

# ITALIAN **HAIR** STYLE

 framesi

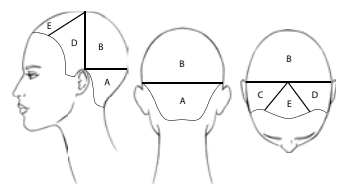


fall winter  
collection 2015/16

**&STEP**  
by**STEP**

fall winter collection 2015/16  
proposal #1 (icon)  
**CUT**

vintage today



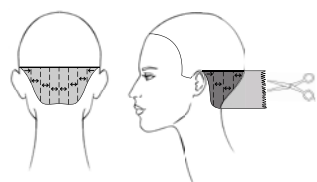
**Sectioning.**

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

**Section A** - Trace a line from tip of the ear to tip of the ear passing through the occipital bone.

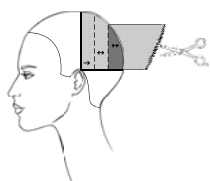
**Section B** - Trace a line from ear to ear passing through the vertex.

**Sections C, D, E** - Isolate a front triangle joining the vertex and the eyebrow arches.



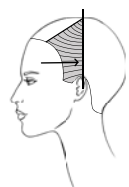
1.

**Section A** - Take vertical subsections perpendicular to growth and Pinch cut square to the length of 5 cm (2"). Transport the subsections at the mastoid slightly backwards.



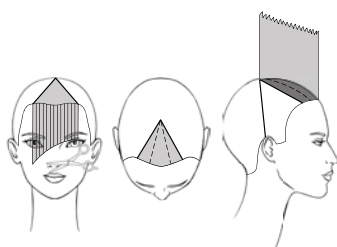
2.

**Section B** - Take vertical subsections perpendicular to growth and Pinch cut diagonally from 5 to 10 cm (from 2 to 4"). Transport the subsections above the mastoid slightly backwards.



3.

**Sections C and D** - Comb the entire section above the mastoid and cut diagonally to the length found in section B.



4.

**Section E** - Comb the hair in natural fall and slide cut from the left eye to the right cheekbone. Now make three radial partings and connect the vertex to the front removing the excess.

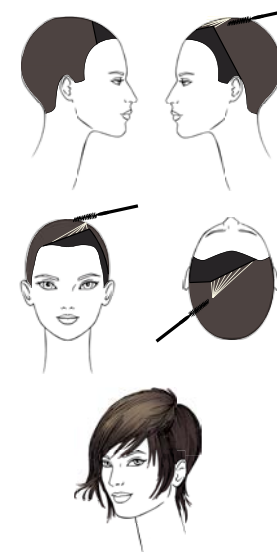


5.

Refine the proposal using blending shears. Sculpt free hand the sections that frame the face and the "tail" in the back. Use the Flower technique 2 cm (3/4") left of the vertex to signature the top of the head.



fall winter collection 2015/16  
proposal #1 (icon)  
**COLOR**



Isolate a front section, as shown in the diagram, with the following reference points:

- the right eyebrow arch
- 4 cm (1 1/2") from the hairline and above the left eyebrow
- left mastoid

Color the isolated section with **Framcolor Eclectic 5SE** (20 g/cc).

Color the remaining hair with **Framcolor Eclectic 6SE** (40 g/cc).

The pairing of the two colors creates a chromatic effect as **Grey Agate**.

Now comb the hair according to the cut and create some highlights using **Decolor B No Dust** and the brush from the Tailor-made Color Kit. Apply the product only on the sides of each section and then fully saturate the ends.

Tone with **Framcolor 2001 9NP**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
Use Eclectic	5SE (20 g/cc)	Use Eclectic
	6SE (40 g/cc)	
contrasts Decolor B No Dust 9	contrasts Decolor B No Dust 9NDE	contrasts Decolor B No Dust 9N

SUGGESTED HOME TREATMENT:

**Morphosis Color Protect or Framesi Color Lover Moisture Rich Shampoo, Conditioner and Primer 11**

STYLING-1

Apply **BY Thermo Defence Lotion** and **BY Texturizing Cream (BY Glaze)** on wet hair. Blow dry using low speed air and a comb to create little volume at the nape and soft volume on top of the head. Mist the ends lightly with **BY Thermo Defence Lotion (BY Pearl Shiner)** and flat iron to give definition. Shape using **BY Brilliant Styling Pomade (BY Hydro Gel Strong)** and add more shine with **BY Final Shine Spray (BY Pearl Shiner)**.

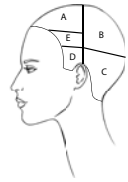
STYLING-2

Apply **BY Thermo Defence Lotion (BY WIO Strait Balm)** on wet hair. Blow dry creating minimal volume and then smooth perfectly with the flat iron. Dilute **BY Defining Gel (BY Hydro Gel Light)** with a little water and apply with the brush starting from the roots. Distribute the product using the comb to get a super slick effect.

fall winter collection 2015/16  
proposal #2  
CUT

vintage today

fall winter collection 2015/16  
proposal #2  
COLOR



**Sectioning.**

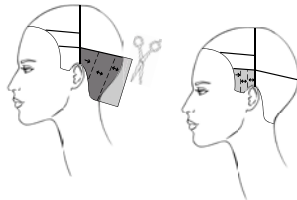
Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

**Section A** - Trace a line from ear to ear passing through the vertex.

**Sections B and C** - In the back trace a line starting 4 cm (1½") above the ears and passing 2 cm (¾") above the occipital bone.

**Sections D** - Trace a horizontal line from the previous line to the temples.

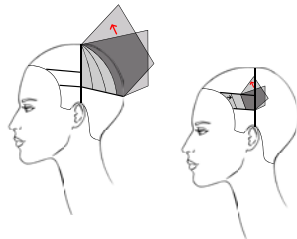
**Section E** - On the left, create a 4 cm (1½") wide rectangle by tracing a horizontal line from the eyebrow arch.



**1.**

**Section C** - Cut diagonally and perpendicularly to growth to the length of 3 cm (1 ¼"). Take the subsection at the mastoid slightly backwards.

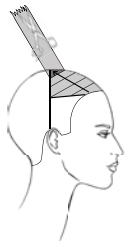
**Sections D** - Cut square and perpendicularly to growth to the length found at the mastoids (about 4 cm - 1½"). Take the last subsection slightly backwards.



**2.**

**Section B** - Take slightly elevated 1 cm (¼") wide radial subsections and cut diagonally 45° to the length of 5 cm (2").

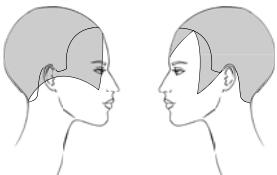
**Section E** - Cut the left rectangular section to the length found in section B taking radial subsections and directing the last subsection backwards.



**3.**

**Section A** - Starting at the vertex take a diagonal subsection and cut to the length of 15 cm (6") using the Chipping Cut technique.

Cut the remainder of the section in the same fashion utilizing the length at the vertex as a stationary guide.



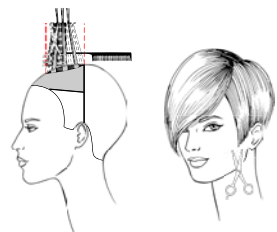
**4.**

Blow dry smooth and close to the head.

Refine the right perimeter using the following reference points:

- 1.5 cm (¾") at the nape
- from the corner of the nape to 4 cm (1½") above the ear lobe
- from this point toward the cheekbone

Refine the left perimeter leaving the ear uncovered.



**5.**

Remove weight on the top with the Energy Advanced Cut technique. Comb each subsection to its own center and cut using the Sliding Cut technique.

Signature the perimeter of the proposal with the Point Cut technique.



Create a base with **Framcolor 2001 4HR** (30 g/cc) + **4VR** (30 g/cc).

As shown in the diagram, create a 3 cm (1¼") wide section by tracing waved lines along the crown.

Apply **Framcolor 2001 1NP** (60 g/cc) 2 cm (¾") off the scalp.

Starting at the vertex create radial highlights using **Decolor B Diamond** and alternating low lights using **Framcolor 2001 1NP** using the brush from the Tailor-made Color Kit.

Finish by toning with a nuance of **Ruby** by pairing **Framcolor 2001 6VM + 4-IV**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
<b>4.65</b> (60 g/cc)	<b>4CVE</b> (60 g/cc)	<b>Use F2001,</b> <b>Glamour or Eclectic</b>
<b>1</b> (60 g/cc)	<b>2NE</b> (60 g/cc)	<b>1N</b> (60 g/cc)
contrasts <b>Decolor B Diamond</b> <b>5.66 + 5.52</b>	contrasts <b>Decolor B Diamond</b> <b>6VE + 5ME +</b> <b>Activator Basic</b>	contrasts <b>Decolor B Diamond</b> <b>Use F2001,</b> <b>Glamour or Eclectic</b>

SUGGESTED HOME TREATMENT:

**Morphosis Sublimis Oil or Framesi Color Lover Smooth Shine Shampoo, Conditioner and Primer 11 Intense**

## STYLING

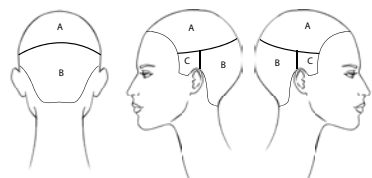
Apply **BY Thermo Defence Lotion** and **BY Texturizing Cream (BY WIO Strait Balm)** on wet hair.

Blow dry using a flat brush to smooth the roots and mid shaft while adding softness to the ends. Shape the sections using **BY Brilliant Styling Pomade (BY Hydro Gel Strong)** and add a bright touch with **BY Final Shine Spray (BY Pearl Shiner)**.



fall winter collection 2015/16  
proposal #3  
CUT

vintage today

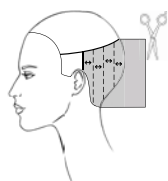


**Sectioning.**

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

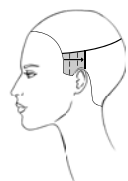
**Sections A and B** - Trace a line along the crown passing 2 cm (¾") above the ears.

**Section C** - On both sides trace a vertical line above the tip of the ear.



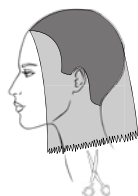
1.

**Section B** - Take vertical subsections and cut square perpendicularly to growth to the length of 9 cm (3½").



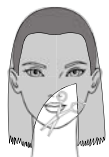
2.

**Sections C** - Take vertical subsections and cut square utilizing the length at the mastoids as a stationary guide.



3.

**Section A** - Comb in natural fall and point cut square to the length found at the nape creating a long bob.



4.

Open the fringe on the left eye by slide cutting from the left cheekbone to maximum length.



5.

After blow-drying lighten the proposal using blending shears and the Point Cut technique.  
Add softness with the Counter-Gravity technique.



fall winter collection 2015/16  
proposal #3  
COLOR



Isolate the crown passing 2 cm (¾") above the ears - as in the cut.

Apply **Framcolor 2001 2NP** (60 g/cc) on the bottom section and **Framcolor 2001 4W** (30 g/cc) + **4CB** (30 g/cc) on the top.

**CONTOURING TECHNIQUE**

As in the diagram use **Decolor B Diamond** and the sponge of the Tailor-made Color Kit to create highlights on top of the head.

Apply the product only on the sides of each section and then fully saturate the ends.

Tone with a shade of **Amber** by pairing **Framcolor Eclectic 8RDE** (3 parts) + **7AE** (1 part) + **Activator Extra**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
<b>2</b> (60 g/cc)	<b>2NE + 3NE</b> (30 g/cc) + (30 g/cc)	<b>2N</b> (60 g/cc)
<b>4.64 + 4.12</b> (30 g/cc) + (30 g/cc)	<b>4HCE + 4NE</b> (30 g/cc) + (30 g/cc)	<b>4XN + 4C</b> (30 g/cc) + (30 g/cc)
contrasts <b>Decolor B Diamond</b> Use Eclectic	contrasts <b>Decolor B Diamond</b> <b>8RDE + 7AE</b> (3 parts) + (1 part)	contrasts <b>Decolor B Diamond</b> Use Eclectic

SUGGESTED HOME TREATMENT:

**Morphosis Color Protect** or **Framesi Color Lover Volume Boost Shampoo and Conditioner**

STYLING-1

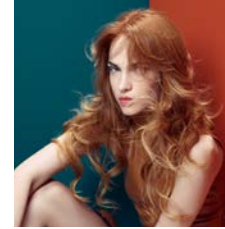
Apply **BY Thermo Defence Lotion (BY Sparkling Mousse Light)** and **BY Smooth & Shine Serum (BY Slush Gloss)** on wet hair. Blow dry using a flat brush to create a smooth volume on the head and to add softness to the ends. Finish with **BY Wavy Spray (BY Mist Hair Spray Light)** and break up the sections with your fingers.

STYLING-2

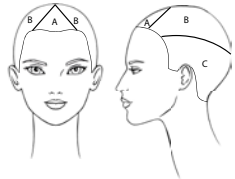
Apply **BY Texturizing Cream (BY Sparkling Mousse Strong)** on wet hair and create soft curls by blow drying with a diffuser. Lightly mist the entire head with **BY Thermo Defence Lotion (Framesi Color Lover Volume Boost 2 Phase Conditioner)** and perfect the curls using a large iron vertically. Finish with **BY Strong Hold Pump Hairspray (BY So Stiff Extreme Hold Hair Spray)** and add brightness with **BY Final Shine Spray (BY Pearl Shiner)**.

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proposal #4  
CUT

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fall winter collection 2015/16  
proposal #4  
COLOR



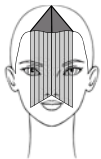
**Sectioning.**

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

**Section A** - Create a front triangle joining the eyebrow arches and a point 5 cm (2") away from the front hairline.

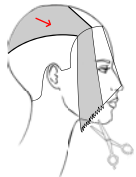
**Section B** - Trace a line along the crown and make a point 2 cm (¾") above the occipital bone.

**Section C** - Isolate the bottom section.



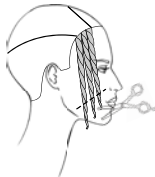
1.

**Section A** - Trace a central line in the front triangle, comb both sides onto the face and cut diagonally from the tip of the nose to mid mandible.



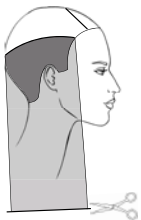
2.

**Section B** - Trace a central line and comb both sides forwards. Point cut deeply and vertically to the length of the front triangle.



3.

Lighten the last 3 cm (1¼") of section B by twisting 1 cm (¼") thick sections using blending shears.



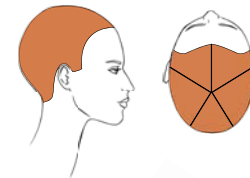
4.

**Section C** - Comb the hair in natural fall and cut square to the maximum length.



5.

Connect sections B and C using the Sliding Cut technique respecting the perimeter.



Color the base with a nuance of **Carnelian** by pairing **Framcolor 2001 8ER** (45 g/cc) + **9TRP** (15 g/cc).

Starting at the vertex create 5 radial subsections as shown in the diagram.

**CONTOURING TECHNIQUE**

Using the edge of the brush apply **Decolor B Cream Plus** on the sides of each section and then fully saturate the ends.

Lay a foil or a **Visible** on each subsection and wrap around a paper towel starting with the ends and lift to level 9.

When processed, tone with **Framcolor Eclectic 0E** (3 parts) + **9DE** (1 part) + **Basic Activator**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

**FRAMCOLOR GLAMOUR** **FRAMCOLOR ECLECTIC**

**8.34 + 9.4**  
(45 g/cc + 15 g/cc)

**Use F2001**  
**or Glamour**

contrasts  
**Decolor B Cream Plus**  
**Use Eclectic**

contrasts  
**Decolor B Cream Plus**  
**0E** (3 parts)  
+  
**9DE** (1 part)



**SUGGESTED HOME TREATMENT:**

**Morphosis Repair or Framesi Color Lover No Suds Cleansing Cream and Primer 11 Intense.**

STYLING-1

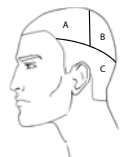
Apply **BY Thermo Defence Lotion (BY Glaze)** and **BY Roots Up Mousse Spray (BY Sparkling Mousse Light)** on wet hair. Pre-blow dry and then distribute **BY Curl Up Spray (Framesi Color Lover Primer 11 Intense)** on the lengths. Now trace a horizontal line at the center of the back and - using a round brush vertically - twist the bottom section backwards and the top section forwards, except the fringe. Subdivide the fringe with a central line and comb it backwards. Finish with **BY Flexible Pump Hairspray (BY Mist Hairspray Strong)** and add brightness with **BY Final Shine Spray (BY Pearl Shiner)**.

STYLING-2

Apply **BY Thermo Defence Lotion (BY Sparkling Mousse Light)** and **BY Wavy Spray (Framesi Color Lover Primer 11 Intense)**. Blow dry with the diffuser. Shape some sections using **BY Brilliant Styling Pomade (BY Volcanic Wax)** and finish with **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)**.

fall winter collection 2015/16  
proposal man  
CUT

vintage today

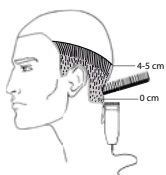


**Sectioning.**

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

**Section C** - Trace a line along the crown passing through the occipital bone.

**Sections A and B** - In the top section trace a line from mastoid to mastoid passing through the center juncture.



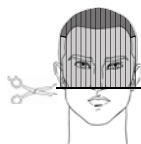
**1.**

**Section C** - Taper the section trimmer over comb from 0 to 4-5 cm (from 0 to 1½ - 2") creating a light and dark effect.



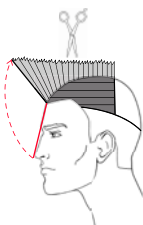
**2.**

**Section B** - Make radial sections and cut to the length found in section A following the flats and the curves of the head.



**3.**

**Section A** - Comb in natural fall and cut square to the tip of the nose.



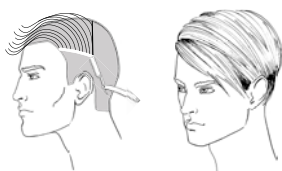
**4.**

Connect **sections A and B** by taking vertical subsections and removing the excess.



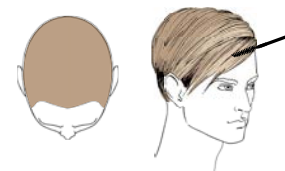
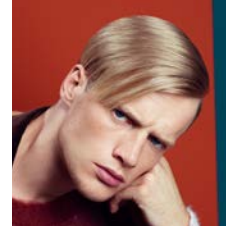
**5.**

Comb the fringe to the right, keep your palm outwards and cut diagonally respecting the length of the light-and-dark section. This will create a versatile fringe to comb forwards or backwards.



**6.**

Lighten and signature the entire volume and enhance the parting using the razor.



fall winter collection 2015/16  
proposal man  
COLOR

Create the base with **Framcolor 2001 7EXN** (30 g/cc) + **7P** (30 g/cc).

Create highlights on the fringe using **Decolor B Diamond** and the brush of the Tailor-made Color Kit.

Lift to level 9 and then tone with **Framcolor 2001 9W + 9SD**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
<b>7.26</b> (60 g/cc)	<b>7NE + 7PE</b> (30 g/cc) + (30 g/cc)	<b>Use F2001, Glamour or Eclectic</b>
contrasts <b>Decolor B Diamond 9.36</b>	contrasts <b>Decolor B Diamond 9HCE + 9DE</b>	contrasts <b>Decolor B Diamond 9XN + 9D</b>

SUGGESTED HOME TREATMENT:

**Morphosis Densifying or Framesi Blonde Brilliance Shampoo and BY Conditioner for Color Treated Hair**

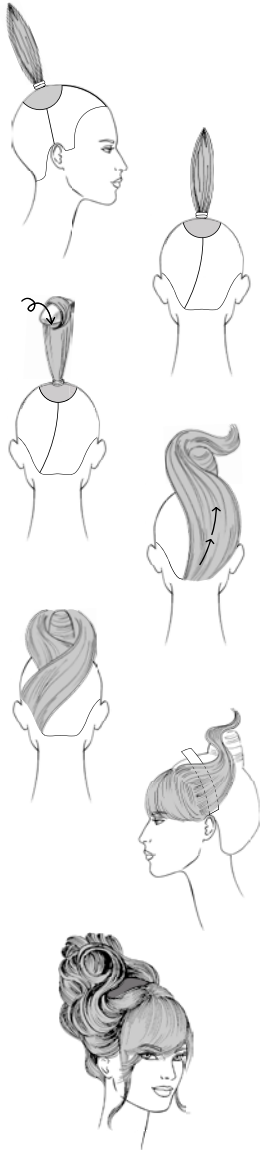
STYLING-1

Blow dry creating a minimal volume. Apply a light layer of **BY Brilliant Styling Pomade (BY Pearl Shiner)** for a glossy finish. Add a mist of **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)**.

STYLING-2

Apply **BY Wavy Spray (BY Hydro Gel Strong)** on wet hair and blow dry using the diffuser. Shape the ends with **BY Grooming Sculpture Paste (BY Volcanic Wax)**.





Apply **BY Roots Up Mousse Spray (BY Glaze)** at the roots and **BY Bodifying Mousse (BY Sparkling Mousse Light)** on lengths and blow dry creating maximum volume.

Isolate a 7 cm (2¾") in diameter circular section and make a ponytail. On both sides trace a vertical line from the circle to the tip of the ear. In the back, trace a line from the circle to the left corner of the nape.

Backcomb the ponytail and then wrap it around an oval form.

Slightly backcomb the right back section, comb it upwards and wrap it clockwise around the oval form.

Do the same with the left back section, but wrap it counterclockwise and enhance the space where the two sections cross.

Place the accessory.  
Comb the left side section upwards and pin the hair softly creating some waves while keeping the sections clean and defined.  
Repeat on the right side.

Comb the fringe and style some sections around the face to signature the updo.  
Keep in shape with **BY Super Hold Hairspray (BY So Stiff Extreme Hold Hair Spray)**.





backstage





fall winter collection 2015/16  
**proposal #1 (icon)**  
**CUT**

# HANDMADE 2.0

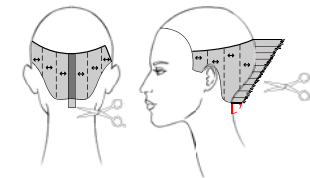
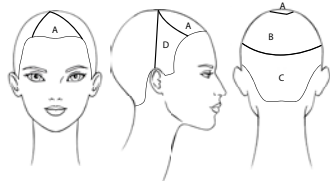
## Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

**Section A** - Isolate a front triangle with slightly curved lines joining right eyebrow arch, the end of the left eyebrow and a point 2 cm (¾") at the right of the vertex.

**Section D** - Trace a line from the vertex to the tip of the right ear.

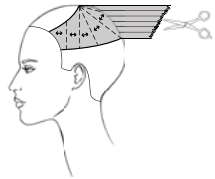
**Sections B and C** - Trace a line 2 cm (¾") below the crown.



1.

**Section C** - Create a central guide, cut at the hairline to a length of 2 cm (¾") and then point cut diagonally in medium-high grade and perpendicularly to growth.

Take vertical subsections and cut the entire section in the same fashion.



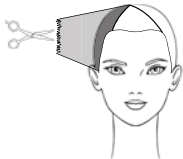
2.

**Section B** - Cut using the same technique and grade from the length found in section C, taking radial subsections in the back.



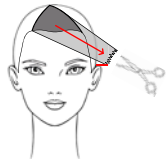
3.

**Section D** - Comb in natural fall and cut from the mandible angle to the mastoid.



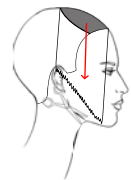
4.

Now pinch section D vertically and lighten by point cutting to the length found at the mastoid.



5.

**Section A** - Comb the front section to the left and point cut palm up to the perimeter length.



6.

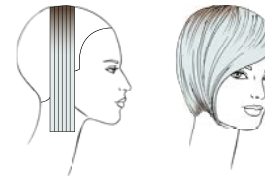
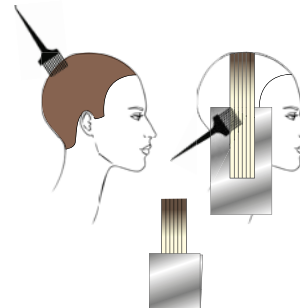
Now comb section A to the right and slide cut diagonally from the shorter length to the chin.



7.

Refine the proposal using blending shears.

To enhance the cut create a concave fringe underneath the perimeter between the left sideburn and the end of the right eyebrow.



Color the base with **Framcolor Glamour 6.12** (30 g/cc) + **7.12** (30 g/cc) applying the product only on 3 - 4 cm (1¼ - 1½") of the roots and blending it with the edge of the brush.

Apply **Decolor B Cream Plus** on lengths and ends - always with the edge of the brush and using **Visibles** - and lighten to a level 10.

Tone with **Framcolor Eclectic 9SE**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
<b>6NC + 7NC</b> (30 g/cc + 30 g/cc)	<b>6-IN + 7-IN</b> (30 g/cc + 30 g/cc)	<b>6C + 7C</b> (30 g/cc + 30 g/cc)
contrasts <b>Decolor B Cream Plus</b> Use Eclectic	contrasts <b>Decolor B Cream Plus</b> 9SE	contrasts <b>Decolor B Cream Plus</b> Use Eclectic

SUGGESTED HOME TREATMENT:

**Morphosis Repair or Framesi Color Lover Moisture Rich Shampoo, Moisture Rich Masque and Primer 11**

## STYLING

Apply **BY Thermo Defence Lotion** and **BY Smooth & Shine Serum (BY WIO Strait Balm)** on wet hair.

Blow dry using a paddle brush or a comb to create moderate round volume. Spray more **BY Thermo Defence Lotion (Framesi Color Lover Volume Boost 2 Phase Conditioner)** and turn the ends inwards with the flat iron following the shape of the cut.

Add soft hold and shine with **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)**.

## Sectioning.

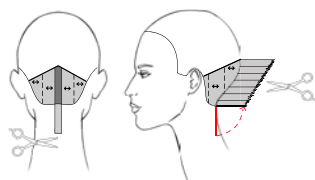
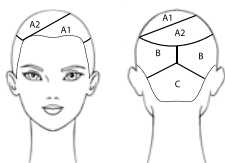
Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

**Section A** - Isolate the crown staying 1 cm (1/4") lower on the left side.

**Subsections A1 and A2** - Trace a diagonal line as shown in the diagram.

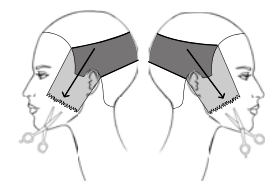
**Sections B and C** - Starting 3 cm (1 1/4") above the occipital bone trace two lines toward mid ears.

Subdivide section B with a central vertical line.



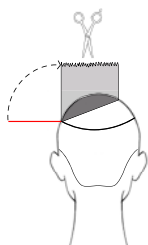
1.

**Section C** - Create a central guide at mid neck. Take vertical subsections perpendicular to growth and point cut diagonally medium grade.



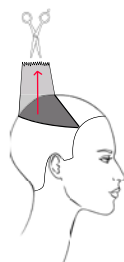
2.

**Section B** - Comb the hair toward the face and point cut from the cheekbone to the mandible angle.



3.

**Section A** - Comb subsection A1 to the diagonal separation line and point cut square to the length found in section B above the left mastoid.



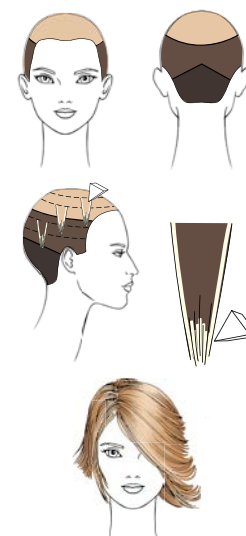
4.

Comb subsection A2 on the diagonal separation line and point cut square to the previously obtained length.



5.

After blow drying signature the volume with the Fan technique. Customize the fringe using the Counter-Gravity technique.



Recreate sections A, B and C as for the cut.

Color section A with **Framcolor Glamour 9.12** (15 g/cc) + **9.36** (5 g/cc).

Color section B with **Framcolor Glamour 7.12** (20 g/cc).

Color section C with **Framcolor Glamour 5.12** (20 g/cc).

## CONTOURING TECHNIQUE

On the entire head, except the back, create some highlights using the sponge of the Tailor-made Color Kit and **Decolor B No Dust**.

Apply the product only on the sides of each section and then fully saturate the ends.

Tone with **Framcolor Eclectic 9SE**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
<b>9NC + 9SB</b> (15 g/cc + 5 g/cc)	<b>9HCE + 9PE</b> (15 g/cc + 5 g/cc)	<b>9C + 9D</b> (15 g/cc + 5 g/cc)
<b>7NC</b> (20 g/cc)	<b>7-IN</b> (20 g/cc)	<b>7C</b> (20 g/cc)
<b>5NC</b> (20 g/cc)	<b>5-IN</b> (20 g/cc)	<b>5C</b> (20 g/cc)
contrasts <b>Decolor B No Dust</b> Use Eclectic	contrasts <b>Decolor B No Dust</b> 9SE	contrasts <b>Decolor B No Dust</b> Use Eclectic

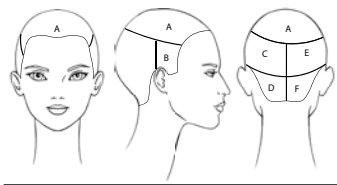
## SUGGESTED HOME TREATMENT:

**Morphosis Color Protect** or **Framesi Color Lover No Suds Cleansing Cream** and **Primer 11**.

## STYLING

Apply **BY Thermo Defence Lotion (BY WIO Strait Balm)** on wet hair and begin blow drying. While the hair is still damp apply **BY Smooth & Shine Serum (BY Slush Gloss)** on the back and the sides and **BY Shaping Glaze (BY Glaze)** on top of the head. Blow dry the back in a rigid fashion, opening the hair inwards. Blow dry the top of the head softly using a large round brush and let the ends open naturally outwards. Finish with **BY Super Hold Hairspray (BY So Stiff Extreme Hold Hair Spray)**.





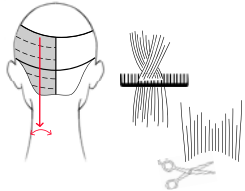
## Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

**Section A** - Isolate the crown area keeping the right side lower on the temple.

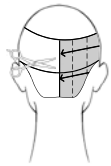
**Sections B** - On both sides trace a line from the tip of the ear to the crown.

**Sections C, D, E, F** - Trace a line from ear to ear passing below the occipital bone. Trace a central vertical line.



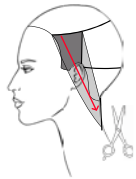
## 1.

**Sections C and D** - Begin the cut by taking horizontal subsections and using the Butterfly technique, cut palm up creating a concave perimeter at the hairline.



## 2.

**Sections E and F** - Take vertical subsections and point cut to the length found at the central separation line.



## 3.

**Section B left** - Pinch cut to the length found at the mandible keeping your fingers vertical.



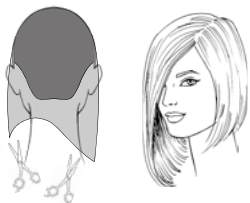
## 4.

**Section B right** - Slide cut diagonally to the mandible angle.



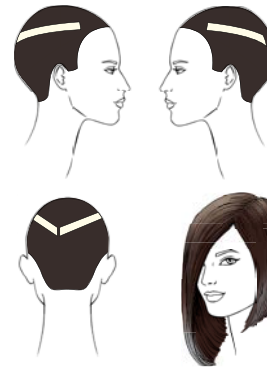
## 5.

**Section A** - Isolate a 2 cm ( $\frac{3}{4}$ ") wide subsection along the front hairline. Comb the remaining section vertically at the left eyebrow arch and cut to the length found along the crown area using the Chipping Cut technique. Comb the front section in natural fall and refine combining the Open & Close and Free Hand techniques.



## 6.

Refine the back perimeter giving maximum definition to the line created with the Butterfly technique and signature the rest of the proposal with the Free Hand technique.



Color the base with **Framcolor Eclectic 6SE** (60 g/cc).

As in the diagram, isolate two sections 1,5 cm ( $\frac{1}{2}$ ") wide sections and decolorize with **Decolor B Cream Plus**.

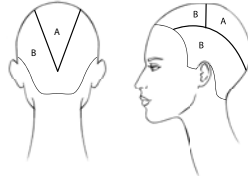
Lift to a level 9 and then tone with **Framcolor Eclectic 9SE**.

## SUGGESTED HOME TREATMENT:

**Morphosis Sublimis Oil** or **Framesi Color Lover Smooth Shine Shampoo, Conditioner and Primer 11 Intense**.

## STYLING

Apply **BY Thermo Defence Lotion (Framesi Color Lover Primer 11 Intense)** on wet hair.  
 Distribute **BY Roots Up Mousse Spray (BY Sparkling Mousse Strong)** on the roots at the top of the head and **BY Texturizing Cream (BY Sparkling Mousse Light)** on the remaining hair.  
 Create a soft bob using a round brush.  
 Pay particular attention to give volume to the top of the head.  
 Comb the fringe to one side.  
 Finish with **BY Final Shine Spray (BY Pearl Shiner)**.

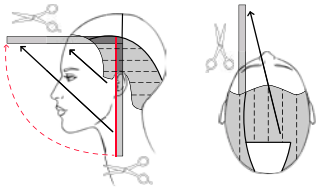


## Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

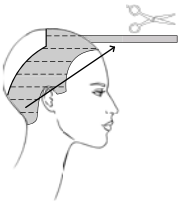
**Section A** - Create a triangle between the center juncture and the occipital bone. Trace a line to the left eyebrow arch.

**Section B** - Isolate the remaining hair.



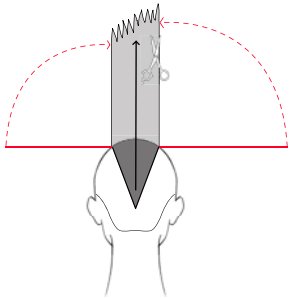
## 1.

**Section B** - On the left side create a stationary guide at the corner of the triangle utilizing the mid neck as a reference point. Now comb the guide towards the face. Transport horizontal subsections to the guide and cut square.



## 2.

Cut the right side in the same fashion. Transport horizontal subsections to the stationary guide and cut square.



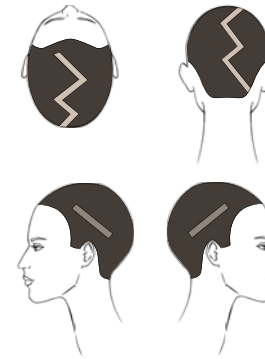
## 3.

**Section A** - Comb the triangle vertically and point cut connecting the lengths obtained on the sides.



## 4.

Refine the top of the head with the Flower technique.



Create three 1 cm (1/4") wide sections as in the diagram.

Apply **Decolor B Cream Plus** 1 cm (1/4") off the scalp and lift to a level 9.

Tone the zig zag section with **Framcolor Eclectic 9SE**.

Tone the two side sections with **Framcolor Eclectic 8SE**.

Apply **Framcolor Eclectic 5SE** (60 g/cc) on the remaining hair.

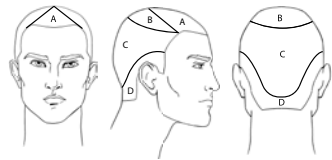
## SUGGESTED HOME TREATMENT:

**Morphosis Volumizing or Framesi Color Lover Volume Boost Shampoo and Conditioner**

## STYLING

Apply **BY Thermo Defence Lotion (Framesi Color Lover Volume Boost 2 Phase Conditioner)** on wet hair and blow dry making soft curls. Mist the hair lightly with **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)** for soft natural hold. Separate the curls with your fingers and add shine with **BY Final Shine Spray (BY Pearl Shiner)**.





## Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

**Section A** - Isolate a triangle joining the ends of the eyebrow arches and the vertex.

**Section B** - Isolate the crown area.

**Sections C and D** - Trace a line from temple to temple passing 3 cm (1¼") above the back hairline.



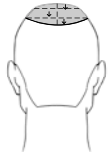
1.

**Section D** - Cut diagonally medium grade lifting the hair with the comb.



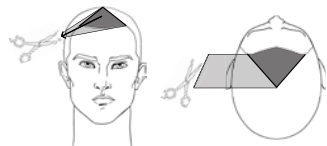
2.

**Section C** - Make diagonal subsections and cut palm up to the perimeter of section D allowing the guide to travel.



3.

**Section B** - Comb the hair in natural fall and cut in the same fashion following the perimeter of section C.



4.

**Section A** - Take the entire section to the right and cut to the underneath perimeter.

Then comb the entire section to the left and remove the excess.



5.

Refine using the razor and the Pencil technique.



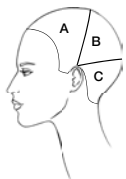
Color the entire hair with **Framcolor Eclectic 5SE (60 g/cc) + Basic Activator**.

## SUGGESTED HOME TREATMENT:

**Morphosis Densifying or Framesi Color Lover Moisture Rich Shampoo and Conditioner**

## STYLING

Apply **BY Bodifying Mousse (BY Sparkling Mousse Strong)** on wet hair and blow dry the nape and the sides very flat. Using the round brush create a soft volume on the top of the head, especially at the vertex, center juncture and occipital bone. Finish and add shine with **BY Super Hold Hairspray (BY So Stiff Extreme Hold Hairspray)** and **BY Final Shine Spray (BY Pearl Shiner)**.



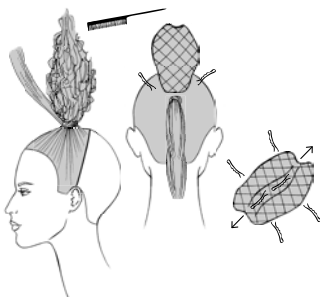
**Section A** - Trace a line from ear to ear passing through the center juncture.

**Sections B and C** - Trace a line from ear to ear passing through the occipital bone.



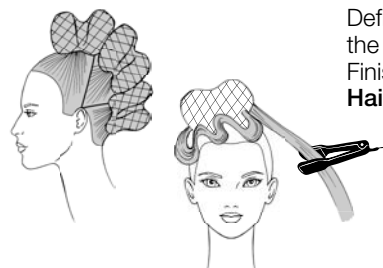
In each section create a ponytail and apply **BY Defining Gel (BY Glaze)** diluted with a little water.

**Section A** - Isolate a section 3 cm (1¼") thick from the ponytail. Backcomb the rest of the ponytail and wrap it in a net. Pin the net, pull it from the sides and pin again.

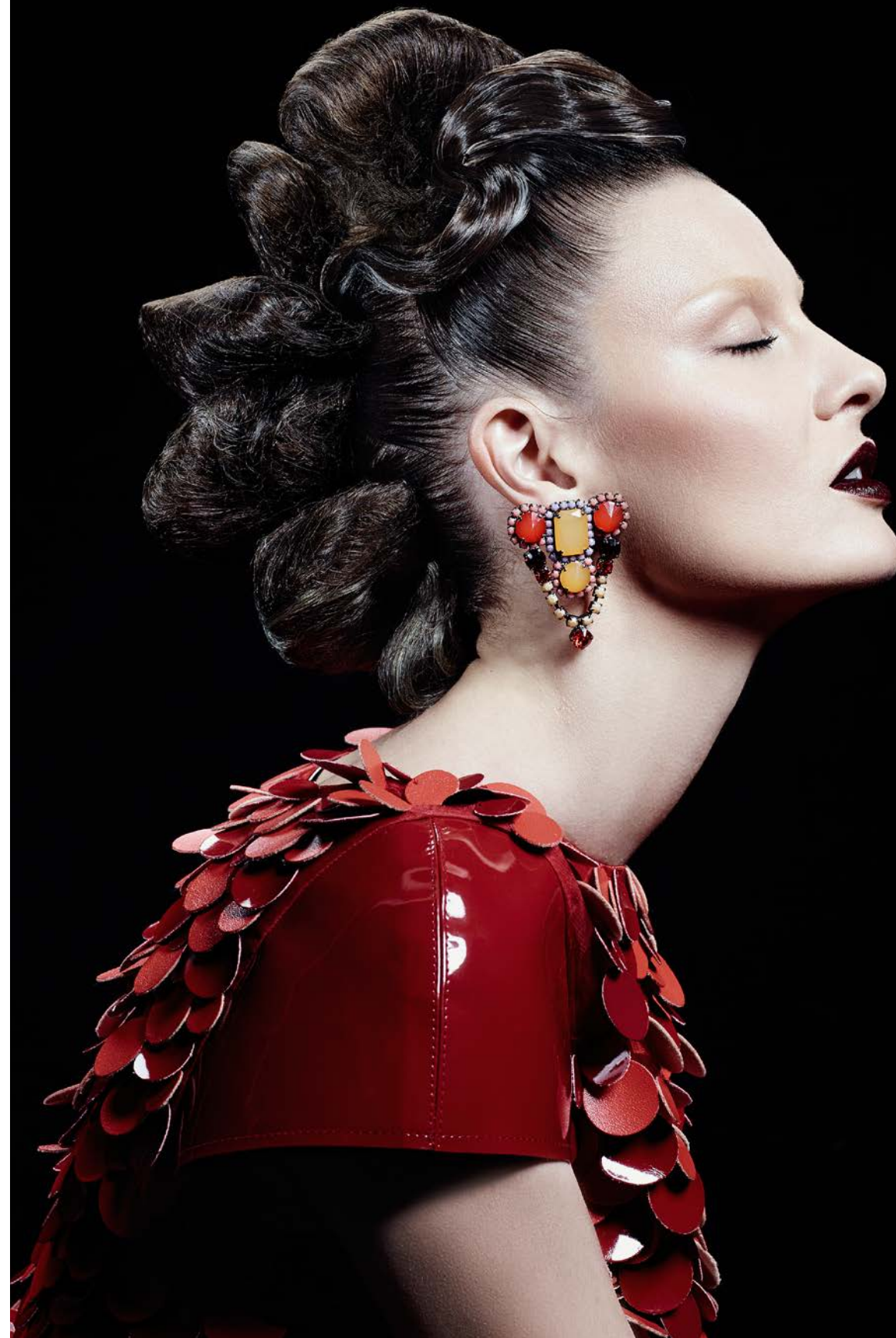
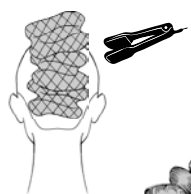


**Section B and C** - Repeat as in section A without isolating any section.

Subdivide the isolated section in 4 – 5 small subsections, mist lightly with **BY Thermo Defence Lotion (Framesi Color Lover Primer 11)**, use the flat iron and pin them in the front.



Define the three volumes in the nets sculpting the shapes with the flat iron. Finish with **BY Super Hold Hairspray (BY So Stiff Extreme Hold Hairspray)**.







# ITALIAN **HAIR**STYLE

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**C.I.M.F. Coordinamento**

**Informazioni di Mercato Framesi**

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