

ITALIAN **HAIR** STYLE

 framesi

spring
summer
collection
2015



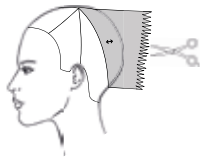
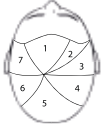
&STEP
by **STEP**



Sectioning.

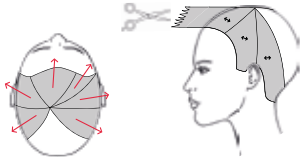
Subdivide the head into seven radial sections starting 2 cm – ¾" left of the vertex and connecting to the following reference points:

- End of the left eyebrow
- Right eyebrow arch
- Right cheek bone
- Right mastoid
- Right corner of the nape
- Left corner of the nape
- Tip of the left ear



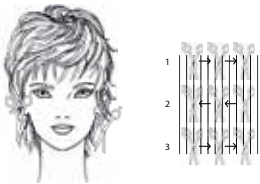
1.

Section 5 - Comb the hair horizontally to the center of the section and perpendicular to growth.
 Point cut deeply and square to 5-6 cm – 2-2 ½".



2.

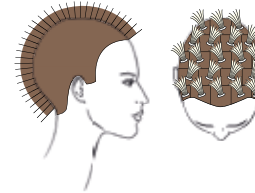
Cut all of the remaining sections in the same fashion.



3.

Refine the entire volume with the Sliding Micro Cut technique*, starting at the top of the head and moving toward the hairline.

*Hold the section tightly between the fingers perpendicular to growth and point cut palm up from left to right at the root. Now slide your fingers up to the middle of the section and cut in the same fashion from right to left. Finally slide your fingers up to the end of the section and cut from left to right. This technique creates more volume.



Color 3 cm – 1¼" of the roots with **Framcolor Glamour 7.26**.

Isolate 3 cm – 1¼" squares with elastic bands in a brick lay fashion that covers the entire head.

Apply **Decolor B Diamond** and lighten to a level 10.

Tone with **Framcolor Glamour 9.6**.



TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
7EXN + 7P (30 g/cc + 30 g/cc)	7NE + 7PE (30 g/cc + 30 g/cc)	Use F2001, Glamour or Eclectic
contrasts Decolor B Diamond 9P	contrasts Decolor B Diamond 9PE	contrasts Decolor B Diamond 10A

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Creamy White and Color Method Ultra Violet Shampoo

SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT

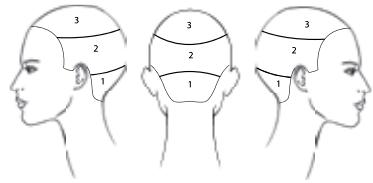
STYLING

MOVE

Apply **BY Wavy Spray (BY Sparkling Mousse Light)** and blow dry using the diffuser to enhance the shape of the cut. While the hair is still slightly damp, create soft natural movement on the surface by adding **BY Wavy Spray (BY Sparkling Mousse Light)** to the ends and gently tousling to create separation. Finish with **BY Strong Hold Pump Hairspray (BY SO STIFF Extreme Hold Hairspray)**.

SMOOTH

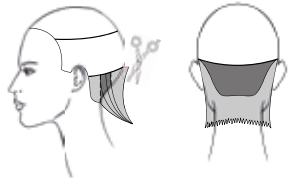
Apply **BY Texturizing Cream (BY Glaze)** to add body. Blow dry with a flat brush creating volume at the root. Create separation on the ends by applying **BY Brilliant Styling Pomade (BY Opulence Wax)** and finish with **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)**.



Sectioning.

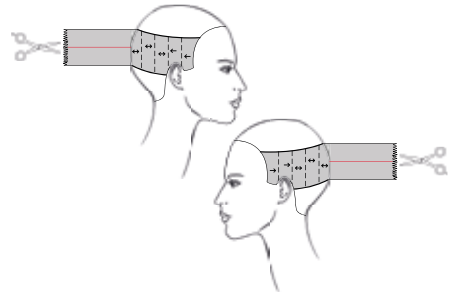
Sections 1 and 2 – trace a line from mid ear to mid ear passing through the occipital bone.

Section 3 – isolate the crown area.



1.

Section 1 – Take vertical sections and slide cut from 5 cm – 2" to the mid neck. Refine the perimeter of the section by point cutting square and leaving the length at the mastoids slightly longer.



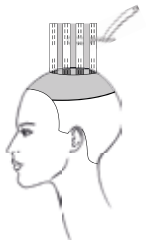
2.

Section 2 – Create a 15 cm – 6" guide section at the center. Comb sections perpendicular to growth and point cut square. At the mastoids direct the sections back allowing the guide to travel to create length in the front.



3.

Section 3 – Comb the entire section vertically to its center and pinch cutting to 15 cm – 6".



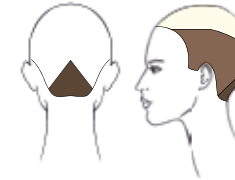
4.

Section 3 – Refine using the Energy Advanced Cut technique starting at the top of the head.

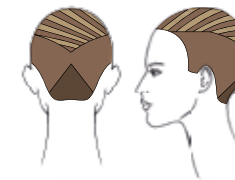


5.

Comb the hair in natural fall and sculpt the front perimeter free hand creating a bang that moves to the side.



Isolate a triangle joining the occipital bone and two points 1 cm – 1/2" inside the corners of the nape. Color with **Framcolor 2001 6CB**.



Trace two parallel horizontal lines from the eyebrow arches that meet 3 cm – 1 1/4" above the occipital.



Color the bottom section with **Framcolor Glamour 7.26** and decolorize the top section to level 9 with **Decolor B Cream Plus**.

Tone the top section with the Soft Blend technique:

- Take 1 cm – 1/2" diagonal subsections
- Apply **Framcolor Glamour 7.26** to the first subsection and cover it with a Visible.
- Apply **Framcolor Glamour 9.6** to the second subsection on top of the same Visible and then remove it allowing the two colors to blend.
- Cover the blended sections with a new Visible and continue the application in the same fashion maintaining separation between each pair of blended colors.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
6CB (30 g/cc) and 7EXN + 7P (15 g/cc + 15 g/cc)	6.12 (30 g/cc) and 7.26 (30 g/cc)	6-IN (30 g/cc) and 7NE + 7PE (15 g/cc + 15 g/cc)	6C (30 g/cc) and Glamour or Eclectic
contrasts Decolor B Cream Plus 7P and 9P	contrasts Decolor B Cream Plus 7.26 and 9.6	contrasts Decolor B Cream Plus 7PE and 9PE	contrasts Decolor B Cream Plus Use F2001 or Glamour

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Creamy White and Color Method Ultra Violet Shampoo

SUGGESTED HOME TREATMENT:

Morphosis REPAIR

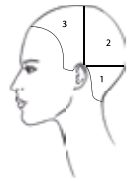
STYLING

MOVE

Apply **BY Curl Elevator Cream (BY Sparkling Mousse Strong)** to give hold and flexibility. Blow dry using a brush to add movement on the ends. Tilt the head forward and tousle the hair by using two blow dryers. Finish with **BY Strong Hold Hairspray (BY SO STIFF Extreme Hold Hairspray)**.

SMOOTH

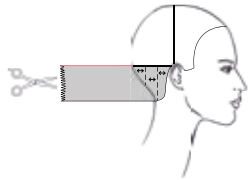
Apply **BY Smooth & Shine Serum (BY Glaze)** for added softness with memory. Blow dry with a flat brush and create full volume in the fringe. Protect the ends with **BY Thermo Defence Lotion (Framesi Color Lover Primer 11)** and smooth with the flat iron. Finish with **BY Strong Hold Pump Hairspray (BY Mist Hairspray Strong)**.



Sectioning.

Section 1 – trace a line from ear to ear passing through the occipital bone.

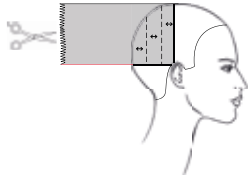
Sections 2 and 3 – trace a line from ear to ear passing through the vertex.



1.

Section 1

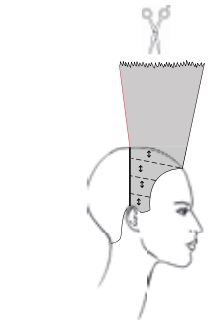
Comb vertical sections perpendicular to growth and deeply point cut square to obtain a length of 22 cm - 8 ¾" at the occipital bone.



2.

Section 2

Comb vertical sections perpendicular to growth and utilizing the length at the occipital as a guide, deeply point cut square.



3.

Section 2

Comb vertical sections perpendicular to growth and utilizing the length at the vertex as a guide, deeply point cut square.



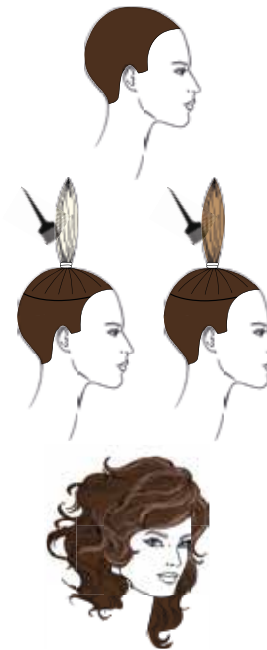
4.

Comb the hair in natural fall and in the front create an interior bob by deeply point cutting from the mandible to 2 cm - ¾" below the chin. In the back slide cut from the corner of the mandible to maximum length at the perimeter.



5.

Blow dry and signature the entire proposal with the Counter-Gravity technique.



Color the entire head with **Framcolor 2001 5CB**.

Create a ponytail in the center of the crown, backcomb and lift to level 8 with **Decolor B Cream Plus**.

Tone with **Framcolor Eclectic 8DE**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
5CB (60 g/cc)	5.12 (60 g/cc)	5-IN (60 g/cc)	5C (60 g/cc)
contrasts Decolor B Cream Plus 8SD	contrasts Decolor B Cream Plus 8.33	contrasts Decolor B Cream Plus 8DE	contrasts Decolor B Cream Plus 8D

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Titian Cinnamon Red

SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT

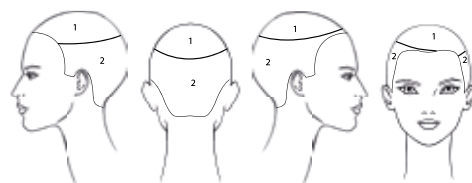
STYLING

MOVE

Apply **BY Curl Elevator Cream (I.Dentity X.Alt Curl Exalter)**. Tilt the head forward and blow dry using the diffuser. While the hair is still damp apply **BY Wavy Spray (BY Slush Gloss)** and shape the sections twisting the hair on your finger. Finish the fringe in a 70's style with **BY Strong Hold Pump Hairspray (BY SO STIFF Extreme Hairspray)**.

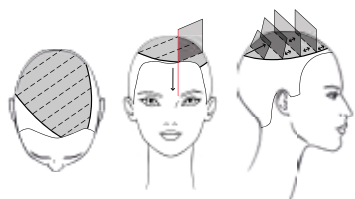
SMOOTH

Apply **BY Roots Up Mousse Spray (BY Sparkling Mousse Strong)** on the roots to give volume and **BY Texturizing Cream (BY Opulence Wax)** on the lengths to add body. Blow dry shaping the hair with a round brush. Tilt the head forward and tousle gently using two blow dryers and then finish with **BY Strong Hold Pump Hairspray (BY SO STIFF Extreme Hold Hairspray)**.



Sectioning.

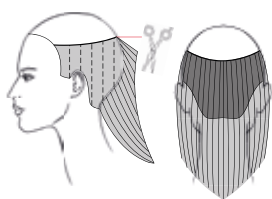
Sections 1 and 2 – trace a line from the left temple to the left eyebrow arch encompassing the crown. Isolate the two found sections.



1.

Section 1

Create a guide utilizing the bridge of the nose as a reference point. Start at the forehead taking diagonal partings perpendicular to growth. Cut square allowing the guide to travel until you reach the vertex. Continue taking diagonal partings transporting the remaining subsections back to the vertex and cutting to the now stationary guide.



2.

Section 2

Comb in natural fall. Take vertical subsections and slide cut from the length of **Section 1** to the maximum length at the perimeter.



3.

Refine the perimeter creating a central point ...70's style.



On both sides trace a curved line 3 cm – 1 ¼" away from the hairline and decolorize the obtained section to level 9 with **Decolor B Cream Plus**.

Trace a parallel line 1 cm – ½" above the previous one and color the obtained section with **Framcolor 2001 4CB**.

Trace another line 2 cm – ¾" above the second one and decolorize the resulting section to level 8 with **Decolor B Cream Plus**.

Trace a fourth line 3 cm – 1 ¼" above the previous one and apply **Framcolor 2001 4CB**.

Decolorize a final 1 cm – ½" wide section to level 9 with **Decolor B Cream Plus**.

Apply **Framcolor 2001 4CB** on the remaining hair.

Tone the decolorized sections as follows:

- **Framcolor Glamour 9.6** the first
- **Framcolor Glamour 8.6** the third
- **Framcolor Glamour 9.6** the fifth

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
4CB (60 g/cc)	4.12 (60 g/cc)	4-IN (60 g/cc)	4C (60 g/cc)
contrasts Decolor B Cream Plus 8P and 9P	contrasts Decolor B Cream Plus 8.6 and 9.6	contrasts Decolor B Cream Plus 8PE and 9PE	contrasts Decolor B Cream Plus Use F2001, Glamour or Eclectic

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Creamy White

SUGGESTED HOME TREATMENT:

Morphosis SUBLIMIS OIL

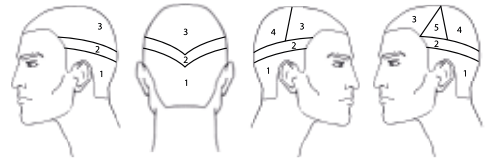
STYLING

MOVE

Apply **BY Shaping Glaze (BY Glaze)** and blow dry in natural fall enhancing the volume of the cut. Apply **BY Wavy Spray (BY Pearl Shiner)** and finish blow drying rubbing the ends for a casual yet structured control.

SMOOTH

Apply **BY Smooth & Shine Serum (BY WIO Strait Balm)** to make the hair docile. Blow dry in natural fall accentuating the perimeter of the proposal. Add volume at the roots and finish with **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)** shaping the silhouette with your fingers.



Sectioning.

Sections 1, 2 and 3 – starting from the temples, trace two lines along the crown meeting 3 cm – 1 ¼” above the occipital bone creating a V shape.

Trace two parallel lines 3 cm – 1 ¼” below.

Section 4 – trace a horizontal line from the vertex to the mastoids.

Section 5 – on the left side trace a line from the temple to the center juncture.



1.

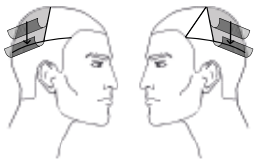
Section 1 – Cut from 9 to 3 mm – ½ to 1/8” using the clippers and the 3D Cut technique*.

*3D Cut – Cut from the longest to the shortest length and then soften the disconnections using an intermediate setting of the clippers.



2.

Section 2 – Create a 2 cm – ¾” guide at the bottom separation line cutting palm up with your fingers close to the head.



3.

Section 4 – Make a central parting. Subdivide each half into 2 or 3 subsections. Transport each section to **Section 2** and cut palm up to the same length. This will create a central point in the back.



4.

Cut **Section 3** and **Section 5** in the same fashion transporting them to the right.



Color the entire head with **Framcolor Eclectic 6-IN**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001

6CB
(60 g/cc)

FRAMCOLOR GLAMOUR

6.12
(60 g/cc)

FRAMCOLOR FUTURA

6C
(60 g/cc)

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Light Chocolate Brown

SUGGESTED HOME TREATMENT:

Morphosis DENSIFYNG

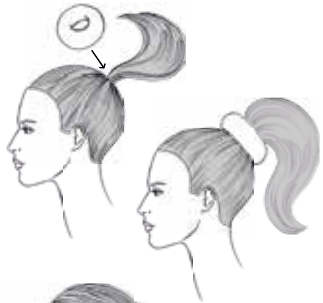
STYLING

MOVE

Apply **BY Curl Elevator Cream (I.Dentity X.Alt Curl Exalter)** on wet hair and blow dry using the diffuser without touching the hair. When dry, shape the sections with **BY Working Clay (BY Volcanic Wax)** for a matte finish.

SMOOTH

Apply **BY Texturizing Cream (BY Hydro Gel Strong)** to give body and blow dry in natural fall adding volume to the roots and respecting the shape of the cut. Finish with **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)** separating the sections with your fingers.



Apply **BY Texturizing Cream (BY Glaze)** to give the hair body and blow dry using a round brush to add volume to the roots.

Isolate six small sections in the front utilizing the sideburn, the temple and the eyebrow arch as reference points.



Create a ponytail at the vertex, pin a donut form at the base and fan the hair out over it.



Using **BY Flexible Pump Hairspray (BY Mist Hair Spray light)** create small looped chains and twisted roped sections then pin them into the form.

Continue in this fashion until the form is covered.



Now take the front isolated sections and shape them with the flat iron. Create waves that travel onto the surface of the head and the face using **BY Brilliant Styling Pomade (BY Opulence Wax)**.

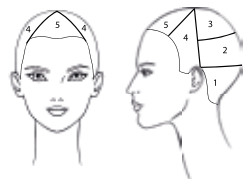
Finish with **BY Strong Hold Pump Hairspray (BY SO STIFF Extreme Hold Hair Spray)**.





backstage





Sectioning.

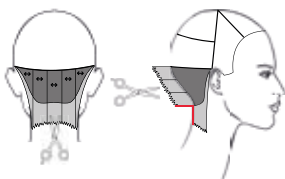
Section 5 – isolate a front triangle joining the end of the eyebrows and the vertex.

Sections 4 – trace a line from ear to ear passing through the vertex.

Section 3 – isolate the back of the crown area.

Section 2 – trace a line from tip of the ear to tip of the ear passing through the occipital.

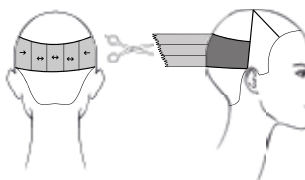
Section 1 – isolate the nape.



1.

Section 1

Using the Point Cut technique, create a concave perimeter at mid neck. Take vertical partings and point cut medium-low grade utilizing the perimeter length as a guide.



2.

Section 2

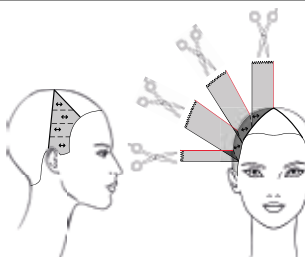
Cut in the same fashion, but allow the guide to travel when cutting the last two subsections at the mastoids.



3.

Section 3

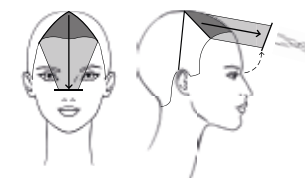
Create five radial subsections. Cut the three at the center perpendicularly to growth and the two at the sides with travelling guide.



4.

Section 4

Take horizontal partings and starting at the top of the head cut perpendicularly to growth utilizing the length of **Section 3** as a guide. Refine with the deep Point Cut technique turning the ends upwards.



5.

Section 5

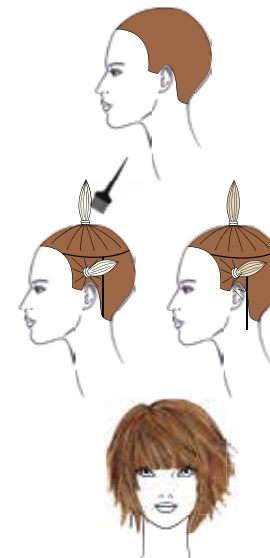
Using the bridge of the nose as a reference point, lift the section to the hairline and pinch cut horizontally.



6.

Signature the proposal using the Upside-down Chipping Cut technique, taking horizontal partings cutting 2-3 cm - 1" deep.

*The same as Chipping Cut, but keeping the head up side down. Use the point of the scissors with a gentle sliding movement outwards.



Infuse the entire head with **Amber Marsala**, creating a base shade with a blend of **Framcolor 2001 7E** (55 g/cc) + **7TRP** (5 g/cc).

Isolate the crown area, make a ponytail at the center and backcomb.

Isolate the sides tracing a line on the mastoids, create two ponytails and backcomb.

Lighten the three ponytails to level 9 with **Decolor B Cream Plus** and then tone with the cool nuance of **White Marsala** by coupling **Framcolor 2001 9W** (2 parts) + **9P** (1 part).

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
7.46 + 7.4 (50 g/cc + 10 g/cc)	7HCE + 7AE (50 g/cc + 10 g/cc)	7XN + 7TR (50 g/cc + 10 g/cc)
contrasts Decolor B Cream Plus 9.36 (2 parts) + 9.6 (1 part)	contrasts Decolor B Cream Plus 9HCE (2 parts) + 9CT (1 part)	contrasts Decolor B Cream Plus 9XN (2 parts) + 10A (1 part)

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Melon Orange + Creamy White

SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT

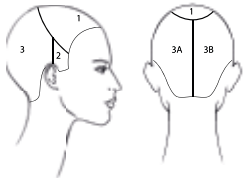
STYLING

MOVE

Start with **BY Texturizing Cream** (**BY WIO Strait Balm**) and blow dry straight. Rub the tresses applying **BY Wavy Spray** (**Framesi Color Lover Primer 11**) to moderate the volume.

SMOOTH

Prepare the styling applying **BY Smooth & Shine Serum** (**BY Slush Gloss**) on wet hair. Define the fringe and blow dry. Add **BY Thermo Defence Lotion** (**I.Dentity Protect.it**) and smooth using the flat iron.



Sectioning.

Section 1 – join the ends of the eyebrows and the center juncture with two curved lines.

Sections 2 – on both sides of the head trace a line from the tip of the ear to the previous separation line.

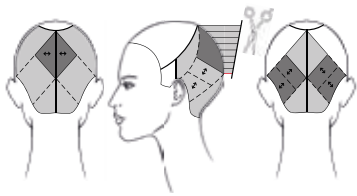
Sections 3 – subdivide the back section tracing a central vertical line.



1.

Section 3

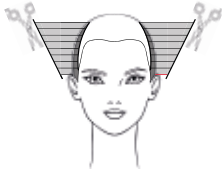
Take diagonal subsections. Start cutting right above the occipital bone and continue toward the ear lobes cutting from 1 to 2 cm – 1/2" to 3/4". Keep the hairline soft in order to shape it in the refining step.



2.

Trace two diagonal lines from the center juncture to the tip of the ears and two parallel lines from below the occipital to ear lobes. Inside the obtained subsection create a rhombus.

Keeping the length above the occipital as a reference, cut the rhombus high grade (about 7 cm – 2 3/4"). Continue cutting the entire subsection with the same technique, perpendicularly to growth but medium grade.



3.

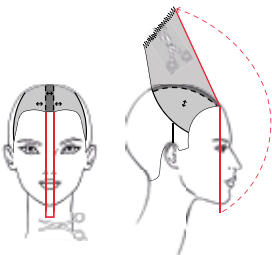
Cut the remaining section medium grade taking vertical subsections and utilizing the length at the mastoids as a guide.



4.

Section 2

Cut to the length at the mastoid, taking vertical subsections and allowing the guide to travel.

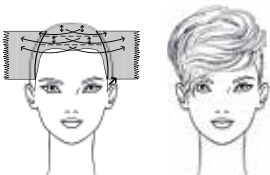


5.

Section 1

Take a central subsection and create a guide by cutting 3 cm – 1 1/4" below the chin.

Connect the center juncture to the guide and then point cut the entire section perpendicularly to growth with the chipping cut technique.

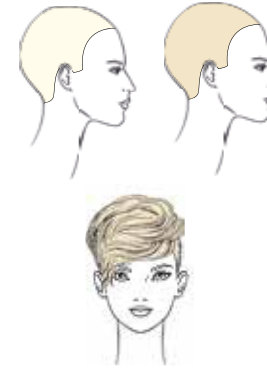


6.

Comb the fringe on the right side and cut using the Chipping Cut technique connecting the side length and making horizontal partings perpendicular to growth until you reach the ear juncture. Repeat on the left side.

Refine the perimeters in a graphic fashion.

Lighten the front area using the Cross Free Hand technique.



Lighten the entire head to level 10 with **Decolor B Cream Plus**.

Tone with a nuance of **White Marsala** by pairing **Framcolor 2001 9W** (2 parts) + **9P** (1 part).

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR

FRAMCOLOR ECLECTIC

FRAMCOLOR FUTURA

Decolor B Cream Plus

9.36 (2 parts) +

9.6 (1 part)

Decolor B Cream Plus

9HCE (2 parts) +

9CT (1 part)

Decolor B Cream Plus

9XN (2 parts) +

10A (1 part)

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Creamy White and Color Method Ultra Violet Shampoo

SUGGESTED HOME TREATMENT:

Morphosis REPAIR

STYLING

MOVE

Apply **BY Shaping Glaze (BY Glaze)** on wet hair and blow dry using the diffuser to give the hair volume.

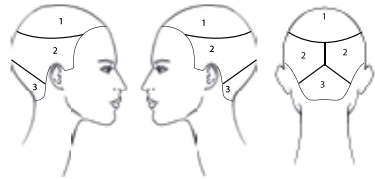
Apply **BY Brilliant Styling Pomade (BY Opulence Wax)** and shape.

Finish spraying **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)**.

SMOOTH

Start with **BY Smooth & Shine Serum (BY WIO Strait Balm)** and blow dry using a brush.

Protect the hair with **BY Thermo Defence Lotion (Framesi Color Lover Primer 11)** and use the flat iron, then tousle the volume using the blow dryer and **BY Flexible Pump Hairspray (or BY Mist Hair Spray Light)**.

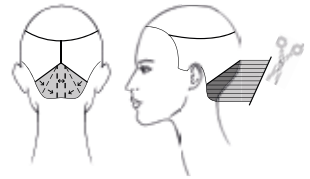


Sectioning.

Section 1 – isolate a section a little larger than the crown area.

Sections 2 – trace a central vertical back line.

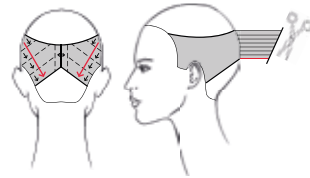
Sections 3 – trace two diagonal lines from 1 cm – ½” above the occipital to the ear lobe.



1.

Section 3

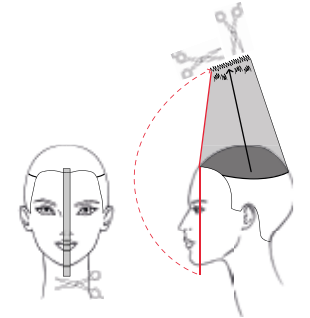
Create a central guide cutting medium grade to 2 cm – ¾” perpendicularly to growth. Cut the remaining section taking diagonal partings utilizing the center guide.



2.

Sections 2

Cut in the same fashion as **Section 3**.



3.

Section 1

At mid front hairline create a guide by cutting 2 cm – ¾” below the chin. Comb the entire section to the vertex and point cut deeply at a slight diagonal.



4.

Trace a line from the vertex to the left temple. Twist a 2-3 cm – 1” wide subsection and texturize using the Backcomb technique*. Take radial partings and continue cutting around the head in this fashion until you reach the right temple.

*twist the section and backcomb using blending shears like you would a comb.



5.

Now use the same technique to cut the fringe, but tighten the twist and backcomb 1 cm – ½” from the roots and then create diagonal lines from the corner of the eye to the mandible.



Section as in the diagram.

Color the bottom section with **Framcolor 2001 6E** (20 g/cc) + **7NC** (10 g/cc).

Decolorize the top section with **Decolor B Cream Plus** to a level 7-8 and then tone with a nuance of **Ruby Marsala** created by pairing **Framcolor 2001 6HR** (3 parts) + **650** (1 part).

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
6.46 + 7.12 (20 g/cc + 10 g/cc)	6HCE (30 g/cc)	6D + 7C (20 g/cc + 10 g/cc)
contrasts Decolor B Cream Plus 6.56 (3 parts) + 9.333 (1 part)	contrasts Decolor B Cream Plus 6RFE (3 parts) + 9GE (1 part)	contrasts Decolor B Cream Plus 6RS (3 parts) + 9D (1 part)

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Strawberry Red

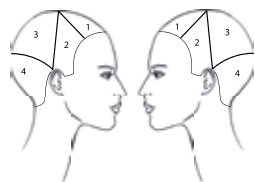
SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT

STYLING

Apply **BY Shaping Glaze (BY Glaze)** and blow dry twisting the sections with a round brush.

Add **BY Wavy Spray (BY Slush Gloss)** on dry hair and use the diffuser to create soft movement.

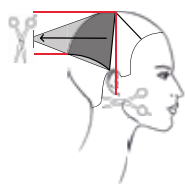


Sectioning.

Section 1 – create a front triangle joining the vertex and the ends of the eyebrows.

Section 2 – trace a line from tip of the ear to tip of the ear passing through the vertex.

Sections 3 and 4 – trace a concave line from tip of the ear to tip of the ear passing 2 cm – ¾” above the occipital.

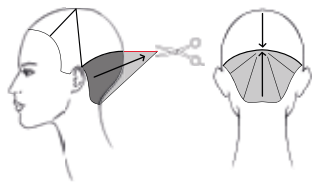


1.

Section 3

Create a guide by taking a section at the vertex and cutting it at the ear lobe.

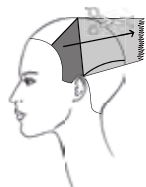
Transport the entire section horizontally and pinch cut vertically.



2.

Section 4

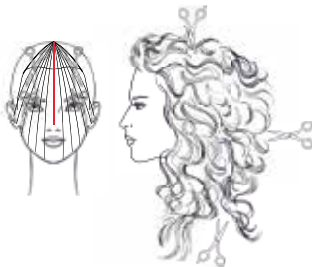
Pinch cut horizontally to the length found above the occipital.



3.

Section 2

Transport the entire section to the center of **Section 3** and cut to the found length using the Chipping Cut technique.

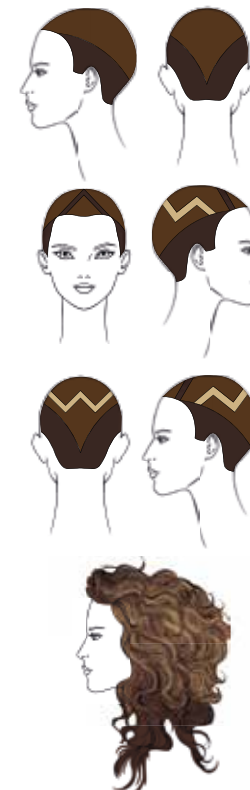


4.

Section 1

Comb in natural fall and cut from the guide created in section 3 to the chin using the Open & Close technique.

Refine the entire proposal with the Free Hand technique making sure to remove excess volume in front part.



Trace a V shaped line from the end of the eyebrows that meets at the occipital bone.

Color the bottom section with **Framcolor 2001 4W + 5CB**.

Color the top section with **Framcolor 2001 6W + 6CB**.

Isolate a 1 cm – ½” wide section from the end of the eyebrows to the vertex and apply **Framcolor 2001 4W + 5CB**.

Isolate a zigzag section 1 cm – ½” wide section as shown in the diagram. Decolorize to a level 9 with **Decolor B Diamond** and tone with **Framcolor Eclectic 8HCE**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR
4W + 5CB (15 g/cc + 15 g/cc)	4.46 + 5.12 (15 g/cc + 15 g/cc)
6W + 6CB (15 g/cc + 15 g/cc)	6.46 + 6.12 (15 g/cc + 15 g/cc)
contrasts Decolor B Diamond 8W	contrasts Decolor B Diamond 8.36
FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
4HCE (30 g/cc)	4XN + 5C (15 g/cc + 15 g/cc)
6HCE (30 g/cc)	6XN + 6C (15 g/cc + 15 g/cc)
contrasts Decolor B Diamond 8HCE	contrasts Decolor B Diamond 8XN

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

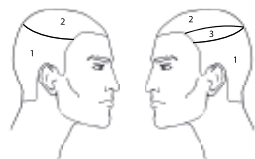
Framcolor OPTICS Titian Cinnamon Red + Creamy White

SUGGESTED HOME TREATMENT:

Morphosis SUBLIMIS OIL

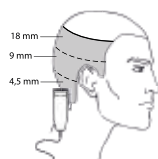
STYLING

Apply **BY Roots Up Mousse Spray (BY Sparkling Mousse strong)** on wet hair. Blow dry using the diffuser for a big volume. Shape and define the sections with **BY Working Clay (BY OPULENCE Wax)** and finish with **BY Super Hold Hairspray (BY SO STIFF Extreme Hold Hairspray)** for a lasting style.



Sectioning.

Section 1 – isolate the crown area staying 1 cm – 1/2" lower on the left.
Sections 2 and 3 – on the left trace a line joining mid eyebrow and the crown line.



1.

Section 1

Cut from 18 to 4,5 mm – 3/4 to 1/4" using the 3D Cut technique*.

*3D Cut: cut from the longest to the shortest lengths, then soften the disconnections using an intermediate setting of the clippers.



2.

Section 2

Make vertical partings, create a perimeter from the tip of the ear to the corner of the eye using the razor and then cut the entire section allowing the guide to travel.



3.

Section 3

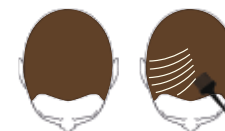
Cut using the same technique and making two subsections.



4.

Soften the top repeating the previous steps using blending shears.

Remove any excess in the back.



Color the base with **Framcolor Eclectic 5NE**.

Create some highlights in the fringe using **Decolor B No Dust** free hand for a natural result.

Apply **Framesi Color Method Ultra Violet Shampoo** to keep contrasts brilliant.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
5EXN (60 g/cc)	5 (60 g/cc)	5N (60 g/cc)
contrasts Decolor B No Dust	contrasts Decolor B No Dust	contrasts Decolor B No Dust

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Creamy White

SUGGESTED HOME TREATMENT:

Morphosis DENSIFYNG

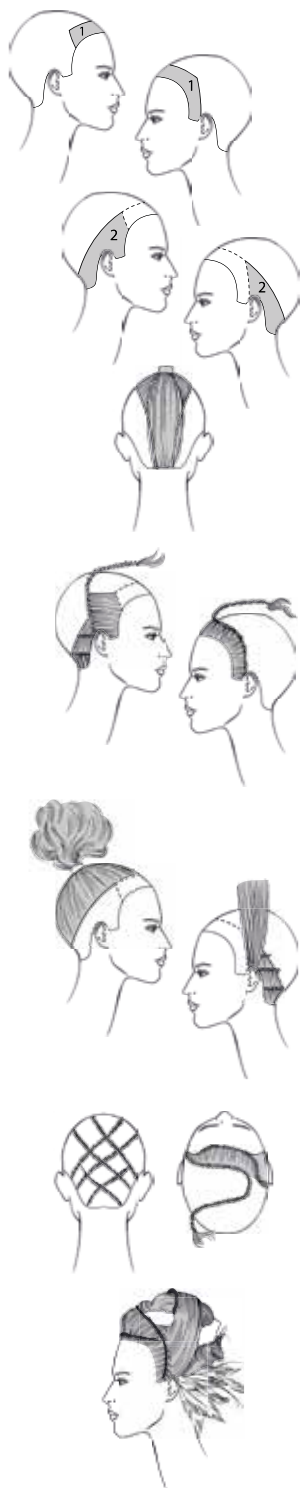
STYLING

MOVE

Apply **BY Volumizing Dry Shampoo (BY HYDRO GEL Strong)** on dry hair to enhance the volume. Finish with **BY Strong Hold Pump Hairspray (BY SO STIFF Extreme Hold Hairspray)**.

SMOOTH

Blow dry moving the hair toward the right and giving volume to the bang. Signature the proposal with **BY Defining Gel (BY Volcanic Wax)**.



Sectioning.

Section 1 – isolate a front section 7 cm – 2 ¾” wide tracing a line from the end of the right eyebrow to the left sideburn.

Sections 2 – isolate two sections between the end of the eyebrows and the corners of the nape.

Section 3 – create a ponytail at the center juncture with the remaining hair using **BY Super Hold Hairspray (BY SO STIFF Extreme Hold Hairspray)** to smooth and hold hair.

Execution.

1.
Section 2 right – subdivide into four horizontal subsections as shown in the diagram.

In the largest subsection create a “walking” braid along the separation line with the help of **BY Strong Hold Pump Hairspray (BY SO STIFF Extreme Hold Hairspray)** proceeding toward the crown area. In the three small subsections create woven ropes.

2.
Section 1 – Create a “walking” braid from the tip of the left ear to the right eye.

3.
Section 3 – backcomb the ponytail (if needed add a form) and create a big volume with the help of **BY Super Hold Hairspray (BY SO STIFF Extreme Hold Hairspray)**. Pin the **Framesi Hair Band** around the volume.

4.
Section 2 left – subdivide the section into four horizontal subsections as in the diagram. Comb the largest subsection upwards, spray with **BY Super Hold Hairspray (BY SO STIFF Extreme Hold Hairspray)** and pin on the right side passing on the top volume. In the three small subsections create woven ropes.

5.
Backcomb the ends of the six woven ropes and cross them in the back of the head.

6.
Pin the two front walking braids as in the diagram and embellish the updo with some feathers.





ITALIAN **HAIR** STYLE

General Management

Fabio Franchina, Patrizia Caldera

Social-Economical Analysis

C.I.M.F. Coordinamento

Informazioni di Mercato Framesi

Framesi Research Center

Viviana Ciampitti,

Francesca D'Ambrosio,

Rocco Settino, Daniele Carroli

Medical-Scientific Aspects

Ivano Sironi

Copywriter

Patrizia Annovazzi

Trends Research

Ilaria Pizzoferrato,

Paolo Lungo

Make-up

Silvia Dell'Orto

Hair Stylists Italian Style Energy

Gianni Loda, Marcella Bifulco,

Sandra Bucalossi, Pino Di Tella,

Luigi Guerretta, Massimiliano Mattina,

Davide Moro, Monica Odorizzi,

Luca Pudda, Silvia Saudelli,

Giuseppe Spina, Nicola Valzania,

Gina Zambelli

Hair Stylists Italian Style Framesi

Gianni Loda, Sabrina Arvizzigno,

Maria Benevieri, Luigi Curci,

Michele Curci, Giovanni Damiani,

Angelo Di Paola, Luca Gennari,

Carmen La Rosa, Stefano Lenzi,

Stefano Liggia, Silvio Marcandalli,

Simonetta Masiero, Mario Massaro,

Enrica Merlini, Leonardo Minelli,

Marina Monitillo, Giuseppe Patti,

Romano Pelli, Elena Petrini,

Davide Rosatti, Massimo Sarasini

Special thanks to

Boyd Parris

Creative Director North America

and the Italian Style Team Framesi USA:

Pete Armenta, Mercedes Bender,

Lori Brooks, Robb Bruce, Gioia Gomez,

Xena Parsons

Paolo Giuseppe Rossi

International Technical Manager