire?*

Did you know...
your purchases from
authorized framesi
distributors (stores, sales
consultants, etc.) and
direct framesi purchases
are combined to total
your quarterly purchases,
which determine your
elite points?

Did you know...
The elite Support Line
(1.800.214.0618) is available
EXCLUSIVELY for your
product and application
questions?

all in this together

you have always been here for us,
and we are here because of you.

NEW! 10 PACK FRAMESI RETAIL BAGS
send your guests home in style with
NEW framesi retail bags!



elite questions?

email us at elite@framesi-na.com
or call 1.800.321.9648, option 6

* framesi NA reserves the right to modify or discontinue this program anytime.

EXAMPLE

elite Acct#: ABC-12345

Salon Framesi - Leetsdale, PA 15056

TOTAL POINTS AVAILABLE: 1634

elite Level: Diamond

Form #: 1057

Did you know you are given a reward level based on your quarterly purchases?

Take a look at the top left corner of your elite order form to check your current elite level! Are you Blue Diamond, Diamond, Sapphire, Emerald, Pearl, or Ruby?

elite framesiMILAN	ELITE REWARDS LEVELS					
	RUBY	PEARL	EMERALD	SAPPHIRE	DIAMOND	BLUE DIAMOND
QUARTERLY FRAMESI PURCHASES	\$500 - \$999	\$1000 - \$1,999	\$2,000 - \$3,499	\$3,500 - \$4,999	\$5,000 - \$9,999	\$10,000+
EARNINGS \$ / % OF TOTAL QUALIFIED PURCHASES	\$55	6%	8%	12%	15%	20%
EARN POINTS FOR EVERY DOLLAR	55 Points	60 - 120 Points	160 - 280 Points	420 - 600 Points	750 - 1,500 Points	2,000+ Points
WELCOME OFFER	EXCLUSIVE ONE-TIME WELCOME KIT UPON ENTRY					
PAY WITH POINTS†	1 POINT = \$1 REDEEMABLE FOR PRODUCT, EDUCATION & TOOLS AT SALON COST <small>†points not redeemable for cash</small>					
SEASONAL HAIR / MAKEUP PROPOSALS FROM MILAN, ITALY						
NEW PRODUCT PREVIEW						
EXCLUSIVE ELITE-ONLY HOTLINE						
COMPLIMENTARY DIGITAL EDUCATION / NEW PRODUCT UPDATE EDUCATION						
SURPRISE NATIONAL HOLIDAY OFFERS	-	-				
FREE SAMPLING OF NEW PRODUCTS	-	-	-			
COMPLIMENTARY DIGITAL HANDS-ON EDUCATION	-	-	-			
TEST NEW PRODUCTS BEFORE THEY GO TO MARKET	-	-	-	-	-	

framesiprofessional.com • Exclusive elite Support Line - talk to a live, certified framesi stylist • 1.800.214.0618

THREE WAYS TO REDEEM POINTS!

1. Email	2. Fax	3. Mail
Email clear and readable pictures or scans of your order form to: elite@framesi-na.com	Fax your order form to: 412.264.5696	Mail WHITE COPY only of your order form to: Framesi NA Attn: elite 17 Avenue A Leetsdale, PA 15056

let's get social!

our most-liked posts from 2021



by Kristin Wilson @hairbykristinwilson



by Stephanie Schindler @stephanie_thecolorlab



by Courtney @court_colors



by Sophie @flaunthairandbeauty



by Alexa Weaver @colorcutsandweave.r

connect with framesi
on social media!

CONNECT

with framesi, fellow stylists,
and salon guests

SHARE

photos of your creations for
a chance to be reposted!

INSPIRE

others and gain inspiration
for your next style!

improve your chances!

sharing your looks, but not getting noticed?

our checklist



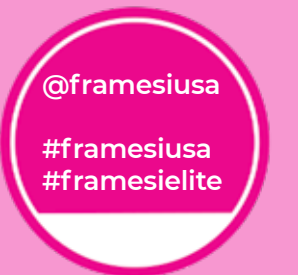
GOOD LIGHTING



ALL OF HAIR SHOWN



LIST YOUR FORMULA



TAG US!



facebook.com/FramesiUSA



framesiusa

#framesiusa #framesi #framesielite #framesifam
#framesiquality #framesifast #framcolor

framesi july/august 2022 promotions

BUY 2, GET 1 FREE!

framesi
MILAN



let your color
make a *SPLASH!*

SAVE 33%

FRAMCOLOR 2001 INTENSE
& PURE PIGMENT PLUS



\$5.97
salon value \$8.95

&
vegan,
gluten free



\$3.86
salon value \$5.79

framesi
FAST

FRAMCOLOR
2001
INTENSE
PERMANENT HAIRCOLOR

PROCESSES IN HALF THE TIME!
NON-PROGRESSIVE FORMULA

&

pH+ ACIDIC FORMULA FRAMCOLOR
PURE PIGMENT PLUS
RESTRUCTURE & COLOR
DAMAGED HAIR
NO DEVELOPER REQUIRED IN ONE STEP!

READY-TO-USE DIRECT, REPARATIVE
PIGMENTS FOR DAMAGED HAIR

framesi
MILAN

BUY 2, GET 1 FREE!

let your color
make a *SPLASH!*

SAVE 33%

FRAMCOLOR 2001 INTENSE
& PURE PIGMENT PLUS



\$5.97
salon value \$8.95

PROCESSES IN
HALF THE TIME!

NON-PROGRESSIVE
FORMULA

&
vegan,
gluten free



\$3.86
salon value \$5.79

RESTRUCTURES &
COLORS - IN ONE STEP!

NO DEVELOPER
REQUIRED

july only
SAVE 30% NEW! FRAMESI COLOR LOVER
DIAMOND STRONG
shampoo & conditioner
STRENGTHEN, REPAIR & RESTORE



\$9.77 ea.
reg. salon value: \$13.95

**GET THOSE
HAIR GAINS!**

BUILD UP YOUR HAIR REPAIR REGIMEN WITH
THESE STRENGTHENING INGREDIENTS:

**CAPUACU
BUTTER**
anti-oxidant
powerhouse that
restores elasticity

**HYALURONIC
ACID**
locks in moisture
for maximum
hydration

**THERMAL & UV
PROTECTANTS**
shield hair from
heat and the
environment



PRE-WORKOUT
wash with DIAMOND
STRONG SHAMPOO to
restore hair while you
cleanse with a weightless,
shine-enhancing formula
that prevents breakage
and leaves hair more
resilient and manageable.



**STRENGTH
CONDITIONING**
follow up with DIAMOND
STRONG CONDITIONER
for added strength and
condition with a
weightless, shine-
enhancing formula that
prevents breakage and
leaves hair more resilient.



POST-WORKOUT
style with PROGRESSIVELY
STRONG leave-in
strengthening spray &
HAIR REPAIR FOAM
boosting hair strengthener
for an added strength
boost that fortifies hair
and adds body without
stiffness.

july/august 2022 promotions

FRAMESI
**COLOR
LOVER**

SAVE UP TO 35% LITERS & STYLING



**DYNAMIC
BLONDE**
1000mL/33.81 fl.oz.

**MOISTURE
RICH**
1000mL/33.81 fl.oz.

**VOLUME
BOOST**
1000mL/33.81 fl.oz.

**SMOOTH
SHINE**
1000mL/33.81 fl.oz.

**CURL
DEFINE**
1000mL/33.81 fl.oz.

\$14.92 each
reg. salon value: \$22.95

\$13.62 each
reg. salon value: \$20.95



**HAIR REPAIR
FOAM &
PROGRESSIVELY
STRONG**
177mL/6 fl.oz.
200mL/6.8 fl.oz.

\$9.77 each
reg. salon value: \$13.95



**HAIR STRAIGHTENING
SERUM &
PROGRESSIVELY
SMOOTH**
177mL/6 fl.oz.

\$9.77 each
reg. salon value: \$13.95



**RAISE THE
ROOTS &
BLOW IT BIG**
177mL/6 fl.oz.

\$9.77 each
reg. salon value: \$13.95



**CURL
PUDDING &
BOUNCE**
177mL/6 fl.oz.

\$9.77 each
reg. salon value: \$13.95



**FLASH DRY
&
STOP FRIZZ**
250mL/8.5 fl.oz.
100mL/3.4 fl.oz.

\$9.77 each
reg. salon value: \$13.95



ALL FRAMESI COLOR LOVER IS :
VEGAN, FREE FROM SULFATES,
PARABENS, GLUTEN, DEA
& SODIUM CHLORIDE

*based on lab testing

july only

BOGO FREE DECOLOR B

**BOGO
DECOLOR B
DIAMOND**



\$14.48
reg. salon value: \$28.95



**BOGO
DECOLOR B
CREAM PLUS**



\$7.98
reg. salon value: \$15.95

SAVE 50%

**BOGO
DECOLOR B
CLAY LIGHTENER**



\$14.48
reg. salon value: \$28.95

august only

BUY 2 GET 1 FREE AMMONIA-FREE HAIRCOLOR

FRAMCOLOR ECLECTIC

SAVE 33%

FRAMCOLOR ECLECTIC CARE



DEMI-PERMANENT

\$5.30
salon value \$7.95



PERMANENT



you've got questions.

FRAMESI HAS RESOURCES FOR STYLISTS

TESTIMONIAL VIDEOS

[framesiprofessional.com/
videos/](https://framesiprofessional.com/videos/)

see firsthand why
stylists love framesi
& get helpful tips and
inspiration from our top
stylists

RESOURCE CENTER

[framesiprofessional.com/
resource-center/](https://framesiprofessional.com/resource-center/)

get access to key
framesi technical
information for quick,
easy application
instructions and
professional direction

EDUCATION PAGE

[framesiprofessional.com/
classes/](https://framesiprofessional.com/classes/)

available for all
framesi color lines
& higher education
classes, find the
perfect education
option for you
and your salon!



[framesiusa](https://www.instagram.com/framesiusa)



facebook.com/FramesiUSA



youtube.com/FramesiNorthAmerica



framesiprofessional.com



SCAN USING YOUR
PHONE CAMERA!

© 2022 framesi North America
17 Avenue A
Leetsdale, PA 15056
exclusive elite support line
1.800.214.0618