

PERMANENT HAIRCOLOR

FRAMCOLOR FAST 2001 INTENSE	FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
PROCESSES IN HALF THE TIME!			
			
1:2 mix ratio (color: developer)	1:2 mix ratio (color: developer)	1:1 mix ratio (color: developer)	1:1 mix ratio (color: developer)
cool tonality	natural tonality	cool tonality	cool tonality
dense finish	reflective finish	dense finish	dense finish

RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

FRAMCOLOR PURE PIGMENT PLUS - pH+ ACIDIC FORMULA



REFRESH & RESTRUCTURE

no mixing required
tonality varies by shade
finish varies by shade

**ACHIEVE RESULTS ON DAMAGED
HAIR THAT CANNOT BE ACHIEVED
BY ANY OTHER COLOR**

AMMONIA FREE

FRAMCOLOR ECLECTIC CARE	NEW FRAMCOLOR ECLECTIC 5D COLOR GLOSS	FRAMCOLOR ECLECTIC
		
1:2 mix ratio (color: developer)	1:1 mix ratio (color: developer)	1:2 mix ratio (color: developer)
natural tonality	natural tonality	natural tonality
reflective finish	reflective finish	reflective finish

flip for
key features
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PERMANENT HAIRCOLOR - Key Features

FRAMCOLOR 2001 INTENSE



- **PROCESSES IN HALF THE TIME!**
- 2 applications per tube. Low cost! 1:2 mix ratio
- Use alone or mix with **FRAMCOLOR 2001** for 124+ shades that process in **HALF THE TIME!**
- Non-progressive formulation

FRAMCOLOR 2001



- 2 applications per tube. Low cost! 1:2 mix ratio
- Use alone or mix with **FRAMCOLOR 2001 INTENSE** for 124+ shades that process in **HALF THE TIME!**
- Naturally reflective, warm finish or a cool, more dense coverage

FRAMCOLOR GLAMOUR



- **AFFORDABLE LUXURY** - Superior quality, two applications per 100ml tube!
- **EASY** - Same formula root to ends with 100% gray coverage.
- **INNOVATIVE** - Pure tone, true to swatch results that do not brown out.

FRAMCOLOR FUTURA



- Precise color placement allows for the most even color result with 100% gray coverage
- Low ammonia content and superior high quality dye molecules, ensure superior shine and minimal fade

RESTRUCTURE & COLOR DAMAGED HAIR - IN ONE STEP

FRAMCOLOR PURE PIGMENT PLUS - pH+ ACIDIC FORMULA



NO DEVELOPER (PEROXIDE) REQUIRED

FRAMCOLOR PURE PIGMENT PLUS IS THE SOLUTION FOR THESE COMMON CHALLENGES:

- Over-processed hair will not hold color that requires peroxide
- Damaged hair that does not hold color resulting in a dull, faded result
- Chemically relaxed, keratin treated and thermally styled hair that cannot structurally withstand the use of color that requires peroxide
- Over-lightened fragile & damaged hair that wishes to go darker but cannot structurally withstand the use of peroxide

AMMONIA FREE - Key Features

FRAMCOLOR ECLECTIC CARE



- Rethink. Reimagine. The evolution of ammonia free, permanent haircolor
- 100% gray coverage from every shade, up to 3 levels of lift with no build-up
- 2 applications per tube. Low cost! 1:2 mix ratio
- Can be mixed with **Framcolor Eclectic** to create 70+ permanent shades

NEW FRAMCOLOR ECLECTIC 5D COLOR GLOSS



- 22+ intermixable toners for 5 Dimensional Condition and Shine
- An **easy-to-use**, demi-permanent, **liquid haircolor**, that provides superior conditioning, longevity, and shine.
- Qualities formerly exclusive to cream haircolor, now available in a liquid haircolor.
- Quick and Easy Brilliance
- 1:1 mix ratio

FRAMCOLOR ECLECTIC



- Ammonia free, PPD free, demi-permanent haircolor
- Up to 100% gray coverage
- 2 applications per tube. Low cost! 1:2 mix ratio
- Can be mixed with Framcolor **Eclectic CARE** to create 70+ permanent shades

flip for key features 1 of 2