

MORPHOSIS

HAIR TREATMENT LINE
SALON TREATMENT GUIDE

**ELEVATE YOUR
EXPERTISE**
WITH ADVANCED
HAIR & SCALP
TREATMENTS

WE CHANGE. IT'S NATURAL.

MORPHOSIS

HAIR TREATMENT LINE

A CLEAN & CONSCIOUS BEAUTY EXPERIENCE SCALP AND HAIR TREATMENT LINE

Your hair reflects your personality and style, requiring a healthy scalp to maintain its overall health and beauty. Pollution, stress, overuse of styling tools, and chemical treatments can leave hair dry, damaged, and lackluster. At Framesi, we understand the importance of nourishing your hair and scalp for the perfect look.

Welcome to the world of MORPHOSIS, where we cater to your client's unique hair and scalp needs. As a dedicated stylist, your passion for exceptional hair care solutions is unmatched.

Scalp and hair problems are often affected by a combination of factors.

STRESS

- emotional
- physical
- trauma
- diet & nutritional deficiencies

ENVIRONMENT

- pollution
- sun, chlorine
- wind
- minerals from water

PHYSIOLOGICAL CHANGES

- genetic factors
- hormonal factors
(thyroid problems, acne, menopause, pregnancy, DHT)
- medications, chemotherapy

AGGRESSIVE CHEMICAL TREATMENTS

- haircolor / bleaching
- permanent waves / relaxers
- mechanical stress (flat irons, brushes)

SEASONAL CHANGES

- Spring
- Summer
- Fall
- Winter

These factors can cause a gradual deterioration in the condition of scalp and hair.



Vegan



Paraben FREE



Gluten FREE



Synthetic
color FREE



SLES & SLS FREE

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Signs your Client in your Chair Might Need a Deep Conditioning Treatment:

There are several signs that indicate your client might benefit from a deep conditioning treatment for their hair. Here are some common indicators to look out for:

Dry and brittle hair

If your client's hair appears dull, lacks moisture, and feels rough to the touch, it could be a sign of dryness. Deep conditioning treatments can help restore moisture and improve the overall texture of the hair.

Split ends

Split ends occur when the hair shaft becomes damaged and splits into two or more strands. If your client has a significant number of split ends, it may be an indication that their hair is in need of some extra care. Deep conditioning treatments can help reduce split ends and prevent further damage.

Frizz and flyaways

Excessive frizz and flyaways can be a sign of damaged or dehydrated hair. Deep conditioning treatments can help tame frizz, smooth the hair cuticle, and restore moisture, resulting in more manageable hair.

Dull or lackluster hair

If your client's hair looks lackluster, lacks shine, and appears lifeless, it might be a sign that it needs a boost of hydration and nourishment. Deep conditioning treatments can help revive the hair's natural shine and vitality.

Color-treated or chemically processed hair

Hair that has undergone coloring, perming, straightening, or other chemical treatments tends to be more prone to damage and dryness. Deep conditioning treatments can help repair and strengthen chemically processed hair, keeping it healthy and vibrant.

Heat or styling tool damage

Regular use of heat styling tools such as flat irons, curling irons, or blow dryers can cause damage to the hair. If your client frequently uses these tools and their hair shows signs of dryness, breakage, or a lack of elasticity, a deep conditioning treatment can help restore moisture and repair the damage.

Remember to assess your client's hair condition and consult with them to determine the best course of action. A deep conditioning treatment can often provide the necessary nourishment and repair to improve the overall health and appearance of their hair.



ColorLock Brilliance Shield

Enhance & Protect



Ideal Client:

Our Color Lock Brilliance Shield Treatment is the perfect post-color service to seal in your salon color, ensuring its longevity and shielding it from external damage. Experience stronger, voluminous hair with a smooth, reflective shine. Excellent for hair that is thick, frizzy, or lifeless.



Results:

Each treatment is meticulously crafted to restore hair's health and vibrancy while prolonging the brilliance of color.

Products:

Framesi Color Method Shampoo Go, MORPHOSIS ULTIMATE CARE Maximizer 2, MORPHOSIS ULTIMATE CARE Treatment 3.

Instructions:

Step 1 - Framesi Color Method Shampoo Go:

Rinse color thoroughly and add 3-4 pumps in hands. Apply to restore pH balance and clarify hair from the color service.

Step 2 - MORPHOSIS ULTIMATE CARE Maximizer 2:

Add 4-5 pumps in hands and comb through hair using the MORPHOSIS wide tooth comb. Allow the client to process at the shampoo station without heat for 5 minutes. Rinse carefully, towel-dry hair and move on to step 3.

Step 3 - MORPHOSIS ULTIMATE CARE Treatment 3:

Add 4-5 pumps in hands and comb through hair with the MORPHOSIS wide tooth comb. Process at the shampoo station for 3-5 minutes without heat. Rinse thoroughly and towel dry hair. Proceed with MORPHOSIS leave-in treatment and styling products.



***Note:** This treatment can also be used on thick, frizzy hair that is lifeless not on the day of the color service by using MORPHOSIS ULTIMATE CARE Shampoo 1 instead of Shampoo Go.

At Home Maintenance:

Maintain at home with the FRAMESI MORPHOSIS ULTIMATE CARE Shampoo and Conditioner for best results.



Hair Botox: The Mane Makeover

Revitalize your hair with our total hair reconstruction treatment



Ideal Client:

Someone with overlightened hair, repeated chemical services, and extreme damage & breakage. Ideal for hair that does not hold color.

Results:

Revitalize your hair with our total hair reconstruction treatment, specially crafted for extreme damage and breakage. Luxuriously nourishing, it delivers a "plumping" effect, regenerating every part of your hair for visibly stronger, more manageable, and voluminous locks that shine like never before. Experience instant reconstruction after the first application and bid farewell to hair troubles as you embrace a stunning, revitalized mane. Unlock your hair's ultimate potential with this transformative treatment!



Products:

RESTRUCTURE Revitalizing Shampoo 1,
RESTRUCTURE Express Filler 2, RESTRUCTURE Precious Fluid 3.

Instructions:

Step 1 - RESTRUCTURE Revitalising Shampoo 1:

Add 3-4 pumps in hands, lather into the hair, and rinse and repeat as necessary. Towel dry hair to prepare for Step 2.

Step 2 - RESTRUCTURE Express Filler 2:

Add 4-5 pumps into hands and apply to the hair, working from root to ends, massaging for a few minutes. It can also be poured into a bowl and applied with a brush, taking large sections. Comb through hair with MORPHOSIS wide tooth comb to spread product uniformly and help ingredients penetrate. Process for 15-20 minutes under a source of heat. Do not cover hair with a plastic cap. Rinse well and towel dry hair, preparing for Step 3.

Step 3 - RESTRUCTURE Precious Fluid 3:

Spread 4-5 pumps on hair and massage carefully. Comb through hair with a MORPHOSIS wide tooth comb to spread product uniformly. Leave on hair for at least 5 minutes. Rinse well and proceed with styling. Suggest MORPHOSIS RESTRUCTURE maintenance products for home use.

At Home Maintenance:

Maintain at home with the FRAMESI MORPHOSIS RESTRUCTURE Shampoo, Conditioner, Hair Beauty Elixir, and Leave-in Conditioner.



Sublimis Color Glow Treatment

Say goodbye to dry, unruly hair!



Ideal Client:

Someone with very dry hair, frizzy with no shine, or thick coarse hair.



Results:

Our Sublimis Color Glow Treatment is the ultimate solution for tangles, unmanageability, frizz, and dullness. Experience the magic as it instantly revitalizes your hair, leaving it lusciously radiant without any heaviness. Embrace the brilliance and shine you've always wanted. Say hello to gorgeous, hydrated hair that's free from tangles and full of life with Sublimis Color Glow Treatment!



Products:

SUBLIMIS OIL Shampoo, SUBLIMIS OIL Serum, SUBLIMIS OIL Deep Treatment, SUBLIMIS OIL All Day Emulsion, SUBLIMIS OIL Pure.

Instructions:

Step 1 - SUBLIMIS OIL Shampoo:

If treatment is performed immediately after a color service, use Framesi Color Method Shampoo Go to restore pH balance and clarify hair from the color service as the first shampoo, then follow with SUBLIMIS OIL Shampoo. Apply to wet hair and massage gently. Rinse well.

Step 2 - SUBLIMIS OIL Serum:

Apply and massage through hair. Proceed to Step 3.

Step 3 - SUBLIMIS OIL Deep Treatment:

Apply and massage through hair. Comb through with the MORPHOSIS wide-tooth comb. Process for 5-15 minutes without heat. Rinse thoroughly. Towel dry hair to prepare for Step 4.

Step 4 - SUBLIMIS OIL All Day Emulsion:

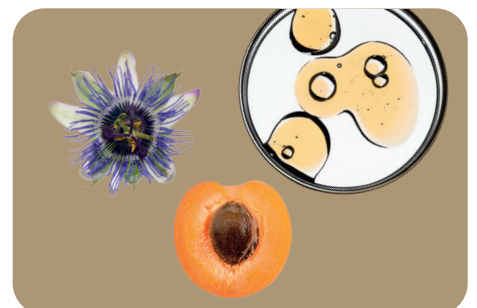
Spray on towel-dried hair and comb through. Do not rinse.

Step 5 - SUBLIMIS OIL Pure:

Apply on the most damaged areas of the hair, massage gently, and proceed with styling dry. For more intensive shine and moisturization, apply on dry hair for finishing and styling.

At Home Maintenance:

Maintain at home with the FRAMESI MORPHOSIS SUBLIMIS OIL Shampoo, Conditioner, ALL day Emulsion, and Pure.



Thermal Rehab - The Split End Savior

Say goodbye to dry, dull, and damaged hair caused by excessive styling and chemical treatments.



Ideal Client:

Someone with Extremely porous hair, split-ends, and hard to style.



Results:

Treatment works wonders on porous and split-end plagued locks. Rejuvenate your hair's natural beauty with restored strength, softness, and elasticity. Instantly feel the difference as your tresses become more manageable, tangle-free, and smooth to the touch.

Products:

MORPHOSIS REPAIR Shampoo, MORPHOSIS REPAIR Rich Treatment, SUBLIMIS OIL Pure, MORPHOSIS REPAIR Plumping MOUSSE, MORPHOSIS REPAIR Velvet.

Instructions:

Step 1 - MORPHOSIS REPAIR Shampoo:

If treatment is performed immediately after a color service, use Framesi Color Method Shampoo Go to restore pH balance and clarify hair from the color service as the first shampoo, then follow with MORPHOSIS REPAIR Shampoo. Apply to wet hair and massage gently. Rinse well.

Step 2 - MORPHOSIS REPAIR Rich Treatment + SUBLIMIS OIL Pure:

Add 3-5 drops of SUBLIMIS OIL Pure to 20 ml of MORPHOSIS REPAIR Rich Treatment and mix. Apply and massage through hair. Comb through with the MORPHOSIS wide-tooth comb. Process for 5-15 minutes without heat. Rinse thoroughly. Towel dry hair to prepare for Step 3.

Step 3 - MORPHOSIS REPAIR Plumping Mousse:

Apply to towel-dried hair before styling, focusing on damaged areas of hair. Do not rinse.

Step 4 - MORPHOSIS REPAIR Velvet:

Apply before styling, focusing on damaged hair and ends.

At Home Maintenance:

Maintain at home with the FRAMESI MORPHOSIS REPAIR Shampoo, REPAIR Conditioner, REPAIR Velvet, and SUBLIMIS OIL Pure.



Signs your Client in your Chair Might Need a Scalp Treatment:

As a hairstylist, there are several signs that can indicate that your client in your chair might benefit from a scalp treatment. Here are some common signs to look out for:

Excessive oiliness

If your client's scalp appears excessively oily or greasy, it may be an indication that their scalp needs a thorough cleansing.

Flaky or dry scalp

If your client has visible flakes or dry patches on their scalp, it could be a sign of scalp dryness or dandruff. A scalp shampoo can help remove dry skin and hydrate the scalp.

Itchy scalp

Persistent itching or discomfort on the scalp is often a sign of scalp irritation or dryness. A soothing scalp shampoo can help alleviate the itchiness and provide relief.

Hair thinning or shedding

Sometimes, a congested or unhealthy scalp can lead to hair thinning or excessive shedding. By cleansing the scalp and promoting a healthier environment, a scalp shampoo can support hair growth and reduce hair fall.

Sensitivity or inflammation

If your client has a sensitive scalp or experiences redness, irritation, or inflammation, using a gentle scalp shampoo can help soothe and calm the scalp.

Remember, it's essential to assess your client's scalp condition and consult with them about their concerns before recommending a scalp shampoo or any other hair treatment.

Product buildup

If your client uses a lot of styling products, such as hairsprays, gels, or serums, over time, it can lead to product buildup on the scalp. This buildup can make the hair feel heavy and look dull. A scalp shampoo can effectively remove the residue and refresh the scalp.

Unpleasant odor

If your client complains of an unpleasant smell coming from their scalp, it could be due to excess sweat, oil, or bacteria. A scalp shampoo with antimicrobial properties can help combat odor-causing bacteria and leave the scalp smelling fresh.



Scalp Rejuvenation Rx

Our formula promotes a healthy, clean scalp.



Ideal Client:

Someone with thinning fragile hair with an oily scalp and build-up.



Results:

FRAMESI MORPHOSIS Scalp and Hair Treatment Line offers scalp treatments for your unique needs. Intense scalp detox and scalp exfoliate reset your scalp and hair, promoting healthier, bouncier, and fuller hair. Rejuvenate your scalp with our refreshing and balancing treatments.

Products:

MORPHOSIS SCALP Exfoliate, MORPHOSIS SCALP Cleansing Shampoo, MORPHOSIS SCALP Destress Serum.

Instructions:

Step 1 - MORPHOSIS SCALP Exfoliate:

Apply on dry hair and scalp before shampooing and massage for a few minutes. Rinse thoroughly.

Step 2 - MORPHOSIS SCALP Cleansing Shampoo:

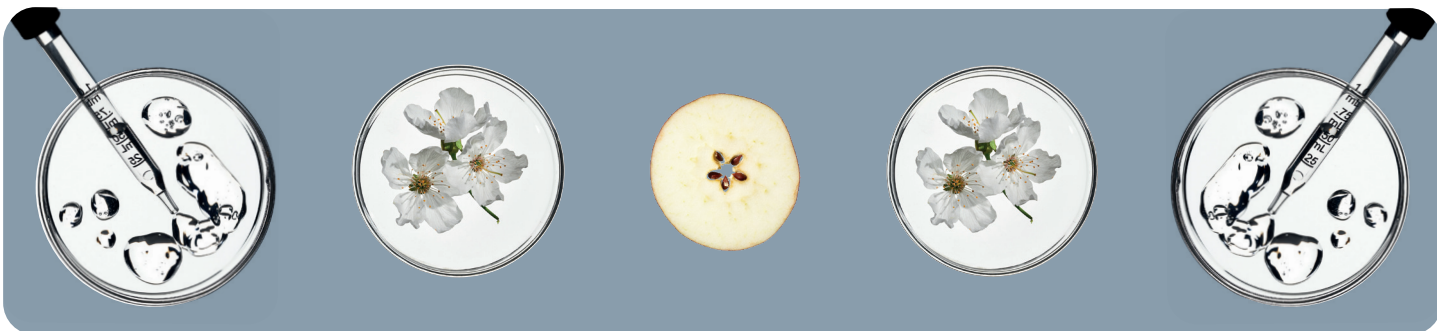
Apply to wet hair and massage gently. Rinse well.

Step 3 - MORPHOSIS SCALP Destress Serum:

Towel dry hair and spray on the scalp. Massage gently. Do not rinse.

At Home Maintenance:

Maintain at home with FRAMESI MORPHOSIS Cleansing Shampoo, Energizing Spray & the appropriate MORPHOSIS Conditioner.



Scalp Serenity Treatment

Instantly soothes redness and inflammation on sensitive, irritated scalps.



Ideal Client:

Someone with a sensitive, irritated scalp.

Results:

FRAMESI MORPHOSIS Scalp and Hair Treatment Line offers scalp treatments for your unique needs. Intense scalp detox and scalp exfoliate reset your scalp and hair, promoting healthier, bouncier, and fuller hair. Rejuvenate your scalp with our refreshing and balancing treatments.



Products:

MORPHOSIS SCALP Detox Essence, MORPHOSIS SCALP Destress Shampoo, MORPHOSIS SCALP Destress Serum.

Instructions:

Step 1 - MORPHOSIS SCALP Detox Essence:

Apply to dry scalp before shampooing and massage for a few minutes. Rinse thoroughly.

Step 2 - MORPHOSIS SCALP Destress Shampoo:

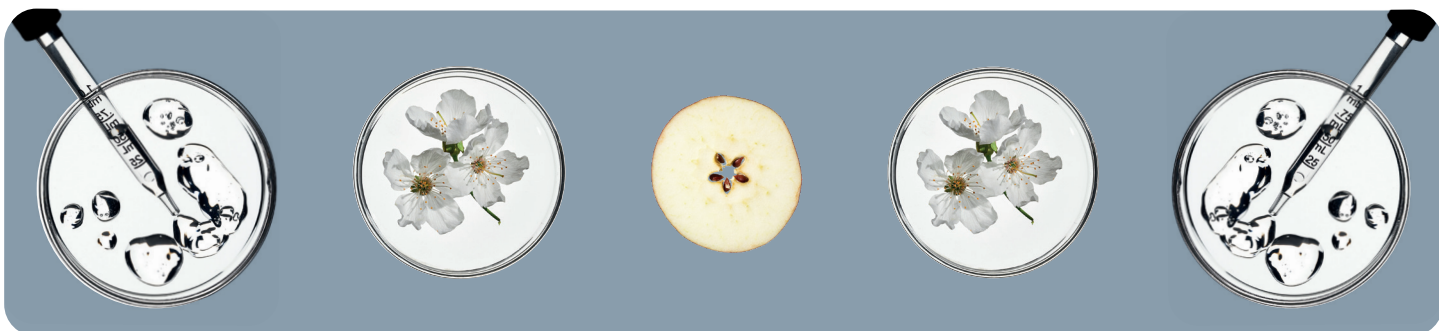
Apply to wet hair and massage gently. Rinse well.

Step 3 - MORPHOSIS SCALP Destress Serum:

Towel dry hair and apply on the scalp with a gentle massage.

At Home Maintenance:

Maintain at home with FRAMESI MORPHOSIS Destress Shampoo, Serum & appropriate MORPHOSIS Conditioner.



Volume Boosting Scalp Rejuvenation Treatment

Enhances the appearance of fine, limp, thin hair.



Ideal Client:

Anyone with fragile, weak, or thinning hair.



Results:

Experience an instant boost of volume and strength, revealing thicker, more resilient hair.

Products:

MORPHOSIS SCALP Exfoliate, MORPHOSIS Densifying Shampoo, MORPHOSIS Densifying Activator.

Instructions:

Step 1 - MORPHOSIS SCALP Exfoliate:

Apply to dry scalp before shampooing and massage for a few minutes. Rinse thoroughly.

Step 2 - MORPHOSIS DENSIFYING Shampoo:

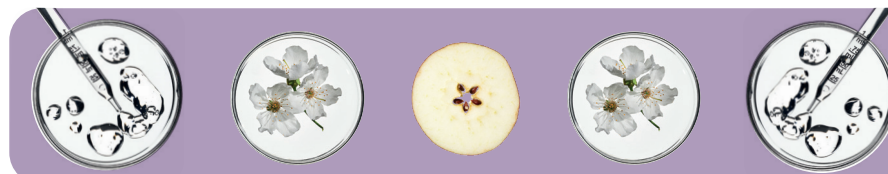
Apply to wet hair and massage gently. Rinse well.

Step 3 - MORPHOSIS DENSIFYING Activator:

Apply the contents of half a vial to a dry or towel-dried scalp. Massage thoroughly with circular movements until completely absorbed. Do not rinse.

At Home Maintenance:

Maintain at home with the FRAMESI MORPHOSIS Densifying Shampoo & Densifying Activator or Reinforcing Energizing Spray.



Balance Me Out Detox

The ultimate solution for a greasy, oily scalp!



Ideal Client:

Excellent for teenagers or anyone that feels their hair never looks clean enough.

Results:

Experience an instant boost of volume and strength, revealing thicker, more resilient hair.



Products:

MORPHOSIS SCALP Exfoliate, MORPHOSIS BALANCE Shampoo, MORPHOSIS REINFORCING Energizing Spray.

Instructions:

Step 1 - MORPHOSIS SCALP Exfoliate:

Apply to dry scalp before shampooing and massage for a few minutes. Rinse thoroughly.

Step 2 - MORPHOSIS BALANCE Shampoo:

Apply to wet hair and massage gently. Rinse well.

Step 3 - MORPHOSIS REINFORCING Energizing Spray:

Apply to a towel-dried scalp and hair and massage with circular movements. Do not rinse.

At Home Maintenance:

Maintain at home with the FRAMESI MORPHOSIS BALANCE Shampoo & REINFORCING Energizing Spray.



Scalp Oasis

Ideal for anyone with a dry, itchy, flaky scalp



Ideal Client:

Excellent for anyone that feels their scalp is dry, itchy or flaky.

Results:

Experience an instant boost of volume and strength, revealing thicker, more resilient hair.



Products:

MORPHOSIS SCALP Detox Essence, MORPHOSIS PURIFYING Shampoo, MORPHOSIS PURIFYING Spray.

Instructions:

Step 1 - MORPHOSIS SCALP Detox Essence:

Apply to dry scalp before shampooing and massage for a few minutes. Rinse thoroughly.

Step 2 - MORPHOSIS PURIFYING Shampoo:

Apply to wet hair and massage gently. Rinse well. Towel dry.

Step 3 - MORPHOSIS PURIFYING Spray:

Spray on the scalp, and massage gently. Do not rinse.



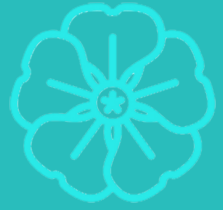
At Home Maintenance:

Maintain at home with the FRAMESI MORPHOSIS PURIFYING Shampoo & PURIFYING Spray.



Scalp Soothe & Extension Bliss

preserves the beauty of your hair extensions but also nourishes and hydrates your natural hair



Ideal Client:

Excellent for or anyone with hair extensions.



Results:

This unique ritual not only preserves the beauty of your hair extensions but also nourishes and hydrates your natural hair while detoxing the scalp.

Products:

MORPHOSIS SCALP Detox Essence, MORPHOSIS LOVE EXTENSION Shampoo, MORPHOSIS LOVE EXTENSION Conditioner, MORPHOSIS SCALP Destress Serum.

Instructions:

Step 1 - MORPHOSIS SCALP Detox Essence:

Apply to dry scalp before shampooing and massage for a few minutes. Rinse thoroughly.

Step 2 - MORPHOSIS LOVE EXTENSION Shampoo:

Apply to wet hair and massage gently, keeping the hair in one direction. Rinse well.

Step 3 - MORPHOSIS LOVE EXTENSION Conditioner:

Spread on lengths and ends, combing hair with your fingers, moving from the roots towards the ends. Leave on for a few minutes and rinse well. Towel dry hair without rubbing or twisting it.

Step 4 - MORPHOSIS SCALP Destress Serum:

Spray on the scalp, and massage gently. Do not rinse.



At Home Maintenance:

Maintain at home with the FRAMESI MORPHOSIS LOVE EXTENSION Shampoo and Conditioner.



MORPHOSIS

HAIR TREATMENT LINE

clean and conscious beauty
a *cleanical*, prescriptive approach to scalp and hair care

SALON TREATMENT MENU

IN-SALON HAIR TREATMENTS:

	Suggested Salon Service Prices*	Suggested Time Allocation**
ColorLock Brilliance Shield: Enhance & protect color-treated hair and/or lifeless, frizzy hair	\$ 25-50	15 mins
Hair Botox: Revitalize, a total hair reconstruction treatment	\$ 100-300	30 mins
Sublimis Color Glow Treatment: Hydrate dry, unruly hair	\$ 50-125	20 mins
Thermal Rehab: Remedy hair with split ends	\$ 50-100	20 mins

IN-SALON SCALP TREATMENTS:

Scalp Rejuvenation Rx: Promote a clean, healthy scalp	\$ 25-80	15 mins
Scalp Serenity Treatment: Soothe redness and inflammation on sensitive, irritated scalps	\$ 25-80	15 mins
Volume Boosting Scalp Rejuvenation Treatment: Enhance fine, limp, thin hair	\$ 40-100	20 mins
Balance Me Out Detox: Solution for a greasy, oily scalp	\$ 25-80	15 mins
Scalp Oasis: Relieve a dry, itchy, flaky scalp	\$ 25-80	15 mins
Scalp Soothe & Extension Bliss: Preserve and nourish hair extensions	\$ 40-100	15 mins

ADD-ON SERVICES:

Scalp Exfoliate/Detox Essence (for sensitive scalps)	\$ 5-20
Scalp Destress Serum	\$ 5-20
Sublimis Oil Pure (per vial)	\$ 10-50
Energizing Spray/Purifying Spray	\$ 5-20

**Suggested Salon Service Pricing for Salons and Stylists varies due to many factors; such as, location, clientele, experience, service, hair type, etc. Pricing suggestions are provided only for guidance.*

***Suggested Time Allocation for Salons and Stylists varies due to many factors; such as, clientele, experience, service, hair type, etc. Time Allocation suggestions are provided only for guidance.*



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