

elite

framesi MILAN

WINTER/SPRING 2025

ALL IN GOOD TIME

80 years of framesi innovation

GAME CHANGER FOR STYLING

Check out our new FOR-ME Styling Line

NATURAL AND HOT CHOCOLATE SERIES 5D COLOR GLOSS

MORPHOSIS

SCALP AND HAIR TREATMENT LINE
CLEAN AND CONSCIOUS
BEAUTY

QUARTERLY NEWSLETTER

80 Years of Beauty Inspiring the Future



DENNIS KATAWCZIK
President, Framesi NA

We're all familiar with the traditional **anniversary** gift themes, right? Paper for the 1st anniversary, cotton for 2nd, silver for 25th. Gold is the traditional gift representing the 50th anniversary, and so on.

The traditional anniversary gift for the **80th anniversary** is Oak. After learning this I went as fast as I could

to Google to see if there were any actual married couples that celebrated their Oak Anniversary. I was pleasantly surprised to find several recent news stories about couples who married in their late teens and early 20s in 1943, 1944, 1945 - during the climax of World War II.

There's a reason it makes the news. Estimates suggest that only one in **six million** people live long enough to celebrate their 80th wedding anniversary. For companies, just from my own experience, I imagine it has to be even tougher. The actual math estimates the number to be around 1-2%, meaning that for every 100 companies founded, only 1-2 are likely to still be in business after **80 years**.

So why, once you pass the rare and precious (and **expensive!**) gemstone and metal anniversaries, do you finally reach... **Oak?**

Because oak symbolizes **strength, endurance, and solid support**. Much like the mighty oak, **framesi** has thrived by **evolving** with and **guiding** every shift in the industry—embracing **new technologies**, pioneering **modern** techniques, and staying **ahead** of trends while remaining true to our **roots**. Every branch of our business—from our **dedicated** employees to our **loyal** professional stylists and their clients to our **valued** partners—has contributed to the **success** and **legacy** we honor today.

But, to me, oak also represents **growth**. Emerald, Diamond, Blue Sapphire, Platinum—though strong, don't continue to grow after they are formed. But an oak tree, with proper nourishment, **support**, and **safeguarding**, well, some live for **thousands** of years. They're **brilliant adapters** too. There's north of 500 species of oak on earth. Now that's **diversity!**

Have **you** been doing the same thing since you started down your career path? Probably not. Maybe when you first stepped **behind the chair** you did countless crimped side-ponies. Perhaps, fresh out of school, you perfected "The Rachel." As Y2K hit, **DECOLOR B lighteners** were giving you textbook, chunky, face-framing highlights. What did we do before we could share our creations on MySpace, then Facebook, Instagram, and now TikTok?

Framesi has continually led the way in **professional hair fashion**, evolving to put our mark on every shift in **trends** and **technology**. Just take a look at the extensive timeline on the following pages. Somewhere along the line, during our early days, **framesi** founder Roberto Franchina decided to launch the **first professional hair color made in Italy**.

From reinforcing the European Numbering System in the 1970s—**revolutionizing** how American professionals formulate

color—to merging **high fashion** and **hair artistry** in the 1980s with the introduction of the **Italian Style Collection**, our commitment to innovation has never wavered. As new, extreme styles emerged, **Italian Style Energy** was introduced for a customer more open to **ultramodern** trends and **Italian Style International** tore down the walls between **world cultures** and hair fashion. All three annual collections continue to **push the boundaries** of hair fashion.

If an oak tree wants to **persevere** it must grow with a **purpose**. To catch the sun it must literally go where no tree has gone before. If an area is too crowded, **new growth** is strangled and stifled. Similarly, **framesi** continues to offer superior **modern education** and introduce technology with which **no other** professional haircolor company has been able to compete. We've **blazed trails** with breakthrough formulas like **FRAMCOLOR 2001 INTENSE**, cutting processing time in **half** while maximizing vibrancy and coverage. We redefined lightening with **DECOLOR B INFINITY+**, delivering unmatched lift and control without compromising hair integrity. And we transformed liquid haircolor with **FRAMCOLOR Eclectic 5D COLOR GLOSS**, offering cream-like conditioning in a quick| and easy liquid form.

More recently, we reimagined and reformulated the **MORPHOSIS Scalp & Hair Treatment** line with a **clean and conscious** approach, addressing today's demand for **high-performance** products with **reduced environmental impact**. And with the launch this year of the FOR-ME styling line, we've created versatile, customizable solutions that **empower** stylists to perfect both **timeless** and **trending** looks.

Framesi isn't just keeping up with change—we're **driving** it.

As **framesi** has adapted and evolved, our roots remain deeply embedded in the values that have defined us from the very beginning. We began as and remain a **family-owned** company. Through the decades, the hallmark of framesi has been the **certainty of tradition** matched with bold, **forward-thinking innovation** in terms of **fashion**, product **research** and **development**, and **education**. With every advancement, we **reaffirm** our commitment to providing the **professional community** with the tools, knowledge, and inspiration to **create with confidence**.

Looking ahead, we remain committed to the dialogue between **heritage** and **innovation**, celebrating **timeless beauty**. Innovation, integrity, and a passion for what we do will continue to **guide us forward**. As we celebrate this **incredible milestone**, we do so with **gratitude** for the support of our **family** of professional stylists and everyone who has been part of this journey.

Thank you for being part of our story. Here's to **80 years** of strength—and to the **future** we'll build **together**. We look forward to nurturing **new growth**, deepening our **impact**, and standing **strong** for generations to come—just as an oak tree does, unwavering and ever-reaching toward the **future**.

I can't wait to see where we go **next**.

- dennis

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framesiprofessional.com/elite

exclusive elite support line 1.800.214.0618



A family-owned and operated company, framesi has been bringing the best of Italian beauty to the world since 1945, thanks to founder Roberto Franchina and the visionary leadership of his children, current President Fabio and CEO Roberta. Dennis Katawczik, the driving force behind Framesi's success in the United States and Canada, honed his executive skills in New York City with prestigious apparel brands and has been propelling Framesi to the forefront of hairdressing beauty brands since 1990.



1950

Roberto Franchina managed the company on his own and launched the first professional hair products, as well as colognes and perfumes and, especially, the first hair color made in Italy, which will become the company's pride and joy.



1973

Framesi goes international, starting distribution in Canada.



1975

To meet increasing demand, **Framesi moves to a new, more modern headquarters in Paderno Dugnano, Milan** where the new internal Research Laboratory is established. A cream hair color becomes the first Framesi product to be exported to the US.



1980

To present the first Italian Style Framesi collection, Framesi chose Cosmoprof, which also became the first of many prestigious professional events.

1945

Thanks to an idea of Roberto Franchina, together with his friends Messa and Sironi (Fra-Me-Si), a company producing hair wax and other products was established.

1960

Framesi enhanced its vocation towards the professional field and highlighted the expertise of hairdressers by organizing several events.



1979

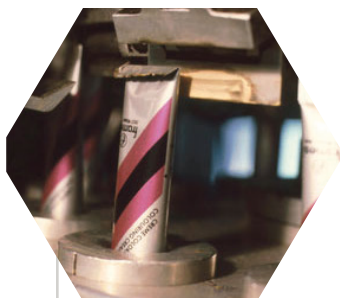
Italian Style Framesi is born: an institutional stylistic group that spread the concept of research and total look throughout the world through hair fashion collections truly appreciated for their strong made in Italy flavour.



Leading the charge in hair fashion while working alongside Italian-style professional hairdressers, **we've always been dedicated to promoting stunning hair collections and providing technical training for salon growth.** Our extensive range of haircolor, scalp and hair care, and styling products are always evolving, backed by the latest scientific research.

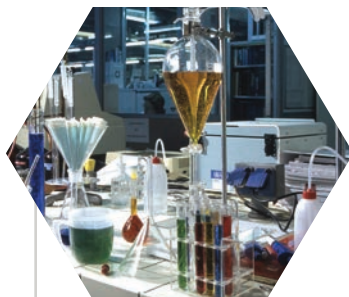
What really sets framesi apart is **our blend of personal touch, modern entrepreneurship, and cosmopolitan style.** We're committed to consistent growth and excellence. With our strong roots, framesi keeps pushing boundaries through research and experimentation, delivering innovative solutions in products, services, education, marketing, and fashion.

We've been designing industry-changing products and services that stimulate the creativity of hairdressers around the world for 80 years. Join us as we look back on this journey of innovation and leadership in hair care and fashion.



1987

The headquarters of Paderno Dugnano expanded and reached 129,000 square feet, new machinery allowed for production increase; the Research and Quality Control Laboratory expanded as well.



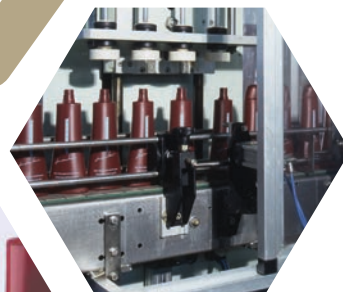
1993

Important partnerships with American Scientific Institutes and various Italian universities were established in order to develop latest-generation formulas and carry out more and more inflexible quality tests.

2003-04

The first BY line, a complete range of styling and finishing products, is born.

Created in collaboration with the Framesi Research Laboratory in the USA, **OPTIONS by Framesi** became the new line of conditioners focused on the specific needs of each hair type.



1992

Framcolor 2001 is created: Constantly updated with the latest technology and ingredients, Framcolor® 2001 is the most technologically advanced color line in the world.



1982

Framcolor Futura is created: the cosmetic haircolor with an exclusive 1:1 mix ratio, gentle on the hair, but with intense shades.



2005

Now distributed all over the world, **Framesi celebrates 60 years with an International Congress in Milan**, which involves hairdressers from all continents, and an unforgettable Fashion Show finale.

2007

MORPHOSIS, Framesi's Hair Treatment Line, is born in collaboration with the Polytechnic University of Milan. **Framcolor Eclectic**, the demi-permanent, ammonia-free color, is launched the same year.



MORPHOSIS

HAIR
TREATMENT
LINE



GRASSIATE COPILORE
FRAMCOLOR
Eclectic

2008

Framesi USA distributes to 14,000 hair salons in the U.S. Interested in the needs of every customer target, Framesi developed **I.DENTITY**, the finishing and styling product family, which, together with BY, was able to satisfy a young and feisty audience.



2009

Framesi USA CEO Dennis Katawczik and President and owner of Framesi Worldwide Fabio Franchina purchase all assets of Framesi USA from The Colomer Group. Dennis Katawczik remains President of framesi North America today.



2010

Pre-mixed color entered the Framcolor lines. **Framcolor Glamour**, designed for professionals first approaching Framesi colors.



Framcolor **Glamour**
PROTECTIVE COVERAGE TECHNOLOGY

ALL IN Ogni Cosa

2025 and Beyond!

FOR-ME launches in the US. The new finishing and styling line is formulated with an innovative main ingredient: Wakame Seaweed, extremely effective against environmental pollution. New formulations are on the horizon for Framcolor Glamour and Decolor B Lighteners plus other innovations yet to be announced!



2013

Framesi Color Lover products hit the market and become a must-have for millions of consumers in the US.

FRAMESI
**COLOR
LOVER®**

FRAMCOLOR

2001 INTENSE
PROCESSES IN
HALF THE TIME!



2019

Application time is cut in half with the revolutionary **Framcolor 2001 INTENSE** that combines luminosity and brilliance with unbeatable intensity.

FRAMCOLOR
**2001
INTENSE**

2021-23

**FRAMCOLOR PURE
PIGMENT PLUS**

16 direct ready-to-use pigments with acid pH formula and hyper-hydro technology that combine the benefits of a coloring service with the ones of a treatment.

NEW pH+ ACIDIC FORMULA **FRAMCOLOR
PURE PIGMENT PLUS**

RESTRUCTURE & COLOR
DAMAGED HAIR
NO DEVELOPER REQUIRED! IN ONE STEP!



Morphosis Hair Treatment line is rethought and reformulated to offer products that are increasingly more innovative and sustainable. A cleanical approach to conscious beauty.

MORPHOSIS

HAIR TREATMENT LINE

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



2024+

**FRAMCOLOR Eclectic
5D COLOR GLOSS**, introduces the 5 dimensions of color: Brightness, Protection, Hydration, Health and Repair. The easy-to-use, demi-permanent, liquid haircolor provides superior conditioning, longevity, and shine. Qualities formerly exclusive to cream haircolor, now available in liquid haircolor.

**5D FRAMCOLOR Eclectic
COLOR GLOSS**

GOOD TIME

a Suo Tempo

FOR -ME STYLING LINE

SHINE, VOLUME and HOLD
without forgetting PROTECTION

MY IDEA OF ME

EXPRESS YOURSELF AND EMBRACE
EVERY FACET OF YOUR PERSONALITY
WITH CONFIDENCE.

STYLE IS ALL ABOUT FREEDOM—
THE FREEDOM TO TRANSFORM AND
REINVENT YOURSELF DAILY.

WITH THE ENDLESS POSSIBILITIES OF
FOR-ME, YOU CAN SHAPE YOUR LOOK
TO ENHANCE THE BEAUTY OF EVERY
HAIRSTYLE.

AFTER ALL, THE IDEA OF YOU IS
ALWAYS EVOLVING — YOUR STYLE
SHOULD TOO.

With FOR-ME, hair is always
protected thanks to the
Wakame Seaweed extract that
ensures TOTAL DEFENSE



FROM ENVIRONMENTAL POLLUTION,
thanks to its antioxidants
that help to combat free radicals



FROM HEAT,
with a barrier effect against thermal
damage from overuse of styling tools



FROM DEHYDRATION,
as it preserves the moisture level
during and after styling, leaving
the hair with more vitality



FROM FADING,
for a longer-lasting,
exceptional rich color



Curl & Volume ■ **Smooth & Disciplined** ■ **Shape**

Color Safe. Thermal & UV Protectants. Vegan.

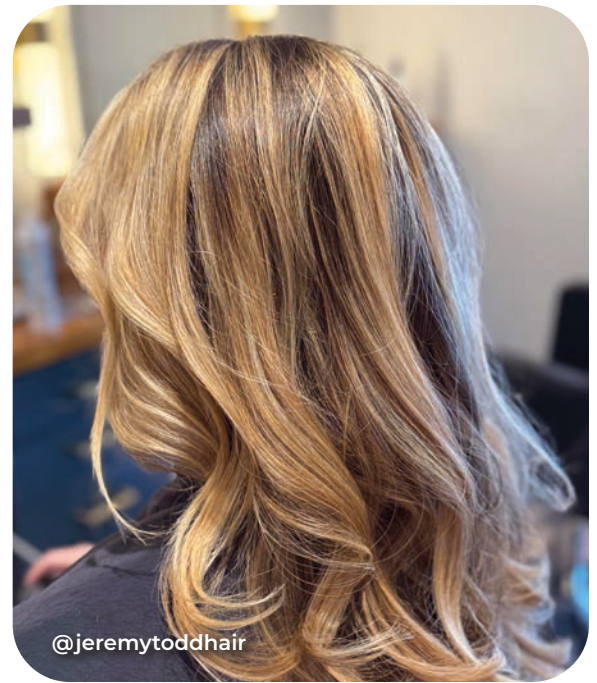
Free of Gluten, Parabens, Sulfates, DEA, and Sodium Chloride.

framesiprofessional.com

GAME-CHANGER FOR STYLING

"As a Stylist, I need products that deliver without compromising the hair health. From sleek blowouts to textured waves, FOR-ME by framesi is lightweight, effective and gives me full control over every style. The heat protection and anti-humidity benefits keep hair looking fresh all day. It's a must-have in my kit. Shine Me Brightly Super Coat 119, Elevate Me Curl Cream 308 and Bring Me To The Beach Salt Spray 223 are my faves."

Jeremy Abraham,
framesi Design Group
Member and
Brand Ambassador



@jeremytoddhair



@reed.crockett

AFTER



BEFORE

"No flat iron needed!!"
FOR-ME Smooth Me Serum 218 and Shine Me Brightly Super Coat 119

STREAMLINED STYLING

"I've been loving the new FOR-ME products, especially the Smooth Me Serum 218 and Shine Me Brightly Super Coat 119. They've significantly streamlined my styling process and eliminated the need for flat ironing – the results are simply stunning! I believe fellow stylists will appreciate the time-saving and quality-enhancing benefits of these products."

Reed Crockett,
framesi Italian
Style Team
Member



FIVE REASONS TO CHOOSE

50 | FRAMCOLOR Eclectic COLOR GLOSS LIQUID DEMI-PERMANENT HAIRCOLOR

2 EFFORTLESS APPLICATION:

The liquid form allows for **quick** and **even distribution**, ensuring a smooth and efficient toning process.

3 TRUE TO SWATCH:

Easy to formulate. No guesswork. Create the exact shade your client desires.

4 COLOR CORRECTION & BALANCING:

Leaves hair with a **pure, refined finish** from root to end.

1 LUMINOUS SHINE AND CONDITIONING:

Not just color, but a treatment for hair – revealing **incredible shine and condition**.

5 QUICK REFRESH BETWEEN SERVICES:

Give your color the **boost** that it needs.



New Natural and Hot Chocolate Series!



"After Highlights with Decolor B Clay Lightener, pretoned with equal parts 9V/9.6+9BA/9.21 in FRAMCOLOR Eclectic 5D COLOR GLOSS

Root tap with 6N, toned ends again (to blend) with 10BA/10.6 + 10V/10.6 + 00 in 5D"

Sarah Scaccia

Italian Style Team Member and Brand Ambassador



Easily transform
blondes and brunettes
into **brilliance with 22+**
intermixable liquid toners:

1:1
MIX RATIO

EQUAL PARTS
COLOR & ACTIVATOR

- **QUICK**
- **EASY-TO-USE**
- **LONG LASTING**

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

5D | FRAMCOLOR Eclectic COLOR GLOSS

When **FRAMCOLOR Eclectic 5D COLOR GLOSS** hit the market last year it made a huge splash in the world of liquid color. Just check out the Beauty Launchpad Readers' Choice Awards story on page 14 for some evidence of the impact!

Never ones to rest on our laurels, and by popular demand, we're already expanding the line to include NINE new Natural and Hot Chocolate shades. Now in addition to quick and easy platinum brilliance, you can use **FRAMCOLOR Eclectic 5D COLOR GLOSS** to achieve quick and easy natural brilliance. With the same long-lasting, high-gloss finish you expect from our 9 and 10 level blonde shades, you can refresh dull locks or faded ends and enhance current color. Now you can also use **FRAMCOLOR Eclectic 5D COLOR GLOSS** for lowlighting, shadow rooting to combat unwanted brassiness, and enhance brunette tones.

Want to dip your toes into the world of **FRAMCOLOR Eclectic 5D COLOR GLOSS**? We make it easy and inexpensive with TWO Try Me Sample Kits! Try our original Platinum Try Me kit that comes with 3 shades from the **FRAMCOLOR Eclectic 5D COLOR GLOSS Collection**, 2 100mL **FRAMCOLOR Eclectic 5D COLOR GLOSS Activators**, 1 **FRAMCOLOR Eclectic 5D COLOR GLOSS Mini Pamphlet**, 1 **FRAMCOLOR Eclectic 5D swatch ring** and 1 **applicator bottle**. If you want to try out the new shades, check out our NEW Try Me Kit with that includes 5 NEW shades from the **NEW FRAMCOLOR Eclectic 5D COLOR GLOSS Natural / Hot Chocolates Collection** as well as everything else from the Platinum Try Me Kit. If you're ready to jump in feet first, check out our starter kit with 16 bottles of **NEW FRAMCOLOR Eclectic 5D COLOR GLOSS** – one of each launch shade and 3 bottles of /00 Clear!

Of course, all **FRAMCOLOR Eclectic 5D COLOR GLOSS** shades are vegan, gluten free, ammonia free resorcinol free and PPD free. With quick and easy mixing and application, 5-20 minute processing time, and now 22 + shades, this is the service every client will be asking for!

*Root smudge 6N/6.0
blonde toned with
8N/8.0 and 10V/10.6*

Tina Brown
*framesi Design Group
Member and Brand
Ambassador*



Grab the Bull by the Horns

JOIN US AT FRAMESI INTERNATIONAL CONGRESS 2025 IN MADRID!

Make sure that passport is up-to-date because framesi is going to Spain! **This year's framesi International Congress is taking place September 28 - October 2 at the Madrid Marriott Auditorium Hotel & Conference Center. The annual gathering of framesi stylists from around the world includes two hair shows with over 30 renowned artists on stage from different countries.** In addition to lavish dinners and parties, there's plenty of opportunity for networking and viewing exhibitions of the latest framesi innovations. **This year is sure to be extra special as framesi celebrates our 80th anniversary.**

If you've never attended framesi International Congress before, this is your year! You owe it to yourself to find out what Framesi Professional Hairfashion really means at a long-standing, world class event. **Be inspired and impressed and return to your salon full of fresh ideas and practical insight to elevate your craft.** Don't miss this exciting opportunity to learn new techniques and have fun with likeminded creative professionals from across the world of hairdressing and barbering. Stay tuned to all framesi North America channels for information on how you can be a part of framesi International Congress 2025 in Madrid!



You Voted, framesi WON! FOUR FRAMESI FAVORITES HONORED IN READERS' CHOICE

WINNERS

Best Thinning Regimen:
Morphosis Densifying and Reinforcing collections

Best Men's Line:
framesi Barber Gen

FINALISTS

Best Demi-permanent:
**framesi FRAMCOLOR Eclectic
5D COLOR GLOSS**
Quick and Easy Brilliance

Best Color Tool/Aid:
framesi STRIKE4 XL
Extra Wide Flat Iron Processing Sheets



Spotted!

Framesi Invited to Exclusive Events NEW YORK FASHION WEEK

Framesi was invited to New York Fashion Week in collaboration with The Ethereal Show. The developing partnership with them gave framesi great visibility to attendees at the show in the middle of NYFW, February 10th at 30 Wall Street NYC. Look for more framesi activations at future The Ethereal Shows! Their next event is TBA, but previous runway events have taken place in Miami, Houston, and Toronto.



DELTA PHI EPSILON

Framesi was honored to be recruited by Delta Phi Epsilon (aka DPhiE) at California State University - Los Angeles to help sisters get ready for sorority recruitment at their work week in February. Sororities are falling in love with framesi and MORPHOSIS.



We were also spotted at a Delta Phi Epsilon recruitment event at the University at Buffalo in New York. There are more partnerships in the works so keep an eye on our Instagram to catch the latest hotspots where framesi and MORPHOSIS are popping up!

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
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 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 [‡]	1 POINT = \$1 REDEEMABLE FOR PRODUCT, EDUCATION & TOOLS AT SALON COST <small>[‡]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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SPECIAL BENEFIT FOR ELITE SALONS!

ELITE POINTS PRICING FIXED THROUGH Q4 2024 REDEMPTION PERIOD!

REDEEM YOUR ELITE POINTS AT UNADJUSTED PRICING THROUGH THE 2024 Q4 REDEMPTION PERIOD (THAT'S UNTIL LATE APRIL!)

THREE WAYS TO REDEEM POINTS!

1. Email

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

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!



Caramel Honey Blonde

FRAMCOLOR Eclectic 5D COLOR GLOSS 9H/9.35 (Very Light Hazelnut Blonde) + 9NW/9.03 (Very Light Natural Warm Blonde)

Cherry Red Scarlet

FRAMCOLOR 2001 INTENSE 7.054 (Medium Red Natural) + 6.055 (Deep Light Red) with Framesi Professional Activator 20 Volume on the roots / 10 vol on the ends.

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!



@Morphosisbyframesi

#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!



@briizebeauty

Champagne Blonde

framesi Brand Ambassador Mickey Svircevic
@mickeyatdistrichair

Lighten with **DECOLOR B DIAMOND** Toned with **FRAMCOLOR 2001 9NP (Very Light Blonde) + 9P (Very Light Pale Blonde) + 9W (Very Pale Blonde Ash)** After Care: **MORPHOSIS Color Protect Shampoo, Conditioner, and Intensive Treatment**



@hairby.alieza

Can You Handle It?

Introducing our new Instagram and TikTok Profile: **@Morphosisbyframesi**

Not only is this year the 80th anniversary of framesi the company, we're also celebrating another milestone. It was 10 years ago that we expanded the framesi footprint into a still-growing social media outlet called Instagram.

We chose the handle @framesiusa to differentiate ourselves from our Italian partners who would soon join us on the platform. As with everything we do, we used this new channel to engage with, support, and boost our family of professionals in the US and Canada, posting your beautiful framesi creations and formulas along with product knowledge and updates, live events, company news and more!

Last year we upped our social media game and joined the party on TikTok.

Now, we're evolving again. We've updated our Instagram and TikTok handles to **@Morphosisbyframesi**, your ultimate destination for Conscious Beauty. We're still the same Framesi Professional North America, but now we've embraced a holistic approach to beauty that is the central tenet of our clean and conscious **MORPHOSIS Hair Treatment Line**.

If you were following @framesiusa, the switch was made seamlessly and you're already following @Morphosisbyframesi. If you're not following us, we'd love for you to join us as we continue our journey toward sustainability with purpose. Amplify your posts to the framesi family by tagging **@Morphosisbyframesi**. All of our actions leave a footprint. This wasn't a decision we took lightly. But, our choices are not a trend, but shared values. We look forward to connecting with you!

Honey Mocha Brunette

Highlighted with **DECOLOR B DIAMOND**.
Toned with **FRAMCOLOR Eclectic 7NE (Medium Blonde) + 6SE (Medium Smokey Gray)**

MORPHOSIS

HAIR TREATMENT LINE

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

The *greatest results* with
reduced environmental impact.

MARCH/APRIL 2025 PROMOTIONS

SAVE 25%

On MORPHOSIS 8.4 fl. oz.
Shampoos and Conditioners



VEGAN



GLUTEN
FREE



SYNTHETIC
COLOR FREE



Sulfates
SLES & SLS
FREE



PARABEN
FREE



COLOR
SAFE



Shampoos

- Color Protect • Restructure
- Ultimate Care • Repair
- Love Extension • Sublimis Oil
- Scalp Cleansing • Scalp Destress
- Densifying • Reinforcing
- Balance • Purifying

\$8.24
reg. price \$10.99

Conditioners

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

\$8.99
reg. price \$11.99

WE CHANGE. IT'S NATURAL.
980212-MUS

technical assistance
1.800.245.6323

www.morphosiscleanbeauty.com

framesiprofessional.com

FRAMCOLOR
2001
INTENSE
PERMANENT HAIRCOLOR

NEW
BLUE QUARTZ
COLOR COLLECTION

PROCESSES IN HALF THE TIME!

Try Me Kit!

INCLUDED INSIDE:

- **3** NEW FRAMCOLOR 2001 **INTENSE** SHADES
- **1** SWATCH CARD WITH ALL **4** FRAMCOLOR 2001 **INTENSE** BLUE QUARTZ SHADES
- **1** FRAMCOLOR 2001 **INTENSE** BLUE QUARTZ NOTECARD

\$17.99 | **50% SAVINGS**



1:2
mix ratio | **LOW COST!**



**VEGAN,
GLUTEN FREE**



NEW! **5D** FRAMCOLOR Eclectic
COLOR GLOSS
LIQUID DEMI-PERMANENT HAIRCOLOR

Natural and Hot Chocolate Shades

QUICK and EASY NATURAL BRILLIANCE

Try Me Kit!

INCLUDED INSIDE:

- **5** NEW FRAMCOLOR ECLECTIC 5D COLOR GLOSS **SHADES**
- **2** FRAMCOLOR ECLECTIC 5D COLOR GLOSS **ACTIVATORS**
- **1** MINI **PAMPHLET** • **1** **SWATCH RING**
- **1** **APPLICATOR BOTTLE**

\$34.95 | **36% SAVINGS**

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



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.

DECOLOR^B PRO-FORCE

Save 40%

A NEW GENERATION FOR HAIR PROTECTION

Bonder 101 400 mL/13.5 fl. oz.
\$35.99 each reg. price \$59.99 ea.

Sealer 102 1000 mL/33.8 fl. oz.
\$20.99 each reg. price \$34.99 ea.

• vegan • gluten free • paraben free
• sulfate free • dea free • money saving



FRAMESI COLOR LOVER

>95% LONGER
LASTING
COLOR

Save Up to 50%

Dynamic Brunette
Shampoo
\$7.48
reg. price: \$14.95

Dynamic Blonde
Violet Shampoo
\$9.77
reg. price: \$13.95



All FRAMESI COLOR LOVER Is: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

FRAMESI COLOR[®] LOVER STYLING

>95% LONGER
LASTING COLOR



283 g./Net Wt. 10oz. 177 mL/6 fl. oz. 200 mL/6.8 fl. oz. 250 mL/8.5 fl. oz.

Save Up to 50%

Design Fix and Flex	\$9.07 reg. price \$12.95
Curl Pudding	\$10.47 reg. price \$14.95
Progressively Smooth	\$9.98 reg. price \$19.95
Hair Straightening Serum	\$10.47 reg. price \$14.95
Hair Repair Foam	\$10.47 reg. price \$14.95
Primer 11	\$10.47 reg. price \$14.95
Primer 11 Intense	\$10.47 reg. price \$14.95

All FRAMESI COLOR LOVER Is: Vegan, Free From Sulfates, Parabens, Gluten, DEA & Sodium Chloride

March Only

Select DECOLOR^B Lighteners
BUY 1, GET 1 FREE



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

INFINITY+
500 g./18 oz.
\$14.98 reg. salon price \$29.95

DIAMOND
500 g./18 oz.
\$14.98 reg. salon price \$29.95

CLAY LIGHTENER
500 g./18 oz.
\$14.98 reg. salon price \$29.95

CREAM PLUS
150 mL/7.5 oz.
\$8.98 reg. salon price \$17.95

March Only

Eclectic

**Ammonia Free
Demi-permanent**

Eclectic

**Ammonia Free
Permanent**

ALL SHADES BUY 2, GET 1 FREE



\$5.64 each
reg. salon value: \$8.45

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.

April Only

Framcolor Glamour

BUY 2, GET 1 FREE

All Framcolor Glamour Shades

\$4.97 each
reg. salon value: \$7.45 each

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.

April Only



500 g./Net Wt. 18 oz. reg. price \$14.95
500 mL/16.9 fl. 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. Do not use on damaged hair. Strand test before use.

DECOLOR^B FRAMESI
COLOR
LOVER

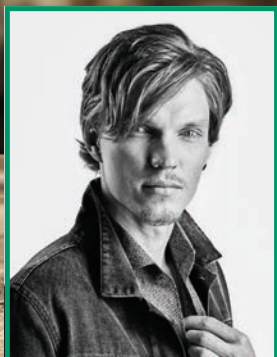
Buy Framesi
DecolorB Infinity+
(\$29.95) and Receive
a FRAMESI COLOR
LOVER Diamond
Strong Shampoo...

FREE

DISTINCTIVE PRODUCTS - JUST FOR YOU

Framesi
BARBER GEN
SINCE 1950

POLISHED AND REFRESHING.
A FRAGRANCE THAT CAPTIVATES.



SAVE 25%

**VOLUMIZING LOTION
& FORTIFYING SHAMPOO**

\$5.61 ea.
reg. price \$7.48 ea.

FREE FROM GLUTEN, PARABENS, SULFATES, DEA & ALCOHOL

FRAMCOLOR
XTRA
CHARGE

READY TO USE PIGMENTS

Tone • Correct • Refresh • Retail • And So Much More!



before



AFTER

intermix for unlimited custom shades

vibrant color
LASTS UP TO 10 SHAMPOOS
*longevity may vary based on hair porosity & condition

125mL/4.2 fl. oz.
\$5.25 ea.
reg. salon
value: \$17.49

70%
SAVINGS



gold

copper

red

violet

cinnamon

chocolate

medium brown

light brown

dark blonde

medium blonde

silver

Review and adhere to all warnings on the product packaging before use. Strand test before use.

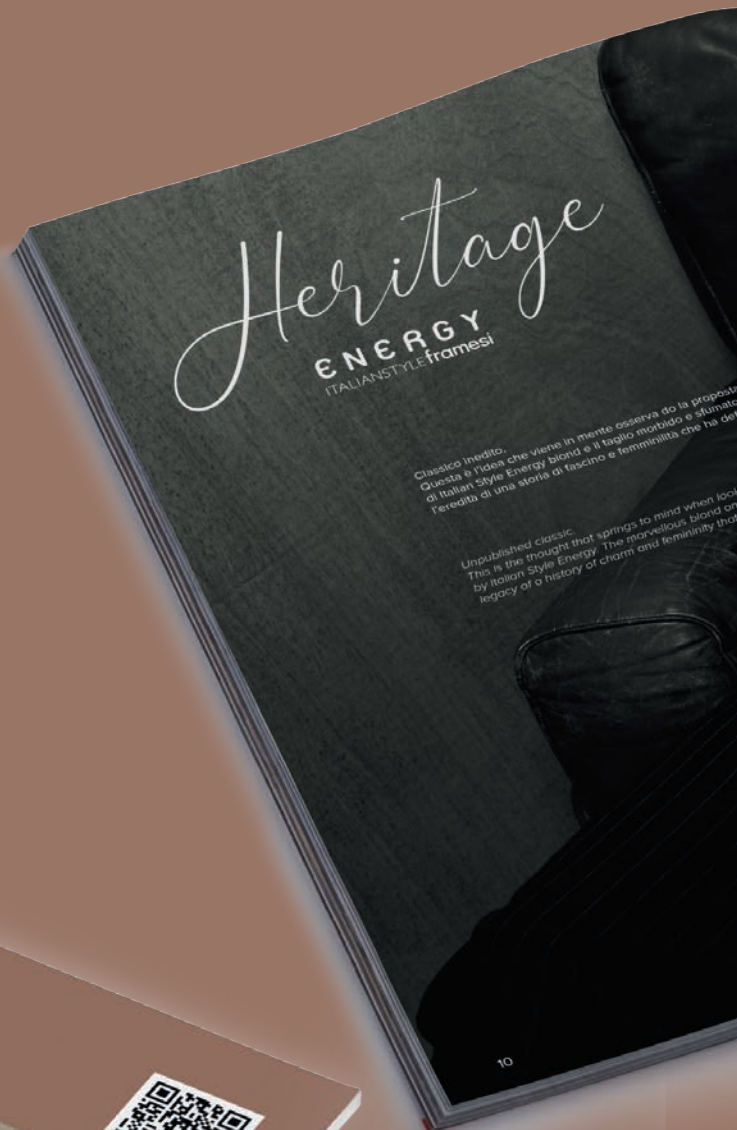
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Technical Assistance 1.800.245.6323

980212-SUS

is THE HAIR TREND 2025 BOOK



Heritage

HYBRID

Pleasure

COMING

HYBRID
ENERGY
ITALIAN STYLE frames

SECTION 5
Pinch Cut the entire section at the shoulder blades.
Now pinch and point cut the entire section on the separation line at the occipital.

SECTION 3
Pinch and cut the section as before, now using shoulder blades and crown line as guides.



Comb the hair onto the face and use thinning shears using the Open & Close technique.

5/10/01

Change the entire lot with Framingham Glamos 4.4%
 22 (100) 454 (30 g/oz) + 2 (16 g/oz)
 100 g/oz and use the lot.
 Use the crown area create highlights, lifted to a
 level 1 with Densol B Diamond and the Air Touch
 technique.

Subdivide the remaining top section into three parts. Backcomb the hair and use the Free Hand technique to lighten the last 10 cm (4 in).

Tone the entirely lifted sections with **Framecolor 10 (20 g/cc) + .36 (9 g/cc)**.

Tone the remaining hair with **Framecolor 9 (20 g/cc) + .764 (19 g/cc) + .846 (20 g/cc)**.

Alternative color proposal

FRANCOIS FUTURE	FRANCOIS ELECTRIC ELEGANT CARE	FRANCOIS FUTURE
Alternative color proposal	A25 - SHCE - 1HB (40 - 20 - 2 g/cd)	AN - GXN - 2N (40 - 20 - 2 g/cd)
DE - SHCE (20 - 5 g/cd)	Tone DE - SHCE - 6HCE (10 - 10 - 20 g/cd)	10N (25 g/cd)
Tone DE - SHCE - 6HCE (10 - 10 - 20 g/cd)		Tone 9TR - RXN (20 - 30 g/cd)
100 - 406 - 2HP (20 - 5 g/cd)		
100 - 55B (20 - 5 g/cd)		
Tone 100 - 406 - 2HP (20 - 5 g/cd)		

Styling

Styling

Apply FORME 40 Shape Me Glaze on damp hair. Dry wrapping the hair with a towel, apply FRAMESI COLOR LOVER Primer II. Apply FRAMESI COLOR LOVER Styling Mousse. Blow-dry hair with MORPHEUS Sublimis Oil Pure and fix with FRAMESI COLOR LOVER Hair Spray Light.

After-shave

After-shave the hair with FRAMESI COLOR LOVER Primer II. Apply FRAMESI COLOR LOVER Styling Mousse. Blow-dry hair with MORPHEUS Sublimis Oil Pure and fix with FRAMESI COLOR LOVER Hair Spray Strong.

SOON

9 total look proposals, 3 major trends, 1 collection that brings all this—and more—to inspire and revolutionize your salon's offerings

is THE HAIR TREND
2025 STEP by STEP



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!



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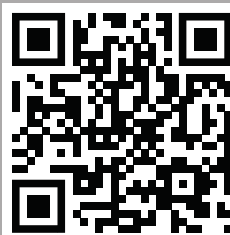
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