

BY

**BE YOURSELF  
FRAMESI**



**framesi**<sup>®</sup>  
MILAN

# LUXURY & VERSATILE

The ambition of today's most demanding and fashion-conscious consumer is to make the most of everyday adventures and to rediscover luxury.

BY framesi **Pearl** and **Lava** were created with the most sophisticated formulas, making styling hair an indulgent experience.

BY framesi, the styling and finishing line that infuses agility and strength into one elegant line.

***Sophisticated formulas  
create dynamic products.***

TILITY



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**BY framesi** - not just excellent hold, but also a fast drying and versatile collection for a personalized finish.

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# PEARL

*PURE AGILITY*

designed to make finishing light and airy



*SULFATE FREE, GLUTEN FREE, PARABEN FREE,*

\* excludes BY hair sprays

# LAVA

## UNCOMPROMISED STRENGTH

a blend of energy and strength for manageable support



DEA FREE, ALCOHOL FREE\*

# BY PEARL

pure agility

*Since ancient times, pearls, seductive and iridescent, have symbolized purity, perfection and luxury. framesi has taken luminous pearl protein, providing shine and enhancing hair's natural beauty, to create pure agility.*



Hydrolyzed pearl protein contains amino acids and vital trace minerals that stimulate the formation of keratin, the hair's structural protein. The hair is left moisturized and protected from UV rays.



• SULFATE-FREE

• PARABEN-FREE

• GLUTEN FREE

DEA FREE

• ALCOHOL-FREE\*

\* excludes BY hair sprays



**Hydro-Gel  
Light**  
light hold gel

**Glaze**  
thickening fluid

**WIO Strait  
Balm™**  
straightening  
balm

**Sparkling  
Mousse Light**  
light hold  
mousse

**Mist Hair Spray  
Light**  
light hold hair  
spray



## A cascade of bouncy, perfectly defined curls

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**SPARKLING MOUSSE LIGHT** on wet hair to enhance body and support. Curling achieved with strands wound around and dried with a diffuser hair dryer. To finish, curls are separated and shaped with **GLAZE**.



### GLAZE thickening fluid

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- adds body and shine
- gives hair soft, touchable definition
- anti-static, ideal for naturally wavy hair
- lets your color shine through

An alcohol-free thickening fluid that contains pearl protein which moisturizes and adds luminous shine.

Color safe.

**Directions for use:** Apply evenly to damp hair at the roots, comb and style. For use as a thickening texturizer, apply to dry hair and style.



### SPARKLING MOUSSE LIGHT light hold mousse

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- adds body and volume
- adds lift and control
- moisturizing
- lets your color shine through

A protective, moisture-rich foam with pearl protein that adds lift and control to even the most lifeless hair.

Color safe.

**Directions for use:** Shake well before use. Apply to damp hair and proceed with styling. For added volume on fine hair, apply to hair shaft and blow hair dry.









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Shine that exalts the color and the perfect line of this style

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Strands are protected and straightened by applying **WIO STRAIT BALM™** to wet hair. Final touch with **MIST HAIR SPRAY LIGHT** for light hold and shine.

**WIO STRAIT BALM™**  
straightening balm

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- blocks humidity
- smooths even the most rebellious hair types
- thermal protectant
- lets your color shine through

A unique formulation with pearl protein and vitamins which soften and moisturize the hair while adding incredible shine.

Color safe.

**Directions for use:** *On wet hair, apply liberally from shaft to ends. Blow dry straight with a round or paddle brush; or, allow to air dry to control frizz or soften curl. On dry hair, apply before using flat iron.*

**MIST HAIR SPRAY LIGHT**  
light hold hair spray

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- 55% VOC
- fast drying
- no flaking
- lets your color shine through

An ultra fine working hair spray with pearl protein, rich in restructuring amino acids. Will not build up.

Color safe.

**Directions for use:** *Spray on dry hair while styling, or mist on to finish style.*



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## Refined sophistication

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Hair defined with **HYDRO-GEL LIGHT** and a curling iron.

### HYDRO-GEL LIGHT

light hold gel

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- adds volume and shine
- creates natural, flexible hold
- will not build up
- lets your color shine through

A styling and sculpting gel with pearl protein that enhances texture and manageability, locking in volume, shine and bounce.

Color safe.

**Directions for use:** *Apply liberally to wet hair before styling to enhance manageability. For more definition, use on dry hair to sculpt and finish.*



**Mist Hair  
Spray Strong**  
strong hold hair  
spray



**Sparkling  
Mousse Strong**  
strong hold  
mousse



**Hydro-Gel  
Strong**  
strong hold gel



**Working Clay**  
matte sculpting  
wax

BY

- SULFATE-FREE
- PARABEN-FREE
- GLUTEN FREE
- DEA FREE
- ALCOHOL-FREE\*
- \* excludes BY hair sprays

# LAVA

## uncompromised strength

*Throughout history, volcanoes have been a massive energy force, holding mysterious power. framesi has harnessed volcanic ash, protecting and holding style with distinction, to provide uncompromised strength.*



Volcanic ash preserves regenerating powers that stimulate cell renewal. The silicon, iron and magnesium in volcanic ash fortify, remineralize, and restructure the hair to leave it healthier while enhancing natural shine.



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### Striking style with a hint of mystery

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Definition and hold achieved with **WORKING CLAY** worked in with the hands and slicked to one side for lasting shape and control.

### WORKING CLAY

matte sculpting wax

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- strong pliable hold
- separates and defines
- protects against UV rays and humidity
- lets your color shine through

A dry, yet workable strong hold wax that gives hair the flexibility to shape and re-shape, with a matte finish. Excellent protection when used with hot tools; locks in style.

Color safe.

**Directions for use:** *Emulsify a small amount of wax in hands and manipulate through the hair for strong, pliable hold, texture and definition.*









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### A striking contrast between sleek and wavy

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Support obtained with **SPARKLING MOUSSE STRONG** (see Lava section, pg. 9). The top of the hair is made smooth with **MIST HAIR SPRAY STRONG**. Volume at the back is achieved with the iron and molded with **MIST HAIR SPRAY STRONG**.



### MIST HAIR SPRAY STRONG

strong hold hair spray

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- 55% VOC
- will not build up or flake
- provides ultimate hold
- lets your color shine through

A fast-drying aerosol with an extra-firm hold. This ultra-fine spray contains vitamins and volcanic ash which fortify the structure of the hair.

Color safe.

**Directions for use:** *Mist on dry hair to finish style.*

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**The seduction of a strong personality**

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**HYDRO-GEL STRONG** worked into dry hair with vertical movements of the fingers. Strands collected into a clean braid and smoothed to emphasize the style.

**HYDRO-GEL STRONG**  
strong hold gel

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- ultimate hold
- fortifies the hair, leaving no residue
- volumizes and enhances shine
- lets your color shine through

An exclusive, easy to apply formula that moisturizes, restructures and restores shine during setting, thanks to the effective derivatives of volcanic ash.

Color safe.

**Directions for use:** Apply liberally to wet hair before styling for ultimate hold and manageability. For more definition, use on dry hair to sculpt and finish.





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### The simplicity of an elegant classic style

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Hair made more voluminous and manageable by applying **SPARKLING MOUSSE STRONG** to wet hair. Lengths sculpted with a dryer and a round brush. Ends wound around a large curling iron, shaped and then set with **MIST HAIR SPRAY STRONG** (see Lava section, pg. 19.)

### SPARKLING MOUSSE STRONG

strong hold mousse

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- exceptional hold, volume and shine
- ideal for wavy hair to be dried naturally or with a diffuser
- preserves integrity of the hair
- lets your color shine through

A moisture-rich foam, formulated to protect and moisturize while creating ultimate hold, volume and shine. Volcanic ash fortifies the hair, providing extra strong hold and support.

Color safe.




**Directions for use:** Shake well before use. Apply to damp hair and proceed with styling. For added volume on fine hair, apply to hair shaft and blow hair dry.

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