



Framesi
BARBER GEN
SINCE 1950

MADE IN ITALY

Approved by
MACHET'E

Framesi BARBER GEN

SINCE 1950

FRAMESI BARBER GEN approved by *Machete*, an exclusive complete men's line, provides barbers world-wide with the confidence of elite Italian Barbering performance through the support of superior products made with premium ingredients.



The pride and joy of the Italian barber craft, *Machete* recommends **FRAMESI BARBER GEN**, a range inspired by time-honoured wellness rituals that takes care of the hair and beard.

BEARD&SHAVE

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HAIR

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Barbers have always played a key role in Italian society and lifestyle.

In ancient times, barbers were revered as an integral part of Roman culture.

A young Roman's "first shave" was a rite of passage symbolizing the transition into adulthood.

In modern years, Italian barbers have taken their craft all over the world.

STYLE

pg 8



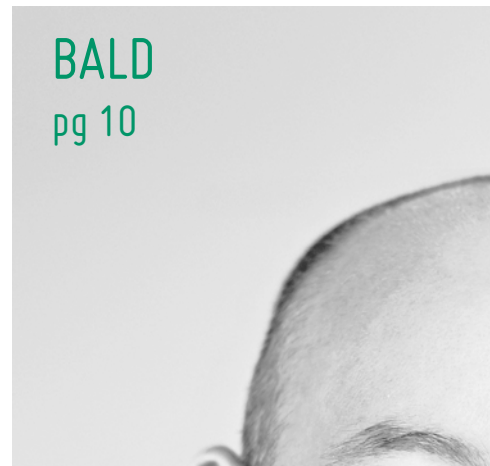
Perfectly-shaped, tailor-made beards, moustaches and hair have become the distinct mark of Italian barbers, earning them deep trust and the utmost confidence with men.

Machete, a brand founded in Rome, started in a small shop no more than 160 square feet.

Through dedication to quality and training, **Machete** has become synonymous with a welcoming feel, thorough rituals, specific products, and extensive experience.

BALD

pg 10



Machete embodies a forward thinking, first-class evolution of the modernization of Italian barbering tradition supported by high-quality products, exclusively for men. As the **Machete** franchise grew, **Machete** partnered with framesi to create the **FRAMESI BARBER GEN** product line.

Actively involved in product development, products were only approved by **Machete** when they scored 100% on the satisfaction scale for both the barbers and, most importantly, their customers.

POLISHED AND REFRESHING. A FRAGRANCE THAT CAPTIVATES.



BEARD&SHAVE

HAIR AND BEARD NATURAL CLEANSER

100 ml, 3.4 fl.oz. – 250 ml, 8.4 fl.oz.

Hair and beard shampoo. Ideal for frequent use, it contains 98% naturally-sourced ingredients. It cleanses and leaves a refreshing scent, softens and moisturizes, leaving the scalp and face feeling light and fresh.

HOW TO USE

Massage on wet hair and beard and lather. Thoroughly rinse and repeat as needed. Avoid contact with eyes.



HAIR AND BEARD NATURAL BALM

100 ml, 3.4 fl.oz. – 250 ml, 8.4 fl.oz.

Ideal for frequent use, it contains 98% naturally-sourced ingredients. Gives softness and hydration, adding a finishing touch to your daily cleansing routine.

HOW TO USE

After shampooing, apply on hair and beard and massage. Wait 2–3 minutes, then rinse.



SHAVING FOAM

400 ml, 13.5 fl.oz.

Shaving cream.
Light and soft, it lathers into a creamy foam that perfectly adheres to the skin, protecting it and giving you a smooth shave.

HOW TO USE

Wet your beard and massage the cream all over the areas you want to shave. After shaving, rinse off any residue with a damp cloth.



SHAVING GEL

250 ml, 8.4 fl.oz.

A clear gel for fine shaving and touch-ups. Essential to define details, it can be used to perfectly shave the contours of your beard and get rid of any imperfection.

HOW TO USE

Apply the gel on the areas you want to touch up, then shave. Rinse off any residue with a damp cloth.



AFTER SHAVE CREAM

100 ml, 3.4 fl.oz.

Aftershave cream.
Moisturising and softening, it has been specially formulated for men's skin. It is easily absorbed and leaves the skin of your face soft and firm, with no greasy feelings.

HOW TO USE

After shaving, apply on dry skin. Massage with a light hand and remove any residue as needed.

BARBER TIPS

Use cold water for the last rinse, to close the pores of your skin and leave it refreshed. Towel-dry your face, then apply the **FRAMESI BARBER GEN After Shave Cream**.



BEARD OIL

100 ml, 3.4 fl.oz.

Nourishing, softening beard oil. It moisturises and adds shine, making the hair soft and manageable. Suitable for all beards, it is ideal for long beards that need to be kept soft and sculpted.

HOW TO USE

Take a little oil in your hands and evenly rub it through your beard, keeping any contact with skin to a minimum.

BARBER TIPS

Oil and water will not mix, so dry your beard well before applying the **FRAMESI BARBER GEN Beard Oil**. Brush your beard for a perfectly polished look.



ICE TONIC

100 ml, 3.4 fl.oz.

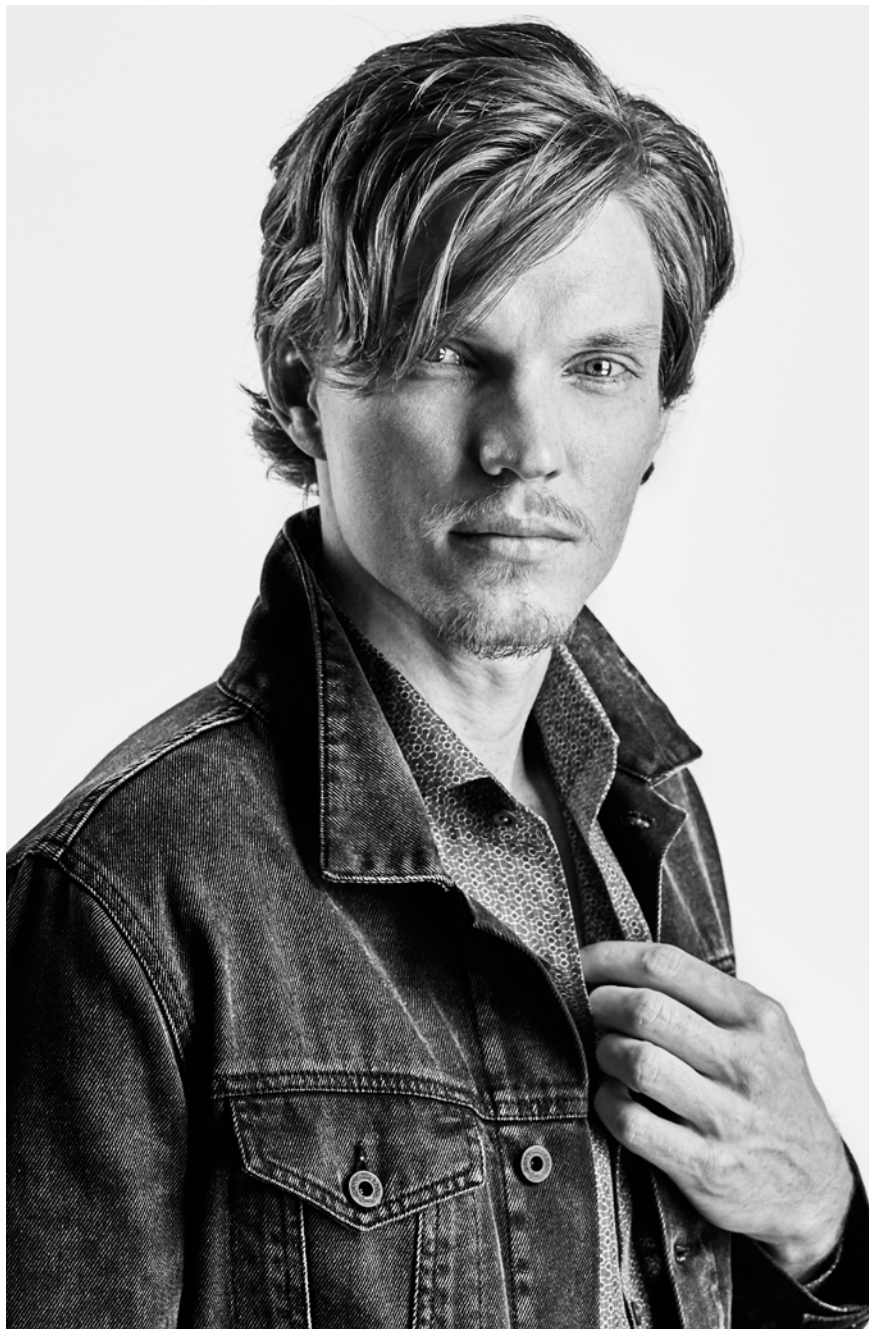
A soothing, refreshing lotion for the face and skin. Ideal after shaving, it instantly soothes any redness or irritation, leaving a persistently fresh feeling.

HOW TO USE

Spray on the face or skin after shaving. Avoid contact with eyes.



POLISHED AND REFRESHING. A FRAGRANCE THAT CAPTIVATES.



HAIR

HAIR AND BEARD NATURAL CLEANSER

100 ml, 3.4 fl.oz. – 250 ml, 8.4 fl.oz.

Hair and beard shampoo. Ideal for frequent use, it contains 98% naturally-sourced ingredients. It cleanses and leaves a nice scent, softens and moisturizes, leaving the scalp and face feeling light and fresh.

HOW TO USE

Massage on a wet hair and beard and lather. Thoroughly rinse and repeat as needed. Avoid contact with eyes.



HAIR AND BEARD NATURAL BALM

100 ml, 3.4 fl.oz. – 250 ml, 8.4 fl.oz.

Ideal for frequent use, it contains 98% naturally-sourced ingredients. Gives softness and hydration, adding a finishing touch to your daily cleansing routine.

HOW TO USE

After shampooing, apply on the hair and beard and massage. Wait 2–3 minutes, then rinse.



REBALANCING SHAMPOO

250 ml, 8.4 fl.oz.

Specifically formulated for oily scalps, a common challenge for men, its organically-sourced ingredients, such as red grape extracts and ginger, have an astringent and refreshing effect. If used regularly, this shampoo helps normalize the activity of the sebaceous glands, leaving the hair soft and manageable.

HOW TO USE

Apply on wet hair. Gently and evenly massage the scalp to boost circulation. Rinse and repeat as needed.



FORTIFYING SHAMPOO

250 ml, 8.4 fl.oz.

Formulated for men's finer, weaker hair, it has an excellent revitalising and strengthening effect. Organically-sourced ingredients, such as vine extracts, incense and ginger, make this shampoo the ideal solution to add body and thickness to the hair. The result is thicker feeling hair that is easy to style.

HOW TO USE

Apply on wet hair and massage on the scalp and lengths. Wait a few minutes before rinsing. Repeat as needed.



VOLUMIZING LOTION

100 ml, 3.4 fl.oz. – 250 ml, 8.4 fl.oz.

A volumizing spray, ideal for fine hair. It gives a bouncy texture and a natural volume that lasts all day. An instant result: the hair fibre looks thicker, bouncier and lighter.

HOW TO USE

Apply evenly on towel-dried hair, from the roots to the ends. Comb through the hair, then style as usual.



LEAVE-IN SPRAY

100 ml, 3.4 fl.oz.

A no-rinse conditioning spray, specifically formulated for men's hair. Moisturizing and detangling, it keeps the hair soft and shiny, with no greasy feelings. Ideal to instantly set any hair type.

HOW TO USE

After shampooing, apply on towel-dried hair, comb through the hair and style as usual.



POLISHED AND REFRESHING. A FRAGRANCE THAT CAPTIVATES.



STYLE

VOLUMIZING LOTION

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HOW TO USE

After shampooing, apply on towel-dried hair, comb through the hair and style as usual.



POMADE

100 ml, 3.4 fl.oz.

Extra-strong glossy wax
Ideal for sculpted styles and
a well-defined, glossy finish.

HOW TO USE

Warm the wax in your hands,
apply on wet or dry hair,
then style your hair as you
prefer.

PASTE

100 ml, 3.4 fl.oz.

Strong-hold matte paste.
Perfect to control your
hairstyle, with a
natural-looking satin finish.

HOW TO USE

Warm the wax in your hands,
apply on dry hair, then style
as usual.

GLAZING WAX

100 ml, 3.4 fl.oz.

Strong-hold wet-look wax.
For sculpted, firm and shiny
locks, all day long.

HOW TO USE

Warm the wax in your hands,
apply on dry hair. Comb through
to add shape and volume.

OPAQUE POMADE

100 ml, 3.4 fl.oz.

Extra-strong matte pomade.
For firmly set and perfectly
controlled locks. Ideal for a
sculpted look.

HOW TO USE

Warm the wax in your hands
and apply on dry hair, twirling
the tips into shape.

BARBER TIPS

This tip applies to any styling product that you distribute with your fingers:
since the volume or shape of the hair starts at the roots, always start applying
the product from the roots to shape your locks as you prefer.

Always comb your hair after applying wax or pomade, even if you will
twirl your hair into shape afterwards. This will remove any excess wax
and will distribute it evenly through your hair.



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NO HAIR? NO PROBLEM!

Bald is in. Low maintenance, well-groomed. Bald heads are meant to be admired, so keep your dome clean and well moisturized with products made for your scalp.

ICE TONIC

100 ml, 3.4 fl.oz.

A soothing, refreshing lotion for the face and scalp. Ideal after shaving, it instantly soothes any redness or irritation, leaving a persistently fresh feeling.

HOW TO USE

Spray on the face or skin after shaving. Avoid contact with eyes.



HAIR AND BEARD NATURAL CLEANSER

100 ml, 3.4 fl.oz. – 250 ml, 8.4 fl.oz.

You wouldn't use dish soap to clean a ferrari. Don't use body wash to clean your crown! The same moisturizing and calming properties that keep hair healthy have the same benefits for your scalp.

HOW TO USE

Massage on wet scalp and lather. Thoroughly rinse and repeat as needed. Avoid contact with eyes.



HAIR AND BEARD NATURAL BALM

100 ml, 3.4 fl.oz. – 250 ml, 8.4 fl.oz.

Ideal for frequent use, it contains 98% naturally-sourced ingredients. Seal in moisture for your skin & enjoy the feeling of a smooth and healthy scalp.

HOW TO USE

After shampooing, apply on the head and massage. Wait 2-3 minutes, then rinse.



BALD



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THE RITUALS

MORNING STYLE RITUAL

Wet your hair and beard, then apply the **FRAMESI BARBER GEN Hair and Beard Natural Cleanser**. Firmly rub it in with your fingertips. Rinse, then apply the **FRAMESI BARBER GEN Hair and Beard Natural Balm**. Wait a couple of minutes, then thoroughly rinse. Towel dry your face and hair.

Blow dry your hair until it is almost dry, then spray the **FRAMESI BARBER GEN Volumizing Lotion** 5 to 6 times from a 4 inch distance. Blow dry with a brush.

Apply the wax or pomade with your hands, then comb it through for a natural look.

Brush your beard and apply a few drops of **FRAMESI BARBER GEN Beard Oil**.

SHAVING RITUAL

Trim the lengths with a trimmer until your beard is approximately 1/10" inch long.

Fill a bowl with hot, steaming water and keep it close to your face for 3 to 4 minutes to open the pores of your skin.

Apply the **FRAMESI BARBER GEN Shaving Foam** on your face with your hands, using circular movements.

Shave in the direction of hair growth.

Rinse off any residue with warm water, then lather up again.

Shave again, against the grain this time.

Apply the **FRAMESI BARBER GEN Ice Tonic** to soothe any redness and the **FRAMESI BARBER GEN After Shave Cream** to moisturize your skin.

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BARBER GEN
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THE EXCELLENCE OF MEN'S GROOMING



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