



# elite

framesi **MILAN**

FALL/WINTER 2024

## NEW YORK RENAISSANCE

Step Inside the Italian Beauty Gala

## FULL QUARTZ PRESS

A special preview of our  
NEW color collection

## BLONDE MOMENT: REDEFINED

framesi's Live  
Education Event on  
the Virtual Stage

# QUARTERLY NEWSLETTER





**DENNIS KATAWCZIK**  
President, Framesi NA

mind involves lights and presents rather than sun and sand.

If the kids are back in school, why not you?

At the heart of every great stylist is a passion for learning and growing. The beauty industry is dynamic, constantly innovating. Keeping pace with the latest trends, techniques, and products is essential to staying ahead. Today, with the advancement of technology, stylist education has never been more accessible or diverse, whether it's learning virtually from the comfort of your home, attending live demonstrations, or participating in hands-on workshops.

With the rise of digital platforms, virtual education has become a game-changer. The flexibility it offers is unmatched, whether it's Zoom classes, on-demand YouTube tutorials, or webinar-style sessions like our Instagram Lives or our presentation at CosmoProf Iconic Blonde (read about it on page 12!). You can learn at your own pace, revisit materials whenever you like, and access the best educators from across the globe without leaving your salon chair and all on your schedule.

It also allows framesi to offer instruction as quickly as the science behind our latest advancements is updated, so the material evolves with our product lines almost in real time. The ability to master FRAMCOLOR Eclectic 5D COLOR GLOSS, the latest MORPHOSIS Scalp or Hair Treatments or new shades like the FRAMCOLOR 2001 INTENSE Blue Quartz collection (check them out on page 6!) with minimal disruption to your daily routine makes virtual education a powerful tool.

As I can tell you from joining around 1,000 professionals at framesi International Congress 2024 in Budapest recently (full coverage in our next issue!), for many stylists, nothing beats the thrill of seeing a live demonstration. These "look and learn" sessions allow you to observe experts in action, gaining real-time insights into their techniques, tips, and tricks. Whether it's mastering a new color application or learning cutting-edge cutting and styling methods, live demonstrations inspire creativity.

There's something truly special about being in the room where it happens, watching an artist at work. Live demos give you the chance to find a different angle to pick up those subtle details, ask a question, pick the brain of a respected expert, and network with other pros. These sessions are an incredible opportunity to be inspired and bring fresh ideas back to your salon.

# Season of Change

While watching and learning are important, there's no substitute for actually getting your hands into the hair. Hands-on workshops give you the tactile experience of trying out new techniques for yourself, under the guidance of a skilled educator. The ability to apply what you've learned in real-time, with instant feedback, can be a transformative experience.

From mastering complex color formulations to perfecting Italian Style Cutting, these workshops provide the opportunity to refine your skills. Perhaps even better, they're also a safe space to make mistakes so you leave feeling confident in your ability to introduce what you've learned to your clients.

True artists never stop evolving. Maybe you've reached the level where the next step for you is to pass along your knowledge. Share that styling hack or coloring technique you've been honing and making your own since the day you stood face-to-face with a virgin Debra mannequin. (Find out more about joining our team on page 13!)

The importance of ongoing education cannot be overstated. As technology continues to push the boundaries of what's possible in hair care and color, staying informed and updated is crucial. Technology continues to push how education is offered as well. Could you soon join a framesi class in the Metaverse or attend International Congress through your Apple Vision Pro? Only time will tell.

The advancements we've introduced in the past few years and the ones we have planned for 2025 are designed to give stylists the tools they need to deliver exceptional results while caring for the health of the hair. But to truly harness these innovations, education is essential.

As we look forward to the upcoming winter season and all the joy and moments of reflection it brings, I encourage each and every one of you to take advantage of the wealth of educational opportunities available. Whether it's a quick virtual refresher, a live demonstration, or an in-depth, hands-on experience, now is the perfect time to invest in yourself and your future. Call us and we'll find the right class for you today! 1.800.321.9648 ext. 1351

By investing in education, you're not only improving your craft, you're also ensuring the long-term success of your business. Clients come to you because they trust your expertise, and that expertise is built on a foundation of learning.

At the heart of everything framesi does is a commitment to helping the professional stylist succeed. Let's continue to grow, learn, and innovate together.

Here's to a fruitful autumn and an exciting, busy winter season.

*dennis*



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[framesiprofessional.com/elite](https://framesiprofessional.com/elite)

exclusive elite support line 1.800.214.0618



*is* THE  
HAIR  
TREND

COLOR  
COLLECTION

WmM  
what's my mood



**Nothing can express the vibrations of our soul like color.**

"Praline" shades. Warm and rich, they evoke vanilla, hazelnut, caramel, coffee, almond.

Pastels are sheer and glossy, inspired by the sky, blush on the cheeks, and mauve flowers.

Cheerful, easy, sharp. Lastly, the season offers a range of rich, natural shades: ocean blue, meadow green, sun yellow, deep forest, silver spruce, midnight indigo, red berry, fig purple.



[framesiprofessional.com](http://framesiprofessional.com)



Linen blonde with creamy layers creates a soft, naturally radiant look. It blends cool, warm, and neutral undertones, enhancing the overall vibrancy for brilliant hair that shines from within.

# Get Inspired

# Linen Blonde

## The 2-Step Technique



**S**and and gold emphasize the personality of the soft yet bold cut, enhanced by a double blonde, ivory and butter. An extreme lightening that still leaves the hair in perfect condition, as it is protected by FRAMCOLOR Eclectic 5D COLOR GLOSS.

### Step 1: Soft, Effortless Lightening

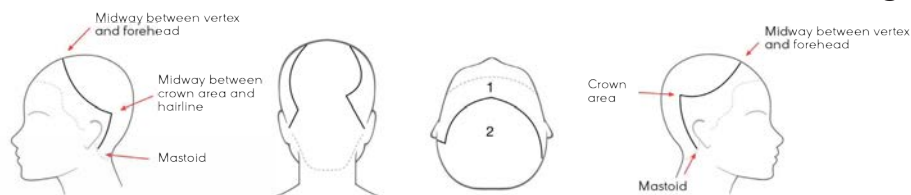
Start with DECOLOR B for effective color lifting without compromising the integrity of the hair.

Decolor the entire hair to level 10 (yellow-white) with DECOLOR B CREAM PLUS.

### Step 2: Refine With a GLOSS Treatment

FRAMCOLOR Eclectic 5D COLOR GLOSS: Not just color, but a treatment for hair—revealing incredible shine and condition.

Create two sections as shown in the drawing.



Tone section 1 with FRAMCOLOR Eclectic 5D COLOR GLOSS 00.  
Tone section 2 with FRAMCOLOR Eclectic 5D COLOR GLOSS 10PG (50 mL / 1 2/3 oz) + 10SB (10 mL / 1/3 oz).





# NEW BLUE QUARTZ COLOR COLLECTION

## FOUR NEW SHADES

**6.022**

Dark Blonde  
Blue Quartz

**7.022**

Medium Blonde  
Blue Quartz

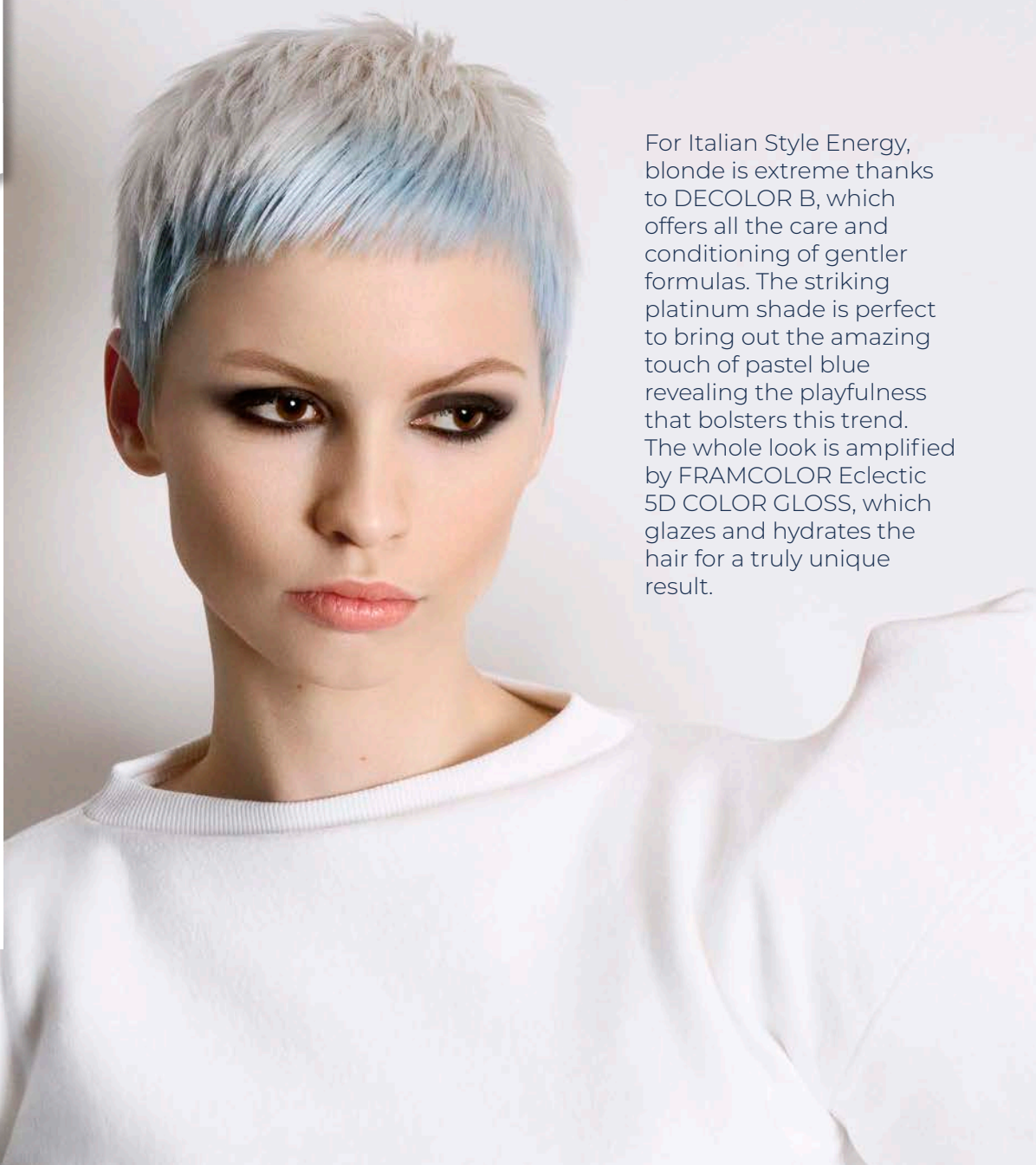
**8.022**

Light Blonde  
Blue Quartz

**9.022**

Very Light Blonde  
Blue Quartz

For Italian Style Energy, blonde is extreme thanks to DECOLOR B, which offers all the care and conditioning of gentler formulas. The striking platinum shade is perfect to bring out the amazing touch of pastel blue revealing the playfulness that bolsters this trend. The whole look is amplified by FRAMCOLOR Eclectic 5D COLOR GLOSS, which glazes and hydrates the hair for a truly unique result.



Remaining Color at Lift	After Refining with Blue Quartz
9	9.022
8	8.022
7	7.022
6	6.022

### Create these Trendy Formulas with the New Blue Quartz Shades!

GREY WASH	VIOLET DENIM	SILVER QUARTZ	KHALEESI PLATINUM	ICE BLUE	Formula Key (Equal Parts)
•10.26 + 9.022	•10.66 + 9.022	•10.21 + 9.022	•US PLUS + 9.022	•10.21 + 9.022	• Existing FRAMCOLOR 2001 INTENSE Shade
PLATINUM QUARTZ	JEAN JACKET	ICED MOCHA	ASH BLUE QUARTZ	COOL NEUTRAL	• Existing FRAMCOLOR 2001 Shade
•10.00 + 9.022	•10.66 + 8.022	•7.024 + 7.022	•7.021 + 7.022	•7.00 + 7.022	



*is* THE  
HAIR  
TREND

WmM  
what's my mood

Get the look: a deep blue-black is the backdrop to the extremely subtle highlights.



## GET THE LOOK: Blue Onyx

1. Isolate 5 horizontal sections (about 3/4" thick) and lift them up to level 9 with **DECOLOR B DIAMOND**.
2. Apply **FRAMCOLOR 2001 1NB** (15 g/cc) + **3NP** (15 g/cc) to the rest of the hair.
3. Use a weaving technique to foil, separate some thin strands in the 5 lifted sections, and tone them with **FRAMCOLOR Glamour 6.22**.
4. Tone the rest of the sections with **FRAMCOLOR 2001 INTENSE 6.022**.



# clean and conscious meets Brick and Mortar

Have you seen? Now there are even more ways to get ahold of framesi's "cleanical" prescriptive approach to scalp and hair care!

**N**ow appearing at a professional store near you! Over the summer, hundreds of MORPHOSIS floor displays went up in framesi distributor storefronts across North America. Now you can grab a bottle of a MORPHOSIS best seller when you're on your color run or that trip to restock your backbar. The full MORPHOSIS Scalp line, Repair line, the Ultimate Care collection and Restructure Hair Beauty Elixir are among the products you'll find on the beautiful showcase. MORPHOSIS Density, Reinforcing, Sublimis Oil and Love Extension collections are also represented.

It's easier than ever to get the products and product knowledge you need where you can already find the best framesi color and care products. If you spot the MORPHOSIS floor display on your next excursion to grab those salon essentials, snap a pic with it for your socials and remember to tag us (@framesiusa)!



Two Icons: framesi Design Group Member and Brand Ambassador Carter Lund poses with the new MORPHOSIS floor display at an Armstrong McCall store in Houston.





*framesi has  
been honored  
by industry  
publication  
Beauty  
Launchpad!*

# Out to Launch

framesi products receive  
industry acclaim



**F**irst, the MORPHOSIS Scalp collection was named one of the Top Salon Product Launches of 2024. “We were going to include Framesi’s new demi-permanent line [FRAMCOLOR Eclectic 5D COLOR GLOSS] in this write-up, but couldn’t help but include the Scalp collection that we have all fallen in love with,” the article reads. The praise continues, calling it “a beautiful line of products to detox, refresh and revitalize the scalp with a light mint and tea fragrance.” President of framesi North America, Dennis Katawczik, told the magazine why the line was developed: “Our partners in Italy were noticing the same trends we were in North America: the clean and conscious beauty movement and the rising interest in effective scalp care and its correlation to overall hair health. Our answer to this merging of values is the MORPHOSIS Scalp and Hair Treatment Line, a ‘cleanical’ approach to conscious beauty.”

Framesi was also nominated for 21 Beauty Launchpad 2024 Readers’ Choice Awards. The amount of nods this year bested our 2023 number when framesi WON Best Curl Product for COLOR LOVER Curl Pudding.

2024 nomination highlights included new FRAMCOLOR Eclectic 5D COLOR GLOSS getting nods for Best New Launch and Best Demi-permanent Color. DECOLOR B INFINITY+ was nominated for Best Bleach and FRAMCOLOR 2001 **INTENSE** was nominated for Best Permanent Color. Framesi BARBER GEN was nominated for Best Men’s Line, and our STRIKE4 XL Extra Wide Flat Iron Processing Sheets received a nod for Best Color Tool/Aid.

MORPHOSIS Scalp and Hair Treatment Line had a good showing as well, recognized in the Best Sustainable/Eco-friendly Line with Repair being nominated as Best Shampoo and Conditioner and Plumping Mousse Leave-in as Best Volumizer. The Denstifying/Reinforcing Collections were nominated for Best Thinning Regimen and Sublimis Oil Pure was selected as a candidate for Best Hair Oil.

Voting took place from August 2nd to September 9th. Winners will be announced live on Beauty Launchpad’s instagram account (@beautylaunchpad) November 1st.



# From Milan to Manhattan: Italian Beauty Showcased at NYC Gala

In a panel discussion featuring other industry leaders, President of framesi North America Dennis Katawczik told the crowd of beauty leaders, professionals, media, and influencers, "When I got involved with framesi it was very important to me to learn and try to emulate the essence of Italian quality."



**S**eptember 17, 2024, in the heart of New York City, framesi President Fabio Franchina and President of framesi North America Dennis Katawczik took part in "Beauty Made in Italy," an event that celebrated the excellence of the Italian cosmetics industry worldwide, showcasing craftsmanship, tradition, creativity, and research.

The gala was hosted by the Italian Trade Agency (ITA) New York in partnership with Cosmetica Italia, The Personal Care Association, and Cosmoprof Worldwide Bologna.

During his presentation, framesi President Fabio Franchina remarked that with a nearly 32% increase in imports of Italian cosmetics in 2023, "the U.S. is the top destination for Italian cosmetics exports for the second consecutive year," with a value of over 962 million euros. He added that the demand for Italian beauty is driven by creativity, quality, design, sustainability, and safety, noting "the U.S. has a sophisticated consumer, a mature consumer. They embrace a level of quality that is unique."



# Crowning Moment: Miss Italia Shines Thanks to framesi

Ofelia Passaponti, a 24-year-old communications student and “*fashionista*” from Siena, Tuscany was named Miss Italia 2024 at a September ceremony in the town of Salsomaggiore Terme.



**W**e couldn't be more proud that all of Miss Passaponti's hair looks were designed by framesi stylists using framesi products. In fact, framesi hairdressers accompanied Miss Italia contestants from the provincial selections all the way to the finals, drawing upon their passion and professionalism to create gorgeous styles that evoked “the beauty of being Italian.”

Each hairdresser made their talent available to the team, bringing out the quality of the framesi method, products and style by crafting looks that accentuated the personality of each participant.

## framesi Goes Greek

**F**ramesi was excited to be recruited by sororities at Florida International University in Miami and the University of California Riverside outside of Los Angeles for prospective member events at the beginning of the 2024-2025 school year.

At FIU, framesi was integral during ΔΦΕ (Delta Phi Epsilon) Spirit Week. The vibrant August celebration of the sorority's values and unity featured a prominent, dedicated framesi gifting table with MORPHOSIS Ultimate Care Shampoo and Conditioner, Scalp Cleansing Shampoo, Sublimis Oil Pure, and Restructure Leave-in as well as our professional Scalp Massaging Brush. Framesi's products helped sisters and future pledges look and feel their best throughout the week. We were elated to see the products being used on the sorority's and members' social media accounts.

Framesi was also invited by the University of California Riverside Panhellenic Council to be a part of their recruitment process. The Council oversees all sorority chapters on campus and organizes formal recruitment, which involves a range of activities leading up to the main recruitment event. One of those occasions, The Panhellenic Picnic, is an elegant dinner party held by the Council on October 5th to showcase sisterhood to incoming members. At the large-scale gala, attendees visited a framesi gifting table featuring MORPHOSIS Ultimate Care Shampoo and Conditioner and freshened up their looks during the soiree at a pop-up station featuring MORPHOSIS Sublimis Oil Pure, Repair Plumping Mousse Leave-in, and Restructure Leave-in.





# Golden Hour

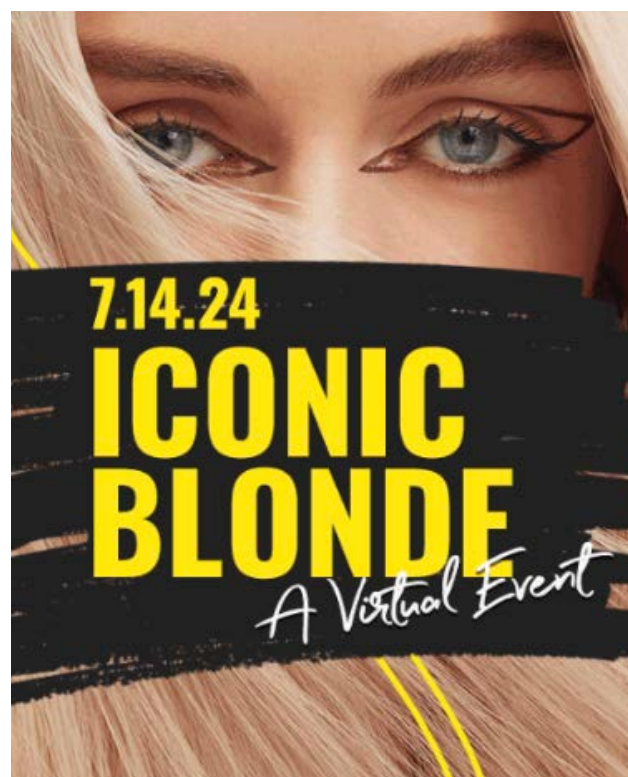
## 5D COLOR GLOSS Makes Blondes Iconic at Virtual Event

One of framesi's premiere distributors, CosmoProf, held their Second Annual Iconic Blonde virtual event July 17, 2024 presenting education, inspiration, and networking opportunities for beauty professionals passionate about mastering the art of blonding.

The event offered an array of classes and sessions designed to inspire and elevate stylists' skills, including an hour-long session of framesi education hosted by framesi Italian Style Team Member and Brand Ambassador Jessica Roth. During the class in Iconic Blonde's first block of the day, Jessica instructed stylists on how to achieve rapid blonding with lasting results, demonstrating how to section hair to achieve depth when highlighting. She also executed a live toning at the bowl with new FRAMCOLOR Eclectic 5D COLOR GLOSS. Viewers were treated to a textbook example of the quick and easy mixing and application process, to the final

look exhibiting the liquid color's superior conditioning and shine. Jessica rounded out the class by showing off the styling hacks she uses to give clients a fast blow out-style "faux-out," espousing the importance of client consultations and taking part in a live Q&A with attendees. As a bonus, Jessica's live class was eligible for Continuing Education credits for stylists renewing their licenses in certain states.

Over 12,000 beauty industry professionals attended Iconic Blonde throughout the day. CosmoProf already has a third edition on the books for July of 2025. In a press release CosmoProf said, "as innovations in hair care make blonding more accessible and less damaging, it's imperative for professionals to remain informed about best practices."



framesi Italian Style Team Member and Brand Ambassador Jessica Roth showcases her technique for blonding and toning with FRAMCOLOR Eclectic 5D COLOR GLOSS as well as her "faux-out" stylist hack during CosmoProf's Iconic Blonde virtual event.



If you missed Jessica's live class and the post-event replay window, don't worry! You'll soon be able to find this video on our website, [framesiprofessional.com](https://framesiprofessional.com). The brand new edit was done by live class director/producer framesi Italian Style Team Member and Brand Ambassador Sarah Scaccia.

Of course, if you want to take your education to the next level, framesi offers a wide array of live virtual and in-salon education anytime on your schedule. Stay up on current trends and build your business by learning new techniques. You can even use elite points to get classes for FREE! Call the elite line at 1-800-321-9648, op. 6 or email [elite@framesi-na.com](mailto:elite@framesi-na.com) to get more information about booking your class.



# PGH Childrens' Hospital donation



WDVE on-air personality Chad Tyson (Photo Courtesy of WDVE)

We're a proud Pittsburgh-based company and we're lucky to have a cutting-edge resource like UPMC Children's Hospital of Pittsburgh in our backyard. "Children's," as it's called locally, is the only hospital in Greater Pittsburgh dedicated solely to the care of infants, children, teens and young adults. This year, we were compelled to support the 17th Annual DVE Rocks Children's Radiothon held by local radio station WDVE. Broadcast live from the hospital, the event featured inspirational stories from patients, physicians, nurses, and more from September 18th to the 20th.

This year, the Radiothon raised a record \$1,132,950, adding to the more than \$10 million raised over the past 16 years.

**UPMC | CHILDREN'S HOSPITAL OF PITTSBURGH**



## Certification call for stylists

Chances are, as a framesi Elite Salon, you've worked with a framesi Technician to ensure you're getting the best results from framesi products for your clients. You may even have a favorite Technician you request when your salon is ready to host another class. Have you ever wondered how framesi trains and contracts Technicians? Read on to get the scoop!

### Who are framesi Technicians?

Framesi Technicians are the field extensions of our Product Development Team. They have been certified as experts in each framesi Permanent Color Line, and to stay current with new product launches, they participate in monthly updates with the Product Development Team. Our Technicians come from across North America and are tenured framesi stylists. Some are salon owners, stage artists, and social media influencers. With such a variety of unique skill sets, all framesi Technicians have two things in common: their passion for framesi products and their love of teaching fellow hairstylists.

### Are there any specific requirements to become a framesi Technician?

To apply for the framesi Technician program, you must have a current cosmetology license in your state of residence.

The framesi Certification program requires stylists to pass testing for each framesi Permanent Color Line: FRAMCOLOR 2001, FRAMCOLOR 2001 **INTENSE**, FRAMCOLOR Glamour, and FRAMCOLOR Eclectic CARE. This testing involves a deep understanding of color theory, formulation, and the features and benefits of each line. For this reason, stylists should have experience using a minimum of 3 of the permanent color lines listed above for at least 1 year.

Due to the remote work of this position, Technicians access training materials, attend meetings, and often conduct Education through digital meeting platforms. Prospective Technicians should have a laptop with an updated operating system and be moderately comfortable with using computers and technology to thrive in this role.

**Interested in learning more about the framesi Technician program?** Submit your application on [framesiprofessional.com](https://framesiprofessional.com). Our Brand Education Manager will contact you and arrange a digital meet and greet to answer any questions about our certification process. We look forward to your application!





elite

framesi MILAN

# did you know?

## framesi's elite program is the best in the industry.

It's easy to join. You don't have to do a thing! We enroll you the moment your purchases of framesi products reach \$500 in a calendar quarter from authorized framesi distributors or direct from framesi. Then, you earn points with every purchase - again - no matter where you buy framesi. Redeem points for free products, tools and education. There are six levels of increasing elite rewards with access to exclusive offers, products and education.

*Did you know ...*

Your unused points  
**ALWAYS** rollover  
and **NEVER** expire?\*

*Did you know ...*

Suite/Booth renters can  
team up? Combine your  
orders and reap the  
exclusive elite benefits.

*Did you know ...*

The elite Support Line  
(1.800.214.0618) is  
available **EXCLUSIVELY**  
for your product and  
application questions?

**MORPHOSIS** is now  
available with points!



There are so many great ways to cash in your elite points, including on new MORPHOSIS products! That's right, you can now redeem elite points for the Clean and Conscious beauty treatments guests are asking for. You can also redeem for exclusive accessories you can't get anywhere else like aprons, capes, retail bags and towels. Get your favorite framesi care and styling products, activators, swatchbooks, stylist tools and education, including our NEW 2024-2025 Collections Classes!

# elite questions?

email us at [elite@framesi-na.com](mailto:elite@framesi-na.com)  
or call **1.800.321.9648**, option 6

\* framesi NA reserves the right to modify or discontinue this program anytime.



## EXAMPLE

elite Acct#: ABC-12345

Salon Framesi - Leetsdale, PA 15056

**TOTAL POINTS AVAILABLE: 1634**




































elite Level: **Diamond**

Form #: 1057

Did you know you are given a reward level based on your quarterly purchases?

Take a look at the top left corner of your elite order form to check your current elite level! Are you Blue Diamond, Diamond, Sapphire, Emerald, Pearl, or Ruby?

**1 framesi elite point = \$1**

elite framesi MILAN	ELITE REWARDS LEVELS					
	RUBY	PEARL	EMERALD	SAPPHIRE	DIAMOND	BLUE DIAMOND
QUARTERLY FRAMESI PURCHASES	\$500 - \$999	\$1000 - \$1,999	\$2,000 - \$3,499	\$3,500 - \$4,999	\$5,000 - \$9,999	\$10,000+
EARNINGS \$ / % OF TOTAL QUALIFIED PURCHASES	\$55	6%	8%	12%	15%	20%
EARN POINTS FOR EVERY DOLLAR	55 Points	60 - 120 Points	160 - 280 Points	420 - 600 Points	750 - 1,500 Points	2,000+ Points
WELCOME OFFER	EXCLUSIVE ONE-TIME WELCOME KIT UPON ENTRY					
PAY WITH POINTS <sup>‡</sup>	1 POINT = \$1 REDEEMABLE FOR PRODUCT, EDUCATION & TOOLS AT SALON COST <small><sup>‡</sup>points not redeemable for cash</small>					
SEASONAL HAIR / MAKEUP PROPOSALS FROM MILAN, ITALY						
NEW PRODUCT PREVIEW						
EXCLUSIVE ELITE-ONLY HOTLINE						
COMPLIMENTARY DIGITAL EDUCATION / NEW PRODUCT UPDATE EDUCATION						
SURPRISE NATIONAL HOLIDAY OFFERS	-	-				
FREE SAMPLING OF NEW PRODUCTS	-	-	-			
COMPLIMENTARY DIGITAL HANDS-ON EDUCATION	-	-	-			
TEST NEW PRODUCTS BEFORE THEY GO TO MARKET	-	-	-	-	-	

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## THREE WAYS TO REDEEM POINTS!

### 1. Email

Email clear and readable pictures or scans of your order form to:

[elite@framesi-na.com](mailto:elite@framesi-na.com)

### 2. Fax

Fax your order form to:

**412.264.5696**

### 3. Mail

Mail **WHITE COPY** only of your order form to:

Framesi NA  
Attn: elite  
17 Avenue A  
Leetsdale, PA 15056



# let's get social!



## Autumn Breeze

framesi Brand Ambassador Tina Brown @tinabglam

Base Color: **FRAMCOLOR 2001 6W** (Dark Blonde Iroko) with **Framesi Professional Activator 20 vol.**

Highlights with **DECOLOR B NO DUST** with **Framesi Professional Activator 15 vol.**

Toned with **FRAMCOLOR Eclectic 5D COLOR GLOSS 9SB** (Very Light Sandy Blonde) with **FRAMCOLOR Eclectic 5D COLOR GLOSS Activator**



## Harvest Blonde

framesi Brand Ambassador Jennifer Ann Gallagher  
@jennannprofessional

Partial Highlights with **DECOLOR B INFINITY+** with **Framesi Professional Activator 20 vol.**

Toned with **FRAMCOLOR Eclectic 5D COLOR GLOSS 9H** (Very Light Hazelnut Blonde) + **9NW** (Very Light Natural Warm Blonde) with **FRAMCOLOR Eclectic 5D COLOR GLOSS Activator**

Scalp and Hair Treatment: **MORPHOSIS ColorLock Brilliance Shield** (find it in the FREE Salon Treatment Guide!)

Styled with **MORPHOSIS Restructure Leave-in**, **MORPHOSIS Repair Plumping Mousse Leave-in** and **framesi BY Glaze**

### CONNECT

with framesi, fellow stylists, and salon guests!

### SHARE

photos of your creations for a chance to be reposted!

### INSPIRE

others and gain inspiration for your next style!



@framesiusa

#FrameYourBeauty  
#MaintainMORPHOSIS  
#framesiusa #framesi  
#framesielite  
#FRAMCOLOR

### improve your chances!

sharing your looks, but not getting noticed?

### our checklist



GOOD  
LIGHTING



ALL OF HAIR  
SHOWN



LIST YOUR  
FORMULA



TAG US!



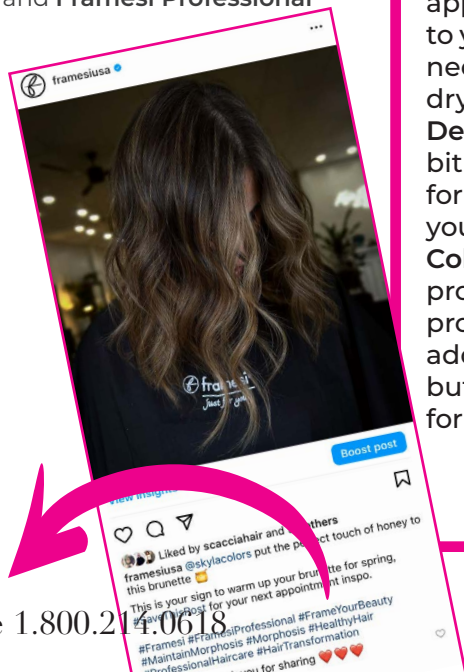


@mickeyatdistricthair

## Saddle and Spice

framesi Brand Ambassador Mickey Svircevic  
@mickeyatdistricthair

**FRAMCOLOR Eclectic CARE 6.4** (Dark Copper Blonde)  
+ **FRAMCOLOR Eclectic 6RDE** (Dark Golden Coppery  
Blonde) with "a little bit" of **FRAMCOLOR 2001 INTENSE**  
7.044 (Medium Red Copper) and **Framesi Professional**  
**Activator 20 vol.**



#FrameYourBeauty

exclusive elite support line 1.800.214.0618

## HASHTAG REFRESH!

### INTRODUCING #frameyourbeauty and #MaintainMORPHOSIS

You know you can use #framesiusa and #MORPHOSIS to amplify your posts to the framesi Family. Now we're shaking things up with two NEW hashtag endeavors: **#FrameYourBeauty** and **#MaintainMORPHOSIS**.

Our hair isn't just hair—it's the frame for our unique style and personality. It's a key player in our journey from childhood to adulthood, holding the stories that shape who we are today. Family owned and operated, framesi has grown up with you, and has been there for every trend & change in the industry.

Introducing 'Frame Your Beauty,' a celebration of how your hair frames who you are. Whether it's giving you confidence, power, or just that extra edge, we want to hear about it! Join us in sharing your hair story so we can continue to grow together. After all, with over 75 years of experience, who better to trust with your hair care journey than a legacy brand like framesi?

Whatever your hair demands, you're covered if you **#MaintainMORPHOSIS**. Looking to establish a reliable hair care routine, addressing concerns from scalp to tip? Meet your new constant wash day companion: **MORPHOSIS Hair Treatment Line!** As your hair needs evolve, trust in our brand to remain steadfast. **MORPHOSIS** is your go-to for all things hair and scalp, offering a customizable approach that adapts to your ever-changing needs. Wake up to a dry scalp? Try **Scalp Destress**. Feeling a bit lackluster? Opt for **Repair**. Just dyed your hair? Reach for **Color Protect**. Our professional-grade products not only address your immediate concerns but also nurture your hair health for the long haul.

#MaintainMORPHOSIS



**NEW**  
**LIQUID**  
**DEMI-**  
**PERMANENT**  
**HAIRCOLOR**

# 5D | FRAMCOLOR Eclectic COLOR GLOSS

**QUICK** and **EASY** PLATINUM BRILLIANCE

Buy **ANY** three  
**5D COLOR GLOSS** shades  
and one **5D COLOR GLOSS**  
**Activator** for

# \$9.99!



9BA Very Light Ash Blonde  
9NW Very Light Natural Warm Blonde  
9V Very Light Pearl Blonde  
9N Very Light Blonde  
9SB Very Light Sandy Blonde  
9H Very Light Hazelnut Blonde  
9HC Very Light Chocolate Blonde  
10BA Platinum Ash Blonde  
10V Platinum Pearl Blonde  
10N Platinum Blonde  
10HC Platinum Chocolate Blonde  
10PG Platinum Ash Golden Blonde  
10SB Platinum Sandy Blonde  
/00 Clear

VEGAN,  
GLUTEN FREE,  
AMMONIA FREE,  
RESORCINOL FREE  
AND PPD FREE





# MORPHOSIS

## HAIR TREATMENT LINE

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

NOVEMBER/DECEMBER PROMOTIONS

# 25% OFF

MORPHOSIS Open  
Stock 8.4 fl. oz.  
Shampoos and  
Conditioners:



Scalp Cleansing Shampoo  
Scalp Destress Shampoo  
Densifying Shampoo  
Reinforcing Shampoo  
Balance Shampoo  
Purifying Shampoo

Restructure Shampoo  
Ultimate Care Shampoo  
Repair Shampoo  
Sublimis Oil Shampoo  
Color Protect Shampoo  
Love Extension Shampoo

SALON VALUE  
**\$10.99**  
PROMO PRICE  
**\$8.24**

Restructure Conditioner  
Ultimate Care Conditioner  
Repair Conditioner  
Sublimis Oil Conditioner  
Color Protect Conditioner  
Love Extension Conditioner

SALON VALUE  
**\$11.99**  
PROMO PRICE  
**\$8.99**

### MORPHOSIS REPAIR Velvet:

Leave-in hydration that pumps up the hair. Provides immediate softness and manageability with a protective layer of condition and shine.

# 30% OFF

SALON VALUE  
**\$10.99**  
PROMO PRICE  
**\$7.99**



VEGAN



GLUTEN  
FREE



SYNTHETIC  
COLOR FREE



Sulfates  
SLES & SLS  
FREE



PARABEN  
FREE



COLOR  
SAFE



### MORPHOSIS RESTRUCTURE Hair Beauty Elixir:

Intensive regenerating and  
restructuring 5-minute weightless  
hair mask for damaged hair.

# 30% OFF

SALON VALUE  
**\$19.99**  
PROMO PRICE  
**\$13.99**

SCAN HERE TO VIEW OUR  
**2024 Gift Guide**





November 1<sup>st</sup>-14<sup>th</sup>



**SAVE 30%**

>95% LONGER LASTING COLOR

FRAMESI  
**COLOR  
LOVER**

Shampoos, Conditioners and Masque

- Diamond Strong • Moisture Rich
- Dynamic Blonde • Volume Boost
- Curl Define • Smooth Shine 500 mL/16.9 fl. oz.

**\$8.37-\$9.77 ea.** regular price \$11.95-\$13.95 ea.

ALL FRAMESI COLOR LOVER IS: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

November 1<sup>st</sup>-14<sup>th</sup>

## Hairsprays 30% Savings

**FRAMESI COLOR LOVER**

Design Fix & Flex Hairspray

Net Wt. 10 oz./283 g

**\$9.07 ea.**

reg. price \$12.95 ea.

FRAMESI  
**COLOR  
LOVER**

**BY MIST HAIR SPRAYS**

Light or Strong

Net Wt. 10 oz./283 g

**\$8.02 ea.**

reg. price \$11.45 ea.

BY



November 1<sup>st</sup>-14<sup>th</sup>

All FRAMCOLOR  
2001 **INTENSE** Shades

**\$5.97 ea.**

reg. salon value: \$8.95 ea.

**PROCESSES IN HALF THE TIME!**

Non-Progressive Formula

FRAMCOLOR  
**2001  
INTENSE**  
PERMANENT HAIRCOLOR

**Buy 2, Get 1  
FREE**



60 mL/2 oz.

For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Strand test before use.

November 30<sup>th</sup>-December 2<sup>nd</sup>

Framcolor **Glamour**  
PROTECTIVE COVERAGE TECHNOLOGY

**Buy 2, Get 1  
FREE**

All **FRAMCOLOR  
GLAMOUR** Shades

**\$4.64 ea.**

reg. salon value: \$6.95 ea.

60 mL/2 oz. or

**NEW 100 mL/3.4 oz. tubes**



For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Strand test before use.





## BY 30% SAVINGS HAIRSPRAYS & STYLING

**HYDRO-GEL**  
Light or Strong  
**\$4.87 ea.**  
reg. price \$11.45  
150 mL / 5.1 fl. oz.

**MIST HAIR SPRAY**  
Light or Strong  
**\$8.02 ea.**  
reg. price \$11.45  
10 oz. / 283 g

**SPARKLING MOUSSE**  
Strong  
**\$7.32 ea.**  
reg. price \$10.45  
6.9 oz. / 194 g

**WIO STRAIT BALM**  
**\$6.62**  
reg. price \$9.45  
150 mL / 5.1 fl. oz.

**WORKING CLAY**  
**\$6.97 ea.**  
reg. price \$9.95  
80 mL / 2.7 oz.

## SAVE 30%

## framesi COLOR METHOD



**SHAMPOO GO**  
1000 mL/33.8 fl. oz.  
**\$18.87**  
reg. \$26.95



**POST COLOR MASK**  
1000 mL/33.8 fl. oz.  
**\$18.87**  
reg. \$26.95



**SUPERSMAK**  
250 mL/8.4 fl. oz.  
**\$5.94**  
reg. \$8.49

- Provides you with prolonged color vibrancy with minimal fadage.
- Completes the color service and extends the life of hair color.

## Additional Holiday Deals!

### HOLIDAY SPECIALS - NOVEMBER ONLY

**BLACK FRIDAY (Last 2 Weeks of November):**  
FRAMESI COLOR LOVER Primer 11 & Primer 11 Intense:  
**\$7.00 each**, reg. salon value \$13.95

**BLACK FRIDAY (Last 2 Weeks of November):**  
**40% OFF** Framesi Decolor B  
PRO-FORCE BONDER 101 **\$35.99**, reg. salon value \$59.99  
& SEALER 102 **\$20.99**, reg. salon value \$34.99

**CYBER MONDAY:**  
**UP TO 50% OFF**  
Select FRAMESI COLOR LOVER Styling

### HOLIDAY SPECIALS - DECEMBER ONLY

**DECEMBER DOORBUSTER:**  
**30% OFF** FRAMESI COLOR LOVER Design Fix & Flex  
Hairspray: **\$9.07**, reg. salon value \$12.95

**DECEMBER DOORBUSTER:**  
**40% OFF** Framesi Decolor B  
PRO-FORCE BONDER 101 **\$35.99**, reg. salon value \$59.99  
& SEALER 102 **\$20.99**, reg. salon value \$34.99

**DECEMBER DOORBUSTER:**  
**30% OFF** FRAMESI COLOR LOVER Open Stock  
Shampoos, Conditioners and Masque 16.9 fl. oz.



DECOLOR B  
Diamond  
**50% OFF**

DECOLOR B  
Cream Plus  
**50% OFF**

DECOLOR B  
Clay Lightener  
**50% OFF**

DECOLOR B  
INFINITY+  
**50% OFF**

DECOLOR B  
No Dust  
**20% OFF**

For professional use only. Review and adhere to all warnings on the product packaging before use. Can cause an allergic reaction, patch test before use. Do not use on damaged hair. Strand test before use.

**Vegan, Gluten Free**

# DECOLOR B

## Lighteners

# UP TO 50% SAVINGS



500 g/18 oz.  
**\$14.98**  
reg. salon  
price \$28.95

150 mL/7.5 oz.  
**\$7.98**  
reg. salon  
price \$15.95

500 g/18 oz.  
**\$14.98**  
reg. salon  
price \$28.95

500 g/18 oz.  
**\$14.98**  
reg. salon  
price \$28.95

500 g/18 oz.  
**\$15.16**  
reg. salon  
price \$18.95

# FRAMESI COLOR<sup>®</sup> LOVER



## TONE UP AND SAVE UP TO 50%

on FRAMESI COLOR LOVER  
Dynamic Blonde Violet Shampoo,  
Dynamic Red Shampoo and  
Dynamic Brunette Shampoo



# BE DYNAMIC

500 mL/16.9 fl. oz.

**Dynamic Blonde  
Violet Shampoo**

**\$8.37 ea.**  
regular price \$11.95 ea.

**Dynamic Brunette  
Shampoo  
& Dynamic Red  
Shampoo**

**\$6.98 ea.**  
regular price \$13.95 ea.

vegan · sulfate free · paraben free · gluten free · dea free · sodium chloride free



DISTINCTIVE PRODUCTS - JUST FOR YOU

**Framesi**  
BARBER GEN  
SINCE 1950  
BEARD & SHAVE

POLISHED AND REFRESHING. A FRAGRANCE THAT CAPTIVATES.

**30-50% OFF**



**BUY ONE  
GET ONE  
50% OFF**

**SHAVING GEL**  
\$5.61 ea. reg. price \$7.48 ea.

**BUY ONE  
GET ONE  
50% OFF**

**AFTER SHAVE CREAM**  
\$4.86 ea. reg. price \$6.48 ea.



**30%  
OFF**

**BEARD OIL**  
\$5.24 reg. price \$7.48

FREE FROM GLUTEN, PARABENS, SULFATES, DEA & ALCOHOL

## Framesi Smoothing System

For a treatment that uses the protective and reparative properties of KERASEA COMPLEX, an innovative pool of powerful ingredients.

**30%  
SAVINGS**

No formaldehyde added.\*

\*\*Results may vary based on hair type, porosity, maintenance products used, and other factors.

\*Formaldehyde is not an ingredient in this product. Heat activation of other ingredients may result in the release of trace amounts of formaldehyde.



**Shampoo**  
400 mL / 13.5 fl. oz.

**\$17.47 each**  
reg. salon value: \$24.95

**Fluid PLUS**  
400 mL / 13.5 fl. oz.

**\$83.97 each**  
reg. salon value: \$119.95

**Conditioner**  
400 mL / 13.5 fl. oz.

**\$17.47 each**  
reg. salon value: \$24.95

[framesiprofessional.com](http://framesiprofessional.com)

**framesi**  
MILAN

Technical Assistance 1.800.245.6323





# you've got questions.

FRAMESI HAS RESOURCES FOR STYLISTS

## TESTIMONIAL VIDEOS

[framesiprofessional.com/  
videos/](https://framesiprofessional.com/videos/)

see firsthand why  
stylists love framesi  
& get helpful tips and  
inspiration from our top  
stylists

## RESOURCE CENTER

[framesiprofessional.com/  
resource-center/](https://framesiprofessional.com/resource-center/)

get access to key  
framesi technical  
information for quick,  
easy application  
instructions and  
professional direction

## EDUCATION PAGE

[framesiprofessional.com/  
classes/](https://framesiprofessional.com/classes/)

available for all  
framesi color lines  
& higher education  
classes, find the  
perfect education  
option for you  
and your salon!



[framesiusa](https://www.instagram.com/framesiusa)



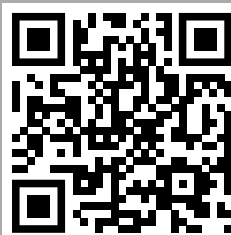
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[framesiprofessional.com](https://framesiprofessional.com)



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PHONE CAMERA!

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Leetsdale, PA 15056  
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1.800.214.0618