TEXTURE

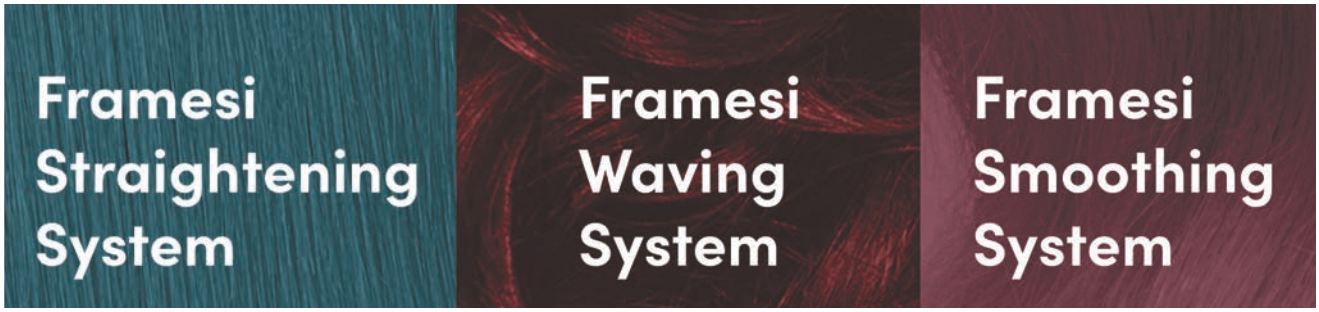
framesi®
MILAN

Framesi Straightening System

Framesi Waving System

Framesi Smoothing System

technical guide



texture technical guide

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introduction

TOTAL TEXTURE TRANSFORMATION

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

SAY GOODBYE TO GRANDMA'S PERM

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

SAY HELLO TO GORGEOUS TEXTURE!

STRAIGHTENING

tame even the wildest curls, with silky straight, even results

WAVING

add texture to limp, lifeless hair for youthful, bouncy curls

SMOOTHING

reduce frizz, add shine, and undo signs of damage.

TRY THE FOLLOWING STEPS FOR ATTENTIVE LISTENING:

1. **Sit on the same level as the client and face them eye-to-eye.**
   Curb the tendency to perform *Client Consultation* looking at the client totally through the mirror.

2. **When the client is expressing themselves, encourage them by some sort of acknowledgment, either a verbal "uh-huh" or "I see" or non-verbal cues such as a smile or nod.**

3. **Do not interrupt when the client is speaking.**
   Paraphrase what your client has said in your own words to ensure an accurate understanding of your client's perception of the situation.

4. **Provide feedback but be careful to *avoid negative feedback*.**

QUESTIONS FOR EFFECTIVE COMMUNICATION

Here are some questions to help you communicate successfully while gathering information:

As you gather this information, it will help you properly analyze your client's hair type to successfully proceed with the texture service.

Use a client file to record all information gathered for future reference.

QUESTIONS - A LISTENING CHECKLIST

1. What is your past experience with texture services - relaxing, perming, or smoothing (keratin)

2. Has your hair been previously treated with a perm or relaxer?

3. What do you want this new texture to do for you?

4. What kind of texture do you like?

5. What is your occupation?

6. What is your lifestyle? Personality?

7. Home maintenance and styling needs?

8. How often are you available for touch-ups?

HAIR ANALYSIS

Prior to straightening or waving services, perform a ***hair analysis***.

STEP 1 :

EVALUATE THE HAIR STRAND

Note **Texture, Porosity, Elasticity, Density, Breakage,** and **Discoloration**.

Review and note client's chemical service history.

STEP 2 :

DISCUSS, CLARIFY, AND NOTE

TEXTURE TRANSFORMATION expectations with your client.

Wait one week to color hair with oxidative color or lighteners.

STEP 3 :

(OPTIONAL) REFRESH COLOR AFTER
FRAMESI STRAIGHTENING & WAVING SYSTEMS
WITH ONE OF THE FOLLOWING:

FRAMCOLOR 2001 or
FRAMCOLOR Futura
permanent color
with MIXCOLOR only.

FRAMCOLOR PURE
PIGMENT PLUS
reparative pigments

FRAMCOLOR
Eclectic
demi-permanent color

NEW!
FRAMCOLOR ECLECTIC
5D COLOR GLOSS
ammonia free, demi-permanent liquid gloss

1. SHARE RESULTS OF PRELIMINARY TEST STRAND

2. CLARIFY EXPECTATIONS

3. ASK PERMISSION

4. TAKE ACTION

GUIDELINES FOR SUCCESSFUL TEXTURE SERVICES

- **ALWAYS PERFORM A PRELIMINARY STRAND TEST**

- ***DO NOT PROCESS MORE THAN 20 MINUTES.***
  Processing time starts as soon as the product is applied.

- ***DO NOT REMOVE***
  more than 80% of the curl.

DO NOT USE FRAMESI STRAIGHTENING OR WAVING IF:

1. THE CLIENT HAS THE FOLLOWING SERVICE HISTORY:

- Previously relaxed with a hydroxide relaxer
- Previously color-treated with a dye containing metallic salts
- Compromised hair

2. THE CLIENT'S SCALP IS AFFLICTED BY THE FOLLOWING:

- Sensitivity, sores and/or abrasions, or other ailments

3. THE CLIENT'S HAS HAD PRIOR NEGATIVE REACTIONS TO RELAXERS AND/OR PERMS

HAIR ANALYSIS

PHYSICAL PROPERTIES OF HAIR:

In order to perform a smoothing service at its best, it is imperative to have a basic understanding of the physical properties of your clients' hair and their specific hair type.

TEXTURE

The texture of the hair refers to the thickness of each individual hair. This ranges from fine, medium, and coarse. Texture is important to keep in mind for hair smoothing because coarse hair is stronger than fine hair and will require more passes with the flat iron or higher heat settings.

POROSITY

Porosity is the ability of the hair to absorb moisture. Porosity is categorized as low (cuticles closed), normal (average), or high (cuticles open). Porosity impacts the hair's durability and the number of passes required to complete the service.

DENSITY

Hair density has to do with how many hairs per square inch that a person has on his or her head. The finer the hair is in texture, usually the thicker it is in density. Hair density can be thick, medium, or thin.

ELASTICITY

Elasticity is the hair's ability to stretch and return. Some signs of poor elasticity are that the hair tangles or breaks easily when brushed.

pattern	characteristics (see chart right for visual)		recommended systems
1	- No curl or wave present - Doesn't hold a curl - More likely to be oily than dry	- More cuticle layers than any other type - Least susceptible to damage	- FRAMESI SMOOTHING SYSTEM for ultra-smooth hair - FRAMESI WAVING SYSTEM to add volume & curl to hair
2A **2B** **2C**	- Lacks the volume of curly hair - Type 2A fine hair type	- Type 2B & 2C are more prone to frizz - Maintains an S shape when lying flat against the scalp	- FRAMESI SMOOTHING SYSTEM to tame frizz & straighten - FRAMESI WAVING SYSTEM to add volume & curl to hair
3A **3B** **3C**	- Lots of body, can be styled in its natural state or smoothed with heating implements - Curls are well defined and springy - Healthy: shiny with soft, smooth curls - Damaged: frizzy, dull, dry to touch, and fuzzy ill-defined curls	- Most curly at the crown - Type 3A, loose shiny curls - Type 3B, medium amount of curl, bouncy ringlets - Type 3C, maximum amount of curl, tight corkscrews	- FRAMESI SMOOTHING SYSTEM to tame frizz & refine curl - FRAMESI STRAIGHTENING SYSTEM to relax curl pattern for a straight result
4A **4B** **4C**	- Very tightly curled - Appears to be coarse, but is fine with lots of thin strands densely packed together - Won't have shine, but rather a sheen - Healthy Type 4 hair will feel silkier	- Most fragile because it has fewer cuticle layers - Coily hair has fewer cuticle layers than any other hair type - Less protection from the damage inflicted by combing, brushing, curling, blow-drying, and straightening	- FRAMESI SMOOTHING SYSTEM to tame frizz & refine curl - FRAMESI STRAIGHTENING SYSTEM to relax curl pattern for a straight result

CURL PATTERNS

TYPE 1 - STRAIGHT HAIR	1	
TYPE 2 - WAVY HAIR	2A	
	2B	
	2C	
TYPE 3 - CURLY HAIR	3A	
	3B	
	3C	
TYPE 4 - CURLY, COILY, KINKY HAIR	4A	
	4B	
	4C	

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Framesi Straightening System

FRAMESI STRAIGHTENING SYSTEM

CONSISTS OF THE FOLLOWING THREE PRODUCTS (each sold separately).

FRAMESI STRAIGHTENING SYSTEM STRONG & NEUTRALIZER

(280 ml/9.5 fl.oz)

FRAMESI PERM SYSTEM PROTECTIVE SERUM

(150 ml/1 fl.oz.)

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

FORMALDEHYDE-FREE

FEATURES AND BENEFITS

features	benefits
FORMALDEHYDE-FREE FORMULA	- Poses no health risk to stylists/clients.
THIO-BASED RELAXER	- Milder than conventional caustic relaxers. - Less damaging, leaves hair with excellent shine and manageability.
HYDRO-CARE COMPLEX - HYDROLYZED RICE & SOY PROTEINS - ORGANIC CAMELLIA OIL	- Protects the integrity of the hair during the permanent straightening process. Color-treated hair is left strong and with no frizz. - Amino acids with varying molecular weight that reconditions and repairs the inner & outer part of the hair shaft. - Helps the lipophilic part of the hair remain soft, shiny, and hydrated.
VERSATILE TREHALOSE PROTECTIVE SERUM	- Natural sugar that protects the hair shaft against high temperatures keeps the hair hydrated during the permanent straightening service - Pre-drying and pre-straightening fluid that protects hair with a surplus of proteins that bond with the shaft, leaving hair with incredible shine & silkiness.
CREAM NEUTRALIZER	- Gentle reconditioning fixative. - Special consistency stabilizes the newly-straightened hair more effectively
VEGETABLE COCONUT OIL CREAM	- Superior condition, resilience/shine, less damage after repeated applications, protects hair integrity, less fadage
HYDROLYZED VEGETABLE AND SOY PROTEINS	- Having similar structure to hair, it adheres and forms a protective film, which locks in moisture and protects hair against aggressive

NOTE: FRAMESI STRAIGHTENING SYSTEM is a professional product formulated exclusively for use by hairdressers. The manufacturer is not liable for any errors caused by nonprofessional use. Please read the instructions carefully before starting the treatment. Always wear disposable gloves while using the product. **FRAMESI STRAIGHTENING SYSTEM** contains thioglycolates. **FRAMESI STRAIGHTENING SYSTEM NEUTRALIZER** contains hydrogen peroxide. **Avoid contact with the eyes.** In the event of contact with the eyes, rinse immediately and abundantly in water and consult a doctor. Keep out of the reach of children. Follow instructions for use and perform strand test prior to application.

FRAMESI STRAIGHTENING SYSTEM STRONG

PREPARING FOR SERVICE

PRETREATMENT & POST TREATMENT

Prior to beginning any of the processing methods listed below, please note pre-treatment and post-treatment instructions:

PRE-TREATMENT

Avoid washing the hair before applying **FRAMESI STRAIGHTENING SYSTEM**.

- If the hair has a lot of fixative products, or if the texture and condition of the hair is hard to determine, gently shampoo without manipulating the scalp excessively.

- Before proceeding with straightening, dry the hair completely.

- If hair is bleached or contains bleached highlights, do not use **FRAMESI STRAIGHTENING SYSTEM**. The **Framesi Smoothing System** is recommended for bleached, fragile or damaged hair.

TREATMENT

It is best to begin service on hair that is shampooed and dried naturally to properly assess the existing hair texture. If the hair is very wavy or frizzy, before starting the treatment, flat iron the midshaft of the hair using a few sprays of the **Framesi Perm System Protective Serum** (sold separately.)

AFTERCARE - THE FIRST 48 HOURS

- **NO** BOBBY PINS, SLIDES, PONYTAILS OR BRAIDS
- **NO** SWIMMING (IN THE SEA OR POOL)
- **NO** BLEACHING OR COLORING WITH OXIDIZED DYES

FRAMESI STRAIGHTENING SYSTEM STRONG

PROCESSING METHODS

The **FRAMESI STRAIGHTENING SYSTEM** is available in two customizable processing methods to address client preferences and degree of straightening:

PERFECTLY STRAIGHT SILK TREATMENT
(Permanent Hot Straightening Method)

NATURALLY STRAIGHT SILK TREATMENT
(Permanent Cold Straightening Method)

treatment	style preference	estimated application time
PERFECTLY STRAIGHT SILK TREATMENT *PERMANENT HOT* straightening method	For the client who desires pin-straight hair, and who frequently flat irons their hair to achieve this effect.	**90 - 120** minutes
NATURALLY STRAIGHT SILK TREATMENT *PERMANENT COLD* straightening method	Traditional method for clients who desire versatility with natural sleekness and body	**60** minutes
RETOUCH - PERFECTLY & NATURALLY STRAIGHT SILK TREATMENT	Regrowth application	**30** minutes

FRAMESI STRAIGHTENING SYSTEM STRONG

*PERFECTLY STRAIGHT (**HOT**) SILK TREATMENT INSTRUCTIONS*

PREPARE HAIR FOR APPLICATION

1. Divide the hair into 5 quadrants. (nape to occipital, occipital to crown, 2 side flats, top)

MIXING

2. Wear disposable gloves and dispense **FRAMESI STRAIGHTENING SYSTEM** cream into a plastic bowl and mix.

APPLICATION

3. Begin application from the nape (usually the curliest and toughest area) staying ¼ inch (.64 cm) from the scalp.

4. If the hair is long or very thick, work with another stylist to ensure the same processing time all over the head and the best end results.

5. Apply **FRAMESI STRAIGHTENING SYSTEM** with a tint brush. Let the product penetrate from root to ends without tangling.

6. Pull each section straight before moving to the next section. Proceed toward the top of the sections working with partings no more than 1 cm (1/3 inch) in thickness.

PROCESSING

Processing time begins when you apply the cream to the first parting.

7. You may have to shampoo the first sections applied (nape to occipital, and occipital to crown) before completing the **FRAMESI STRAIGHTENING SYSTEM** cream application all over.

PLEASE NOTE:
Processing time varies but ***should not exceed*** 20 minutes.

Refer to the ***Timing Quick Reference Chart*** below to time processing according to hair type

TIMING QUICK REFERENCE CHART

hair type**	estimated application time
VIRGIN, RESISTANT	**15 - 20** minutes
COLOR-TREATED - FRAMESI MIXCOLOR CREMA - FRAMCOLOR ECLECTIC - 5-10 volume	**10 - 15** minutes
COLOR-TREATED 15 - 20 volume	**7 - 10** minutes
COLOR-TREATED 20 - 30 volume	**5 - 7** minutes
HIGH LIFT & DOUBLE PROCESSED 40 volume	**NOT RECOMMENDED**

**Neutralizer & Protective Serum are required for all hair types
**Do not use on compromised hair

CHECK HAIR

8. To check that the procedure has been completed, remove the cream from a small area or strand section. Gently push the hair towards the scalp. If the hair remains in a smooth state, processing is complete. If the hair tends to curl, prolong the processing time.

FRAMESI STRAIGHTENING SYSTEM STRONG

*PERFECTLY STRAIGHT (**HOT**) SILK TREATMENT INSTRUCTIONS CONTINUED*

RINSE & DRY

9. Rinse with warm water and shampoo carefully with **FRAMESI COLOR LOVER** Moisture Rich Shampoo removing all residual cream.

Blot hair dry with a towel without tangling the hair. Spray a small amount of **FRAMESI PERM SYSTEM PROTECTIVE SERUM** (sold separately) to the hair before drying with a dryer.

FLAT IRON

10. When dry, flat iron hair section by section.

Use a high-quality flat iron at a temperature setting of 380° to 400°F (193° to 204°C). Flat iron the hair in the direction it grows out of the head, taking 3 passes over each ¼ inch (.64cm) section until the hair is smooth and silky.

NEUTRALIZE

11. Apply **FRAMESI STRAIGHTENING SYSTEM** Neutralizer (sold separately) directly on the hair, starting from the base of each section and working from scalp to ends. Comb the hair carefully with a wide tooth comb. Process for 10 minutes.

Set a timer and rinse the neutralizer out for 5 minutes with lukewarm water.

CONDITION & STYLE

12. Apply **FRAMESI COLOR LOVER** Moisture Rich Masque, leave in 3-5 minutes and proceed with a final rinse.

For the first styling after this service, it is advisable to style the hair straight using a blow dryer and applying any of the following **framesi Products:**

RECOMMENDED PRODUCTS

FRAMESI COLOR LOVER
- **Hair Straightening Serum**
- **Progressively Smooth**
- **Stop Frizz**

FOR-ME
- **Shine Me Brightly Super Coat 119**
- **Smooth Me Serum 218**

FRAMESI STRAIGHTENING SYSTEM CLIENT REGIMEN

RECOMMEND THE FOLLOWING FRAMESI PRODUCTS TO PRESERVE YOUR CLIENT'S RESULTS LONGER

SHAMPOO & CONDITION

FRAMESI COLOR LOVER Smooth Shine

LEAVE-IN SMOOTHING TREATMENT

FRAMESI COLOR LOVER Progressively Smooth

STYLE

FRAMESI COLOR LOVER Hair Straightening Serum

FOR-ME Smooth Me Serum 218

FINISHING SHINE & ANTI-HUMIDITY BOOST

FRAMESI COLOR LOVER Stop Frizz

FOR-ME Shine Me Brightly Super Coat 119

SEE INSIDE BACK COVER FOR DETAILED DESCRIPTION

FRAMESI STRAIGHTENING SYSTEM STRONG

*NATURALLY STRAIGHT (**COLD**) SILK TREATMENT INSTRUCTIONS*

PREPARE HAIR FOR APPLICATION

1. Divide the hair into 5 quadrants. (nape to occipital, occipital to crown, 2 side flats, top)

MIXING

2. Wear disposable gloves and dispense **FRAMESI STRAIGHTENING SYSTEM** cream into a plastic bowl and mix.

APPLICATION

3. Start the application at the base of each section staying ½ inch (1.27cm) from the scalp. Application should always begin at the nape.

4. Use a brush to make sure the product adheres to the strands. Let the product penetrate from root to ends without tangling.

Proceed to the front making sure all the hair is covered. Use sections no larger than .39"/1 cm in thickness. You may need to shampoo the first sections the **FRAMESI STRAIGHTENING SYSTEM** Cream was applied to before completing the application on all 5 sections.

TIMING QUICK REFERENCE CHART

Processing time begins when you apply the cream to the first parting.

PLEASE NOTE:

Processing time varies but ***should not exceed*** 20 minutes.

Refer to the ***Timing Quick Reference Chart*** below to time processing according to hair type

hair type**	estimated application time
VIRGIN, RESISTANT	**15 - 20** minutes
COLOR-TREATED - FRAMESI MIXCOLOR CREMA - FRAMCOLOR ECLECTIC - 5-10 volume	**10 - 15** minutes
COLOR-TREATED 15 - 20 volume	**7 - 10** minutes
COLOR-TREATED 20 - 30 volume	**5 - 7** minutes
HIGH LIFT & DOUBLE PROCESSED 40 volume	**NOT RECOMMENDED**

**Neutralizer & Protective Serum are required for all hair types

CHECK HAIR

To check that the procedure has been completed, remove the cream from a small area or strand section. Gently push the hair towards the scalp. If the hair remains in a smooth state, processing is complete. If the hair tends to curl, prolong the processing time.

FRAMESI STRAIGHTENING SYSTEM STRONG

*NATURALLY STRAIGHT (**COLD**) SILK TREATMENT INSTRUCTIONS CONTINUED*

RINSE & DRY

5. Rinse with warm water and shampoo carefully with **FRAMESI COLOR LOVER** Moisture Rich Shampoo removing all residual cream.

Blot hair dry with a towel without tangling the hair. Spray a small amount of **FRAMESI PERM SYSTEM PROTECTIVE SERUM** (sold separately) to the hair before drying with a dryer.

NEUTRALIZE

6. Apply **FRAMESI STRAIGHTENING SYSTEM** Neutralizer (sold separately) directly on the hair, starting from the base of each section and working from scalp to ends. Comb the hair carefully with a wide tooth comb. Process for 10 minutes.

Set a timer and rinse the neutralizer out for 5 minutes with lukewarm water.

CONDITION & STYLE

7. Apply **FRAMESI COLOR LOVER** Moisture Rich Masque, leave in 3-5 minutes and proceed with a final rinse.

For the first styling after this service, it is advisable to style the hair straight using a blow dryer and applying any of the following **framesi Products:**

RECOMMENDED PRODUCTS

FRAMESI COLOR LOVER
- **Hair Straightening Serum**
- **Progressively Smooth**
- **Stop Frizz**

FOR-ME
- **Shine Me Brightly Super Coat 119**
- **Smooth Me Serum 218**

FRAMESI STRAIGHTENING SYSTEM CLIENT REGIMEN

RECOMMEND THE FOLLOWING FRAMESI PRODUCTS TO PRESERVE YOUR CLIENT'S RESULTS LONGER

SHAMPOO & CONDITION

FRAMESI COLOR LOVER Smooth Shine

LEAVE-IN SMOOTHING TREATMENT

FRAMESI COLOR LOVER Progressively Smooth

STYLE

FRAMESI COLOR LOVER Hair Straightening Serum

FOR-ME Smooth Me Serum 218

FINISHING SHINE & ANTI-HUMIDITY BOOST

FRAMESI COLOR LOVER Stop Frizz

FOR-ME Shine Me Brightly Super Coat 119

SEE INSIDE BACK COVER FOR DETAILED DESCRIPTION

FRAMESI STRAIGHTENING SYSTEM STRONG

REGROWTH & PARTIAL SECTIONS TREATMENT INSTRUCTIONS

PREPARE HAIR FOR APPLICATION

1. If the hair is very wavy or frizzy before starting the service, flat iron the midshaft with a few sprays of **FRAMESI PERM SYSTEM PROTECTIVE SERUM** on dry hair.

DIVIDE & APPLY

2. Divide the head into 5 quadrants and begin applying the cream from the base of each section, staying at approximately ¼ inch(.64 cm) from the scalp. Avoid touching the scalp.

3. If the condition allows it, pull the **FRAMESI STRAIGHTENING SYSTEM** straightening cream through the mid-shaft and ends for the last 2-3 minutes of the processing time.

RINSE & TOWEL-DRY

4. When the processing time is complete, rinse with warm water and shampoo with **FRAMESI COLOR LOVER** Moisture Rich Shampoo.

5. TREATMENT-SPECIFIC TOUCHUPS

TOUCHUP INSTRUCTIONS FOR *PERFECTLY STRAIGHT (**HOT**) SILK TREATMENT*:

- Dry the hair after applying **FRAMESI PERM SYSTEM PROTECTIVE SERUM** and flat iron (follow ironing steps for *PERMANENT HOT STRAIGHTENING* Method.)

- Apply the **FRAMESI STRAIGHTENING SYSTEM** Neutralizer and process for 10 minutes.

TOUCHUP INSTRUCTIONS FOR *NATURALLY STRAIGHT (**COOL**) SILK TREATMENT*:

- Towel blot hair. Apply the **FRAMESI STRAIGHTENING SYSTEM** Neutralizer and process for 10 minutes.

CONDITION & STYLE

6. Apply **FRAMESI COLOR LOVER** Moisture Rich Masque, leave in 3-5 minutes and proceed with a final rinse.

7. For the first styling after this service, it is advisable to style the hair straight using a blow dryer and applying any of the following **framesi Products:**

RECOMMENDED PRODUCTS

FRAMESI COLOR LOVER
- **HAIR STRAIGHTENING SERUM**
- **PROGRESSIVELY SMOOTH**
- **STOP FRIZZ**

FRAMESI STRAIGHTENING SYSTEM CLIENT REGIMEN

RECOMMEND THE FOLLOWING FRAMESI PRODUCTS TO PRESERVE YOUR CLIENT'S RESULTS LONGER

SHAMPOO & CONDITION

FRAMESI COLOR LOVER Smooth Shine

LEAVE-IN SMOOTHING TREATMENT

FRAMESI COLOR LOVER Progressively Smooth

STYLE

FRAMESI COLOR LOVER Hair Straightening Serum

FOR-ME Smooth Me Serum 218

FINISHING SHINE & ANTI-HUMIDITY BOOST

FRAMESI COLOR LOVER Stop Frizz

FOR-ME Shine Me Brightly Super Coat 119

SEE INSIDE BACK COVER FOR DETAILED DESCRIPTION

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Framesi Waving System

FRAMESI WAVING SYSTEM

CONSISTS OF THE FOLLOWING PRODUCTS (each sold separately).

FRAMESI WAVING SYSTEM 0, 1, 2 & NEUTRALIZER

(1000 ml/33.8 fl.oz) (500 ml/16.9 fl.oz)

FRAMESI PERM SYSTEM PROTECTIVE SERUM

(150 ml/1 fl.oz.)

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

FORMALDEHYDE-FREE

FEATURES AND BENEFITS

features	benefits
CATIONIC FORMULA	- Protects the hair's most porous/damaged areas during the service, without interfering with the waving process.
HYDRO-CARE COMPLEX - HYDROLIZED RICE & SOY PROTEIN - ORGANIC CAMELLIA OIL	- Protects the integrity of the hair during the permanent straightening process. Color-treated hair is left strong and with no frizz. - Amino acids with varying molecular weight that reconditions and repairs the inner & outer part of the hair shaft. - Helps the lipophilic part of the hair remain soft, shiny, and hydrated.
VERSATILE TREHALOSE PROTECTIVE SERUM	- Natural sugar that protects the hair shaft against high temperatures keeps the hair hydrated during the permanent straightening service - Pre-drying and pre-straightening fluid that protects hair with a surplus of proteins that bond with the shaft, leaving hair with incredible shine & silkiness.

WHICH FRAMESI WAVING SYSTEM TO USE

Most clients have at least one type of color service and most of them have multiple color services, including highlights and balayage.

Framesi makes it easy with a waving system that allows you to create the exact formula for any hair type. The **FRAMESI WAVING SYSTEM** is a bulk wave and can be customized to create the exact formula needed to customize for various types of color-treated hair.

This system protects and conditions color-treated hair and does not discolor color-treated hair after application.

FRAMESI WAVING SYSTEM comes in three customizable levels 0/1/2

system level	recommended hair type for treatment
0	NORMAL, COLOR-TREATED, RESISTANT HAIR
1	COLOR-TREATED HAIR
2	COLOR-TREATED, FRAGILE, HIGHLIGHTED HAIR

PLEASE NOTE: Lotions can be intermixed and customized to create the exact formula needed. Always *TEST STRAND* to determine the proper lotion required for best results.

FRAMESI WAVING SYSTEM

INSTRUCTIONS FOR ALL HAIR TYPES

STEP 1:

DETERMINE FRAMESI WAVING SYSTEM LEVEL

Wash hair without massaging the scalp (we recommend **framesi** COLOR METHOD **SHAMPOO GO** or **MORPHOSIS REPAIR** shampoo) and towel-dry.

system level	recommended hair type for treatment
0	NORMAL, COLOR-TREATED, RESISTANT HAIR
1	COLOR-TREATED HAIR
2	COLOR-TREATED, FRAGILE, HIGHLIGHTED HAIR

SYSTEMS SOLD SEPARATELY

*Test Curl to determine best **FRAMESI WAVING SYSTEM** Level to use

CUSTOMIZE FRAMESI WAVING SYSTEMS

FRAMESI WAVING SYSTEM can be customized by mixing different systems.

Can also use different systems in different areas of the head depending upon the condition of the hair or previous services performed.

FOR EXAMPLE: Use **FRAMESI WAVING SYSTEM 2** on top of the head where there are heavy highlights and **FRAMESI WAVING SYSTEM 1** where the hair is only color-treated.

customized system	recommended hair type for waving service
0+1	COLOR-TREATED WITH *LESS THAN* 50% HIGHLIGHTS
1+2	COLOR-TREATED WITH *MORE THAN* 50% HIGHLIGHTS

STEP 2:

PREP & WRAP

1. Properly drape the client with 2 towels and a waterproof cape.

2. Spray **FRAMESI PERM SYSTEM PROTECTIVE SERUM** (sold separately) throughout the hair especially on porous parts and on the ends **DO NOT USE FRAMESI WAVING SYSTEM** lotion 0/1/2 as a pre-wrap or to wet hair while wrapping

3. Protecting ends with end wraps, wrap hair around desired rods depending upon the clients' expectations and results of the test strand.

If hair becomes dry, gently mist with water or **FRAMESI PERM SYSTEM PROTECTIVE SERUM**.

FRAMESI WAVING SYSTEM

INSTRUCTIONS FOR ALL HAIR TYPES

STEP 3:

APPLY FRAMESI WAVING SYSTEM LOTION

- Always wear gloves when applying **FRAMESI WAVING SYSTEM LOTION**

- Always apply protective cotton around hair line and/or around areas that are going to be customized. If cotton becomes saturated, remove, and replace immediately.

- Replace neck towel if it becomes saturated.

DO NOT drip **FRAMESI WAVING SYSTEM LOTION** on skin or scalp. If contact occurs, blot (do not rub) with cotton ball saturated with cool water.

AVOID CONTACT WITH EYES. If contact occurs, flush immediately with cool water and consult a doctor

1. Pour into plastic applicator bottle 3 to 4 ounces (90 to 120 mL) of preferred **FRAMESI WAVING SYSTEM** 0/1/2 (see **FRAMESI WAVING SYSTEM** Chart to determine appropriate lotions)

2. Starting at the nape, apply a small amount of **FRAMESI WAVING SYSTEM** lotion to each rod, top and bottom till each rod has been saturated.

NOTE: The first test curl should be taken after the minimum processing time. On very porous and treated hair, it is advisable to perform a strand test prior to starting the treatment. With hair, a plastic cap reduces processing time. Do not use a heat source. Do not exceed the maximum process time.

STEP 4:

PROCESSING

START PROCESSING TIME IMMEDIATELY

- Process at room temperature.

- Processing time should never exceed 25 minutes

- Processing times vary depending upon *TEXTURE*, *POROSITY, ELASTICITY,* and *DENSITY* of the hair and should be determined by test curl.

- Test curls should be taken (see chart below).

- To read test curl, release one rod and unwind 1 - 1/2 turns. Allow hair to relax. If hair forms an “S” pattern and separates into several “ribbons” and twists into a spiral movement, processing is complete. If test curl is not fully formed, rewind the hair onto the rod. Repeat every 2 to 5 minutes. (2 minutes on damaged hair, 5 minutes on hair in good condition) using a different rod each time, until processing is complete.

hair type	recommended processing time	
RESISTANT & NORMAL	**20 MINUTES**	- Test curl after 10 minutes of processing and every 5 minutes after - If curl is not fully developed, process for no more than 5 additional minutes
SLIGHTLY DAMAGED, COLOR-TREATED, <50% HIGHLIGHTED	**15-20 MINUTES**	- Test curl every 5 minutes - If curl is not fully developed after 15 minutes, process for additional 5 minutes
DAMAGED, DOUBLE PROCESSED, HIGH LIFT COLOR	**2-10 MINUTES**	- Test curl every 2 minutes - Do not process more than 10 minutes

FRAMESI WAVING SYSTEM

INSTRUCTIONS FOR ALL HAIR TYPES

STEP 5:
RINSE

1. Rinse hair carefully and thoroughly in rods. Set a timer and rinse for at least 5 to 8 minutes with lukewarm water. If hair is long or thick rinse for a minimum of 7 minutes till all lotion is removed.

2. Towel blot each rod thoroughly to remove excess water.

STEP 6:
NEUTRALIZE

1. Pour 3-4 ounces(90 - 120mL) of **FRAMESI WAVING SYSTEM NEUTRALIZER** into a plastic applicator bottle.

2. Apply **FRAMESI WAVING SYSTEM NEUTRALIZER** starting in the nape to each rod, top, and bottom until each rod is saturated. **Process for 5 minutes**.

3. Remove the rods and distribute **FRAMESI PERM NEUTRALIZER** again on hair. Set a timer and process for another 5 minutes. Rinse well.

*For firmer curls process full 15 minutes in rods. Rinse hair in lukewarm water for a full 5 minutes

STEP 7:
RINSE & COMPLETE THE SERVICE

Rinse and towel blot hair. Condition with **FRAMESI COLOR METHOD Post Color Mask**. After 3-5 minutes, rinse hair thoroughly, towel blot, and style as desired. We recommend **FRAMESI COLOR LOVER Bounce**, **Curl Pudding, FOR-ME Elevate Me Curl Cream 308**, or **Shape Me Glaze 222** to finish the look. Keep your client's perm looking the best for the longest between appointments with **FRAMESI COLOR LOVER Curl Define** Shampoo and Conditioner.

FRAMESI WAVING SYSTEM
PRE-PERM CONDITIONING TIPS

DO NOT PERM if the hair is spongy when wet or breaks easily when dry.

For Hair That Is Dry, Porous, Or Lacks Elasticity:

Pre-condition with **DECOLOR B PRO-FORCE Bonder 101** and **Sealer 102** as a standalone treatment.

POST-PERM TREATMENT

- Perm and neutralize hair according to instructions.
- Rinse and towel blot hair.
- Condition with **FRAMESI COLOR METHOD Post Color Mask**. After 3-5 minutes, rinse hair thoroughly, towel blot, and style as desired.

Same Day Color Service:
FRAMCOLOR ECLECTIC,
FRAMCOLOR ECLECTIC 5D COLOR GLOSS, OR
FRAMCOLOR PURE PIGMENTS PLUS

TESTIMONIALS

LANETTE DWYER
framesi Creative Director

Permanent Waving is a service that allows the stylist to be “the designer”.

It is a service that can be re-invented each season to create a “look” that complements every lifestyle and wardrobe.

Framesi’s Bulk Waving System puts the stylist in the driver’s seat with the ability to adjust the amount and strength of each and every application, therefore, becoming one of the most personalized services on the salon menu.

The ability to use ANY custom wrap and formula combination to create the most current trends as well as keep up with the longevity of traditional perming.

FRAMESI WAVING SYSTEM - the solution that will change your mind about permanent waving!

SANDIE SCOTT
Italian Style Team Member

Our customized colors are what makes us stand out. Now we can also offer customized perm and texture solutions to complete our designs.

framesi makes it easy with a waving system that creates the exact formula for any hair type, even gentle enough for highlighted hair.

Not only is the new **FRAMESI WAVING SYSTEM** customizable, but in a size that is easy to dispense only what you need, with no waste!

THE SOLUTION TO TODAY’S CREATIVE LOOKS!

WARNING: FRAMESI WAVING SYSTEM is a professional product studied solely for hairdressers. The manufacturer is not responsible for any errors caused by non-professional use. Read the instructions carefully before treatment. Always use disposable gloves when using the product. **FRAMESI WAVING SYSTEM 0/1/2** contains thioglycolates. **FRAMESI WAVING SYSTEM NEUTRALIZER** contains hydrogen peroxide. Avoid contact with eyes. If contact with eyes occurs, rinse immediately with abundant water and consult a doctor. Keep out of children’s reach. For more information, please visit our website **framesiprofessional.com** or contact the **Framesi Technical Hotline** 1.800.245.6323.

7 Section Waving Technique

7 SECTION WAVING TECHNIQUE

STEP 1:

1. Section from forehead to nape.
2. Section from vertex to top of ear.
3. Creating sections 1, 2, 5 & 6.
4. Find the back corners and section from the vertex to the back corners on the left and right side. Creating sections 3 & 4
5. Find the front corners and section from the vertex to the angle of the eye on the left and right side. Creating sections 7 & 8.
6. Now combine sections 7 & 8 to create ONE section. (That is now section 7)
7. Please see diagram for section numbering.

STEP 2:

1. Starting at the bottom of section 1 create a 2-inch horizontal section protecting the ends with an end wrap. Wrap hair around desired rod at a 90-degree angle with high tension. Repeat with remaining hair creating a 2-rod section.
2. Use the same technique for sections 2-5 using 3 rods per section, brick lay rods if necessary.
3. Section 6 & 7 will mirror section 1.
4. Please see diagram for rod placement.

STEP 3:

Follow FRAMESI WAVING SYSTEM Manual for application instruction.

BEFORE & AFTER

	7 Section Waving Technique
0	NORMAL, COLOR TREATED, RESISTANT HAIR
Time	20 minutes

* test curl taken after 10 minutes and every 5 minutes after

LEAH

	Normal Waving Technique
0	NORMAL, COLOR TREATED, RESISTANT HAIR
Time	20 minutes

* test curl taken after 10 minutes and every 5 minutes after

TYLER

	7 Section Waving Technique
1	COLOR-TREATED HAIR
Time	10 minutes

* test curl taken every 5 minutes

SOPHIA

	7 Section Waving Technique
2	COLOR-TREATED, FRAGILE, HIGHLIGHTED HAIR
Time	6 minutes

* test curl taken every 2 minutes

GABRIELLA

framesi®
MILAN

Framesi Smoothing System

FRAMESI SMOOTHING SYSTEM

A treatment that uses the protective and reparative properties of *KERASEA COMPLEX*, an innovative pool of powerful ingredients that:

- FIGHT FRIZZ
- NOURISH AND REPAIR
- KEEPS HAIR HYDRATED, SHINY, AND CONDITIONED
- PROTECTS HAIR FROM HUMIDITY AND EXTERNAL AGENTS

*No formaldehyde added.

KERASEA COMPLEX

NORI SEAWEED - repairs, restores strengthens, and adds moisture, while eliminating frizz

CATIONIC POLYMER - seals cuticle layer

HYDROLYZED KERATIN - strengthens & repairs

AMLA OIL - moisturizing antioxidant

FRAMESI SMOOTHING SYSTEM

(400 ml/13.5 fl.oz) (150 ml/5.1 fl.oz) (400 ml/13.5 fl.oz) (400 ml/13.5 fl.oz)

1. FRAMESI Smoothing System Shampoo

Purifying acid pH shampoo ingredients of plant origin. Gently, yet deeply, removes scalp and hair impurities leaving the hair soft and hydrated.

2. FRAMESI Smoothing System Moisturizing Leave-In or **FRAMESI COLOR LOVER Primer 11 Intense**

Hydrating, softening, primer for the hair that is instantly effective. Prepares the hair for STEP 3, making hair softer, silkier and easy to manage.

3. FRAMESI Smoothing System Fluid Plus

Smoothing fluid with an acid base that remolds Keratin links with the use of heat. Eliminates frizz leaving hair smoother, stronger, quicker to dry, easier to manage, silky, and shiny.

4. FRAMESI Smoothing System Conditioner

Intensive hydrating, and hair sealing treatment, perfecting the smoothing service. Leaves hair extraordinarily conditioned with lasting shine and silkiness.

INSTRUCTIONS - HAIR TYPES 1 & 2

1

STEP 1

- Shampoo hair using **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO**.

- Spread 10/15 ml (⅓ - ½ oz.) of the product on wet hair.

- Rinse well and repeat application if needed. Proceed to step 2.

MEASURING CHART	
HAIR LENGTH	**APPROXIMATE AMOUNT FOR ENTIRE HEAD**
SHORT (chin or above)	20 ml (2/3 oz.)
MEDIUM (at shoulders)	30 ml (1 oz.)
LONG (below shoulders)	45 ml (1.5 oz.)

PLEASE NOTE: This is a guideline only. Amount of product needed can vary based on density of hair. A little product goes a long way!

2

STEP 2

- Spray hair with **Framesi Smoothing System MOISTURIZING LEAVE-IN** or **FRAMESI COLOR LOVER PRIMER 11 INTENSE** on towel-blotted hair at the shampoo bowl.

- Massage and comb product into hair for at least 2 minutes until hair is soft and hydrated.

- Rinse and towel-dry hair.

- Blow dry hair up to 50% and proceed to step 3.

3

STEP 3

- Divide the hair into 5 sections, (nape to occipital, occipital to crown, 2 side flats, & top.)

- Starting from the nape, lightly apply **Framesi Smoothing System Fluid Plus** with a tint brush, applying directly to the root and not the scalp while being sure not to oversaturate. Comb the hair carefully using a wide tooth comb to spread the product evenly. Spread the correct product quantity based on hair type listed below.

DO NOT OVERSATURATE HAIR -
If too much product is applied, pull down the next section of hair and comb through. Repeat until fluid residue is no longer visible.

- Comb carefully with a wide tooth comb to spread the product uniformly and help the active ingredients penetrate the hair.

- Process 20 minutes at room temperature.

-Without rinsing, proceed to drying and flat ironing the hair.

-Blow dry the hair as straight and smooth as possible using a round, vent, or paddle brush until the hair is completely dry. Use tension to ensure that the hair is as straight as possible. When blow drying, it is recommended to keep the blow dryer at least 2 inches away from the hair.

- Flat iron the entire head to seal the smoothing solution into the hair. Starting from the nape, divide hair into thin partings ¼ - ½"(.63 - 1.27 cm) thick, and pass the flat iron over each section from root to end, using the same tension down the hair shaft. See recommended guideline chart (next page) for flat iron temperature setting and number of passes.

PLEASE NOTE: Some steam is normal during flat ironing. If there is excess steam, the hair has been oversaturated with the **SMOOTHING FLUID**, or is not 100% dry.

PLEASE NOTE: Each pass should be slow and controlled, with strong tension on the hair. The proper number of passes will leave the hair feeling smooth and not sticky.

- After desired flat iron passes are completed, rinse hair carefully with lukewarm water for 2 minutes- **do not shampoo**. Proceed to Step 4 unless color needs to be refreshed.

- If color needs to be refreshed, towel dry the hair and choose the appropriate **Framcolor Eclectic or Framcolor Eclectic 5D COLOR GLOSS** Demi-Permanent shade with developer and process 10-20 minutes. When finished, shampoo hair with **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER Smooth Shine Shampoo**.

INSTRUCTIONS - HAIR TYPES 1 & 2

BEFORE

1

TYPE 1 -
COLOR TREATED HAIR, STRAIGHT WITH FRIZZ

Flat iron process:
½" (1.27 cm) sections,
6 passes, 350°F (176°C)

AFTER

2

TYPE 2 -
COLOR TREATED HAIR, WAVY WITH FRIZZ

Flat iron process:
½" (1.27 cm) sections,
8 passes, 375°F (190°C)

NUMBER OF FLAT IRON PASSES (RECOMMENDED GUIDELINE)					
	Subsection Thickness (partings)	Virgin Hair	Temperature	Color Treated/ High Lift/ Bleached/ Previously Relaxed Hair	Temperature
Frizz Reduction *all hair types*	½" (1.27 cm)	4-5 passes	380°F (193°C)	3-4 passes	350°F (176C)
Type 2A-2C	¼ - ½" (.64 to 1.27 cm)	8-10 passes	390-450°F (198° - 232°C)	6-8 passes	350°-375°F (176° - 190°C)

PLEASE NOTE: This is a guideline only. More or fewer passes can be made based on hair condition. The **Framesi Smoothing System** treatment can be customized to fit your client's desired end result. For more curl reduction, part hair into thinner partings.

4

STEP 4

- Apply 15-20 ml (⅓ - ½ oz.) **FRAMESI Smoothing System Conditioner** or **FRAMESI COLOR LOVER Smooth Shine Conditioner** to towel-dried hair.
- Massage and comb product into hair and process for 5 minutes.
- Rinse well and proceed with styling using **FRAMESI COLOR LOVER Stop Frizz** and **FOR-ME Smooth Me Serum 218 and FOR-ME Shine Me Brightly Super Coat 119**.

INSTRUCTIONS - HAIR TYPES 3 & 4

1

STEP 1

- Shampoo hair using **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO**.
- Spread 10/15 ml (⅓ - ½ oz.) of the product on wet hair.
- Rinse well and repeat application if needed. Proceed to step 2.

MEASURING CHART	
HAIR LENGTH	**APPROXIMATE AMOUNT FOR ENTIRE HEAD**
SHORT (chin or above)	20 ml (2/3 oz.)
MEDIUM (at shoulders)	30 ml (1 oz.)
LONG (below shoulders)	45 ml (1.5 oz.)

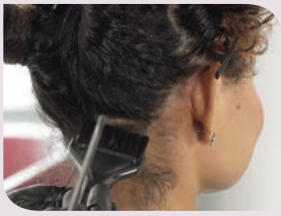
PLEASE NOTE: This is a guideline only. Amount of product needed can vary based on density of hair. A little product goes a long way!

2

STEP 2

- Spray hair with **Framesi Smoothing System MOISTURIZING LEAVE-IN** or **FRAMESI COLOR LOVER PRIMER 11 INTENSE** on towel-blotted hair at the shampoo bowl.
- Massage and comb product into hair for at least 2 minutes until hair is soft and hydrated.
- Rinse and towel-dry hair.

3



STEP 3

- Divide the hair into 5 sections, (nape to occipital, occipital to crown, 2 side flats, & top.)
- Starting from the nape, lightly apply **Framesi Smoothing System Fluid Plus** with brush, applying directly to the root and not the scalp, while being sure not to oversaturate. Comb the hair carefully to spread the product evenly. Spread the correct product quantity based on hair type listed below.

DO NOT OVERSATURATE HAIR -
If too much product is applied, pull down the next section of hair and comb through. Repeat until fluid residue is no longer visible.

- Comb carefully with a wide tooth comb to spread the product uniformly and help the active ingredients penetrate the hair.

- Process 30 - 50 minutes at room temperature.

- Without rinsing, proceed to drying and flat ironing the hair.
- Blow dry the hair as straight and smooth as possible using a round, vent, or paddle brush until the hair is completely dry. Use tension to ensure that the hair is as straight as possible. When blow drying, it is recommended to keep the blow dryer at least 2 inches away from the hair.
- Flat iron the entire head to seal the smoothing solution into the hair. Starting from the nape, divide hair into thin partings ¼ - ½"(.64 - 1.27 cm) thick, and pass the flat iron over each section from root to end, using the same tension down the hair shaft. See recommended guideline chart (next page) for flat iron temperature setting and number of passes.

PLEASE NOTE: Some steam is normal during flat ironing. If there is excess steam, the hair has been oversaturated with the **SMOOTHING FLUID**, or is not 100% dry.

PLEASE NOTE: Each pass should be slow and controlled, with strong tension on the hair. The proper number of passes will leave the hair feeling smooth and not sticky.

- After desired flat iron passes are completed, rinse hair carefully with lukewarm water for 2 minutes- **do not shampoo**. Proceed to Step 4 unless color needs to be refreshed.
- If color needs to be refreshed, towel dry the hair and choose the appropriate **Framcolor Eclectic or Framcolor Eclectic 5D COLOR GLOSS** Demi-Permanent shade with developer and process 10-20 minutes. When finished, shampoo hair with **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER Smooth Shine Shampoo**.

INSTRUCTIONS - HAIR TYPES 3 & 4

BEFORE

TYPE 3 -
COLOR TREATED HAIR, CURLY WITH FRIZZ

Flat iron process:
¼" (.64 cm) sections,
8 passes, 400°F (204°C)

AFTER

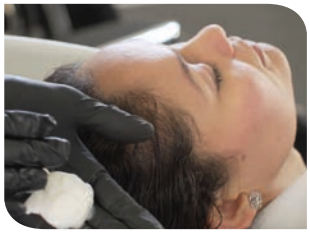
TYPE 4 -
COLOR TREATED HAIR, CURLY, COILY, KINKY HAIR

Flat iron process:
¼" (.64 cm) sections,
12 passes, 400°F (204°C)

NUMBER OF FLAT IRON PASSES (RECOMMENDED GUIDELINE)					
	Subsection Thickness (partings)	Virgin Hair	Temperature	Color Treated/ High Lift/ Bleached/ Previously Relaxed Hair	Temperature
Frizz Reduction All Hair Types	¼" (.64 cm)	10-12 passes	450°F (232°C)	8-10 passes	350-375°F (176° - 190°C)
Type 2A-2C	¼ - ½" (.64 - 1.27 cm)	12-15 passes	450°F (232°C)	10-12 passes	375-400°F (190° - 204°C)

PLEASE NOTE: This is a guideline only. More or fewer passes can be made based on hair condition. The **Framesi Smoothing System** treatment can be customized to fit your client's desired end result. For more curl reduction, part hair into thinner partings.

4



STEP 4

- Apply 15-20 ml (⅓ - ½ oz.) **FRAMESI Smoothing System Conditioner** or **FRAMESI COLOR LOVER Smooth Shine Conditioner** to towel-dried hair.
- Massage and comb product into hair and process for 5 minutes.
- Rinse well and proceed with styling using **FRAMESI COLOR LOVER Stop Frizz** and **FOR-ME Smooth Me Serum 218 and FOR-ME Shine Me Brightly Super Coat 119**.

FRAMESI SMOOTHING SYSTEM FAQ

FREQUENTLY ASKED QUESTIONS - More FAQs at framesiprofessional.com

1. Who is the ideal client for the Framesi Smoothing System?

The **FRAMESI SMOOTHING SYSTEM** is ideal for anyone who has frizzy, highly textured, dry, or damaged hair.
The **FRAMESI SMOOTHING SYSTEM** is great for clients transitioning from relaxers. It is also ideal for color treated hair that needs extra care and nourishment. With proper consultation and careful application, everyone could benefit from the **FRAMESI SMOOTHING SYSTEM**.

2. What kind of result can one expect to see from the Framesi Smoothing System?

After the **FRAMESI SMOOTHING SYSTEM** application, the hair will be left completely frizz free, shiny, and well conditioned, with lots of movement and bounce. Clients will notice faster blow dry times with greater ease in creating smooth and silky results on their own.

3. Can you perform the Framesi Smoothing System on someone who has color treated or highlighted hair?

Yes, the **FRAMESI SMOOTHING SYSTEM** can improve the condition of color treated/ highlighted hair due to the conditioning elements of the *KERASEA COMPLEX*.

SCAN FOR MORE INFORMATION

4. Will the Framesi Smoothing System straighten my client's hair?

If your client's hair is wavy, the **FRAMESI SMOOTHING SYSTEM** will make their hair appear naturally straighter than a client whose hair is very curly.
Clients with very curly hair will notice decreased frizz with a looser curl. The **FRAMESI SMOOTHING SYSTEM** guarantees a 3-level smoothing effect on curly hair types (i.e. from 4C to 3C or from 3A to 2A). If your client has straight, frizzy hair, this treatment will increase shine while eliminating frizz.

5. Can you color the same day you receive the Framesi Smoothing Treatment?

Framcolor Eclectic, framesi's demi-permanent hair color line, can be used on the same day as the **FRAMESI SMOOTHING SYSTEM** treatment. Permanent haircolor is recommended one week after treatment with the **FRAMESI SMOOTHING SYSTEM.** See page 27 for all color refresh after treatment options.

6. How long will the Framesi Smoothing Treatment last?

Results will last 12 weeks or greater with the hair gradually returning to its natural texture. Use of **FRAMESI COLOR LOVER** Smooth Shine Shampoo or **FRAMESI SMOOTHING SYSTEM SHAMPOO** will maximize the longevity of the service.

7. Can the Framesi Smoothing System be performed on hair that has been treated with a thio-based, sodium, or calcium hydroxide relaxer?

Yes. It is recommended to wait one week after a chemical service before using the **FRAMESI SMOOTHING SYSTEM**.

8. How much time should be allotted to perform the Framesi Smoothing System treatment?

The appointment time is best determined on an individual basis. It is recommended to consult with your client about the hair length, density, hair type, and desired results prior to scheduling an appointment. As a general guideline, leave a 1 ½ to 2 hour window.

9. Does the Framesi Smoothing System contain formaldehyde or any other harmful ingredients?

No. Unlike other smoothing treatments on the market, the **FRAMESI SMOOTHING SYSTEM** has no formaldehyde added* nor contains other harmful ingredients. Framesi is committed to the safety of our stylists and their clients.

10. How soon can the client shampoo after the treatment?

There is no downtime with the **FRAMESI SMOOTHING SYSTEM**. Clients may continue their normal styling routine and shampoo immediately after treatment using a sulfate-free and sodium chloride-free shampoo.

11. My client's hair feels coated and hard to dry while blow drying and flat ironing. Is this normal?

If too much **FRAMESI SMOOTHING SYSTEM FLUID** is used, the hair will feel tacky and coated while drying. The hair will begin to feel silky and smooth while flat ironing. If it is extremely difficult to work, you can take your client to the shampoo bowl and do a quick second rinse to eliminate the excess fluid.

AFTER ALL FRAMESI TEXTURE TREATMENTS: REFRESH YOUR COLOR

Use with MixColor Crema Developer Only

FRAMCOLOR 2001
permanent haircolor 60mL

- ***Low cost! 1:4 mix ratio***
- Use alone or mix with **FRAMCOLOR 2001 INTENSE** for 120+ cooler-toned shades that process in ***HALF THE TIME!***
- Naturally reflective, warm finish or a cool, more dense coverage

FRAMCOLOR FUTURA
permanent haircolor 60mL

- ***Low cost! 1:2 mix ratio***
- Precise color placement allows for the most even color result with 100% gray coverage
- Low ammonia content and superior high quality dye molecules, ensure superior shine and minimal fadage

No Developer Needed

NEW! FRAMCOLOR PURE PIGMENT PLUS
restructure & color damaged hair - in one step 60mL

- Reparative pigments for damaged hair, no developer required!
- Must-have color for textured hair that has been weakened by chemical relaxers, smoothing/keratin treatments & heat styling
- Acidic pH tightly seals the cuticle to lock in color molecules, even in the most damaged, porous areas susceptible to fading & color loss.

AVAILABLE IN NATURAL, VIBRANT & BOLD SHADES

Demi-Permanent

FRAMCOLOR ECLECTIC
ammonia free, demi-permanent haircolor 60mL

- Up to 100% gray coverage

NEW! FRAMCOLOR ECLECTIC 5D COLOR GLOSS
ammonia free, demi-permanent liquid gloss 60mL

All Framesi Hair Color Lines are

VEGAN & GLUTEN-FREE

Framesi Smoothing System

FRAMESI TEXTURE MAINTENENCE REGIMENS

STRAIGHTENING CARE REGIMEN

SHAMPOO/CONDITION	TREATMENT	STYLE	STYLE
FRAMESI COLOR LOVER **Smooth Shine** SHAMPOO & CONDITIONER	**FRAMESI COLOR LOVER** **Progressively Smooth**	**FRAMESI COLOR LOVER** **Hair Straightening Serum & Stop Frizz**	**FOR-ME** **Shine Me Brightly Super Coat 119** **FOR-ME** **Smooth Me Serum 218**

WAVING CARE REGIMEN

SHAMPOO/CONDITION	TREATMENT	STYLE	STYLE
FRAMESI COLOR LOVER **Curl Define** SHAMPOO & CONDITIONER	**FRAMESI COLOR LOVER** **Hair Repair Foam**	**FRAMESI COLOR LOVER** **Curl Pudding & Bounce**	**FOR-ME** **Elevate Me Curl Cream 308** **FOR-ME** **Shape Me Glaze 222**

SMOOTHING CARE REGIMEN

SHAMPOO/CONDITION	TREATMENT	STYLE	STYLE
FRAMESI COLOR LOVER **SMOOTH SHINE** SHAMPOO & CONDITIONER	**FRAMESI COLOR LOVER** **PROGRESSIVELY SMOOTH**	**FRAMESI COLOR LOVER** **Hair Straightening Serum & Stop Frizz**	**FOR-ME** **Shine Me Brightly Super Coat 119** **FOR-ME** **Smooth Me Serum 218**

VEGAN, GLUTEN-FREE, SULFATE-FREE, DEA & SODIUM CHLORIDE FREE

FRAMESI TEXTURE MAINTENENCE REGIMENS

STRAIGHTENING CARE REGIMEN

SHAMPOO/CONDITION

Shampoo with **FRAMESI COLOR LOVER Smooth Shine Shampoo** and rinse.

Follow with **FRAMESI COLOR LOVER Smooth Shine Conditioner**, leaving conditioner on the ends for 2-3 minutes. Rinse with cool water.

Towel-dry hair, removing most of the moisture and spray **FRAMESI COLOR LOVER Progressively Smooth** on ends.

TREAT/STYLE

Work product into hair with your hands to prep for styling.

Apply **FRAMESI COLOR LOVER Hair Straightening Serum** to damp hair and blow dry straight with a round brush.

Apply **FRAMESI COLOR LOVER Stop Frizz** to add shine and protect against humidity.

Finish with **FOR -ME Shine Me Brightly Super Coat 119 and Smooth Me Serum 218**

WAVING CARE REGIMEN

SHAMPOO/CONDITION

Shampoo with **FRAMESI COLOR LOVER Curl Define Shampoo** and rinse.

Follow with **FRAMESI COLOR LOVER Smooth Shine Conditioner**, leaving conditioner on the ends for 2-3 minutes.

Scrunch product into ends, working upward to encourage curl formation. Rinse.

TREAT/STYLE

Towel-dry hair to remove excess moisture. Apply **FRAMESI COLOR LOVER Hair Repair Foam** to strengthen hair as you style.

Apply **FRAMESI COLOR LOVER CURL PUDDING** and scrunch upward toward roots. Air dry or diffuse.

To maintain style, refresh hair with **FRAMESI COLOR LOVER Bounce**.

Finish with **FOR -ME Elevate Me Curl Cream 308 and Shape Me Glaze 222**

SMOOTHING CARE REGIMEN

SHAMPOO/CONDITION

Shampoo with **FRAMESI COLOR LOVER Smooth Shine Shampoo** and rinse.

Follow with **FRAMESI COLOR LOVER Smooth Shine Conditioner**, leaving conditioner on the ends for 2-3 minutes. Rinse with cool water.

TREAT/STYLE

Towel-dry hair, removing most of the moisture. Spray **FRAMESI COLOR LOVER Progressively Smooth** on ends. Work product into hair with your hands to prep for styling.

Apply **FRAMESI COLOR LOVER Hair Straightening Serum** to damp hair and style.

Apply **FRAMESI COLOR LOVER Stop Frizz** to add shine and protect against humidity.

Finish with **FOR -ME Shine Me Brightly Super Coat 119 and Smooth Me Serum 218**

TOTAL TEXTURE TRANSFORMATION

framesi®
MILAN

Framesi Texture

technical manual

framesiusa

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