

COLOR your vibes

L n ever-moving universe. Nuances that flow into each other. Pure emotions that become tangible in a dress, in an accessory, in a color that brightens up our hair.

> Nothing like color can express the vibrations of our soul.



The 2024 trends get an update in the second part of the year, in muted, elegant color palettes. The choice is wide. There are black and white, connected to each other by a whole range of greys that liven up a "mineral" palette: cryolite, hematite, grey tourmaline, graphite. Then, there are the juicy "praline" shades. Warm and rich, they taste of vanilla, hazelnut, caramel, coffee, almond.

Pastels are sheer and glossy, inspired by the sky, the blush on the cheeks, and mauve flowers. Amidst this triumph of rich, shiny color, here's ocean blue, meadow green, sun yellow.

Cheerful, easy, sharp. Lastly, the season offers a range of natural shades: deep forest, silver spruce,

midnight blue, red berry, fig purple.

QUIET

Italian Style Framesi focusses on the most elegant trend with its rich mahogany red. The addition of Framcolor Pure Pigment adds outstanding shine to the hair, emphasising the subtle interplay of highlights created by the new Easy Touch Comb, a smart tool that helps the colorist in the gesture of lifting the locks before applying the

The blond head, in between sand and pearl, relies on the even more interesting performance of the new formulas of Decolor B and the five color dimensions of Framcolor Eclectic 5D Color Gloss. The result is a soft color that leaves the hair looking beautiful from the roots to the ends.

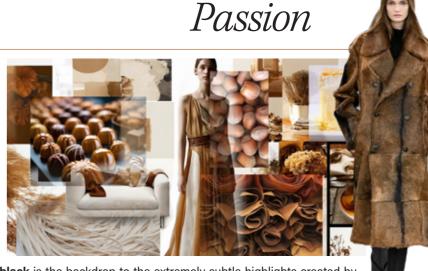




FREE

For Italian Style Energy, blond is extreme: a platinum shade, perfect to take in the amazing touch of pastel blue that betrays the longing to have fun that underlies this trend. Decolor B offers all the safety of even gentler formulas, while Framcolor Eclectic 5D Color Gloss glazes and hydrates the hair for a truly unique result. The second treatment goes in

the opposite direction: a deep blue-black is the backdrop to the extremely subtle highlights created by the Easy Touch Comb and the pure blue of the Framcolor Glamour range.



Rebellion

With Italian Style International, color explodes into copper red, softened down by the addition of sand and gold blonds that emphasise the personality of

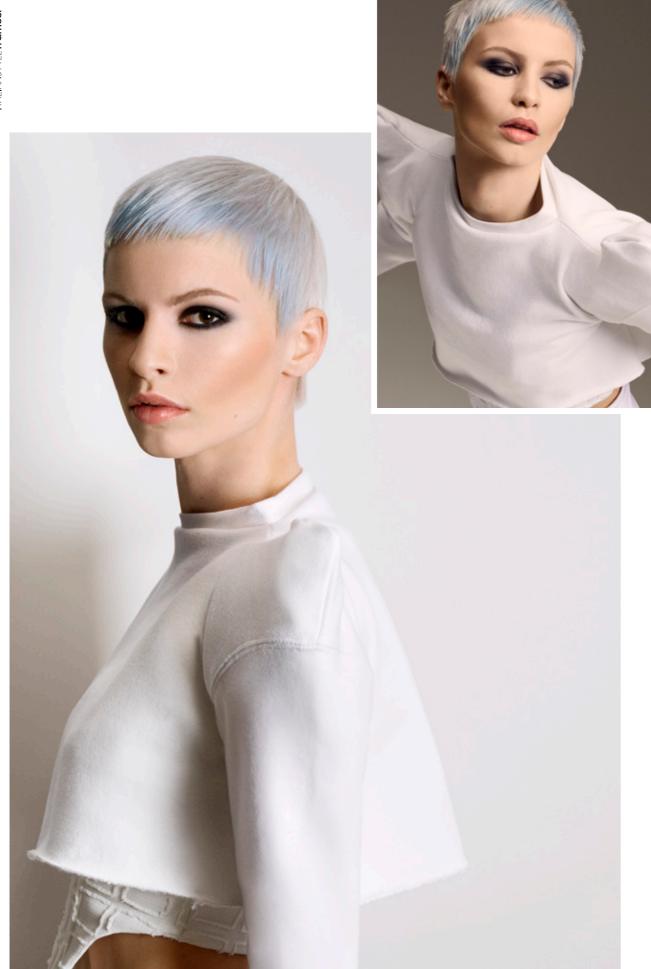
Locks glazed in pure deep gold and copper gold pigments shine all around the face. The second image is equally characterful, with its soft yet bold cut, enhanced by a double blond, ivory and butter.

An extreme lightening that still leaves the hair in perfect condition, as it is protected by Framcolor Eclectic 5D Color Gloss.



FREE







Arctic Pixie



ENERGY ITALIANSTYLE framesi









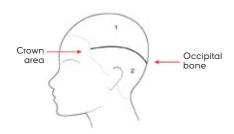




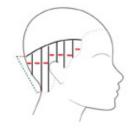




Sectioning

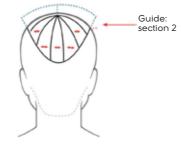


Cut



SECTION 2

Make vertical partings and cut high grade and perpendicularly to growth using the Angled Cut technique while leaning your fingers against the scalp.



SECTION 1

Make radial partings and cut round to the length of section 2.

Styling

Apply **FRAMESI COLOR LOVER Straightening Serum** on wet hair to add shine and body and dry loosely according to the shape of the head. Refine and define the sections with **BY Working Clay** for a dynamic style.

Color



Lift the entire hair up to level 10 with Decolor B Cream Plus + Decolor B Pro-Force Bonder 101.

Trace a zigzag line from ear-to-ear juncture and isolate the front section.

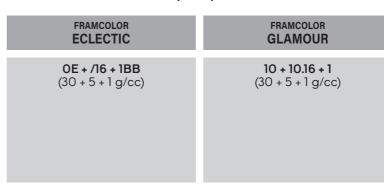


Apply **Framcolor 2001 Intense 9.022** (30 g/cc) and blend the color from roots to ends using a comb. Processing time: 5 min.

Rinse and tone the entire hair with **Framcolor Eclectic 5D Color Gloss 10V** (30 g/cc) **+ 10BA** (30 g/cc).



Alternative color proposal





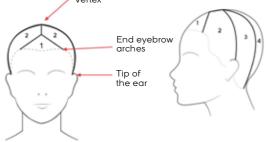
13

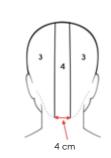


Sectioning

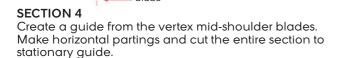








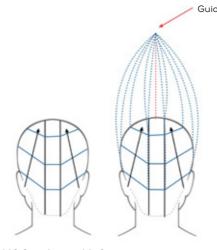
Cut



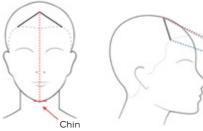
Mid-shoulder



SECTIONS 2 right and left Make diagonal forward partings and cut both sections to stationary guide.



SECTIONS 3 right and left Cut just like section 4 but making diagonal back



Cut a guide to the chin. Lift the guide horizontally forwards and pinch cut the entire section.

Styling

Spray FRAMESI COLOR LOVER Hair Straightening Serum on roots and ends to give volume.

Spray FRAMESI COLOR LOVER Flash Dry and dry the hair.

Apply FRAMESI COLOR LOVER Fix & Flex Hair Spray and run the straightener.

Color



Isolate 5 horizontal sections (about 2 cm thick) and lift them up to level 10 with Decolor B Diamond.

Apply Framcolor Eclectic 1BB (30 g/cc) + 3IN (30 g/cc) to the rest of the hair.

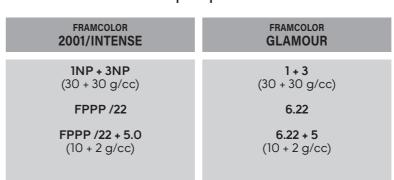


Using the **Easy Touch Comb**, separate some thin strands in the 5 lifted sections and tone them with Framcolor Glamour 6.22.

Tone the rest of the sections with Framcolor Glamour 6.22 (10 g/cc) + 5 (2 g/cc).



Alternative color proposal



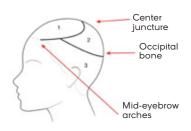


proposal # Vanilla Waves



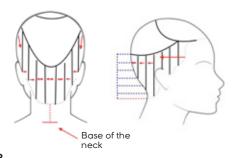


Sectioning





Cut



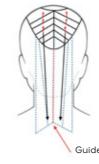
SECTION 3

Cut a guide to the base of the neck.

Make vertical partings and cut the section square as

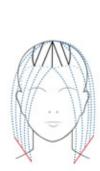
- the three central sections perpendicularly to growth
 the sections up to the mastoids with travelling guide

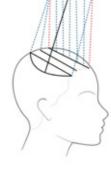
• the remaining sections with stationary guide

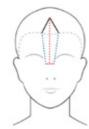


SECTION 2

Making diagonal partings, cut the first three subsections to the guide (base of the neck) and then continue with travelling guide.







Comb the hair in natural fall around the face.

Cut diagonally square from the length of section 2 to mid-neck.

Now, create a central guide cutting square from the center juncture to the front hairline.

Make horizontal partings and connect the entire section to the guide.

Isolate a small triangle between the eyebrow arches and pinch cut it to the bridge of the nose to create a tiny fringe.

Styling

Apply FRAMESI COLOR LOVER Bounce, ideal before the iron, and dry the hair using a paddle brush. Flatten the volume on the nape of the neck and create waves on the top of the head using a medium-sized curling iron. Wrap the sections around the face backwards, and the ones at the mastoids forwards to get a better-balanced volume.
Hold softly with FRAMESI COLOR LOVER Fix & Flex Hair Spray and run a

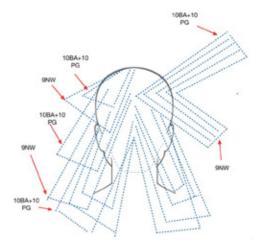
wide-toothed comb through the waves for a care-free look.

Color



Lighten the hair with **Decolor B Cream Plus** up to level

Color the base with Framcolor Eclectic Care 8.262 (30 g/cc) + 8.363 (30 g/cc).



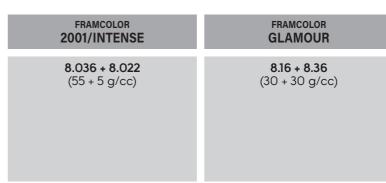
Take 1,5 cm thick sections and divide each one into two parts using the **Easy Touch Comb**.

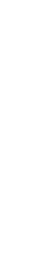
Apply Framcolor Eclectic 5D Color Gloss 10BA (30 g/cc) + 10PG (30 g/cc) on the thinner part.

Color the thicker part with Framcolor Eclectic 5D Color Gloss 9NW.



Alternative color proposal



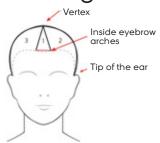


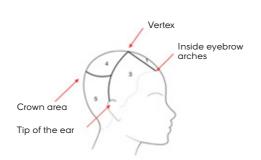
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proposal #2 Crimson Cascade



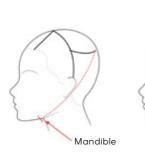
Sectioning

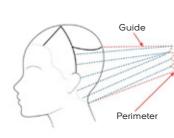


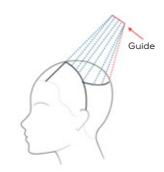




Cut







SECTION 5

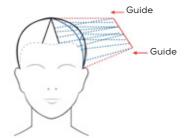
Cut a square perimeter to shoulder blades.

Take a strand at the center of the section and cut it to the mandible to get the guide.

Connect the perimeter to the guide vertically using the Pinch Cut and the Deep Point Cut techniques.

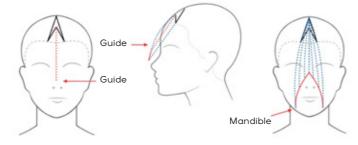
SECTION 4

Comb the entire section perpendicularly to growth and pinch cut to the guide.



SECTIONS 2 - 3

Subdivide each section vertically and pinch cut the obtained subsections to Sections 4 and 5 respectively.



SECTION 1

Section off a small triangle inside the section. Pinch cut diagonally the guide from its vertex to the bridge of the nose.

Now comb the entire section in natural fall and slide cut from the guide to the mandible.

Styling

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Apply **FRAMESI COLOR LOVER Raise the Roots** to give the hair body and dry with a paddle brush.

Spray FRAMESI COLOR LOVER Fix & Flex Hair Spray and make waves using a medium-sized curling iron.

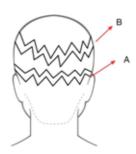
Wrap the sections softly backwards leaving the ends slightly straight. Run a wide-toothed comb through the waves and spray MORPHOSIS SUBLIMIS OIL Pure for a light and natural illuminating touch.

Color



If needed, lift the hair up to level 7.

Color the base with Framcolor Eclectic 5ME (50 g/cc) + 4CVE (10 g/cc) + Framcolor Pure Pigment Plus /66 (5 g/cc).

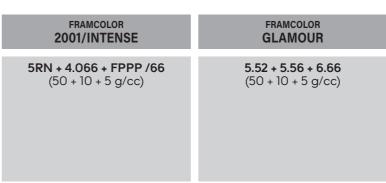


Apply Framcolor Eclectic 5ME (50 g/cc) + Framcolor Pure Pigment Plus /66 (10 g/cc) on the back-combed hair and on the remaining lengths.

Once level 9 in the zigzag sections is achieved, rinse and tone with **Morphosis Repair Rich Treatment** (30 g/cc) + **Framcolor Pure Pigment Plus /65** (5 g/cc).



Alternative color proposal





About 2 cm away from the front hairline section off a 1 cm wide zigzag section from temple to temple passing below the occipital bone (A).

Create a similar section along the crown area (B).

Back comb the zigzag sections and lighten the lengths with **Decolor B Infinity+** up to level 9 and isolate with alluminum foils.

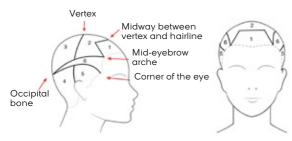






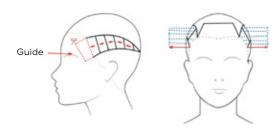
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Sectioning



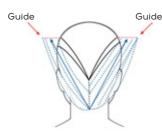


Cut



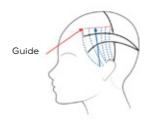
SECTION 6 right and left

Comb the hair toward the face and cut a guide to the end of the eyebrow arch. Now cut the entire section square and perpendicularly to growth while making vertical



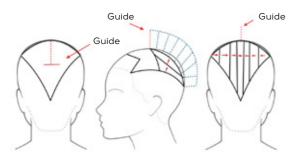
SECTION 4

Trace a central line and pinch cut on the upper separation line from sections 6 right and left.



SECTIONS 5 right and left

Pinch cut square both sections while taking the hair vertically to the length obtained in sections 6 right and left.

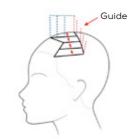


SECTION 3

partings.

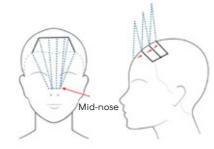
Cut a guide from the vertex to the crown line. Make vertical partings and cut the central section round following the guide.

Now cut the remaining section with travelling guide. Refine using the Open&Close technique connecting section 3 to the maximum length of section 4.



SECTION 2

Following the guide of section 3, cut square this section perpendicularly to growth.



SECTION 1

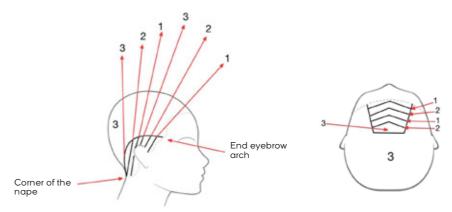
Comb the hair in natural fall and pinch cut square to mid nose. Divide the section into three equal parts and cut square with travelling guide.

Styling

Apply FRAMESI COLOR LOVER Raise the Roots to get volume. Massage the lengths with FOR-ME 223 Bring Me to the Beach Salt Spray for a "crispy" texture.

After drying, hold softly with FRAMESI COLOR LOVER Fix & Flex Hair Spray. Refine by shaping the ends with BY Working Clay.

Color



Lighten the entire hair up to level 9 with Decolor B Cream Plus and then color the base with Framcolor 2001 Intense 8.044 (20 g/cc) + Framcolor 2001 8SD (10 g/cc) + 9SB (10 g/cc).

Section off two side sections - as shown in the drawing - and obtain six micro sections in each one of them.

Isolate a front trapezoid and obtain five micro sections as shown in the drawing.

Color lengths and end as follows:

- Micro section 1 Framcolor Pure Pigment Plus /33
- Micro section 2 Framcolor Pure Pigment Plus /34
- Micro section 3 Framcolor 2001 Intense 8.044 + Framcolor 2001 8SD + 9SB

Remember to carefully blend colors 1 e 2 with the base color.

Tone the remaining hair with Framcolor 2001 Intense 8.044 + Framcolor 2001 8SD + 9SB.





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Alternative color proposal

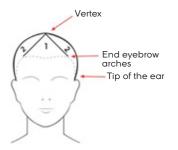
FRAMCOLOR ECLECTIC/ECLECTIC CARE	FRAMCOLOR GLAMOUR
8.4 + 8DE + 9.3 (20 + 10 + 10 g/cc)	8.4 + 8.34 + 9.36 (20 + 10 + 10 g/cc)

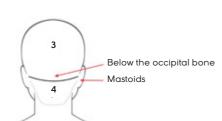
proposal #2 **Creamy Layers**



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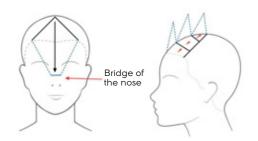
Sectioning



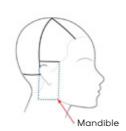


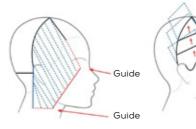


Cut



SECTION 1 Pinch cut horizontally at the bridge of the nose, then cut square with travelling guide.

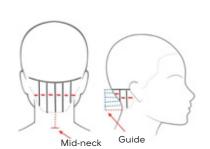




SECTIONS 2 right and left

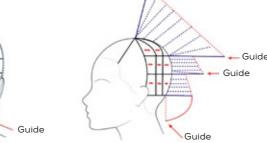
Cut square the first piece to the mandible to create the guide. Comb the entire sections forward and cut diagonally from the guide length to the perimeter of the fringe. Subdivide the entire sections diagonally into three equal parts

and cut square diagonally with travelling guide.



Cut a guide to mid neck, then make vertical partings and cut the section square perpendicularly to growth.





Comb the hair in natural fall and point cut square to the length of sections 2. Now subdivide Section 3 into three parts. While making vertical partings, cut the first two parts with inverted diagonal.

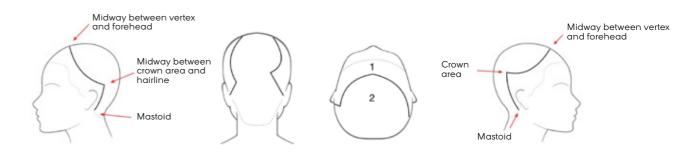
In the third part make radial partings and connect diagonally to the vertex of section 1.

Refine the perimeter and customize the proposal.

Styling

Add volume from roots to ends with **FRAMESI COLOR LOVER Blow It Big**, spray **FRAMESI COLOR LOVER Fix & Flex Hair Spray** and dry with a paddle brush. Run the flat iron to refine the sections. Destructure the volume with BY Working Clay.

Color



Decolor the entire hair with **Decolor B Cream Plus**.

Create two sections as shown in the drawing.

Tone section 1 with Framcolor Eclectic 5D Color Gloss 00.

Tone section 2 with Framcolor Eclectic 5D Color Gloss 10PG (50 g/cc) + 10SB (10 g/cc).





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