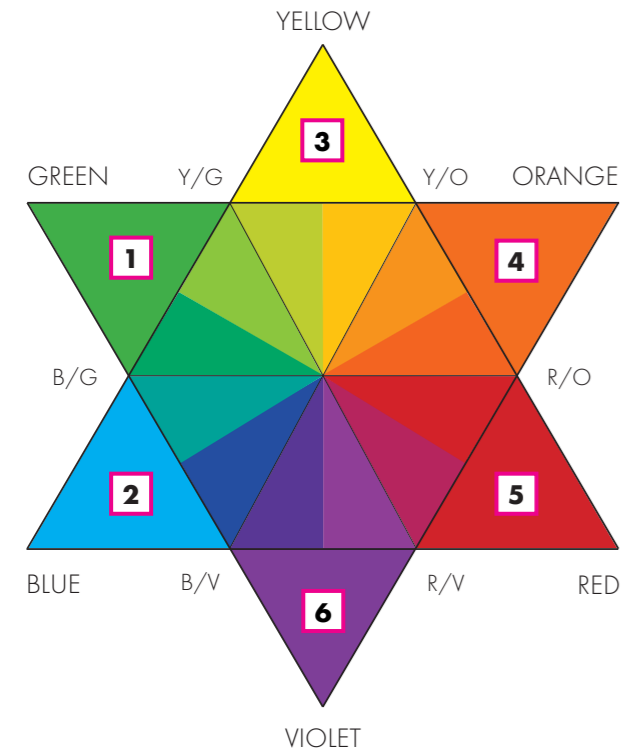


## NUMBERING SYSTEM KEY



## NUMBERING SYSTEM KEY

Level is denoted by the left most number.

.	a separation mark between level and description
00	denotes <b>INTENSE NATURALS</b>
0	denotes <b>INTENSE</b>
1	= Green
2	= Blue
3	= Yellow
4	= Orange
5	= Red
6	= Violet

### COMPLETING THE COLOR SERVICE

When the color process is complete, rinse and shampoo with Shampoo Go. Rinse. Apply Post Color Mask. Retain 2-3 minutes. Rinse.



## FRAMESI COLOR METHOD

### SHAMPOO GO -

A gentle after-color shampoo for salon use only. Minimizes color fade with a blend of surfactants specifically designed to cleanse the hair and remove color residue and alkalinity to stop oxidation and neutralize chemicals after a color service. Restores proper pH.

### POST COLOR MASK-

A conditioning after-color mask specifically formulated to restructure the hair after a color service, extending the life of the color up to 47%. Cationic conditioners wrap hair in a protective, shine enhancing shield, letting color shine through.

These products complete the framesi color system and return hair to its natural pH balance, to ensure minimal fade, and beautiful, long lasting results.

### SHAMPOO GO + POST COLOR MASK = 47% ADDED COLOR LONGEVITY



## FRAMESI PROFESSIONAL ACTIVATOR

- Enhanced color adherence for long-lasting, even color deposit
- Saturates the hair and scalp in moisture and reduces scalp sensitivity

framesi Technical Assistance 1.800.245.6323



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900853-000  
revised 2.2.23 AMR

# FRAMCOLOR 2001 INTENSE PERMANENT HAIRCOLOR

## COLOR COMPARISON GUIDE

# PROCESSES IN HALF THE TIME!

# FRAMCOLOR 2001 INTENSE

NON-PROGRESSIVE PERMANENT HAIRCOLOR  
THAT PROCESSES IN HALF THE TIME!

### FRAMCOLOR 2001 INTENSE INSTRUCTIONS

DESIRED END RESULT	FRAMESI PROFESSIONAL ACTIVATOR	TRADITIONAL PROCESSING TIME	FRAMCOLOR 2001 INTENSE PROCESSING TIME
Level on level, darker, or 1 level of lift	20 volume	35 - 45 minutes	<b>PROCESSES IN HALF THE TIME!*</b>
2 levels of lift	30 volume	35 - 45 minutes	
3 - 4 levels of lift	40 volume	35 - 45 minutes	
Gray coverage	20, 30, or 40 volume	35 - 45 minutes	
Refreshing faded ends	20 volume	20 minutes	
Toning	10 or 15 volume	10 - 20 minutes	

### MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR 2001 FOR 124+ SHADES THAT PROCESS IN HALF THE TIME!

DESIRED END RESULT	FRAMCOLOR 2001 INTENSE	FRAMCOLOR 2001	FRAMCOLOR 2001 INTENSE PROCESSING TIME
For deposit, lift, and gray coverage	1 part (15cc/ 1/2 oz.)	1 part (15cc/ 1/2 oz.)	<b>PROCESSES IN HALF THE TIME!*</b>

\*Please note: Traditional processing time may vary based on hair texture and gray resistance. For best results, follow your normal hair color procedures for each guest but process **IN HALF THE TIME!**

### FRAMESI FRAMCOLOR 2001 INTENSE SERIES AND BASES

Reflex (Tone)	Base	Suggested Uses	★ Denotes Gray Coverage
<b>INTENSE NATURAL</b>			
★ .00	INTENSE Blue-Violet	Can be used alone for INTENSE 100% gray coverage Creates INTENSE browns and blondes	
<b>MOKA</b>			
★ .024	INTENSE Blue-Orange	Can be used alone for a warmer brown with INTENSE 100% gray coverage Creates full-bodied browns, blondes and brondes	
<b>AMBER</b>			
★ .046	INTENSE Orange-Violet	Creates warm brown or blonde shades with a soft, natural copper tone Can be used alone to provide INTENSE 100% gray coverage on even the most resistant hair	
<b>COOL GOLD</b>			
★ .031	INTENSE Yellow-Green	Can be used alone for cool golds with gray coverage Creates beautiful natural golds Creates beautiful platinum blondes with cool gold undertones when used as a toner	
★ .036	INTENSE Yellow-Violet	Can be used alone to create soft and delicate sandy baby blondes with gray coverage Excellent for toning pre-lightened highlights	
.035	INTENSE Yellow-Red	Creates warm brown or blonde shades with a rich, natural hazelnut tone Provides 100% gray coverage when mixed with the INTENSE NATURALS on resistant hair	
.021	INTENSE Blue-Green	Not recommended to be used alone for gray coverage Provides the coolest gray coverage when mixed with the INTENSE NATURALS Creates the most controlled cool browns and blondes	
.044	INTENSE Orange-Orange	Creates INTENSE copper tones Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair	
.055	INTENSE Red-Red	Creates INTENSE true red tones Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair	
.066	INTENSE Violet-Violet	Creates INTENSE violet tones Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair	
<b>PLATINUM TONERS</b>			
.21	Blue-Green	Creates beautiful frozen platinum silver ice blondes when used as a toner.	
.26	Blue-Violet	Creates beautiful pearl platinum silver ice blondes when used as a toner.	
.31	Yellow-Green	Creates beautiful platinum blondes with cool gold undertones when used as a toner	
.62	Violet-Blue	Creates beautiful platinum blondes when used as a toner	
.66	Violet-Violet	Creates beautiful violet platinum blondes that refine strong yellow tones in the hair when used as a toner	

# FRAMCOLOR 2001 INTENSE

## FRAMCOLOR 2001 INTENSE COLOR COMPARISON GUIDE

Every color line is unique. This color conversion guide provides a quick reference for converting your existing formulations to Framcolor 2001 INTENSE, but a test strand is recommended for best results. This guide is not designed to replace hands on education, which is offered to your free of charge as a new framesi customer with the purchase of an introductory offer.

**VEGAN, GLUTEN FREE**

## FOR OPTIMAL RESULTS, USE THIS GUIDE IN CONJUNCTION WITH THE FRAMESI FOUR STEPS TO FORMULATION:

### 1. DETERMINE THE NATURAL LEVEL (NL)

Match the natural level of the hair using the "INTENSE NATURAL" Series on the Framcolor 2001 INTENSE Swatch Chart.

### 2. DETERMINE THE DESIRED LEVEL (DL)

Determine the final desired level. Is the client going darker, lighter, or staying the same color level?

### 3. DETERMINE THE TONAL VALUE OF THE DESIRED LEVEL

The final tone results depend upon the base of the color applied and the remaining color at the desired level. Remaining color is the color the natural hair is lifted to during the processing period. Remaining color is found at the desired lift level on the chart. When coloring hair, the remaining color may be enhanced or refined, depending on the base of the series applied. Refer to the Color Wheel and Series/Bases in the Framcolor 2001 INTENSE manual.

### 4. DETERMINE THE CORRECT DEVELOPER

Refer to Developer Usage Chart on inside panel

## FRAMCOLOR 2001 INTENSE MEASURING

Framcolor 2001 INTENSE is measured using the universal metric system, based on units of 10 called ccs. Each tube of Framcolor 2001 INTENSE is clearly marked in six 10cc increments, for ultimate ease in measuring.



## Patch Test

To formulate for desired color, use formula in minute form: 4" of Formula and 10cc of Activator  
**Example: Formula 30cc (1 oz.) of 5.00 with 60cc (2 oz.) of FRAMESI PROFESSIONAL ACTIVATOR 20**  
 • Test Strand/Patch Test 4 ribbon inches of 5.00 + 10cc FRAMESI PROFESSIONAL ACTIVATOR 20

Note: A predisposition test (patch-test) is required with Framcolor 2001 INTENSE. Perform test 24 - 48 hours prior to color service behind the ear or in bend of the elbow. Patch test formulation must be the exact same formula to be used on the client.

## INTENSE NATURALS

FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR	FRAMCOLOR 2001	FRAMCOLOR ECLECTIC CARE	FRAMCOLOR FUTURA	ALFA PARF	GOLDWELL TOPCHIC	ITALY COLORLY	JOICO VEROCOLOR	KEUNE TINTA	L'OREAL MAJIREL	MATRIX SOCOLOR	NEXXUS ALOXXI	PAUL MITCHELL THE COLOR	PRAVANA CHROMASILK	REDKEN COLORFUSION	REDKEN COLOR GELS	SCHWARZKOPF IGORA	TOCCO MAGICO	TRESSA COLORAGE	WELLA COLOR PERFECT	WELLA KOLESTONE PERFECT
4.00	4	4EXN	4+3IN	4NN	4	4N	4N	4N	4	4N	4	4N	4N	4N	4N	4N	4-0	4N	4N	4N	44/0
5.00	5	5EXN	4	5NN	5	5N	5N	5N	5	5N	5	5N	5N	5N	5N	5N	5-0	5N	5N	5N	55/0
6.00	6	6EXN	5	6NN	6	6N	6N	6N	6	6N	6	6N	6N	6N	6N	6N	6-0	6N	6N	6N	66/0
7.00	7	7EXN	6	7NN	7	7N	7N	7N	7	7N	7	7N	7N	7N	7N	7N	7-0	7N	7N	7N	77/0
8.00	8	8EXN	7	8NN	8	8N	8N	8N	8	8N	8	8N	8N	8N	8N	8N	8-0	8N	8N	8N	88/0
9.00	9	9EXN	8	9NN	9	9N	9N	9N	9	9N	9	9N	9N	9N	9N	9N	9-0	9N	9N	9N	99/0

## COOL GOLDS/SANDY BEIGE

FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR	FRAMCOLOR 2001	FRAMCOLOR ECLECTIC CARE	FRAMCOLOR FUTURA	ALFA PARF	GOLDWELL TOPCHIC	ITALY COLORLY	JOICO VEROCOLOR	KEUNE TINTA	L'OREAL MAJIREL	MATRIX SOCOLOR	NEXXUS ALOXXI	PAUL MITCHELL THE COLOR	PRAVANA CHROMASILK	REDKEN COLORFUSION	REDKEN COLOR GELS	SCHWARZKOPF IGORA	TOCCO MAGICO	TRESSA COLORAGE	WELLA COLOR PERFECT	WELLA KOLESTONE PERFECT
6.031	6.36	6SB	5(25cc) + 6.1(5cc)	5C + 6D	6.3	6GB	6B	6B	-	6.32	6W	6GV	6NB	5Ga	6GB	6NG	6-4	7FS	-	6G	6/38
7.031	7.36	7SB	6.3(25cc) + 6.1(5cc)	6C + 6D	7.3	7GB	7B	7B	7.31	7.31	7W	7GV	7NB	7Ga	7GB	7NG	7-4	8FS	7B	7G	7/38
8.031	8.36	8SB	7.3(25cc) + 7.1(5cc)	7C + 7D	9.3	8GB	8B	8B	-	8.31	8W	8GV	8NB	8Ga	8GB	8NG	8-4	9FS	-	8G	8/38
9.036	9.36	9SB	8.262	8C + 8DS	9.13+9.3	9GB	9B	9B	9.31	-	-	-	-	-	9GV	-	-	-	-	-	9/38

## FROZEN BROWNS

FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR	FRAMCOLOR 2001	FRAMCOLOR ECLECTIC CARE	FRAMCOLOR FUTURA	ALFA PARF	GOLDWELL TOPCHIC	ITALY COLORLY	JOICO VEROCOLOR	KEUNE TINTA	L'OREAL MAJIREL	MATRIX SOCOLOR	NEXXUS ALOXXI	PAUL MITCHELL THE COLOR	PRAVANA CHROMASILK	REDKEN COLORFUSION	REDKEN COLOR GELS	SCHWARZKOPF IGORA	TOCCO MAGICO	TRESSA COLORAGE	WELLA COLOR PERFECT	WELLA KOLESTONE PERFECT
6.021	6.12 (20cc) + 5(10cc)	6NC	4 + 6.1	5C	6.01	6A	6I	6A	6.1	6.11	6AA	6A	6CB	6A	6T	6NA	6-1	6C	6AA	6A	6/1
7.021	7.12(20cc) + 6(10cc)	7NC	6.1	6C	7.01	7A	7I	7A	7.1	7.11	7A	7A	7CB	7A	7T	7NA	7-1	7C	7AA	7A	7/1
8.021	8.12(20cc) + 7(10cc)	8NC	7.1	7C	9.01	8A	8I	8A	8.1	8.11	8A	8A	8CB	8A	8T	8NA	8-1	8C	8AA	8A	8/1

## MOKAS

FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR	FRAMCOLOR 2001	FRAMCOLOR ECLECTIC CARE	FRAMCOLOR FUTURA	ALFA PARF	GOLDWELL TOPCHIC	ITALY COLORLY	JOICO VEROCOLOR	KEUNE TINTA	L'OREAL MAJIREL	MATRIX SOCOLOR	NEXXUS ALOXXI	PAUL MITCHELL THE COLOR	PRAVANA CHROMASILK	REDKEN COLORFUSION	REDKEN COLOR GELS	SCHWARZKOPF IGORA	TOCCO MAGICO	TRESSA COLORAGE	WELLA COLOR PERFECT	WELLA KOLESTONE PERFECT
6.024	6(20cc) + 6.64(10cc)	5EXN(25cc) + 5W(5cc)	5.25(20cc) + 5(10cc)	5NN(50cc) + 5XN(10cc)	6.31	6B	6B	6MB+	6.38	5.8	6M	6NT	6WB	6GM	6BC	5GB + 7GB	5-63	5M	-	6WB	6/7
7.024	7(20cc) + 7.64(10cc)	6EXN(25cc) + 6W(5cc)	5.25 + 6	6NN(50cc) + 6XN(10cc)	7.31	7B	7BD	7MB+	7.38	6.8	7M	7B	7WB	7GM	7BC	7GB	6-63	6M	7B	-	7/7
8.024	8(20cc) + 8.64(10cc)	8EXN(25cc) + 8W(5cc)	7(20cc) + 5.25(10cc)	7NN(50cc) + 7XN(10cc)	8.31	8B	8BD	8MB+	8.38	7.8	8M	8B	8WB	8CM	-	7GB + 9GB	-	7M	-	-	8/7

## DEEP REDS

FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR	FRAMCOLOR 2001	FRAMCOLOR ECLECTIC CARE	FRAMCOLOR FUTURA	ALFA PARF	GOLDWELL TOPCHIC	ITALY COLORLY	JOICO VEROCOLOR	KEUNE TINTA	L'OREAL MAJIREL	MATRIX SOCOLOR	NEXXUS ALOXXI	PAUL MITCHELL THE COLOR	PRAVANA CHROMASILK	REDKEN COLORFUSION	REDKEN COLOR GELS	SCHWARZKOPF IGORA	TOCCO MAGICO	TRESSA COLORAGE	WELLA COLOR PERFECT	WELLA KOLESTONE PERFECT
5.055	5.56 + 7.55	5HR	5.5	6RS + 610	5.66	5RR	-	5XR	4.6	5.60	5RR	-	5RR	5Rr	5R	4RR + 6RR	5-88	-	5R	5RR	6/45
6.055	6.56 + 7.55	6HR	6.5	6RS	6.66	6RR	6RF	5XR + 7XR	5.6	6.66	6RR	-	6RR	6Rr	6R	6RR	5-88 + 7-88	6RR	6RR	6RR	-

## INTENSE EXTREME VIOLETS/EXTREME VIOLETS

FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR	FRAMCOLOR 2001	FRAMCOLOR ECLECTIC CARE	FRAMCOLOR FUTURA	ALFA PARF	GOLDWELL TOPCHIC	ITALY COLORLY	JOICO VEROCOLOR	KEUNE TINTA	L'OREAL MAJIREL	MATRIX SOCOLOR	NEXXUS ALOXXI	PAUL MITCHELL THE COLOR	PRAVANA CHROMASILK	REDKEN COLORFUSION	REDKEN COLOR GELS	SCHWARZKOPF IGORA	TOCCO MAGICO	TRESSA COLORAGE	WELLA COLOR PERFECT	WELLA KOLESTONE PERFECT
4.066	-	4VB	4.6	4BV	.22	4V	4V	4FV	4.7	-	VR + 5VR	4V	4VR	-	3V + 5Vr	4RV	4-99	-	-	4RV + V	4/6
5.066	5.66 + 6.66	4VB + 6VM	5.6	-	.22	5VV	5V	5A + 1NV	5.67	5.20	5VR	5V	5VR	5V	5Vr/5Va	5RV	5-00	-	-	5A + V	-
10.66	-	-	9.16	-	10.02	10V	11AP	10A	10.7	.2	10AV	V	9P	10V	9VV	EL-V	9.5-22	-	10A	11A	10/16

## MOTHER OF PEARL

FRAMCOLOR 2001 INTENSE	FRAMCOLOR GLAMOUR	FRAMCOLOR 2001	FRAMCOLOR ECLECTIC CARE	FRAMCOLOR FUTURA	ALFA PARF	GOLDWELL TOPCHIC	ITALY COLORLY	JOICO VEROCOLOR	KEUNE TINTA	L'OREAL MAJIREL	MATRIX SOCOLOR	NEXXUS ALOXXI	PAUL MITCHELL THE COLOR	PRAVANA CHROMASILK	REDKEN COLORFUSION	REDKEN COLOR GELS	SCHWARZKOPF IGORA	TOCCO MAGICO	TRESSA COLORAGE	WELLA COLOR PERFECT	WELLA KOLESTONE PERFECT
10.62	9.6 + 10	11A + 9P	10.61	10N + SSA	10.21	10AV	11AC	10A, 10Ba	10.21	10.01	11P	10P, 11B	10CB	10V	10AB	10NA	9.5-21	11C	10NB	11A	10/97, 10/86