



FRAMESI FRAMCOLOR PURE PIGMENT PLUS **RESTRUCTURE & COLOR DAMAGED HAIR IN ONE STEP!**

Questions & Answers

1. What is FRAMESI FRAMCOLOR PURE PIGMENT PLUS?

FRAMCOLOR PURE PIGMENT PLUS is an acidic hair color system that instantly revitalizes, rebalances, and refreshes faded ends, especially for damaged and porous hair.

2. What is the benefit of having an acidic pH formula?

The acidic pH(6.0) formula with no activator required guarantees a closed cuticle and compact hair shaft, trapping color molecules in the most porous parts that easily lose color.

3. Will this color open the cuticle?

No, this product closes the cuticle. Hair today is more than ever affected by the atmosphere and aggressive products, thus opening the cuticle. Our objective is to restructure the hair while we color and close the cuticle. The result will be hair that is colored, restructured, and has incredible shine.

4. How many shades will be available?

There will be 15 shades available.

5. Does this product require peroxide?

This color requires no activator and is applied directly to the hair.

6. What is the recommended processing time?

Standard processing will be from 10-20 minutes, depending on the result desired.

7. Can this color be applied to dry hair only?

This color can be applied directly to damp (80% dry) or dry hair for best results.

8. Is this color Vegan and GLUTEN- FREE?

Yes, the FRAMCOLOR PURE PIGMENT PLUS is a vegan color line that is free of the following: Gluten, Ammonia, PPD, MEA, Alcohol and Parabens.

9. What hair types are the ideal candidates for this product?

This color is ideal for hair that cannot structurally withstand the use of hair color that requires peroxide. Over-processed hair from the following services:

-Bleaching

-Relaxers, Keratin Treatments

-Thermal damage from overuse in blowouts and flat ironing

- Textured fragile hair that easily breaks

10. Why does this product work best on these hair types?

FRAMCOLOR PURE PIGMENT PLUS was specifically formulated to restructure and color damaged hair in one step. It does not require peroxide. This unique formulation fills in the damaged gaps along the hair shaft, repairing and treating porous over-processed hair while depositing color and shine.

11. Is FRAMCOLOR PURE PIGMENT PLUS recommended for toning hair after lightening?

Absolutely! This acidic pH balanced haircolor formula neutralizes hair pH after blonding services and tightly seals the cuticle to lock in color, even in the most porous areas susceptible to fading and color loss.

12. Can I use PURE PIGMENT PLUS on overly bleached/lightened hair that no longer is able to hold on to any toners?

Yes! The more damaged the hair is, the more you will find FRAMCOLOR PURE PIGMENT PLUS locks into the hair. In addition, the lightened/porous hair will not have to undergo another oxidative color process that uses peroxide and will result in superior condition and shine.

13. If the hair is extremely lightened and will not hold any toners that require peroxide, will FRAMCOLOR PURE PIGMENT PLUS last longer?

Yes! FRAMCOLOR PURE PIGMENT PLUS is a must have color for overstressed/damaged lightened hair that will no longer hold oxidative color or color that requires peroxide. The acid pH closes the cuticle and traps color molecules in the most porous parts that easily lose color.

14. Why will FRAMCOLOR PURE PIGMENT PLUS last longer when used to refresh faded, damaged and porous ends?

This color is formulated to restructure and color damaged hair. The acidic pH will seal the outer cuticle of the hair, leading to better color adherence, shine, and conditioning longevity. The more the ends are damaged and porous, the more FRAMCOLOR PURE PIGMENT PLUS will adhere to the hair for longer lasting results.

15. If the hair is extremely damaged, can FRAMCOLOR PURE PIGMENT PLUS be used as a repair treatment?

When the hair is extremely damaged, this color will provide the ideal color glazing repair treatment when used with Clear/00 or any of the FRAMCOLOR PURE PIGMENT PLUS shades if a tonality is desired. This procedure can be repeated as often as necessary until the hair is repaired and strengthened.

16. What makes FRAMCOLOR PURE PIGMENT PLUS colors last longer on damaged hair?

The innovative Hyper-HYDRO Technology with no activator required guarantees the Hybrid-lipid balance is restored, making fragile hair stronger. The more damaged/porous the hair is, the more FRAMCOLOR PURE PIGMENT PLUS color will adhere to damaged hair and last longer than oxidative color that requires an activator.

17. When used as a toner, how long should FRAMCOLOR PURE PIGMENT PLUS process on lightened hair?

Process for 10-20 minutes at room temperature depending on desired result. The longer processing time (20 min) will result in more conditioning, so you can dilute the toners with /00 CLEAR to avoid over deposit of color on extremely porous hair.

18. When using /62 Pearl Blonde to tone extremely porous, lightened hair, how do I prevent the color from grabbing darker and cooler very quickly?

When the hair is overlightened and porous, you can mix /00 CLEAR to /62 to reduce the intensity to allow for longer processing times, and thus more conditioning.

19. When would I use Pearl Blonde /62 straight on the hair without adding /00 CLEAR?

Pearl Blonde /62 can be used alone without adding /00 CLEAR if the lightened hair has slight remaining orange, or if a light lilac color is desired.

20. When would I use FRAMCOLOR PURE PIGMENT PLUS instead of Framcolor Eclectic to refresh faded ends?

On extremely damaged porous hair that does not hold color, cannot take another oxidative process (peroxide) and lacks shine. FRAMCOLOR PURE PIGMENT PLUS will condition the hair and leave it with fantastic shine and longer-lasting color results.

21. When FRAMCOLOR PURE PIGMENT PLUS is used to refresh damaged, porous ends that easily lose color, will it last longer?

Yes, this color will help condition and seal the hair's outer cuticle, leading to better color adherence, shine, and conditioning longevity.

22. Do I have to pre-lighten my client's hair before applying FRAMCOLOR PURE PIGMENTS PLUS?

This color can be used on pre-lightened hair when a vibrant, fashion result is desired. When used to refresh faded color treated ends or as a shine-enhancing treatment, the hair does not need to be pre-lightened.

23. Can Clear/00 be mixed with all the FRAMCOLOR PURE PIGMENT PLUS shades to dilute the intensity of the color?

Yes! Clear/00 can be used with any of the shades to reduce the intensity without changing the tonal result. When first working with FRAMCOLOR PURE PIGMENT PLUS as toners on very porous/over lightened hair, Clear/00 is recommended to reduce the intensity of the shade, especially when working with the cooler tonalities (/62).

24. Can FRAMCOLOR PURE PIGMENT PLUS be used on hair that has been chemically relaxed?

Absolutely! FRAMCOLOR PURE PIGMENT PLUS is a must have color for hair that has been chemically relaxed as this hair type can be porous/fragile, increasing the chances of breakage, dryness, and more prone to uneven color results. The strong hydrating formula without the use of a developer offers deep restructuring and color in one step!

25. Is it recommended to apply PURE PIGMENT PLUS to damp or dry hair?

During a retouch, you can add to the lengths of dry hair. If using an all-over glaze or as a toner, you can apply it to clean, damp hair.

26. Do I need to apply conditioner after rinsing out the FRAMCOLOR PURE PIGMENTS PLUS from the hair?

There is no need for an additional conditioning treatment. This is a color + conditioner.

27. What is HYDRO TECHNOLOGY and how does it work?

The latest generation Phyto-Complex guarantees the Hybrid-lipidic balance of the hair, making over manipulated, fragile hair look and feel healthier. Plant-derived ingredients are delicately extracted from plants that thrive in harsh environmental conditions to repair extensively damaged hair. Acidic pH- balanced formula tightly seals the cuticle to lock in color molecules, even in the most damaged, porous areas susceptible for fading & color loss.

28. Why was Extract of Beech Bark used in this formulation?

This is a plant from Alaska and Siberia, known for its survival in intense cold by developing water storage mechanisms contained in the bark, effective in hydrating the hair and strengthening.

29. Why was Prickly Pear Seed Oil used in this formulation?

The Prickly Pear Seed Oil used is the variety that grows in the extreme climates of Mexico, Australia and Latin America. The oil obtained from cold-pressed seeds is rich in vitamin E, phytosterols and essential fatty acids with antioxidant properties. This ingredient nourishes and protects the hair from the environment, producing shine, condition, and longevity.

30. Does FRAMCOLOR PURE PIGMENT PLUS work similarly to color that includes “bonders” in protecting and strengthening the hair?

No, FRAMCOLOR PURE PIGMENT PLUS does not contain a “bonder”. It works by replacing the protective, lipid layer found in hair. The latest generation ingredients which include Beech Bark, Prickly Pear Seed Oil and Soy Lecithin replace the moisture and fill in the gaps of damage along the hair shaft, act as a cementing substance, helping to recover moisture balance and structure. This instantly revitalizes, rejuvenates and nourishes severely dry, damaged hair.

31. Can heat be used?

Yes, you can use heat if desired for 10 minutes, but it is not necessary. If using heat, you must cool down for 10 minutes prior to rinsing the hair. You can also use STRIKE4.

32. Can I use FRAMCOLOR PURE PIGMENT PLUS to tone highlights without altering the natural color of the hair that is not highlighted?

Yes, due to the ammonia-free base, you can use Framcolor Pure Pigments Plus without altering the natural level of the uncolored hair.

33. Can FRAMESI PURE PIGMENTS PLUS be used as a corrector in the mixture with the other Framcolor color lines?

Yes, it can be used in the following mix ratio: 25g/cc Framcolor Shade to 5g/cc of FRAMCOLOR PURE PIGMENTS PLUS. Work across the color wheel to refine final results.

34. Can FRAMCOLOR PURE PIGMENT PLUS be used as a shine enhancing topcoat for all permanent hair color?

Yes! FRAMCOLOR PURE PIGMENT PLUS “locks in” color while restructuring the hair for magnificent shine and more youthful hair when used as a topcoat for all permanent or demi-permanent color applications when the hair is damaged/porous.

35. Can Framcolor Pure Pigments be used the same day as a perm or relaxer service?

Yes

36. Is it easy to remove these PURE PIGMENTS from the hair?

Yes, it is effortless to remove these colors if desired using either FRAMCOLOR 2001 EXALT or Decolor BLighteners.

37. If I want to intensity the ends of a copper color with FRAMCOLOR PURE PIGMENT PLUS, do I use it alone, or must it be mixed with Activator?

Using the PURE PIGMENT PLUS shades alone with no activator will make them last longer, especially if the ends are damaged.

38. Can I mix developer with FRAMCOLOR PURE PIGMENT PLUS?

Yes, developer can be used with all shades when adding the PURE PIGMENT PLUS shades to an existing color formula to enhance or refine. Please note: Deep Violet/66 and Orchid/560 are NOT recommended with ammonia and developer as it will result in an undesirable color or banding.

39. Can I tone with /24 and /64 over pre-lightened hair?

Framcolor PURE PIGMENTS PLUS shades /24 and /64 are recommended for deposit over level 6 and darker.

40. When using FRAMCOLOR PURE PIGMENT PLUS on hair as a Color Glazing Repair Service, or as a toner, is it necessary to shampoo the color when processing is complete?

No, shampooing is NOT required to remove FRAMCOLOR PURE PIGMENT PLUS. When processing is complete, rinse hair thoroughly.

41. If a permanent retouch formula is applied to regrowth and FRAMCOLOR PURE PIGMENT PLUS is applied to refresh and restructure damaged, faded ends, is it necessary to shampoo the hair when processing is complete?

If a root retouch was performed, continue with the Framesi Color Method System to remove the color. Focus the shampoo on the regrowth only, as the ends only need rinsed to remove the FRAMCOLOR PURE PIGMENT PLUS.

42. How many shampoos do the PURE PIGMENT PLUS shades last for?

Depending on hair porosity, up to 20 shampoos when processed full strength the total processing time.

43. If the hair is extremely porous, can the FRAMCOLOR PURE PIGMENT PLUS colors deposit darker and unevenly?

FRAMCOLOR PURE PIGMENT PLUS will not deposit unevenly on damaged hair. If the hair is extremely damaged/porous, mix your desired FRAMCOLOR PURE PIGMENT PLUS shade with CLEAR/00 to reduce the intensity of the cooler tonalities while providing an intense conditioning service that evenly deposits color.

44. Does FRAMCOLOR PURE PIGMENTS PLUS cause staining or bleed on to blonde hair?

When dealing with vibrant shades on hair that is very porous, there are special precautions that can be taken. A conditioner such as the Framesi Color Method or Framesi COLOR LOVER Moisture Rich Masque can be applied to the hair not being treated with FRAMCOLOR PURE PIGMENTS PLUS to act as a barrier.

If using STRIKE 4 or Framesi Visibles, they must be removed carefully and the color must be wiped off of the hair PRIOR to thoroughly rinsing and shampooing the rest of the hair to avoid the staining or bleeding of the blonde hair with vibrant shades.

45. Can Framcolor Pure Pigments Plus be used on clients allergic to Paraphenylenediamine (PPD) Dyes?

Yes, FRAMCOLOR PURE PIGMENT PLUS can be safely used on any client allergic to Paraphenylenediamine (PPD) Dyes. As always with any color product, a patch test is recommended to ensure no reaction will occur.

46. Can I mix the FRAMCOLOR PURE PIGMENTS PLUS shades to obtain different tonalities?

Yes, you can mix the shades together bearing in mind that the reds are vibrant and will dominate the formulas. For instance, FRAMCOLOR PURE PIGMENTS PLUS /46 (Amber) can be added to dilute the vibrancy of any of the reds at a 3:1 mix ratio (3 parts /46 to 1 part /55).

47. Which FRAMCOLOR PURE PIGMENT PLUS shades can be mixed with Framcolor 2001 COLOR EXALT to lighten tinted hair up to 3 levels?

Shades from the Natural and Vibrant categories are recommended for use with EXALT for lightening natural or color treated hair.

48. What is the mix ratio when using FRAMCOLOR PURE PIGMENT PLUS as a one step lighten & color service:

Mix ratio: FRAMCOLOR PURE PIGMENT PLUS (10cc) + FRAMCOLOR 2001 EXALT (10cc) + FRAMESI PROFESSIONAL ACTIVATOR (40cc)

49. Can FRAMCOLOR 2001 EXALT be used alone to lighten hair?

Yes, EXALT can be used alone to lighten natural hair 4-5 levels, or tinted hair 2-3 levels when used with 40 volume. It can also be used as a purifying treatment to remove 1 level of excess color from the hair with 20 volume, eliminating the usage of bleach for fragile, delicate hair.

50. Does Framcolor 2001 EXALT contain bleach or any ingredients found in bleaching products?

No, the beauty of Framcolor 2001 EXALT is that it does not contain bleach or any ingredients found in bleach products, resulting in the most brilliant, conditioned highlights, and dimension on natural and color- treated hair.

51. Will I always get 3 levels of lift when using FRAMCOLOR PURE PIGMENT PLUS and FRAMCOLOR 2001 EXALT?

Depending on the amount of build-up and tonality of previous color on the hair, up to 3 levels of lift are achieved with FRAMCOLOR PURE PIGMENTS PLUS & 2001 EXALT. If there is a build-up of previous color on the hair, especially of box color repeatedly pulled through the ends, or other colors that build up with repeated usage, less lift will be achieved.

52. How is FRAMCOLOR PURE PIGMENT PLUS as a one step lighten & color service used on color-treated hair with regrowth?

For best results, it is recommended to first perform your retouch, then apply the FRAMCOLOR PURE PIGMENTS PLUS highlights while the regrowth formula is processing. If using STRIKE4, processing will occur in 20 SECONDS!

53. Can FRAMCOLOR PURE PIGMENT PLUS be used as a “filler” when coloring over lightened hair back to a darker shade?

FRAMCOLOR PURE PIGMENT PLUS is the ideal choice for damaged/porous hair as it eliminates a “filler” formula that requires peroxide. In addition, FRAMCOLOR PURE PIGMENT PLUS works better on this hair type because these direct pigments adhere to the damaged/over-lightened hair.

54. How do I use FRAMCOLOR PURE PIGMENT PLUS as a “filler”?

Based on the final desired color, please see the chart below for which FRAMCOLOR PURE PIGMENT PLUS shades to use as the filler. With Framcolor Pure Pigments Plus Repigmentizing the /3, /44, and /55 can be used to replace necessary missing remaining color pigments in the hair.

Final Level Desired	Repigmentizing Formula
LEVEL 9/10	30cc /00 + 1” /3
LEVEL 8/7	30cc /00 + 1” /3 + ¼” /44
LEVEL 6/5	30cc /00 + 2” /3+ ¼” /44
LEVEL 4 OR DARKER	30cc /00 + 2” /3+ ¼” /44+ ¼” /55

55. Are the FRAMCOLOR PURE PIGMENT PLUS shades similar to Framcolor BOLD, and will the BOLDs be eventually discontinued?

There are 5 shades in PURE PIGMENT PLUS that can be used to create the most vivid results when used on pre-lightened hair similar to Framcolor BOLD, but PURE PIGMENT PLUS is much more than that. These colors were formulated to address a vast market need.....non-oxidative acid color for damaged and over-lightened hair that cannot hold oxidative color. Some of the Framcolor BOLD shades will eventually be discontinued.

56. What is the difference between Framcolor Extra Charge and PURE PIGMENT PLUS?

FRAMCOLOR PURE PIGMENTS PLUS enables the stylist to not only restructure and condition the hair but also is compatible with FRAMCOLOR 2001 EXALT for one step lightening and toning. Extra Charge is available as a salon retail product, whereas FRAMCOLOR PURE PIGMENTS PLUS is a salon exclusive color treatment that lasts longer and has a cumulative effect on conditioning the hair that Extra Charge does not possess.

57. Can you add MORPHOSIS PRO-FORCE 101 Bonder to the PURE PIGMENT PLUS shades for additional conditioning and restructuring?

Although adding PRO-FORCE 101 Bonder is not required due to the abundance of restructuring ingredients found in the Hydro complex of FRAMCOLOR PURE PIGMENTS PLUS, you will find that on severely damaged, and over lightened hair adding PRO-FORCE further replenishes the hydro lipid layer of the outer shaft of the hair. By combining the ingredients of the PURE PIGMENT PLUS Hydro complex with the Hyaluronic Acid found in PRO-FORCE 101 Bonder, you can create a powerful restructuring humectant that fills in the hair shaft, acting as a cementing substance, helping hair to recover moisture balance and structure.

58. Can the PURE PIGMENT PLUS shades be added to a Restructuring Mask or any deep conditioner for a restructuring salon treatment?

Yes, you can add PURE PIGMENTS PLUS to a restructuring mask to gently refresh previous color. For every 10g of mask used, add 1g of Framcolor PURE PIGMENT PLUS. This is perfect when gently refreshing ends with minimal fadage.

59. Who is the ideal client for Pure Pigments One Step Lift & Deposit?

Framcolor PURE PIGMENT PLUS can be used on all clients who have color treated and natural hair and want dimension and highlights without bleaching the hair. This service enables more creativity and flexibility among stylists while fulfilling the demands of a diverse clientele.

60. When taking lightened hair back to darker shade, can we simply add the PURE PIGMENT PLUS shades into the final color formula instead of using the 2 step repigmentizing process?

For optimum results and longevity of color, framesi typical recommends repigmentizing formulas for tint backs within a 2 step process. However, if there is warmth present in the hair, or during lowlighting, the addition of red and gold colors to the final color formula may be utilized to achieve desired results in one step. Refer to the chart below for instructions on adding PURE PIGMENT PLUS fillers directly to your color formula:

Final Level Desired	Repigmentizing Formula
LEVEL 9/10	30cc Framcolor Shade + 1" /3 (Honey Blonde)
LEVEL 8/7	30cc Framcolor Shade + 1" /3 (Honey Blonde) + ¼" /44 (Intense Copper)
LEVEL 6/5	30cc Framcolor Shade + 2" /3 (Honey Blonde) + ¼" /44 (Intense Copper)
LEVEL 4 OR DARKER	30cc Framcolor Shade + 2" /3 (Honey Blonde) + ¼" /44 (Intense Copper) + ¼" /55 (Absolute Red)

61. How much /44 should be used when repigmentizing?

Only ¼" of an inch per 30 cc's should be used as the /44 is an intense copper orange base.

62. If the hair is overly lightened (level 11), lacks luster, and is dull and lifeless how can I rebalance the hair to give it shine, condition, and vitality?

Mixing 30cc /00 Clear and 1" of /3 (Honey Blonde) and processing up to 20 minutes will instantly revitalize dull, lifeless hair, adding incredible condition and shine.

63. My client is Natural 5 brown with ends slightly faded due to flat iron usage and daily wear and tear. What is the best shade to use?

FRAMCOLOR PURE PIGMENTS PLUS /64 Warm Brown conditions the hair while adding color....double treatment all in one step!

64. Will the FRAMCOLOR PURE PIGMENT PLUS conditioning benefits experienced the day of the color service be removed from the hair after the first shampoo?

The conditioning benefits fill in damaged cracks along the hair shaft and display a cumulative effect on enhancing the overall appearance and condition of the hair. The process can be repeated on a regular basis without building up on the hair.

65. Is there a Natural Series used for low lights?

There is no natural series, only /64 and /24 warm and cool brown which are designed for hair levels 6 and below. If a more natural result is desired, the warm and cool brown shades can be mixed together. If applied to a base lighter than 6 you will reveal the pure toned warm and cool bases of the shades.

66. Can PURE PIGMENT PLUS be used on the same day as the Smoothing Treatment?

Yes, but only at the end of the process, or the Mask Conditioning step of the process.

67. Will this product cover gray?

No, this product was not formulated for gray coverage. It does not contain ammonia or PPD. It will mask white hair only.

68. Can I mix this into a conditioning mask for additional benefits?

Yes, the Framcolor PURE PIGMENTS PLUS can be mixed with any Framesi mask or conditioner. Depending on the conditioner chosen, it may slightly change the color of the cream, but will not change the final color results.