

framcolor FUTURA<sup>®</sup> TECHNICAL MANUAL



framcolor FUTURA<sup>®</sup> TECHNICAL MANUAL



# TABLE OF CONTENTS

Introduction _____	i
Client Consultation _____	1
The Art of Color _____	4
The framesi Level System: The Foundation of Color Excellence ____	6
Basic Color Theory _____	7
The Color Wheel _____	10
Remaining Color Chart _____	11
<b>Framcolor FUTURA®</b> Series/Bases _____	12
600 Series _____	13
Color Chemistry of Processing _____	17
Covering Gray _____	19
Color Mixing and Application _____	21
Mixing and Measuring _____	21
Color Application _____	21
Service Stabilizers _____	23
Performing a Patch Test _____	24
Performing a Strand Test _____	24
<b>MIXCOLOR®</b> Tone-on-Tone, Activator for Deposit Only Results _____	25
What is <b>MIXCOLOR</b> ? _____	25
Formulating and Applying <b>MIXCOLOR</b> _____	26
<b>MIXCOLOR</b> Bases & Results _____	28
<b>Framcolor 2001 INTENSE</b> _____	29
Features and Benefits _____	30
Series and Bases _____	31
Mixing Instruction _____	32
Mixing with <b>Framcolor 2001 INTENSE</b> _____	33
Blonding _____	39
<b>Framcolor FUTURA SS Series</b> - The Ultimate Lift _____	41
The Seven Stages of Bleaching _____	42
<b>DECOLOR B DIAMOND</b> Powder _____	43
<b>DECOLOR B CLAY LIGHTENER</b> _____	44
<b>DECOLOR B NO DUST</b> _____	45
<b>DECOLOR B CREAM PLUS</b> _____	47
Toning - The Beauty of Depositing Color on Pre-lightened Hair _____	48

---

# TABLE OF CONTENTS

Color Correction _____	50
Decolorizing - When to Decolorize _____	51
Repigmentizing _____	52
Repigmentizing Steps for Extreme Color Loss on Ends of Previously Tinted Hair _____	53
framesi Products _____	54
Completing the Color Service _____	54
<b>Morphosis Pro-Force Bonder 101 and Sealer 102</b> _____	55
Color Products _____	57
Developers _____	59
Bleaching Products _____	60
Texture Products _____	61
<b>FRAMESI COLOR LOVER®</b> _____	63
<b>BY framesi™</b> _____	68
<b>Morphosis</b> _____	70
<b>Barber Gen</b> _____	71
framesi Texture _____	73
Client Consultation _____	74
Understanding the Composition of Human Hair Structure _____	76
Framesi Straightening System _____	79
The Art of Chemical Relaxing and Reshaping _____	79
Application and Processing Instructions _____	81
Perfectly Straight Silk Treatment _____	82
Naturally Straight Silk Treatment _____	83
Silk Relax Treatment _____	84
Regrowth & Partial Sections _____	85
Same-Day Relaxing and Color _____	86
framesi Smoothing System _____	87
Using framesi Smoothing System on Caucasian/ Asian Hair _____	88
Using framesi Smoothing System on Latino/ African American Hair _____	90

---

## INTRODUCTION

---

JUST FOR YOU. \_\_\_\_\_

### The framesi *just for you* philosophy

Just for whom? *The hairdresser.*

#### Founding Principles

---

framesi founder Roberto Franchina believed that the professional hairdresser plays one of the most important roles in our society, because when people feel beautiful, they present themselves with more confidence and are more successful in their daily endeavors. This is why, since its founding in 1945, framesi has been dedicated to supporting the professional hairdresser with products and programs that enhance the artistry of beauty.

***“Better Beauty = Confidence and Success”***

#### Professional Only

---

framesi products have always been professional only, sold exclusively to licensed hairdressers. Believing that the hairdresser should always have the authority to recommend the best products for their client, framesi never sells its products to retail chains or discount beauty outlets. Diversion of framesi products is almost non-existent; in fact, framesi has the lowest rate of diversion in the industry according to A.C. Nielsen.

#### Simply the Best Color Performance

---

*The preferred color of stylists around the world - “the colorist’s color.”*

Always aware of the challenges hairdressers face when performing color services - i.e. preserving the integrity of the hair, covering resistant gray, achieving long-lasting results - framesi manufactures the preferred haircolor of hairdressers the world over.

**Framcolor Glamour, Framcolor 2001,** and **Framcolor Futura**<sup>®</sup> leave the hair in superior condition and shine with 100% gray coverage and fade resistance that is second to none. framesi also offers the industry’s most versatile and highest quality deposit-only color systems: **Mixcolor Crema** and **Framcolor Eclectic**.

**Mixcolor Crema** is an activator designed to be mixed with **Framcolor Futura** or **Framcolor 2001**, for tone-on-tone, deposit-only results. It is the best choice for toning highlights, refreshing faded ends, and as a shine enhancer.

**Framcolor Eclectic** entered the color scene as the Next Generation of Demi-permanent Cream Haircolor with cutting edge Encapsulation Technology and **Black Diamond Extract**. With 49 intermixable shades, you can refresh faded ends, tone highlights, blend gray, or use as a shine enhancing gloss. With the new Intense Natural series, you can achieve 80-100% gray coverage from an ammonia-free, demi-permanent color. The longest lasting color durability, coverage and shine ever experienced from a demi-permanent color.

---

## INTRODUCTION

---

### INNOVATION THAT WORKS

exclusively from  **framesi**<sup>®</sup>  
MILAN

---

#### **Framcolor 2001 INTENSE**

Permanent haircolor that processes in **HALF THE TIME!** Innovative FPP Technology (Fast Pigmentation Processing) in a non-progressive formulation achieves intense performance processing and up to 4 levels of lift in **HALF THE TIME! INTENSE** 100% gray coverage, condition, shine and longevity with uncompromised hair integrity.

Comprised of 22 luminous, HI-FI shades, from **INTENSE** naturals, vibrant reds, and violets to the most cooling ashes.

**Framcolor 2001 INTENSE** can be mixed with any **Framcolor 2001** shade for 112+ shades that process in **HALF THE TIME!**

**Framcolor Eclectic CARE** The evolution of ammonia-free permanent haircolor, **Framcolor Eclectic CARE** offers unparalleled coverage, shine, performance. With up to 3 levels of lift with no build-up, every single shade gives 100% gray coverage. Age Prevention Technology (Black Seed Oil) and other rich ingredients leave hair with unmatched condition and shine. It can be mixed with **Framcolor Eclectic** for unlimited creativity and increased performance.

#### **STRIKE4 Flat Iron Processing Sheets**

process framesi lighteners, Framcolor **BOLD** and framesi direct and oxidative pigments in 20 seconds. Thermal sheets protect the hair and heat evenly for uniform coverage. The performance and longevity of hair processed in 20 seconds using **STRIKE4** processing sheets are as good as or better than hair color processed traditionally.

*framesi Products -  
Cutting Edge Technology*

framesi conditioning, styling and treatment products allow the hairdresser to increase client satisfaction and build retail business. Always on the cutting edge of technology, framesi products feature the newest, most revolutionary ingredients, the latest fragrances and elegant but contemporary packaging.

---

## INTRODUCTION

## JUST FOR YOU

## Education

framesi Set the Standard for Color Education

framesi set the standard for color education. framesi offers free in-salon education classes to all new color users, ensuring a smooth transition into the framesi color system. Continuing education and specialty classes are available for stylists at all levels of expertise who want to advance their color and artistry skills.

## framesi elite Loyalty Program

*Now More Than Ever, The Beauty Professional's Most Lucrative Salon Rewards Program with **new levels & new rewards!***

framesi further supports the hairdresser through framesi **elite**, the beauty professional's most lucrative salon rewards program.

framesi **elite** rewards those salons who are most dedicated to framesi products. framesi **elite** Salons accrue credit, or **points**, toward their future purchases for every dollar they spend. In addition, framesi **elite** Salons receive free product introductions, special educational offerings and updates on new products and other framesi news.

## framesi Italian Style

The Total Look of Contemporary Beauty framesi believes that hairdressers stay at their competitive best when they are knowledgeable not only about the products they use, but also about the relationship between their artistry and the latest European fashions. With Italian Style, the hairdresser becomes a consultant who is able to advise clients on the Total Look of Contemporary Beauty. Twice a year, framesi salons around the world receive two collections of hair and makeup proposals that coordinate with the season's fashions - Italian Style, for more classical styles, and Italian Style Energy, which features edgier, trendier looks.

## JUST FOR YOU

Since 1945, framesi has been dedicated to providing products, education and support services that assist the hairdresser in creating better beauty for the salon client. With our continuing commitment to market research and product development, framesi will remain a partner with those experts who make the world a more beautiful place.

We exist because you exist.

framesi. It's JUST FOR YOU.



---

## INTRODUCTION

---

### Mastering the Medium

---

Before a painter can be truly creative, he or she must first master the fundamentals of light, color and shape. Before a sculptor ever creates a masterpiece in marble, he or she must first learn to use a hammer and chisel. There is no such thing as art without, first, the fundamentals. The reason is this - there cannot be artistic creativity without the technical mastery of the medium.

This fact is also true in the professional beauty industry. No matter how much talent each of us might have, until we master the technical aspects of our "medium," we will never realize our creative and artistic potential. Nowhere is this fact more true than in chemical services, such as color, relaxing and permanent waving.

This means you need to be aware of the physical and chemical structure of the hair because in the art of chemical services, you are changing that structure. You need to understand the changes you will be making as well as how those changes take place and when.

This manual will train you and share ideas on how to conduct a successful color and texture consultation.

### Our Commitment to Color Excellence

---

You may think that using the world's finest haircolor is somehow more difficult or more complex. That color this rich and natural is somehow beyond your reach. Once you discover how easy it is to offer the beauty and quality of framesi to your clients you will change the way you think about color... forever.

framesi changed the history of haircolor. framesi products are developed in the center of world fashion - Milan, Italy. This sophisticated, world-class influence for creating cutting-edge innovations in the world of fashion, art, culture and color is unmistakable.

framesi has pioneered the use of European haircolor in America. We were the first to emphasize the conditioning qualities of cream-based color, the low ammonia content to protect the natural shine and feel of the hair, and the predictability of the color bases and developers in achieving desired results. We continually research, test and improve our products.

Today, framesi products are distributed in over 87 countries worldwide.



---

## CLIENT CONSULTATION

---

**Client Consultation** is the Strongest marketing and merchandising tool a stylist has within the realms of the salon.

**Client Consultation** can be the most important service performed on a client.

A **Client Consultation** should take place with every single client that sits in your chair, every time.

### NEW CLIENTS

Let's consider first the new client to the salon. As a client walks into the salon, who is the first person she comes in contact with? The receptionist. Ensure that not only your receptionist, but every stylist, wears some sort of color/perm and has healthy, shiny hair and an up-to-date overall look. As a professional stylist recommending professional products and services, you should be an example of what those products can do.

Take a minute and think about it. How would you feel if you were walking into a new salon to get a haircut, color or perm? You have no idea:

- Who this person is
- The level of skill the stylist possesses
- What his/her personality is like

From the stylist's point of view, the **Client Consultation** can provide you with vital information needed to successfully service your new client so that she will return time and time again and trust your professional opinions and skills.

### EXISTING CLIENTS

Have you ever heard this from a new client "I've been going to the same stylist for years. I kept asking for something different and never got it. So I thought I'd try someone new."

Developing a loyal clientele as well as maintaining existing clientele is not difficult, but it does take some effort and, most of all, focus. We have a very powerful tool at our disposal... the **Client Consultation**.

### FIVE STEPS TO A CLIENT CONSULTATION

**The Client Consultation** - the first step for any salon procedure/service

There are five steps to a successful **Client Consultation**... Listen, Share, Clarify, Ask Permission and Action.

---

## CLIENT CONSULTATION

---

**STEP 1 – LISTEN**

Listening to clients requires asking the right questions to not only evaluate their needs but to create a plan of action and support the retail of professional products. With a doctor, for example, the consultation of the patient is the most important time spent with the patient. That is where the doctor evaluates the needs of the patient and prescribes the proper medicine or procedure that best treats the situation. Our profession should present itself no differently.

**STEP 2 – SHARE**

After hearing your client's impression, it is time to share your professional expertise.

Take your time. This is the most important step, because this is where your expertise as a professional comes into play.

- ◇ Analyze your client's face. Is it Oval... Pear... Heart... Round... Square Oblong... Diamond?
- ◇ Analyze your client's features: Eye placement... nose shape... mouth size... etc. Hair should act as arrows, pointing toward good and away from poor features.
- ◇ Proper color highlights the positive and compensates for the negative. Remember that darker colors enclose. Lighter colors open and enlarge.

**BE HONEST WITH YOUR CLIENT**

This is the time to discuss the following:

1. **The service and in-salon treatments** – what it is going to cost and how much time is involved.
2. **Advanced booking** and how often they need to visit the salon to maintain their new look.
3. **Home maintenance** – recommend or prescribe the necessary framesi products for the client to maintain their color and for you to guarantee the service.

**STEP 3 – CLARIFY**

Confirm that the client is in agreement with the service they desire.

**STEP 4 – ASK PERMISSION**

When the client's expectations match your own, simply ask, "May we proceed?"

**STEP 5 – TAKE ACTION**

The service begins!

## CLIENT CONSULTATION

### TRY THE FOLLOWING STEPS FOR ATTENTIVE LISTENING:

1. Sit on the same level as the client and face them eye-to-eye. Curb the tendency to perform **Client Consultation** looking at the client totally through the mirror.
2. When the client is expressing themselves, encourage them by some sort of acknowledgement, either a verbal “uh-huh” or “I see” or non-verbal cues such as a smile or nod.
3. Do not interrupt when the client is speaking. Paraphrase what your client has said in your own words to ensure an accurate understanding of your client's perception of the situation.
4. Provide feedback but avoid negative feedback.

Here are some questions to help you communicate successfully while gathering information. As you gather this information, it will help you properly analyze your client's hair type to successfully proceed with the color service.

Use a client file to record all information gathered for future reference.



### Questions - A listening checklist:

1. What is your past experience with haircolor?
2. Has your hair been chemically treated with a perm or relaxer?
3. What do you want this new color to do for you?
4. What kind of color tones do you like?
5. What is your occupation?
6. What is your lifestyle? Personality?
7. Home maintenance and styling needs?
8. How often are you available for touch-ups?

## THE ART OF COLOR

With **Framcolor FUTURA®** - the most natural, predictable haircolor in the world, it's never been easier to be your best.

**Framcolor FUTURA®** is truly "*one of the most loved haircolors in the world.*"

**Framcolor FUTURA®** contains a rich vegetable coconut oil cream base that provides unmatched conditioning with a look and a feel that must be seen to be believed. A palette of over 50 intermixable shades, the **Framcolor FUTURA®** true cream base colors give perfect consistency and precise color placement that allows the most even color results with extraordinary gray coverage. With a low ammonia content and superior high quality dye molecules, ensuring superior shine and minimal fadage, you will create the most beautiful and the most natural looking haircolor possible.

The simple formulating system you will learn in this manual will inspire you to reach new levels of artistry and creativity. In its simplicity, we offer you the most predictable permanent haircolor system, because it is based on the *Universal Law of Color*.

Combine this method of formulation with **Framcolor FUTURA®** true cream base color and you now possess the tools to create the most predictable and precise haircolor results ever. You will build your clients' confidence and trust in you and you will open entire new avenues of color business.



## THE ART OF COLOR

framcolor FUTURA® revolutionized the world of professional cream based tube haircolor



Feature	Benefit	
<b>Vegetable Coconut Oil Cream Base</b> - Coconut oil is superior to all vegetable oils in penetrating the hair fiber to minimize protein loss during a chemical service	<ul style="list-style-type: none"> <li>· Superior condition</li> <li>· Resilience / shine</li> <li>· Less damage (even after repeated chemical services)</li> <li>· Protects hair fiber</li> <li>· Minimal fadage</li> </ul>	<ul style="list-style-type: none"> <li>· Leaves hair receptive to additional chemical services</li> <li>· Ammonia odor is masked</li> <li>· More user friendly</li> <li>· Keeps product moist</li> </ul>
Low 2% Ammonia	<ul style="list-style-type: none"> <li>· Less cuticle opening</li> <li>· Less fading</li> <li>· Less damage</li> </ul>	<ul style="list-style-type: none"> <li>· The integrity of the hair is left in superior condition</li> </ul>
Pre-blended Intense Natural Series (NN)	<ul style="list-style-type: none"> <li>· Used alone for a cooler, more dense coverage even on the most resistant gray</li> </ul>	
Pre-blended Xtra Natural Series (XN)	<ul style="list-style-type: none"> <li>· Used alone to cover even the most resistant gray, with warm, natural results</li> </ul>	
Pure base colors	<ul style="list-style-type: none"> <li>· The purest Reds and Golds with no Browns</li> </ul>	<ul style="list-style-type: none"> <li>· Unlimited creativity</li> <li>· Achieve the most vibrant, vivid results</li> </ul>
True cream base colors with perfect consistency	<ul style="list-style-type: none"> <li>· Superior gray coverage</li> <li>· More control of application</li> </ul>	<ul style="list-style-type: none"> <li>· Better placement of color</li> <li>· Even color results from root to end</li> </ul>
Ultra refined balanced color dyes	<ul style="list-style-type: none"> <li>· Deeper, more even penetration</li> <li>· Will not fade off tone</li> </ul>	<ul style="list-style-type: none"> <li>· More precise color, from the most natural to the most vibrant</li> </ul>
Over 50 shade selections with 11 base colors	<ul style="list-style-type: none"> <li>· Wide spectrum of color to choose from</li> <li>· All colors are intermixable</li> <li>· Greater precision in formulating</li> </ul>	<ul style="list-style-type: none"> <li>· Less intermixing</li> <li>· Unlimited creativity</li> </ul>

## The framesi Framcolor Futura Level System - The Foundation of Color Formulation for More Accurate Results

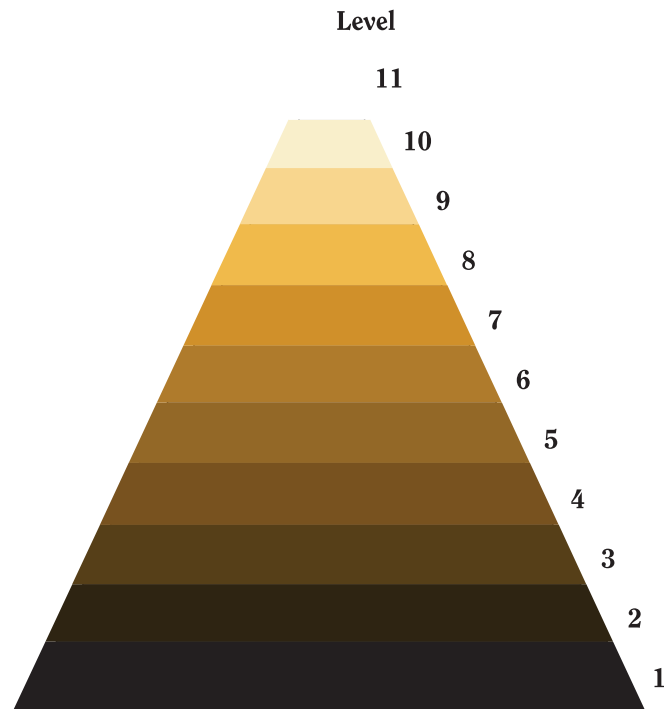
The basis of formulating color is the level system. The level system allows the stylist to make correct decisions for more accurate results. **Framcolor Futura**, with its more perfectly calibrated level system supports this accuracy. **Framcolor Futura** level system defines light to dark more precisely at each level measuring the depth of color (how light or how dark) not the tone (how warm or how cool).

Most importantly, the Level System is crucial in determining the natural level of your client's hair, the degree of change you will make in going from your client's natural color to her desired color level, and the color formulation required to achieve the desired result.

### The First Step: Determine the Natural Level

The NP (Natural Perfect) Series on the **Framcolor Futura** Swatch Chart is also a quick, convenient reference to accurately determine the current level of color in the hair and differentiate among the eleven levels. Again, simply match the correct color swatch with hair at the back of the head nearest the scalp. The hair should be lifted slightly off of the scalp. Be careful not to push it flat against the scalp as this will make it appear darker.

## The Framcolor Futura Level System



A level is the determination from dark to light of the natural hair. It does not determine the tone. Tone is the warmth or coolness of a level.

11	Ultra Light Blonde
10	Platinum Blonde
9	Very Light Blonde
8	Light Blonde
7	Medium Blonde
6	Dark Blonde
5	Light Brown
4	Medium Brown
3	Dark Brown
2	Black-Brown
1	Black

**The Second Step:** Determine the Level of the Desired Haircolor

During the consultation phase, you and your client will have discussed the new haircolor you wish to achieve.

The **Framcolor Futura** color level you choose will always be the same as the level you wish to achieve. In other words, if you wish to achieve level 7 color, you would use a level 7 color in **Framcolor Futura**. Remember, do not confuse level (depth of color) with tone (warmth or coolness). Before you can proceed to step three – determining the final tone you wish to achieve – you need to understand remaining color, color chemistry and theory and the lifting process.

**Remaining Color and Lifting**

Most hair coloring involves lightening, or lifting, from a lower to a higher level. The degree of lift is determined by the strength of the framesi developer you use and the time you allow for processing. In a single process color service, the hair is lifted and color is deposited simultaneously, so you never actually see the lifting process take place.

However, at each level of lift, color always remains in the hair, and, for each level, that color is always the same. The Remaining Color Chart on page 11 shows the remaining color at each level of lift. Because there is always some color remaining in the hair after lifting, when you apply the new color, you're actually combining two colors.

**The Guiding Principle of Haircolor**

Remaining color at lift level +  
The framesi color base =  
The final color.

Your final color is achieved by mixing one of the 27 framesi color bases with the remaining color at the desired lift level. To select the proper cream color base, you must first understand basic color theory. From then on, you will use one primary tool, the color chart.

**Basic Color Theory**

Mixing color and achieving desired results requires a basic understanding of the laws of color. If you have ever mixed colors or paints, then you are probably already familiar with the Universal Law of Color. This law states that every color you can imagine can be formed by mixing only three primary colors: blue, red and yellow. A color is considered warm or cool, depending upon the amount of yellow, red and blue that make up the color.

Blue is the darkest, and the only cool primary. It dominates red and yellow, turning each into its own cool family.

Red is medium and a warm primary.

Yellow is the lightest and is also a warm primary.

You can, of course, mix primary colors to make secondary colors.

**YELLOW + RED = ORANGE**  
the only warm secondary color.

**RED + BLUE = VIOLET**  
a cool secondary color because it is based on the Strongest cool primary, **BLUE**.

**BLUE + YELLOW = GREEN**  
the coolest secondary color because the **BLUE** overpowers the light, warm **YELLOW**.

Combining primary and secondary colors creates tertiary colors.

For example:

Y + O = Yellow-Orange, Warm Tertiary.

R + O = Red-Orange, Warm Tertiary.

R + V = Red-Violet, Warm Tertiary.

B + V = Blue-Violet, Cool Tertiary.

B + G = Blue-Green, Cool Tertiary.

Y + G = Yellow-Green, Cool Tertiary.

### The Color Wheel

The color wheel is a tool used to help visualize color theory. The three primaries are arranged around the wheel, with their related secondary and tertiary colors between them. For example, between blue and red is violet, which is made by mixing blue and red. The colors are arranged as they are in the spectrum of visible light – from red, through orange and yellow, into green, blue and violet.

Colors directly across the wheel from each other are opposites. Notice that the opposites of primary colors are always secondary colors. Mixing a color with its opposite always results in “browning out”, because, by mixing a primary color and an opposite secondary (two primaries), you are really mixing all three primary colors.

Natural hair is a combination of all three primary colors to create various shades of brown. All hair is, in other words, some shade of brown.

A natural blond is the yellowest brown.

A natural redhead is the reddest brown.

A natural black is the bluest brown.

When coloring hair, you must determine whether you want to enhance or refine the color remaining in the hair. To enhance remaining color, use colors in the same sector on the color wheel. To counteract or refine the remaining color, choose a color from across the wheel.



## THE ART OF COLOR

Combining *primary* and *secondary* colors creates *tertiary* colors. For example:

- Y + O = Yellow-Orange, Warm Tertiary.
- R + O = Red-Orange, Warm Tertiary.
- R + V = Red-Violet, Warm Tertiary.
- B + V = Blue-Violet, Cool Tertiary.
- B + G = Blue-Green, Cool Tertiary.
- Y + G = Yellow-Green, Cool Tertiary.

### The Color Wheel

The color wheel is a tool used to help visualize color theory. The three primaries are arranged around the wheel, with their related secondary and tertiary colors between them. For example, between blue and red is violet, which is made by mixing blue and red. The colors are arranged as they are in the spectrum of visible light – from red, through orange and yellow, into green, blue and violet.

Colors directly across the wheel from each other are opposites. Notice that the opposites of primary colors are always secondary colors. Mixing a color with its opposite always results in “browning out”, because, by mixing a primary color and an opposite secondary (two primaries), you are really mixing all three primary colors.

Natural hair is a combination of all three primary colors to create various shades of brown. All hair is, in other words, some shade of brown.

- A natural blond is the yellowest brown.
- A natural redhead is the reddest brown.
- A natural black is the bluest brown.

When coloring hair, you must determine whether you want to enhance or refine the color remaining in the hair. To enhance remaining color, use colors in the same sector on the color wheel. To counteract or refine the remaining color, choose a color from across the wheel.

### ENHANCE THE REMAINING COLOR

#### EXAMPLE 1

Your client’s natural level is level 4. The desired level is level 6. The remaining color at level 6 is Red-Orange. By using the “D” Gold Series or the “R” Red Series, you would be working around the color wheel, adding color to color.

#### Example 1

Desired Level (Level Applied)	Level 6	Level 6
Remaining Color	R/O	R/O
Base Applied	D (Gold)	R (Red)
Results	Red-Orange 6	Red 6

### REFINE THE REMAINING COLOR

#### EXAMPLE 2

Your client’s natural level is level 4. The desired level is level 6. The remaining color at level 6 is Red-Orange. By using the “C” Series with a Blue-Green base, you would be working across the color wheel, or counteracting colors.

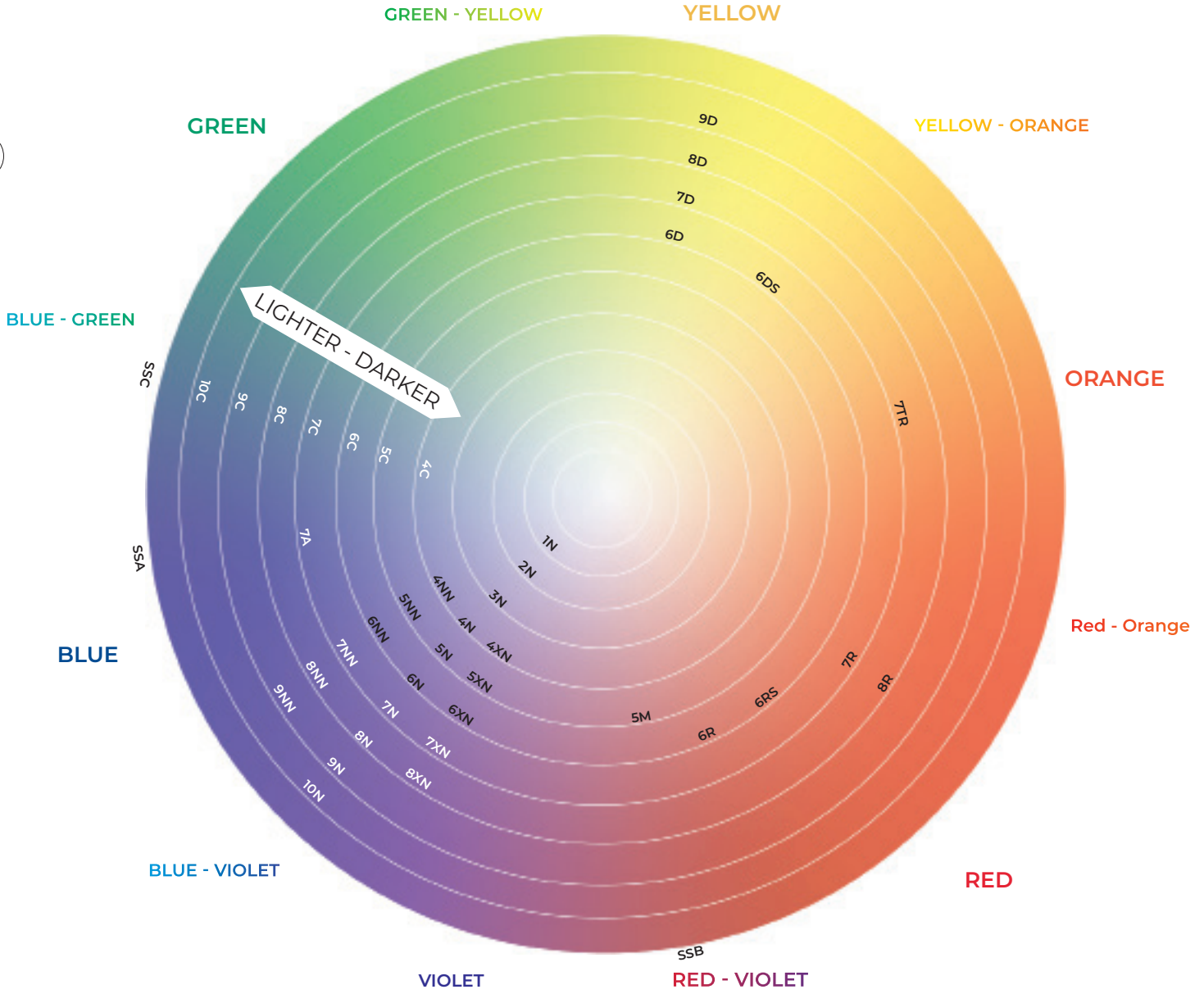
#### Example 2

Desired Level (Level Applied)	Level 6
Remaining Color	R/O
Base Applied	C (Ash)
Results	Neutral 6

THE ART OF COLOR

Cool Tones

Warm Tones



## THE ART OF COLOR

### The Color Chart

The color chart is the basic tool you will use in formulating your clients' haircolor. It shows the eleven levels and the color that will remain in the hair when it has been lifted to each level. It will also show you the tonal options available to you at each level.

### Remaining Color Chart

Levels	framesi Levels	Remaining Color
11	Ultra Light Blonde	White
10	Platinum Blonde	Yellow-White
9	Very Light Blonde	Yellow
8	Light Blonde	Yellow-Orange
7	Medium Blonde	Orange
6	Dark Blonde	Red-Orange
5	Light Brown	Red
4	Medium Brown	Red-Violet
3	Dark Brown	Violet
2	Black-Brown	Blue-Violet
1	Black	Blue

Refer to the color wheel to determine the base to choose for the best tone results (page 10.)

### The Third Step: Determine the Tonal Value of the Desired Level

The true success of mixing color and achieving predictable results lies in understanding and applying simple color concepts inherent in the **Universal Law of Color**.

Remember that all hair (except gray hair) contains all three primary colors – red, blue, and yellow. When the hair is lightened, the warmer red and yellow tones are exposed. That's because blue pigment leaves the hair first during the lightening cycle. The tone of the desired color is achieved by combining the remaining color at the lift level with the proper selection of one or more of the framesi bases.

### Framcolor FUTURA Series/Bases

The base tones describe the dominant colors within each series, and knowing the proper series and bases will ensure predictable results.

### International and European Numbering System

framesi uses both a European and an *International Numbering System* to identify the shades of **Framcolor Futura**.

The *International Numbering System* is similar to the numbering systems of our competitors and was added to the **Framcolor Futura** packaging and literature to simplify the transition for new framesi color customers.

.	a separation mark between level and description		
*	denotes brown in the base		
0	denotes extreme gray coverage		
1	Green	4	Orange
2	Blue	5	Red
3	Yellow	6	Violet

## THE ART OF COLOR

## Table of Series/Bases

Series	Italian	English	Base	Suggested Uses
N	<i>Naturale</i>	Natural	Blue-Violet	<ol style="list-style-type: none"> <li>1. Contains all 3 primary colors in proportional amounts.</li> <li>2. Necessary for gray coverage.</li> <li>3. Will not control severe, unwanted red.</li> </ol>
NN	<i>Intense Naturale</i>	<i>Intense Natural</i>	Blue-Violet	<ol style="list-style-type: none"> <li>1. Can be used alone on the most resistant gray.</li> <li>2. For a cooler, more dense coverage.</li> <li>3. Can be mixed with other shades.</li> </ol>
XN	<i>Xtra Naturale</i>	Xtra Natural	Gold-Violet Brown	<ol style="list-style-type: none"> <li>1. Can be used alone on gray hair.</li> <li>2. Can be mixed with other framcolor shades</li> </ol>
C	<i>Cenere</i>	Ash	Blue-Green	<ol style="list-style-type: none"> <li>1. Combats unwanted warm tones.</li> <li>2. Do not use alone on gray hair.</li> </ol>
D	<i>Doro</i>	Gold	Yellow	<ol style="list-style-type: none"> <li>1. Adds gold tones.</li> <li>2. Mix with N Series to create natural blondes on lighter levels.</li> </ol>
DS	<i>Doro Super</i>	Super Gold	Yellow-Gold	<ol style="list-style-type: none"> <li>1. Creates rich, warm gold tones.</li> <li>2. May mix with N Series for more natural results on more than 50% gray hair.</li> </ol>
R	<i>Rosso</i>	Red	<b>6R</b> - Red-Violet <b>7R</b> - Red <b>8R</b> - Red Orange	<ol style="list-style-type: none"> <li>1. Creates beautiful cool reds.</li> <li>2. Must be mixed with N, NN or XN for gray coverage.</li> <li>3. Unlimited versatility.</li> </ol>
RS	<i>Rosso Super</i>	Super Red	Red	<ol style="list-style-type: none"> <li>1. Creates vibrant warm reds.</li> <li>2. Must be mixed with N, NN or XN for gray coverage.</li> <li>3. Unlimited versatility.</li> </ol>
TR	<i>Tiziano Rosso</i>	Titian Red	Orange	<ol style="list-style-type: none"> <li>1. Creates vibrant orange/reds.</li> <li>2. Must be mixed with N, NN or XN for gray coverage.</li> <li>3. Unlimited versatility.</li> </ol>
A	<i>Argento</i>	Silver	Blue	<ol style="list-style-type: none"> <li>1. Combats unwanted warm tones on lighter hair.</li> </ol>
B	<i>Beige</i>	Beige	Red-Violet	<ol style="list-style-type: none"> <li>1. Creates Champagne Blondes.</li> <li>2. Not recommended alone on more than 50% gray hair. Add N and D Series.</li> </ol>
M	<i>Mogano</i>	Mahogany	Red-Violet	<ol style="list-style-type: none"> <li>1. Creates beautiful brown-reds</li> <li>2. Must be mixed with N, NN or XN for gray coverage.</li> <li>3. Unlimited versatility.</li> </ol>

## THE ART OF COLOR

### The 600 Series - Pure Pigments

On the adventurous end of the spectrum is the 600 Series – the first full range of Pure Pigments formulated to create more permanent, vivid, and true color results than ever before.

To achieve the most vivid colors true to swatches on the chart, it is necessary to decolorize the hair to the shade found on the chart on page 16. Follow with the desired shade and **Framesi Professional Activator/ Ossidorr**<sup>®</sup> 15 volume. However, depending on the desired shade, the hair can be lifted to a warmer remaining color and still achieve vibrant results. It is very important to follow the rule of remaining color and the shade chosen to predict the final color. Refer to the examples shown below.

Pure Pigments can be used alone on pre-lightened hair to produce vivid, vibrant tones that have never been available with oxidative colors.

When added to existing formulas, the following results are achieved:

- 610** Cools and brightens any existing red formula. Adds a cool red to any brown or gold formula.
- 620** Refines remaining color yellow in the hair with maximum control. Adds violet tones whenever needed.
- 630** Refines remaining color red in the hair with maximum control.
- 640** Refines remaining color orange in the hair. Adds more coolness and depth to darker levels.
- 650** Adds brightness and beautiful reflective yellow tones to an existing red, gold, or brown formula.
- 660** Adds a bright vivid pink tone to existing red or violet formulas. Adds Strong pink tones to darker levels.

*Pure pigments may be added to any existing Framcolor Futura formula in increments of 1-3 ribbon inches.*

### 600 Series - Pure Pigments

Shades	Italian	English	Base	Tonality Produced
610	Rosso Puro	Pure Red	Cool Red	A very cool red
620	Viola Puro	Pure Violet	Violet	A brighter, vivid violet
630	Verde Puro	Pure Green	Green	A true yellow green
640	Blu Puro	Pure Blue	Blue	A Strong cobalt blue
650	Giallo Puro	Pure Yellow	Yellow	A Strong, vivid yellow
660	Rosa Puro	Pure Pink	Vivid Pink	A Strong, vivid fuschia pink

THE ART OF COLOR

**Using the 600 Series on Pre-Lightened Hair**  
 All colorists know that pre-lightening hair will create porosity. This is necessary in order to achieve vivid, vibrant tones. However, it is essential to follow the guiding principle of remaining color in order to reach the desired result. Refer to the chart shown right.

**For the Most Vivid and Vibrant Results:**  
 Often when coloring on pre-lightened hair, the pigments can seem somewhat less colorful or lacking in richness against pale yellow or very porous hair. In order to prevent this from happening, first always pre-lighten exactly as recommended to allow for enough remaining color or pigment in the hair so that the final color will appear to be vivid enough. If your final hair color is still not as vivid or vibrant as desired, then refer to the Suggested Formulation chart. These combinations of tones with the 600 Series will create the vibrancy desired and also the long-lasting pigment and depth needed for lasting results.

**Suggested Formulations**

Shade	Suggested Formula
<b>610</b> - Pure Red	25cc 610 + 5cc 6TRP
<b>620</b> - Pure Violet	25cc 620 + 5cc 6VM
<b>630</b> - Pure Green	25cc 630 + 5cc 640
<b>640</b> - Pure Blue	25cc 640 + 5cc 1NB
<b>650</b> - Pure Yellow	25cc 650 + 5cc 9SD
<b>660</b> - Pure Pink	30cc 660 + 1" 6RP or 6VM (your choice will vary on the degree of coolness desired in the end result)

**Using the 600 Series on Pre-Lightened Hair**

Shade	For Best Results
610	Pre-Lighten to remaining color ORANGE (level 7) or lighter
620	Pre-Lighten to remaining color RED-ORANGE (level 6) or lighter
630	Pre-Lighten to remaining color ORANGE (level 7) or lighter
640	Pre-Lighten to remaining color YELLOW (level 9) or lighter
650	Pre-Lighten to remaining color YELLOW (level 9) or PALE YELLOW (level 10)
660	Pre-Lighten to remaining color YELLOW (level 9) or PALE YELLOW (level 10)

It is important never to over-lighten the hair to "white", as it will not hold pigment evenly or, possibly, at all.

**Pure Pigment Examples**

Shades	Remaining Color	Results
610 Pure Red	Pale Yellow	Bright, Cool Pure Red
	Yellow	Bright, Pure Red
	Yellow-Orange	Bright, Warmer Red
	Orange	Warm Red
640 Pure Blue	Pale Yellow	Bright Pure Blue
	Yellow	Pure Blue
	Yellow-Orange	Pale Blue
	Orange	Muted Blue (Browned Out)

THE ART OF COLOR

**Mixing and Measuring for Pre-Lightened Hair**

Due to porosity on pre-lightened hair, it is possible to adjust the dilution ratio of the 600 Series with developer.

Rather than a 1:2 mixing ratio (1 part color to 2 parts developer), you may use a 1-to-1 dilution or a 1-to-1.5 dilution. This will allow for maximum pigment deposition.

Example of 1-to-1 dilution:

30cc **610**  
30cc **Framesi Professional Activator/Ossidorr**<sup>®</sup> 15 volume

Example of 1-to-1.5 dilution:

30cc **610**  
45cc **Framesi Professional Activator/Ossidorr**<sup>®</sup> 15 volume

When using a cream developer, such as **Framesi Professional Activator**, it is recommended to add an additional 10cc to the plastic measure for accuracy.

**Recommended Formulations on Bleached Hair**

Shade	Suggested Formula
Cotton Candy Pink	11A + 3" 660
Turquoise	11A + 3" 630
Lavender	11A + 3"620 + 1" 640
Gray / Silver	15cc 9CC + 15cc 7CC

Mixed **1:1**, 1 part color to 1 part developer (10 or 15 volume), processed 30 minutes.

**The Fourth Step:**

Determine the Correct Developer

The level you wish to achieve will determine the particular developer and processing time required. Whether lifting, coloring level-on-level, or going darker, framesi offers a variety of developers to help you achieve desired results in virtually any salon situation. Refer to **Developer Usage Chart** on page 18.

**Framesi Professional Activator**

10, 15, 20, 25, 30 and 40

Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

**Ossidorr**

5, 15, 20, 30 and 40

A rich, creamy emulsion of coconut oil and castor oil for maximum protection of the hair and scalp.

## THE ART OF COLOR

## Developer Usage Chart

## FRAMESI PROFESSIONAL ACTIVATOR

Volume	Type	Amount	Desired Result	Processing Time
Framesi Professional Activator 10	Liquid - Cream	60cc	For toning pre-bleached hair or refreshing faded ends	20 min.
Framesi Professional Activator 15	Liquid - Cream	60cc	Level-on-Level, darker or refreshing porous faded ends	35-45 min.
Framesi Professional Activator 20	Liquid - Cream	60cc	Level-on-Level	35-45 min.
Framesi Professional Activator 25	Liquid - Cream	60cc	One Level lighter	35-45 min.
Framesi Professional Activator 30	Liquid - Cream	60cc	2 Levels lighter	35-45 min.
Framesi Professional Activator 40	Liquid - Cream	60cc	3-4 Levels lighter	50 min.

OSSIDORR<sup>®</sup>

Volume	Type	Amount	Desired Result	Processing Time
Ossidorr 5	Cream	70cc	For toning pre-bleached hair or refreshing faded ends	10-15 min.
Ossidorr 15	Cream	70cc	Level-on-Level, darker or refreshing porous faded ends	35-45 min.
Ossidorr 20	Cream	70cc	Level-on-Level	35-45 min.
Ossidorr 30	Cream	70cc	2 Levels lighter	35-45 min.
Ossidorr 40	Cream	70cc	3-4 Levels lighter	50 min.

Chart based on 2 oz. (60cc) of color, 1 application.



THE ART OF COLOR

Examples of Developer Usage

Natural Level	Desired Level	Developer Chosen
5	3	Framesi Professional Activator 15 Ossidorr <sup>®</sup> 15
5	5	Framesi Professional Activator 15, 20 Ossidorr 15, 20
5	6	Framesi Professional Activator 25
5	7	Framesi Professional Activator 30 Ossidorr 30
5	8	Framesi Professional Activator 40 Ossidorr 40

For toning on pre-lightened hair, framesi recommends the use of 5, 10 or 15 volume developer for maximum deposit.

★ framesi **Mixcolor Crema** can also be used to tone pre-lightened hair (see page 25).

For the best results on extremely porous hair, the use of 15 volume developer is highly recommended for maximum deposit and lasting results.

framesi's **Framcolor Eclectic**, no-lift, deposit-only color system is also an excellent choice for toning highlights. See page 60.

Color Chemistry of Processing

Oxidative Dyes

When permanently coloring hair, three elements are at work: Intermediates, Ammonia in the Tube, and Hydrogen Peroxide. Intermediates are small dye molecules (oxidative dyes) that have color-forming capacity, but do not become color until they oxidize through the action of the hydrogen peroxide and ammonia. Ammonia swells the hair shaft, raises the pH and opens the cuticle to allow the pigment to penetrate. Ammonia and hydrogen peroxide form oxygen. The oxidation process is necessary to create lift, or lightening of the hair fiber and the deposit of intermediates, or new color.

In a single-process color application, you are lifting from one to four levels. To lift more than four levels, it's best to use a double-process application.

Direct Dyes

To create special effects when working with oxidative dyes, there are some shades that will contain the addition of direct dyes. Direct Dyes are larger, preformed color molecules. If used alone, they cannot become a permanent part of the hair. They must be mixed with oxidative dyes to achieve the desired result.

## THE ART OF COLOR

Listed below is the **Framcolor FUTURA®** oxidative colors containing a small portion of direct dyes to achieve these special results.

6RS Fire Red Super

**Note:** In working with these 2 colors, the cream dispenses from the tube a fuschia color.

**MASSAGE SCALP LIGHTLY BEFORE SHAMPOOING TO PREVENT STAINING.**

#### Level-on-Level or Going Darker

When your client chooses a haircolor that is darker than her natural level, or that enhances the same natural level, you need not be concerned with remaining color. The end result will be determined by the tone of the natural level and the base of the level applied.

All **Framcolor FUTURA** series are intermixable.

**The Fifth Step:** Compensating for the Lack of Pigment in Gray Hair

In many situations, you will also need to determine the percentage of gray in the natural hair color, and how to compensate for the gray factor.

Gray hair lacks all pigment, so to compensate for this and achieve the desired end results, recommends the addition of the N, NN or XN Series. The N Series contains all three primaries in proportioned amounts according to their level. Use the same percentage of N, NN or XN series as there is gray in the hair. For more information on this special situation, refer to *Covering Gray* section on the following pages.

#### Lightening and Coloring Processes

LIGHTENING	COLORING
Addition of Ammonia and Hydrogen Peroxide	Addition of Ammonia and Hydrogen Peroxide
PROCESS	
Melanin in the hair begins to split, becoming smaller and more water soluble.	Dye intermediates in color begin to oxidize and become larger and less water soluble.
RESULTS	
White hair remains white. Pigmented hair becomes lighter and warmer. Remaining color is exposed at each level.	White hair becomes the color shade chosen. Pigmented hair becomes the color lightened (remaining color) plus the shade chosen.

**Remember:** The hair goes through a lift and deposit cycle simultaneously. The full processing time must be allowed to achieve the desired shade and lift.

---

## COVERING GRAY

---

### Covering Gray

#### Special Formulations for Special Situations

As we've previously discussed, gray hair lacks all primary color, and therefore has no remaining color. In order to balance the desired end result and achieve proper gray coverage, framesi recommends the addition of the N, NN, XN, D or DS series, or a combination of natural and gold, in your color formulation.

In each case, the age and skin tone of the client, and the percentage of gray hair to be covered will play important roles in determining the client's desired haircolor.

With gray hair, you will discover certain situations which call for more advanced formulation.

These situations are:

1. Levels 5 and Darker
2. 50% or More Gray Hair

#### Levels 5 and Darker:

Use N, NN or XN series in equal proportion to the gray.

#### Levels 6 and Lighter:

When using the N series, adding some D or DS series is recommended to add the warmth naturally found in lighter hair.

3. Resistant
4. Very Resistant

### 1. Covering Gray on Levels 5 and Darker

When going darker with gray, it is important to understand that your client is accustomed to seeing a lighter, gray haircolor. Therefore, you may need to choose a level-on-level color or apply a level lighter than the natural color for gray coverage. This decision will depend on several factors.

#### Age and skin tone.

If your client is younger-looking with good skin tones, then a level-on-level color is recommended. Instead, if the client is more mature or skin tones are not suitable for a darker color, a level lighter is recommended to soften and blend gray.

#### Percentage of gray hair coverage desired.

The majority of your gray-haired clients want 100% of their gray covered. In this case, a level-on-level color is recommended. If the client does not want to go too dark, then a level lighter color is recommended.

### 2. Covering 50% or More Gray Levels 5 and Darker.

Since gray hair contains none of the primary colors that combine to produce brown in natural hair, it will have no remaining color to contribute to your formulation either. Therefore, the end results may often appear cooler than originally anticipated, or the gray hair may actually pick up the color of the base applied. Here, the N, NN or XN series can be added to balance, or add pigment, to the formulation. In certain situations, you may also need to add the D or DS series (yellow) for more natural results.

#### Levels 6 and Lighter.

A client with 75% gray who wishes to become a golden red level 8 will require the N, NN or XN series to cover the gray, the D or DS series to add gold, and the R or RS series to add red. Using only a red and a natural series could result in an undesirable pink tint unless the XN Series is used as it contains gold.

For a cooler, natural ash color, you would use only the NN series to cover the gray alone. Adding the C series would cause the hair to become too ashy.

---

## COVERING GRAY

---

If the client desires a beige blond color, then the D or DS series is used to counteract the “mauve” effect that would result by combining only the N and B series. When a warmer final tonality is desired with a high percentage of gray present, the XN Series is recommended.

### 3. Covering Resistant Hair

Resistant gray hair may require a pre-softening method to assist in coverage. The directions for this formula are:

- Mix and apply color formula using developer needed.
- Cover with plastic cap.
- Process under hot, pre-heated dryer for 5 minutes.
- Remove from dryer.
- Remove plastic cap.
- Process the fully required processing time.

This method is only recommended for resistant gray hair, because of the very low ammonia content and high conditioning qualities of **Framcolor FUTURA**<sup>®</sup>.

– OR –

Simply increase processing time by 10 additional minutes.

### 4. Covering Very Resistant Gray Hair

As a stylist, you may encounter extreme cases of gray hair that simply cannot be covered 100% by the application of a one step tint. In most cases the resistant gray hair frames the face. In this situation, framesi recommends a “pre-pigmentizing” step in which you apply color straight from the tube, without developer, using a brush and bowl technique.

- Apply directly to resistant areas of the head.
- Proceed immediately with the color formula over the pre-pigmentized areas, making sure to blend the two colors together.

Mix pre-pigmentizing formula, always using 1 level lighter than your desired level.

When pre-pigmentizing, the gold series is recommended except in the following cases:

When desired result is a redhead, mix D or DS series and TR series.

When desired result is a cooler brunette, mix N with the D or DS series, or use the NN Series alone.

If your desired end result is a level 5 or below, use 6D or 6DS, except for redheads.

**Note: Framesi COLOR METHOD GRAY COLOR BOOSTER** is specifically formulated to boost gray coverage and color deposit.

(See page 55)

---

## COLOR MIXING AND APPLICATION

---

### Mixing and Measuring

framesi uses the universal metric system for measurement. This system, based on units of ten, is truly the simplest measuring system in the world. **Framcolor FUTURA**<sup>®</sup> uses a one-to-one mix ratio, where cream color and developer are mixed in equal parts.

Example: 1 Application  
2 oz. (60cc) **Framcolor FUTURA**<sup>®</sup> (1 tube)  
2 oz. (60cc) Developer

**OSSIDORR** requires an additional 10cc.

Each tube of **Framcolor FUTURA**<sup>®</sup> contains 60cc of color, or 2 ounces. Each tube is clearly marked in six 10cc increments, so you simply squeeze out the desired amount to the necessary line. Whether you are using a single base color or mixing two bases, most color services require using 60cc of color. **Framcolor FUTURA**<sup>®</sup> color, with its thick, vegetable coconut oil cream base, prevents air bubbles from forming, providing perfect contact, even color results, maximum lift and excellent gray coverage.

The proper amount of developer, mixed in a one-to-one ratio with the color, is also measured metrically. This is done by simply pouring it into the measuring beaker to the correct mark. Each line on the beaker equals 5cc. In order to maintain the creamy richness of **Framcolor FUTURA**<sup>®</sup> color during mixing, first blend the color in the bowl. Then add the developer in three stages, blending thoroughly after each addition.

### Color Application

Application is the most important step in achieving professional results. Even the best formulation can result in spotty color, poor gray coverage and uneven lift due to improper application.

All of the framesi color products are designed for a brush-and-bowl application. This gives the stylist more control of the color placement. Proper placement results in even color, superior gray coverage and even lift. The result is professional color achieved through professional application.

The three basic types of application are:

- A. *Virgin going lighter*
- B. *Virgin going darker*
- C. *Retouch*

The type of application is determined by the desired end result.

**Standard Method:**

- Virgin Application Going Lighter*
1. Perform a patch test. See page 24.
  2. Using 1/4" partings, apply the color 1/2" from the scalp to where the ends show damage. Apply the color to both sides of the strands, being careful to stay away from the scalp.
  3. Process half the amount of the total processing time. framesi does not recommend the use of heat for processing.
  4. After mixing a fresh formula using 1/4" partings, apply color to scalp area.
  5. Process for the full amount of time determined by the volume of the developer.
  6. When processing is complete, rinse thoroughly with tepid water.
  7. Shampoo with **SHAMPOO GO**, then rinse.
  8. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply **framesi COLOR METHOD MASK**. Retain 2-3 minutes.
  9. Rinse hair and style with your favorite framesi styling product.

---

## COLOR MIXING AND APPLICATION

---

**Alternate Method:***Virgin Application Going Lighter*

1. Perform a patch test. See page 22.
2. Section the hair into four quarters.
3. Using 1/4" partings, apply the product 1/2" from the scalp to where the hair ends show damage. Apply the product to both sides of the strand, being careful to stay away from the scalp. The developer for mid-shaft application should be 10 volume higher than volume for scalp area.

*Example: 30 volume for scalp area  
40 volume for cold shaft*

4. Mix new color for scalp area with required developer and apply (using 1/4" partings) immediately to scalp area.
5. Process for the full amount of time determined by the volume of the developer used at the scalp area. framesi processing.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **SHAMPOO GO**, then rinse.
8. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply framesi **COLOR METHOD MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

**Note:** *Standard Application* needed when using **FRAMESI PROFESSIONAL ACTIVATOR** or **OSSIDORR<sup>®</sup> 40**.

*Virgin Application Going Darker*

1. Perform a patch test. See page 24.
2. Section the hair into four quadrants.
3. Apply the color to the section parts for control.
4. Using 1/4" partings, apply the color to the scalp area, then immediately work through entire hair.

5. Process for the required amount of time as determined by volume of the developer. framesi does not recommend the use of heat for processing.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **SHAMPOO GO**, then rinse.
8. Apply **POST COLOR**. Without rinsing the **POST COLOR**, apply framesi **COLOR METHOD MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

*Retouch Application*

1. Perform a patch test. See page 24.
2. Section the hair into four quadrants.
3. Apply color to section parts for control.
4. Using 1/4" partings, apply the color to regrowth.
5. Process for the required amount of time determined by the volume of the developer. framesi does not recommend the use of heat during processing. Refer to *Refreshing Faded Ends* (below).
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **SHAMPOO GO**, then rinse.
8. Apply **POST COLOR**. Without rinsing the Post Color apply framesi **COLOR METHOD MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

## COLOR MIXING AND APPLICATION

### Refreshing Faded Ends

Occasionally, situations will arise when perfection of the color formula for the mid-shaft and ends will be needed. Remember, during a retouch application, the regrowth area contributes warmth to the final result, while the mid-shaft and ends contribute the existing color – which is different from the regrowth. Using the original formula on the ends may not give the continuity of color desired.

### To perfect your color results:

Analyze the color tones throughout the hair fiber. Really “see” what you are observing.

### Ask yourself these questions:

1. How do the ends differ from the regrowth? (more brown, ashy, less gold).
2. Which color or colors are missing from the ends? (gold, orange, red).

Train your eyes to see the difference in color tones between the newly tinted scalp area and the mid-shaft and ends. This will dictate which colors need to be refreshed in the ends.

*Example:*

#### Regrowth formula

7N (30cc) + 7TR (30cc)

#### End formula

7TR (20cc) + 7D (10cc)

### Mixing a New Formula to Refresh Mid-shaft and Ends

A new fresh formula to be used on the mid-shaft and ends should be based on:

- Original regrowth formula
- Color tones missing from ends

Use 5, 10 or 15 volume, based on porosity of hair.

★ framesi **MIXCOLOR** can be used to refresh faded ends (see page 25.)

★ framesi's **FRAMCOLOR Eclectic** demi-permanent color is also an excellent choice for refreshing faded ends.

Hair Type	OSSIDORR <sup>®</sup> or FRAMESI PROFESSIONAL ACTIVATOR	Timing
Normal, Healthy Hair	5 volume <b>OSSIDORR</b> or 10 volume <b>FRAMESI PROFESSIONAL ACTIVATOR</b>	10 - 15 min.
Porous Hair	15 volume	20 - 25 min.

When using 15 volume, the color must remain on the hair for 20 - 25 minutes to ensure results.

**Note:** If re-mixing for the ends, a smaller amount of Framcolor FUTURA<sup>®</sup> should be mixed for the retouch application.

### Service Stabilizers

#### Completing the Color Service

When color process is complete, rinse and shampoo with **SHAMPOO GO**. Rinse. Apply **POST COLOR**, and without rinsing, apply Mask directly on top. Retain 2-3 minutes. Rinse.

**SHAMPOO GO** - A superior cleansing shampoo formulated to remove residue and neutralize chemicals & alkalinity.

**POST COLOR** - An acidic after-color sealer, containing a peroxide scavenger to stop color oxidation. Closes the cuticle to seal in color.

**MASK** - An after-color restructuring mask designed to strengthen the hair shaft & keep the cuticle compact for maximum color hold.

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

**SHAMPOO GO**  
+ **POST COLO R**  
+ **MASK**  
= 47% added color longevity

---

## COLOR MIXING AND APPLICATION

---

### Performing a Patch Test

---

Prior to the application of color, the FDA requires that you perform a simple patch test to determine if the person is allergic to the color dye, and that the test is performed 24-48 hours prior to each application.

#### Patch test procedures:

1. The hair dye contained in the package must never be used for dyeing the hair unless a preliminary skin test has been made. The skin test must be performed each time before the hair is to be dyed, regardless of whether a skin test has been performed previously.
2. The dye used for the preliminary skin test must be a portion of the article intended to be used for dyeing the hair.
3. The sample of dye to be used for the preliminary skin test should be mixed and prepared in exactly the same manner and according to the directions applicable to the use of the hair dye itself.
4. By means of a suitable applicator (clean camel hair brush, cotton-tipped applicator or other applicator) a streak of dye not less than a quarter of an inch wide and at least one-half inch long is made on the skin and scalp behind one ear or inside of the elbow.
5. The streak of dye should be permitted to remain for at least 24-48 hours. The test area should not be covered with any type of dressing, and contact with combs, hats, spectacles or other objects should be avoided.
6. **WARNING:** If redness, burning, itching, small blisters or any other type of eruption appears in the general area used for the skin test during the first 24 hours, the individual is sensitive to the dye, and under no circumstances should it be used for dyeing the hair. Hair dyes should not be used when there is any disease or eruption present anywhere on the skin or scalp.

**DO NOT USE Framcolor FUTURA<sup>®</sup> ON EYE LASHES, EYEBROWS, BEARDS OR FACIAL HAIR.**

#### Mixing a Patch Test

Follow these directions for mixing a patch test according to each framesi product and formula to be applied.

**Note:** 5cc of cream color equals 4 ribbon inches across the framesi Bowl.

**Framcolor FUTURA:**  
5cc Framcolor FUTURA  
5cc Developer

**Framcolor FUTURA SS Series:**  
5cc Framcolor FUTURA SS Series  
7½cc 40 volume Activator

#### Performing a Strand Test

---

Prior to the application of any color service, a strand test is recommended to:

1. Determine if the client has used any cosmetic or coloring substances that are not compatible with framesi coloring products.
2. Assist the stylist in achieving accurate results by determining processing time and color selection.

#### Mix

To mix a strand test, follow the same directions as for the patch test.

#### Application

1. On a small section of hair, apply formula from scalp to ends.
2. Process according to product directions.
3. Remove color and allow to dry.
4. Check end results.



## MIXCOLOR CREMA

### MIXCOLOR Crema

framesi's Deposit-Only Color System

**MIXCOLOR Crema** transforms **Framcolor FUTURA**<sup>®</sup> permanent haircolor into stunning tone-on-tone, deposit-only color system.

For a colorist, **MIXCOLOR Crema** opens up a world of creative possibilities.

- **MIXCOLOR Crema** allows **Framcolor FUTURA** to deposit without lifting the client's natural haircolor.
- **MIXCOLOR Crema** allows the deposit of **Framcolor FUTURA** to last longer than any other color system in this category, or any semi-permanent color system.
- **MIXCOLOR Crema** actually neutralizes the alkalinity of **Framcolor FUTURA**, so it deposits color without lifting.
- The cationic vegetable protein base imparts shine and condition, as well as longer lasting color deposit.
- You will now get a full range of over 40 shades from **Framcolor FUTURA** in a whole new deposit-only color system. Two systems for the price of one.
- **MIXCOLOR Crema** is mixed 1 part **Framcolor FUTURA** to 2 parts **MIXCOLOR Crema**. This cuts the cost of the color service in half, because a typical service only requires 1/2 of a tube of **Framcolor FUTURA**.

What is **MIXCOLOR Crema**?

**MIXCOLOR Crema** is a revolutionary activator that allows you to transform **Framcolor FUTURA** permanent haircolor into a stunning tone-on-tone, deposit-only color system.

**MIXCOLOR Crema** allows you to create a no-lift, deposit-only color without carrying a separate, expensive, tone-on-tone deposit-only system.

In addition, the rich vegetable coconut oil base and the five perfectly balanced vegetable proteins in **MIXCOLOR Crema** impart deep lustrous color as they bathe the hair with healthy shine and beautiful condition.

**MIXCOLOR Crema** is an ideal color service for:

### 1. Toning Highlights

- Will not alter surrounding natural hair
- Will not fade off tone
- Unlimited shade selections
- Beautiful results in as few as five minutes

### 2. Refreshing Faded Ends

- Unique blend of the best ingredients creates the most gorgeous and long-lasting color results
- Refresh faded ends using the same framesi color tube you already use for retouching
- Superior protection for tinted hair - less than 1% alkalinity
- Unlimited shade selections
- Deposits without buildup
- The same predictability as framesi's permanent color system
- Less fade than any competitive semi(demi)-permanent color

### 3. Shine Enhancer

- Imparts radiant shine without altering natural haircolor
- Rich vegetable coconut oil base offers unsurpassed condition and shine
- Beautiful results in as few as five minutes

**MIXCOLOR CREMA**Formulating and Applying **MIXCOLOR****1. Tone-On-Tone Coloring**

*Remember – Color on color creates more color.*

- a. Identify the client's natural level.
- b. Determine the tonal value the client desires (e.g. red, gold or brown tones). This will determine the base of **Framcolor FUTURA**<sup>®</sup> to use.
- c. Determine the level of color based on the amount of deposit desired. For optimum deposit of color, select a **Framcolor FUTURA** shade based on the client's natural level. For lighter tone results, select a color one level lighter than natural level.
- d. Use 30cc **Framcolor FUTURA** + 60cc **MIXCOLOR**.
- e. Apply to clean damp or dry hair from scalp to ends. Process for 15-30 minutes.
- f. Lightly shampoo with **SHAMPOO GO**. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply framesi **COLOR METHOD MASK**. Retain 2-3 minutes. Rinse hair and style with your favorite framesi styling product.

**2. For Maximum Gray Coverage**

- a. Select a color the same level or 1 level lighter than the client's natural level, depending on the porosity of the hair.
- b. Process up to 30 minutes according to porosity.

**Note:** Resistant gray hair needs maximum processing time.

- c. For natural, warm results on clients with 50% or more gray hair, the addition of the Gold series or XN series is recommended.
- d. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply framesi **COLOR METHOD MASK**. Retain 2-3 minutes. Rinse hair and style with your favorite framesi styling product.

**3. Toning Highlights. Color Refreshing/Balancing, Shine Enhancer\***a. *Mix ratio:*

30cc **Framcolor FUTURA**

30cc **MIXCOLOR Crema**

30cc of any framesi conditioner of your choice

## b. Instructions

1. Mix to creamy consistency.
2. Apply formula from root to end.
3. Process at room temperature for 5 - 15 minutes.

**4. Retouch Application**

- a. Apply **MIXCOLOR** formula to new growth. Process according to results desired.
- b. Massage remaining product in the bowl through the ends. Process up to 10 minutes, checking every 2-5 minutes, depending on porosity of the hair.
- c. Lightly shampoo with **SHAMPOO GO**. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply framesi **COLOR METHOD MASK**. Retain 2-3 minutes. Rinse hair and style with your favorite framesi styling product.

**5. "Shampoo Cap" at the Bowl**

## a. Mix Ratio

30cc **Framcolor FUTURA**<sup>®</sup>

30cc **MIXCOLOR Crema**

30cc of any framesi Shampoo

## b. Instructions

1. Mix thoroughly.
2. Shampoo into hair.
3. Process at room temperature for 5-15 minutes, depending on desired end result.

*Stylist Tip:*

If more conditioning is desired, use any framesi conditioner of your choice.

**MIXCOLOR CREMA**

**NOTES**

**6. After Perm Coloring**

- a. Rinse neutralizer from hair and remove rods.
- b. Towel dry excess moisture from hair. Gently apply color with brush from scalp to ends. *Note – be careful not to stretch the fresh curl.*
- c. Process for 10-15 minutes.

Note: Longer processing time results in a greater deposit of color.

- d. Lightly shampoo with **SHAMPOO GO**. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply framesi **COLOR METHOD MASK**. Retain 2-3 minutes. Rinse hair and style with your favorite framesi styling product.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## MIXCOLOR CREMA

## MIXCOLOR Bases

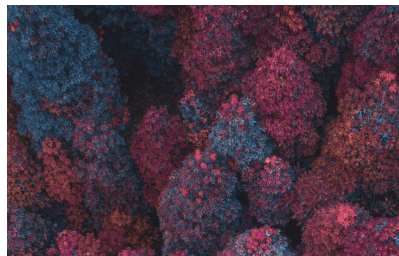
The following bases allow you to achieve a wide range of tone-on-tone haircolor without compromising your artistry:

- |    |  |    |  |
|----|--|----|--|
| XN | Pre-blended shades that create beautiful warm blondes and browns that cover even the most resistant gray.  | B  | Creates cool beige tones in lighter levels. Must be mixed with N Series to cover gray.                             |
| N  | Produces natural tones that are neither too warm nor too cool. Recommended for gray coverage.  | C  | Used when a blue-green ash tone is needed for controlling extra warmth. Must be mixed with N Series to cover gray. |
| D  | Used to create yellow-gold tones in lighter levels. Adds shine and luster to darker level formulations.  | A  | Can be used for controlling warmth and can create silver effect.   |
| DS | Creates rich, warm gold tones on all levels. Use with any Framcolor Futura® shade to enhance browns, reds and mahogany tones.  | NN | Recommended for gray coverage when a cool tone is desired.   |
| R  | Adds rich cool tones when used alone. Add to formulations to create rich sultry red tones. Must be mixed with N or XN Series to cover gray.  |    |  |
| RS | Used alone, creates vibrant cool red tones. Add to other Framcolor Futura shades to enhance browns, reds, golds, and mahogany tones. Must be mixed with N or XN Series to cover gray.            |    |  |
| TR | Creates warm red-orange tones when used alone. Add to lighter level formulations for an auburn accent. Brightens darker level formulations. Must be mixed with the N or XN Series to cover gray. |    |  |
| M  | Creates a mahogany tone imparting soft red-violet highlights. Must be mixed with the N or XN Series to cover gray.   |    |  |

FRAMCOLOR 2001 INTENSE

**PERMANENT COLOR**

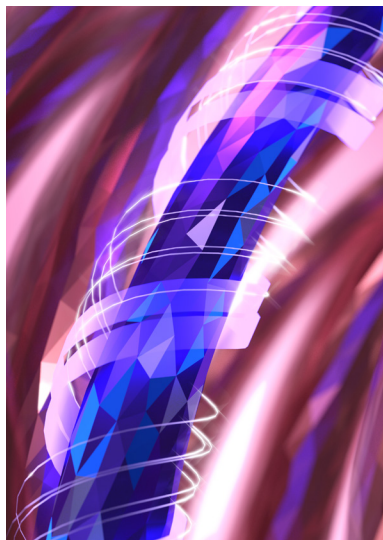
- **PROCESSES IN HALF THE TIME!**
- **INTENSE** 100% GRAY COVERAGE
- SUPERIOR CONDITION, SHINE & LONGEVITY
- FAST PIGMENTATION PROCESSING (FPP), SAVE TIME
- UP TO 4 LEVELS OF LIFT
- LUMINOUS HI-FI SHADES
- NON-PROGRESSIVE FORMULATION
- HAIR INTEGRITY...UNCOMPROMISED
- ECONOMICAL 1:2 MIX RATIO; 2 APPLICATIONS PER TUBE



FRAMCOLOR  
**2001**  
INTENSE

**FPP TECHNOLOGY**  
FAST PIGMENTATION PROCESSING

**INTENSE PERFORMANCE**  
- PROCESSES IN *HALF THE TIME!*



**AN INNOVATIVE  
SYNERGY OF**



Luminous Hi-Fi shades perfectly calibrated to guarantee coverage at the intended level (non-progressive) with no build up.



Innovative carrier system transports haircolor dyes quickly into the cortex.



Accelerated haircolor dyes that are stabilized to quickly expand and become permanent in **HALF THE TIME!**

FRAMCOLOR 2001 **INTENSE****FRAMCOLOR 2001 INTENSE FEATURES AND BENEFITS**

<b>FEATURE</b>	<b>BENEFIT</b>
<p><b>INNOVATIVE TECHNOLOGY</b>  <b>FAST PIGMENTATION PROCESSING (FPP)</b> – the innovative synergy of 3 main factors:</p> <ul style="list-style-type: none"> <li>• Luminous Hi-Fi shades</li> <li>• New carrier system</li> <li>• Stabilizers</li> </ul> <p><b>NON-PROGRESSIVE FORMULATION</b></p>	<p><b>INTENSE PERFORMANCE – PROCESSES IN HALF THE TIME!</b></p> <ul style="list-style-type: none"> <li>• Latest generation dyes are transported quickly inside the hair using new carriers with a high affinity to hair.</li> <li>• Permanent haircolor molecules expand in half the time.</li> <li>• Will not go darker if processed longer</li> </ul>
<p><b>HI-TECH BOOSTER SYSTEM</b>  which includes the following:</p> <ul style="list-style-type: none"> <li>• Vegetable Coconut Oil Cream Base</li> <li>• Amaranthus Oil</li> <li>• Vitamin C</li> </ul>	<p><b>SUPERIOR CONDITION, SHINE &amp; LONGEVITY</b></p> <ul style="list-style-type: none"> <li>• Better placement of color for even results from root to end while protecting hair fiber for less damage</li> <li>• Enhances shine and intensifies light reflection</li> <li>• Anti-oxidant, preserves youthful vitality of hair</li> </ul>
<p><b>USER-FRIENDLY COMFORT FORMULA</b></p>	<ul style="list-style-type: none"> <li>• Easy to prepare and apply, mixes in seconds (even in a bottle), extreme spreadability</li> <li>• Low client sensitivity</li> <li>• Virtually no ammonia fragrance</li> <li>• Age-defying hair nourishment &amp; conditioning action</li> </ul>
<p><b>MOST INTENSE TONALITIES</b></p>	<ul style="list-style-type: none"> <li>• Most Intense Naturals for <b>INTENSE</b> 100% gray coverage</li> <li>• Deep Reds, Coppers, and Extreme Violets</li> <li>• Most warmth-controlling intense ashes</li> </ul>
<p><b>CAN BE MIXED WITH FRAMCOLOR 2001</b></p>	<ul style="list-style-type: none"> <li>• 34 Framcolor 2001 <b>INTENSE</b> shades plus 90+ Framcolor 2001 shades = 124+ Shades that process in <b>HALF THE TIME!</b></li> <li>• Creates a deeper, cooler, denser, more solid finish to Framcolor 2001</li> </ul>
<p><b>1:2 MIX RATIO</b>  (1 PART COLOR, 2 PARTS DEVELOPER)</p>	<ul style="list-style-type: none"> <li>• 2 applications per tube / 2 clients per tube</li> <li>• Superior product at an economical per application price</li> </ul>

**VEGAN, GLUTEN FREE**

FRAMCOLOR 2001 INTENSE

**FRAMESI FRAMCOLOR 2001 INTENSE SERIES AND BASES**

Reflex (Tone)	Base	Suggested Uses
<b>INTENSE NATURAL</b>		
.00	<b>INTENSE</b> Blue-Violet	<ul style="list-style-type: none"> <li>◇ Can be used alone for <b>INTENSE</b> 100% gray coverage</li> <li>◇ Create <b>INTENSE</b> browns and blondes</li> </ul>
<b>MOKA</b>		
.024	<b>INTENSE</b> Blue-Orange	<ul style="list-style-type: none"> <li>◇ Can be used alone for a warmer brown with <b>INTENSE</b> 100% gray coverage</li> <li>◇ Creates full-bodied browns, blondes and brondes</li> </ul>
<b>AMBER</b>		
.046	<b>INTENSE</b> Orange-Violet	<ul style="list-style-type: none"> <li>◇ Creates warm brown or blonde shades with a soft, natural copper tone</li> <li>◇ Can be used by alone to provide <b>INTENSE</b> 100% gray coverage on even the most resistant hair</li> </ul>
<b>COOL GOLD</b>		
.031	<b>INTENSE</b> Yellow-Green	<ul style="list-style-type: none"> <li>◇ Can be used alone for cool golds with gray coverage</li> <li>◇ Creates beautiful natural golds</li> </ul>
<b>SANDY BEIGE</b>		
.036	<b>INTENSE</b> Yellow-Violet	<ul style="list-style-type: none"> <li>◇ Can be used alone to create a soft and delicate sandy baby blondes with gray coverage</li> <li>◇ Excellent for toning pre-lightened highlights</li> </ul>
<b>FROZEN BROWN</b>		
.021	<b>INTENSE</b> Blue-Green	<ul style="list-style-type: none"> <li>◇ Not recommended to be used alone for gray coverage</li> <li>◇ Provides the coolest gray coverage when mixed with the <b>INTENSE</b> NATURALS</li> <li>◇ Creates the most controlled cool browns and blondes</li> <li>◇ Can be mixed with <b>MOTHER OF PEARL</b> for smokey grays</li> </ul>
<b>COPPER</b>		
.044	<b>INTENSE</b> Orange-Orange	<ul style="list-style-type: none"> <li>◇ Creates <b>INTENSE</b> copper tones</li> <li>◇ Can be used for <b>INTENSE</b> 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair</li> </ul>
<b>DEEP RED</b>		
.055	<b>INTENSE</b> Red-Red	<ul style="list-style-type: none"> <li>◇ Creates <b>INTENSE</b> true red tones</li> <li>◇ Can be used for <b>INTENSE</b> 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair</li> </ul>
<b>INTENSE EXTREME VIOLET</b>		
.066	<b>INTENSE</b> Violet-Violet	<ul style="list-style-type: none"> <li>◇ Creates <b>INTENSE</b> violet tones</li> <li>◇ Can be used for <b>INTENSE</b> 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair</li> </ul>
<b>EXTREME VIOLET</b>		
.66	Violet-Violet	<ul style="list-style-type: none"> <li>◇ Creates beautiful platinum blondes when used as a toner</li> <li>◇ Can be used alone to create a light pearly iridescent blonde</li> <li>◇ Can be mixed with <b>INTENSE</b> EXTREME VIOLET for a smokey lavender</li> </ul>
<b>MOTHER OF PEARL</b>		
.62	Violet-Blue	<ul style="list-style-type: none"> <li>◇ Creates beautiful mother-of-pearl blondes when used as a toner</li> <li>◇ Perfect background color for creating vivid colors when used as a toner</li> </ul>

If you have any questions about the framesi system, call our toll-free Technical Assistance at 1.800.245.6323.

FRAMCOLOR 2001 **INTENSE**

**MIXING INSTRUCTIONS & PROCESSING TIME**



**Framesi Professional Activator**

Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

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 - 30 minutes	

**\*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!**



MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR FUTURA



**When to mix?**

- For processing **Framcolor FUTURA** shades in **HALF THE PROCESSING TIME!**
- When desired tone is cooler and denser than current **Framcolor FUTURA** formula
- When a more intense or solid deposit is desired than the current **Framcolor FUTURA** formula
- For unlimited tonal choices

**INSTRUCTIONS:**

Mix ½ the formula of **Framcolor 2001 INTENSE** with ½ of any **Framcolor FUTURA** shade and process for **HALF THE PROCESSING TIME!**\*



DESIRED END RESULT	FRAMCOLOR 2001 INTENSE	FRAMCOLOR FUTURA	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>

1. Mix 20cc (2/3 oz.) of **Framcolor 2001 INTENSE** with 20cc (2/3 oz.) **Framcolor FUTURA** and add 60cc (2 oz.) of the appropriate **Framesi Professional Activator**.
2. Apply color mixture to the hair and **PROCESS IN HALF THE TIME!**

**Note:** If more product is required, mix 30cc/1 oz. of **Framcolor 2001 INTENSE** with 30cc/1 oz. of **Framcolor FUTURA** and add 90cc (3 oz.) of the appropriate activator.

## MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR FUTURA

MIXING **FRAMCOLOR 2001 INTENSE**  
WITH ANY FRAMCOLOR FUTURA SHADE

TURN ANY **FRAMCOLOR FUTURA** SHADE INTO A **DEEPER, COOLER, AND DENSER** SHADE, WITH A MORE **SOLID FINISH**.

**EXAMPLE:****EXAMPLE:**

Natural Level	7	<b>Framcolor 2001 INTENSE 7.031</b>	20cc (2/3 oz.)
Desired Level	7	Framcolor FUTURA 7TR	20cc (2/3 oz.) + 60cc (2 oz.) 20 Vol. Developer
Desired Tone	Copper	Traditional Processing Time	40 minutes
Percentage of Gray	50%	New Processing Time	20 minutes!

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR FUTURA



**MIXING FRAMCOLOR FUTURA + FRAMCOLOR 2001 INTENSE FOR 80+ SHADES THAT *PROCESS IN HALF THE TIME!***

If you want to take any of your existing **Framcolor Futura**, but process in half the time, mix with **Framcolor 2001 INTENSE** as follows:



Example	
Natural Level	6
Desired Level	6
Desired Tone	Warm Brown
% of Gray	75% - Very Resistant
Current Framcolor Futura formula & timing	<b>Framcolor FUTURA 6N +6D</b>
	5 minutes under heat 45 Minutes at room temperature
New Framcolor 2001 INTENSE/ 2001 formula and timing	<b>Framcolor 2001 INTENSE 7.031*</b> <b>+ Framcolor FUTURA 6N</b>
	5 minutes under heat 20 Minutes at room temperature

**\*Note** - Due to the denser, cooler tonality of **Framcolor 2001 INTENSE**, using the same level will contribute more depth, causing the final results to appear darker.

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR FUTURA



Example	
Natural Level	5
Desired Level	6
Desired Tone	Cool Blonde
% of Gray	50%
Current Framcolor FUTURA formula & timing	Framcolor FUTURA 6N +6C
	40 Minutes
New Framcolor 2001 INTENSE/ FUTURA formula and timing	Framcolor 2001 INTENSE 7.021+ Framcolor FUTURA 6N
	20 minutes



Example	
Natural Level	6
Desired Level	lightest level in a single LIFT process
Desired Tone	as light and refined as possible
% of Gray	0
Current Framcolor FUTURA formula & timing	Framcolor FUTURA SSA + SS PLUS
	50 Minutes
New Framcolor 2001 INTENSE/ FUTURA formula and timing	Framcolor 2001 INTENSE 10.62 + Framcolor FUTURA SS PLUS
	25 Minutes

MIXING FRAMCOLOR 2001 INTENSE FOR A HALF THE PROCESSING TIME!

If a current Framcolor FUTURA formula contains the Framcolor Intense Naturals (NN Series) these can be easily substituted with the Framcolor 2001 INTENSE Naturals for *half the processing time* as follows:

Current Framcolor FUTURA Formula/Shade	New Framcolor 2001 INTENSE Formula/Shade	Process
Framcolor FUTURA 6NN + 6R	Framcolor 2001 INTENSE 6.00 + Framcolor FUTURA 6R	<b>HALF THE TRADITIONAL PROCESSING TIME!</b>
Framcolor FUTURA 7NN + 7C	Framcolor 2001 INTENSE 7.00 + Framcolor FUTURA 7C	

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR FUTURA

**EXAMPLE FORMULAS**



**FRAMCOLOR FUTURA +  
FRAMCOLOR 2001 INTENSE**

There are infinite possibilities when mixing between **Framcolor FUTURA** and **Framcolor 2001 INTENSE** to create desired tones, for example:

Example	
Framcolor FUTURA 4NN + 4BV	Framcolor FUTURA 4BV + Framcolor 2001 INTENSE 4.00
Framcolor FUTURA 4N + 5M	Framcolor FUTURA 5M + Framcolor 2001 INTENSE 5.00
Framcolor FUTURA 6N + 6D + 6R	Framcolor FUTURA 6R + Framcolor 2001 INTENSE 6.031
Framcolor FUTURA 8N + 8R	Framcolor FUTURA 8R + Framcolor 2001 INTENSE 8.036

**\*Note:** When mixing **Framcolor 2001 INTENSE** with **Framcolor FUTURA**, keep the following in mind:

1. The **Framcolor 2001 INTENSE Intense Naturals** will contribute more violet to the formula, and thus more depth. You may need to choose 1 level lighter with the **Framcolor 2001 INTENSE** shade.
2. Because **Framcolor FUTURA** contains more gold, the **Framcolor 2001 INTENSE Cool Golds** or **Sandy Beiges** are recommended when replacing the **Framcolor FUTURA N** or **NN Series**, depending on final tonality desired.

MIXING FRAMCOLOR FUTURA WITH INTENSE

**MIXING INSTRUCTIONS & PROCESSING TIME**

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR FUTURA FOR **HALF THE PROCESSING TIME!**

DEVELOPER USAGE

DESIRED END RESULT	FRAMESI PROFESSIONAL ACTIVATOR	TRADITIONAL PROCESSING TIME	FRAMCOLOR 2001 INTENSE PROCESSING TIME
Level on level or darker	15 or 20 volume	35 - 45 minutes	<p><b>PROCESSES IN HALF THE TIME!*</b></p>
1 level of lift	20 volume	35 - 45 minutes	
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	

**Note:** When working level on level or going darker, either **Framesi Professional Activator 15** or 20 volume can be used based on final results.

**Note:** Using **Framesi Professional Activator 15** will result in a slightly deeper tonality.

## BLONDING

### Framcolor FUTURA<sup>®</sup> SS Series - The Ultimate Lift

The framesi SS Series stands for *Superiore Schiarire*, a name when translated into English means super lightening. The series has been specially formulated to achieve the highest lift possible with a single process tint. With an ammonia content of four percent, SS Series can reach 3-4 levels of lift when mixed with 90cc of 40 volume **OSSIDORR**<sup>®</sup> or 80cc of **FRAMESI PROFESSIONAL ACTIVATOR** 40 developer. This series is recommended for use on level 7 hair and above, as it has less deposition or toning than the other **Framcolor FUTURA** shades.

THE SS SERIES IS AVAILABLE IN FOUR BASES:

SS A	Argento	Blue Base
SS B	Beige	Red-Violet Base
SS C	Cenere	Blue-Green Base

The SS Series may be mixed with other **Framcolor FUTURA** series bases.

*When you do this, two things occur:*

1. The ammonia content of the SS Series is diluted, resulting in less lift, but achieving more lift than from the **Framcolor FUTURA** series alone.
2. The deposition of SS will be increased by the **Framcolor FUTURA** series, while the deposition of the **Framcolor FUTURA** series will decrease.

You would mix these series together when the desired end result needs to be lighter than otherwise possible with the original ten levels, and more deposition or refining is needed than can be achieved by SS Series alone.

The SS Series light deposition makes it useful as toners on pre-lightened hair. When using the SS Series as a toner, mix 60cc of 20 volume **FRAMESI PROFESSIONAL ACTIVATOR**, or 70cc of **OSSIDORR** and process for desired end results. Pre-lightened hair is porous and has a tendency to take on the tint of the base color if not checked frequently.

#### SS-Plus

SS-Plus is designed for additional blonding power while maintaining the conditioning benefits of the **framesi Framcolor FUTURA** cream base. SS-Plus may be mixed with any of the four SS Series shades to give an additional 1/2 level of lift. Or it may be used alone, enabling you to achieve five levels of lift with no tonality.

## BLONDING

**Framcolor FUTURA<sup>®</sup> SS Series****Mixing Instructions**

1. Perform a patch test. See page 24.
2. Puncture the tube's metal seal with the cap. The tube is marked in sixths for easy measuring.
3. Stir the color thoroughly with a brush. (Do not use metallic bowls or instruments.)
4. Measure the developer in the beaker: 90cc of 40 volume **OSSIDORR<sup>®</sup>** or 80cc of 40 volume **FRAMESI PROFESSIONAL ACTIVATOR**.
5. Add the developer in thirds, mixing after each addition.
6. Mix to a smooth, creamy consistency.

**SS-Plus Mixing Instructions**

When used with the SS Series, mix:

- 30cc SS-Plus
- 30cc SS Series
- 90cc **FRAMESI PROFESSIONAL ACTIVATOR 40** or 100cc **OSSIDORR 40**

When used alone, mix:

- 60cc SS-Plus
- 90cc **FRAMESI PROFESSIONAL ACTIVATOR 40** or 100cc **OSSIDORR 40**

**Virgin Application**

1. Perform a patch test. See page 24.
2. Section dry hair into four quadrants in preparation for color application.
3. Using  $\frac{1}{4}$ " partings, apply the color  $\frac{1}{2}$ " from the scalp to where the ends show damage. Apply the color to both sides of the strand, being careful to stay away from the scalp.
4. Process for 25 minutes. framesi does not recommend the use of heat during processing.

5. Mix a fresh batch of the color formula. Using  $\frac{1}{4}$ " partings, apply the color to root area, then to ends.
6. Process for 50 minutes.
7. Total processing time is 75 minutes.
8. When processing is complete, rinse thoroughly with tepid water.
9. Shampoo with **SHAMPOO GO**, then rinse.
10. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply **framesi COLOR METHOD MASK**. Retain 2-3 minutes.
11. Rinse hair and style with your favorite framesi styling product.

**Retouch Application**

1. Perform a patch test. See page 24.
2. Section hair into four quadrants.
3. Apply color to section parts for control.
4. Using  $\frac{1}{4}$ " partings, apply the color to root area.
5. Process for 50 minutes. framesi does not recommend the use of heat during processing. To refresh faded ends, during the last 5-10 minutes of processing time, work the color through the entire strand.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **SHAMPOO GO**, then rinse.
8. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply **framesi COLOR METHOD MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

**DO NOT COMB Framcolor FUTURA.**

Work the color with gloved hands.



## BLONDING

### Framcolor FUTURA<sup>®</sup> SS Series

#### Mixing Instructions

1. Perform a patch test. See page 24.
2. Puncture the tube's metal seal with the cap. The tube is marked in sixths for easy measuring.
3. Stir the color thoroughly with a brush. (Do not use metallic bowls or instruments.)
4. Measure the developer in the beaker: 90cc of 40 volume **OSSIDORR**<sup>®</sup> or 80cc of 40 volume **FRAMESI PROFESSIONAL ACTIVATOR**.
5. Add the developer in thirds, mixing after each addition.
6. Mix to a smooth, creamy consistency.

#### SS-Plus Mixing Instructions

When used with the SS Series, mix:

- 30cc SS-Plus
- 30cc SS Series
- 90cc **FRAMESI PROFESSIONAL ACTIVATOR 40** or 100cc **OSSIDORR 40**

When used alone, mix:

- 60cc SS-Plus
- 90cc **FRAMESI PROFESSIONAL ACTIVATOR 40** or 100cc **OSSIDORR 40**

#### Virgin Application

1. Perform a patch test. See page 24.
2. Section dry hair into four quadrants in preparation for color application.
3. Using  $\frac{1}{4}$ " partings, apply the color  $\frac{1}{2}$ " from the scalp to where the ends show damage. Apply the color to both sides of the strand, being careful to stay away from the scalp.
4. Process for 25 minutes. framesi does not recommend the use of heat during processing.

5. Mix a fresh batch of the color formula. Using  $\frac{1}{4}$ " partings, apply the color to root area, then to ends.
6. Process for 50 minutes.
7. Total processing time is 75 minutes.
8. When processing is complete, rinse thoroughly with tepid water.
9. Shampoo with **SHAMPOO GO**, then rinse.
10. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply **framesi COLOR METHOD MASK**. Retain 2-3 minutes.
11. Rinse hair and style with your favorite framesi styling product.

#### Retouch Application

1. Perform a patch test. See page 24.
2. Section hair into four quadrants.
3. Apply color to section parts for control.
4. Using  $\frac{1}{4}$ " partings, apply the color to root area.
5. Process for 50 minutes. framesi does not recommend the use of heat during processing. To refresh faded ends, during the last 5-10 minutes of processing time, work the color through the entire strand.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **SHAMPOO GO**, then rinse.
8. Apply **POST COLOR**. Without rinsing the **POST COLOR** apply **framesi COLOR METHOD MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

DO NOT COMB **Framcolor FUTURA**.  
Work the color with gloved hands.

## BLONDING

**Bleaching - framesi Makes it Safe and Easy to be Blonde**

As we've seen, the keys to any successful color service are an in-depth **Client Consultation** and your knowledge and application of the framesi system and products. The same applies to the bleaching process.

**The Seven Stages of Bleaching**

Quite simply, hair bleaches are designed to decolorize hair. They contain ingredients that break down the melanin granules. As we know, melanin is the pigment in the hair, and it must go through seven stages to reach its lightest level - pale yellow. Appropriately, these are called the **Seven Stages of Bleaching**:

THE SEVEN STAGES OF BLEACHING	
1.	Red
2.	Red-Orange
3.	Orange
4.	Orange-Yellow
5.	Yellow-Gold
6.	Yellow
7.	Pale Yellow

Hair must be pre-lightened to the proper stage to achieve the true, desired end results. Not all hair will require toning after pre-lightening, so lightening to the proper stage is very important.

framesi offers the **Ideal Bleaching Systems**. Our bleach products decolorize evenly and readily without leaving hair dry and unmanageable.

**DECOLOR B DIAMOND POWDER BLEACH**

an off-the-scalp, ultra-refined powder bleach with **Diamond Technology**  
**(9+ Levels)**

**DECOLOR B CLAY LIGHTENER**

An ammonia and fragrance free lightener with a clay consistency that will not dry out or flake with **9+ Levels** of lift, and is perfect for freehand lightening.

**DECOLOR B NO DUST**

an off-the-scalp powder bleach  
**(Up to 7 Levels)**

**DECOLOR B CREAM PLUS**

the no-dust cream bleach for on or off-the-scalp **(9+ Levels)**



## BLONDING

### Decolor B Diamond off-the-scalp use only

**Decolor B Diamond** is an ultra-refined powder bleach with a texture like confectionary sugar. When mixed, the bleach takes on the consistency of creamy whipped frosting.

#### This bleach offers several advantages:

##### Diamond Technology to . . .

- rapidly achieve 9+ levels of lift

##### Added oils for . . .

- a 25% heavier formula that intensifies lightening - faster than any other powder bleach.
- a higher moisture content with

#### **NO DUST**

##### Vegetable based powder for . . .

- natural moisture in the hair
- ultimate conditioning and protection

**Decolor B Diamond** can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist

### Mixing Decolor B Diamond

Desired Result	Amount of Decolor B Diamond	Volume of Developer
5 levels of lift	2 scoops	100cc 20 volume
6 levels of lift	2 scoops	100cc 30 volume
7 levels of lift	2 scoops	100cc 40 volume
8 - 9+ levels of lift	3 scoops	100cc 40 volume

### Processing

- For off-the-scalp use only.
- After **Decolor B Diamond** is applied, strand test frequently.
- Process at room temperature.
- Heat sources are not recommended.
- Creamy consistency allows for ease of application. No swelling; won't dry out.

### Remove

When the desired lift is achieved, rinse and shampoo with **Shampoo Go**.

### Tone

Prepare the hair for toning if so desired.

Process at room temperature.  
Heat sources are not recommended.



## BLONDING

**Decolor B Clay Lightener**  
on or off-the-scalp use

**Decolor B Clay Lightener** is an ammonia and fragrance free lightener with a clay consistency that will not dry out or flake, and is perfect for freehand lightening while its ingredients give the hair condition and shine.

**This bleach offers several advantages:**

- Rapidly achieves 9+ levels of lightening
- Ammonia free, Fragrance free
- Will not dry out or flake
- Clay texture stays in place, perfect for freehand lightening
- Ultimate condition and shine
- Can be used on the scalp with 20 volume developer or lower



**Decolor B Clay Lightener** can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist

Mixing **Decolor B Clay Lightener**

Desired Result	Amount of <b>Decolor B Clay</b>	Volume of Developer
5 levels of lift	2 scoops	100cc 20 volume
6 levels of lift	2 scoops	100cc 30 volume
7 levels of lift	2 scoops	100cc 40 volume
8 - 9+ levels of lift	2 scoops	100cc 40 volume

**Processing**

- Can be used on the scalp with 20 volume developer or lower
- After **Decolor B Clay Lightener** is applied, strand test frequently.
- Process at room temperature.
- Heat sources are not recommended.
- Clay consistency allows for ease of application. No swelling; won't dry out.

**Remove**

When the desired lift is achieved, rinse and shampoo with **Shampoo Go**.

**Tone**

Prepare the hair for toning if so desired.

Process at room temperature.  
Heat sources are not recommended.

## BLONDING

### Decolor B No Dust

off-the-scalp use

#### This bleach offers several advantages:

- Utmost protection for the hair with cellulose derivatives of vegetable origin
- Lightening powder of 7 levels or more
- Violet color acts as a counter color to yellow, leaving the hair with a more refined tonality
- Pleasantly scented, recalling the fragrance of violets
- Also suitable for over-treated hair

#### Mixing Decolor B No Dust

1. Put desired amount of **Decolor B No Dust** in a bowl.
2. Add your choice of framesi developer. A thicker bleach mixture works faster than a thinner bleach mixture. The addition of more peroxide dilutes the ammonia content of the bleach, resulting in a slower lift.
3. Mix thoroughly with a brush to the desired consistency.
4. For off-the-scalp use only.

#### Process

After bleach is applied, strand test frequently, removing all traces of bleach to ensure an accurate result.

Process at room temperature.  
Heat sources are not recommended.

#### Remove

When the desired lift is achieved, rinse and shampoo with **Shampoo Go**.

#### Tone

Prepare the hair for toning if so desired.

**Decolor B No Dust** can be mixed with any framesi developer, depending on:

- the lift desired
- resistance of the hair
- speed of the hairstylist



BLONDING

**LIGHTENING IN 20 SECONDS WITH STRIKE4**



Using Decolor B Powder Lighteners with STRIKE4

Framesi Powder Lightener	Decolor B Diamond	Decolor B Clay	Decolor B No Dust
Developer Strength	20 Volume or lower	20 Volume or lower	20 Volume or lower
Mix Ratio	1:1.5 (lightener: developer)	1:1.5 (lightener: developer)	1:1.5 (lightener: developer)
Flat Iron Temperature	340°F or 170°C	340°F or 170°C	340°F or 170°C
Number of Flat Iron Passes	5 maximum	5 maximum	5 maximum
Levels achieved in 20 seconds	Up to 6	Up to 5	Up to 4

## BLONDING

Decolor B Cream Plus  
on or off-the-scalp use

- Gentle, decolorizing cream that can be used on or off the scalp
- Leave hair shining and in superior condition
- Achieve 9+ levels of lift
- Creamy consistency allows for more controlled application

### Special Precautions

- With **Decolor B Cream Plus**, lightening takes place at a much faster rate than **Decolor B No Dust**; therefore, strand testing is very important.
- **Decolor B Cream Plus** expands when mixed with 40 volume developer. The higher level of developer with the higher ammonia content of the cream causes expansion of the product, which can lead to bleeding and overlap with retouch application. Careful attention must be paid to application, especially if using the cream with foils. Please keep this in mind when highlighting with **Decolor B Cream Plus**.

Process at room temperature.  
Heat sources are not recommended.



### DIRECTIONS FOR USE

For Highlighting / Bleaching		
Desired Lift	Amount of Decolor B Cream Plus	Amount of Developer
5 levels	20cc	40cc <b>Framesi Professional Activator</b> 20 volume 50cc <b>Ossidorr</b> <sup>®</sup> 20 volume
6 levels	20cc	40cc <b>Framesi Professional Activator</b> 30 volume 50cc <b>Ossidorr</b> 30 volume
7 levels	20cc	40cc <b>Framesi Professional Activator</b> 40 volume 50cc <b>Ossidorr</b> 40 volume
8 - 9+ levels*	20cc	20cc <b>Framesi Professional Activator</b> 40 volume 30cc <b>Ossidorr</b> 40 volume  *This mixing ratio is not recommended for use on damaged or previously treated hair (tinted, permed, highlighted or relaxed)

## TONING

## Toning - The Beauty of Depositing Color on Pre-Lightened Hair

Once hair has been pre-lightened, toning can create an even more exciting look by depositing new color on the hair.

Pre-Formulation for **Framcolor Futura** Toning

1. Review **Framcolor Futura** Series/Bases and the Remaining Color Chart on pages 11, 12 and 13. framesi recommends using levels 8, 9, 10, or 11 for toning purposes.
2. Determine tonal result. Choose a color base that will either enhance or counteract the final stage of lift to achieve desired results.
3. Determine the necessary developer. framesi suggests a 5, 10, or 15 volume developer and **Mixcolor Crema** for toning.

If diluting the developers for toning, it is necessary to use distilled water. In some regions, the additives or minerals in the water will cause a toner to discolor.

## Permanent Toning Formulation

## Virgin Application

1. Perform a patch test. See page 24.
2. Section clean, dry hair into four quadrants in preparation for application.
3. Apply color to section parts for control.

4. Using  $\frac{1}{4}$ " partings, apply color mixture to entire strand.
5. Processing time will be determined by the developer chosen. Check frequently.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with **Shampoo Go**, then rinse.
8. Apply **Post Color**. Without rinsing **Post Color**, apply **Mask** & retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

## Retouch Application

1. Perform a patch test. See page 24.
2. Section hair into four quadrants.
3. Apply color to section parts for control.
4. Using  $\frac{1}{4}$ " partings, apply the color mixture to regrowth area only.
5. Processing time will be determined by the developer chosen, porosity of the hair and the desired end result. Check frequently.
6. When processing is complete, rinse thoroughly with tepid water.
7. Shampoo with Shampoo Go, then rinse.
8. Apply Post Color. Without rinsing Post Color, apply Mask & retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

## Double Process Blonding Problems and Solutions

Problem	Causes	Solutions
Uneven Color Results	Pre-application stage was uneven before application of toner.	Train your eye to differentiate between yellow-gold, yellow and pale yellow.
Gold Bands	1. Uneven pre-lightening of regrowth. 2. Regrowth over $\frac{1}{2}$ ", application should have been treated as virgin.	Apply bleach mixture to gold band when regrowth is $\frac{3}{4}$ developed.
Lighter Bands	Previous application on regrowth processed too long.	Lighter bands may need to be repigmentized.
Breakage	Bleach mixture was applied to pre-lightened hair.	Apply FRAMESI COLOR LOVER Moisture Rich Masque or BY Masque for Color-Treated Hair to previously pre-lightened hair for protection.



## TONING

### Toning Highlights where Natural Hair is Present

For toning highlights without lightening the natural base color, the following formulation is recommended:

- 30cc color
- 30cc 5 volume developer
- 30cc water

Processing 5-15 minutes, depending on porosity and desired color results.

Adding water to the developer will decrease the developer strength, while still maintaining the same amount of color deposit.

The water in the above formula may be replaced with shampoo to produce a color shampoo toner that processes quickly at the shampoo bowl. However, the final color result will be lighter than if the color is processed on dry hair without shampoo.

### Toning Highlights with Mixcolor Crema

Mix ratio:

20cc **Framcolor FUTURA**

40cc **Mixcolor Crema**

40cc of any framesi conditioner of your choice

**Instructions:**

1. Mix to creamy consistency
2. Apply formula from root to end
3. Process at room temperature for 5-15 minutes

### “Shampoo Cap at the Bowl”

Mix ratio:

20cc **Framcolor FUTURA**

40cc **Mixcolor Crema**

40cc of any framesi shampoo of your choice

**Instructions:**

1. Mix thoroughly
2. Shampoo into hair
3. Process at room temperature for 5-15 minutes, depending on desired end result



#### ► framesi's Framcolor Eclectic

The next generation of demi-permanent haircolor! Framcolor Eclectic features encapsulation Technology, which allows active ingredients (color pigments, conditioners and protectants) to perform better than ever before! Color never builds up on the hair and will never fade off tone.

---

## COLOR CORRECTION

---

### Color Correction

#### Open Up a World of Profitable Color Possibilities

---

Perhaps no color service you perform will be more appreciated by your client or, even more importantly, generate more revenue for your salon. This fast growing category encompasses everyone from the client who changes her mind about her desired haircolor or who wants to eliminate too much red to the client who wants to take a double processed blonde back to brown. You and your client will be amazed how easy framesi makes it to bring hair back to a beautiful, consistent color.

#### Types of Color Correction

*The two major types of color corrections are:*

1. **Decolorizing** – to remove artificial color when going lighter.
2. **Repigmentizing** – replacing lost pigment prior to going darker.

#### Decolorizing - When to Decolorize

---

Because tint does not successfully lift tint, decolorizing is needed when the client has darker artificial color on ends than the desired end result (Decolorize 1 level lighter than desired level).

**Note:** Prior to decolorizing, refer to the *Remaining Color Chart in The Art of Color* section and find the remaining color at the desired level. See page 11.

#### Example:

Client is tinted level 4. Desires a level 7 color. (Decolorize to an 8 level remaining color). *Formula:* add 1 scoop of **Decolor B No Dust**, to 20 volume developer (100cc), or **Decolor B Cream Plus** (20cc) to 15 volume developer (60cc), or 1 scoop **Decolor B Diamond** to 15 volume developer (100cc).

#### When to Purify

Client desires a brighter shade at the same previous tinted level of color.

#### What is Purifying?

Purifying is designed to “clean off” the existing pigment from previously tinted hair. When a client desires a brighter shade at the same level, the existing color pigment can affect the tonal results of the new formula. Purifying ensures the tonal results of the new color formula you are about to create.

To purify, use the following decolorizing formula:

1 scoop **Decolor B No Dust**,  
100cc 5 volume developer

This procedure is always recommended when changing the intensity of tone at the same level of previously tinted hair.

#### Example:

Client is tinted level 6 brown.

Desires a level 6 red.

*Formula:* 1 scoop **Decolor B No Dust**,  
5 volume developer (100cc)

## COLOR CORRECTION

### Decolor B No Dust Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B No Dust	Developer
1 level	1 Scoop	100cc - 5 volume
2 levels	1 Scoop	100cc - 10 volume
3 levels	1 Scoop	100cc - 15 volume
4 levels or more	1 Scoop	100cc - 20 volume

### Decolor B Cream Plus Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B Cream Plus	Amount of Developer
1 level	20cc	60cc - 5 volume
2 - 4 levels	20cc	60cc - 10 volume
4 levels or more	20cc	60cc - 15 volume

### Decolor B Diamond Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B Diamond	Developer
1-2 levels	1 Scoop	100cc - 5 volume
3 levels	1 Scoop	100cc - 10 volume
4 or more levels	1 Scoop	100cc - 15 volume

### Special Precautions for Decolor B Cream Plus and Decolor B Diamond

When decolorizing previously colored hair, the **Decolor B Cream Plus** and **Decolor B Diamond** formulas work much quicker than the **Decolor B No Dust**; therefore, strand testing is very important, and application must be quick to avoid uneven results.

### Application for De-colorization

**STRAND TEST TO SEE IF RESULTS ARE WHAT YOU EXPECT** before the decolorizing formula is applied all over the head.

1. Determine existing level
2. Determine the desired level
3. Decolorize to remaining color 1 level lighter than desired level

### Application

Section in four quadrants. This gives you more control over the hair. Work quickly but neatly.

1. Starting at the nape work one section at a time.
2. Apply decolorizing formula and work towards the crown (if there are any darker spots, apply to those first).
3. Repeat with the other quarter section in the back.
4. Do not always apply to the scalp area right away. This  $\frac{1}{2}$ " will lighten faster due to body heat.
5. Start at the nape (or the darker areas). If the decolorizing formula has been applied there first, theoretically, it will be removed from there first. It is much easier to lay the client in the sink and remove the back while the front is still on versus the other way around.
6. Due to different porosities that may exist in the hair, some areas may lighten faster than others. When any section reaches your desired remaining color, rinse and shampoo that section. This is a normal occurrence. Spot bleach darker areas. What you want to aim for is the most even remaining color possible.

---

## COLOR CORRECTION

---

### Selection of the Final Formula

1. Choosing the correct base for desired tone. *The Guiding Principle of Haircolor* still rules...

REMAINING COLOR BASE +  
**FRAMCOLOR FUTURA** COLOR BASE =  
THE FINAL COLOR

2. Developer choice – 15 volume.
3. Strand testing – be sure of the final result and timing. Perform 2 or 3 at the same time. Porous ends can take the color very slowly or very rapidly. The only way to find out for sure is to do a strand test. Porosity dictates timing!

### Example:

Client's ends are a tinted level 3.  
Client desires level 5 natural.  
Decolorize ends to a level 6 red-orange.  
Formula for ends: 5NP with 15 volume developer

### Repigmentizing Formulas

Natural Level Desired	Repigmentizing Formula
Level 9	9D (60cc) 6DS (1"cc)
Level 8	9D (40cc) 8R (30cc)
Level 7	8DS (30cc) 8R (30cc)
Level 6	7D (30cc) 7TR (30cc)
Level 5	6DS (30cc) 6R (30cc)
Levels 4 or Darker	6DS (20cc) 6R (40cc)

### Repigmentizing

---

Also called "filling", this technique is designed for the following:

1. Tint Backs (going from a lighter color back to a natural, darker color).
2. Extreme color loss on ends of previously tinted hair.

By mixing tint, water and developer, the tint will oxidize in the hair shaft, resulting in permanent, consistent haircolor.

### Repigmentizing Steps for Tint Backs

1. Determine desired level of end result.
2. Choose 1-2 levels lighter to repigmentize.
3. Refer to the **Repigmentizing Formulas chart** (left) as a guideline for color selections, for most natural results.

### Mixing and Application Instructions

---

1. Mix **Framcolor Futura** (30cc)  
    **Ossidorr**<sup>®</sup> 5 (60cc)  
    Water (60cc)
2. Apply mixture to required area.
3. Process 7-10 minutes. Strand test for best results.
4. When processing is complete, shampoo with **Shampoo Go**. Rinse and dry hair.
5. Proceed with color formula using 15 volume developer, depending on porosity of hair. Check frequently while processing.

**Mixing & Application Instructions**

**Example 1**

**Repigmentizing**

**Example:**

Client lightened to a level 8.  
 Client desires level back to natural 6.  
 Repigmentizing formula used:  
 7D (30cc), 7R (30cc)

**Final formula:** 6N with 15 volume.  
 Strand test for accurate results.

**\* Special Note:**

For optimum results and longevity of color, framesi recommends repigmentizing formulas for tint backs. However, if there is warmth present in the hair, the addition of red and gold colors to final color formula may be utilized to achieve desired results in one step.

**Repigmentizing Steps for Extreme Color Loss on Ends of Previously Tinted Hair**

1. Determine desired level and intensity of tone of end result.
2. Choose 1 level lighter to repigmentize. Refer to mixing and application instructions below.
3. Usage of the Gold and Red Series is recommended, depending on intensity of series desired.

Client was previously tinted to a Level 8 Golden Red.
<b>Formula Used:</b> 8R (30cc) 8D (20cc) Developer - 30 Volume
<b>Problem:</b> Ends have become gold and will not hold red.
<b>Repigmentizing Formula:</b> 9D (40cc) 8R (20cc)
<b>Final Ends Formula:</b> 8D (20cc) 8R (40cc) Developer - 15 Volume depending upon hair's porosity

Strand test is always recommended for best color results.

**Example 2**

Client was previously tinted to a Level 6 Red.
<b>Formula Used:</b> 6N (25cc) 6R (35cc)
<b>Problem:</b> Ends will not hold intensity of red.
<b>Repigmentizing Formula:</b> 7D (30cc) 7TR (30cc)
<b>Final Ends Formula:</b> 6N (15cc) 6R (45cc) Developer - 15 Volume

**COMPLETING THE COLOR SERVICE****SHAMPOO GO + POST COLOR + MASK = 47% ADDED COLOR LONGEVITY****FRAMESI COLOR METHOD****SERVICE STABILIZERS****framesi Color Method Shampoo Go**

A gentle after-color shampoo for salon use only. Minimizes color fadeage 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.

**framesi Color Method 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 film, letting color shine through.

**framesi Color Method Supersmak**

A mild liquid solution that removes unwanted haircolor stains from the skin.

**SPECIALTY PRODUCTS****framesi Color Method Pro-Tect Cream**

An anti-stain barrier cream that forms a protective film which prevents staining of the skin when applied around hairline prior to the color service. Does not block hair color deposit and coverage.

**framesi Color Method Gray Color Booster**

Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types, with all haircolors on the market today.

**framesi Color Method Relief**

Soothing scalp spray; performs an effective, instant, prolonged action reducing sensitive scalp irritation, before, during and after the color service. For all hair types and haircolor services.

**MORPHOSIS PRO-FORCE BONDER 101 AND SEALER 102**

**MORPHOSIS**

HAIR  
TREATMENT  
LINE

**PRO-FORCE  
BONDER 101 & SEALER 102**

MORPHOSIS  
**PRO-FORCE**  
BONDER 101/ SEALER 102



**WHAT IS IT?**

- **Pro-Force Bonder 101/Sealer 102** is a 2-step system used during bleach and hair color services to protect and strengthen hair
- Compatible with all color lines and bleach products.
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.

**VEGAN, GLUTEN FREE, SULFATE FREE, PARABEN FREE**

**WHY USE IT?**

- Used during bleach or color services:
  - Reduces the risk of hair breakage to a minimum
  - Penetrates the cortex to improve resilience, elasticity and porosity
  - Improves overall integrity of damaged hair, resulting in improved color deposit with superior shine and durability
- Helps to extend the life of the color while elevating the quality of the hair shaft
- Assists in gray coverage on dense, resistant hair

- Used as a stand alone product for extremely damaged hair:

- Increases hair strength and improves quality of the hair from the inside out
- Instantly repairs and returns hair to a healthier state with improved body, softness and shine
- Repairs cuticle damage caused by the following factors:

- Mechanical damage, thermal damage, chemical processing damage

- Easy to use, can seamlessly become a part of any haircolor service to ensure protection of hair from damage

- Offers an opportunity to increase value of service and added revenue

**WHO NEEDS IT?**

- During Color or Bleach:
  - Anyone with damaged hair, uneven porosity
  - Previously bleached hair shaft and ends
  - Hair with breakage or split ends
  - Hair that is dry and lacks moisture
  - Hair that will not hold color

**AS A STAND ALONE:**

- Anyone with damaged hair and cuticle damage
- Hard to manage hair, visible split ends, breakage, fly aways, easily tangles



**MORPHOSIS PRO-FORCE BONDER 101 AND SEALER 102****HOW TO USE IT?**

Instructions for bleach or hair color services:

1. Mix bleach or hair color as normal before adding **Pro-Force Bonder 101**.
2. Add the following amount of **Framesi Pro-Force Bonder 101** to the bleach or color mixture and mix thoroughly:
  - a. **Bleach:** add 8 ml (¼ oz or 4 pumps) for every 30g (1 oz) of bleach
  - b. **Color:** add 4 ml (1/8 oz or 2 pumps) for all color applications
3. Apply the bleach or color mixture to hair and process as normal.
4. When processing is complete, rinse hair and towel dry. **DO NOT** shampoo.
5. If Bleach application requires a toner, apply toner to the hair at this time and process. Rinse hair and proceed to **Pro-Force SEALER 102**.
6. Apply 10-20 ml or 5-10 pumps of **Pro-Force SEALER 102** to shaft and ends. Comb carefully to distribute evenly.
7. Process 5 minutes and gently rinse.
8. Proceed with **Framesi Color Method Shampoo Go, Mask, and Post Color**.



**Instructions for use as a deep restructuring treatment for extremely damaged hair:**

1. Apply 15-20 ml (½ - 2/3 oz or 8-10 pumps) **Pro-Force BONDER 101** to shampooed and towel dried hair. Distribute evenly, massaging hair for 2 to 3 minutes.
2. Carefully comb through the hair to spread product uniformly and allow ingredient to penetrate.
3. Process for 10 minutes. For extremely damaged hair, process under heat (Do not cover hair with a plastic cap.)

4. Rinse well and towel dry hair.
5. Apply 15-20 ml or 8-10 pumps of **Pro-Force SEALER 102** to hair and distribute evenly.
6. Process 5 minutes and gently rinse. Proceed with styling.

**WHAT IT WON'T DO:**

- Add processing time to normal bleach or color service
- Require a change of developer or formula
- Will not affect color deposit
- Change your color or lightener consistency



## HAIRCOLOR



### FRAMCOLOR 2001 INTENSE permanent haircolor 60mL

- **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



ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!



### NEW! FRAMCOLOR PURE PIGMENT PLUS

restructure & color damaged hair - in one step 60mL

- Reparative pigments for damaged hair, no developer required!
- Must-have color for textured hair that has been weakened by chemical relaxers, smoothing/keratin treatments & heat styling
- Acidic pH-balanced haircolor formula neutralize hair pH after bleaching services, leading to less irritation and a shinier, healthier color result.
- Acidic pH tightly seals the cuticle to lock in color molecules, even in the most damaged, porous areas susceptible to fading & color loss.

AVAILABLE IN NATURAL, VIBRANT & BOLD SHADES



ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!



### FRAMCOLOR 2001 permanent haircolor 60mL

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



ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!



### FRAMCOLOR ECLECTIC

ammonia free, demi-permanent haircolor 60mL

- Ammonia free, PPD free, fragrance 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



ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!



### FRAMCOLOR GLAMOUR permanent haircolor 60mL & 100mL

- 100% gray coverage with every shade, no intermixing
- Cool tonality, dense finish, true to swatch, pure tone results
- Up to 5 levels of lift



ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!



### FRAMCOLOR ECLECTIC CARE ammonia free, permanent haircolor 60mL

- 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



ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!



### FRAMCOLOR FUTURA permanent haircolor 60mL

- 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 fadeage




ON-DEMAND SELF STUDY DIGITAL EDUCATION AVAILABLE NOW!



### FRAMCOLOR EXTRA CHARGE direct pigments 125mL

Discover **FRAMCOLOR EXTRA CHARGE**, for a perfect color, a brilliant, intense charge. **FRAMCOLOR EXTRA CHARGE** is a ready-to-use pigment, with no ammonia, amines and alcohol.



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	
	
REFRESH & RESTRUCTURE	ONE STEP LIGHTEN & COLOR WITH PURE PIGMENT PLUS + COLOR EXALT
no mixing required no developer required	1:2 mix ratio (PURE PIGMENT PLUS + FRAMCOLOR 2001 COLOR EXALT : developer)
tonality varies by shade	natural tonality
finish varies by shade	reflective finish

AMMONIA FREE	
FRAMCOLOR ECLECTIC CARE	FRAMCOLOR ECLECTIC
	
1:2 mix ratio (color: developer)	1:2 mix ratio (color: developer)
natural tonality	natural tonality
reflective finish	reflective finish

PEROXIDES

**peroxide viscosity comparison**

<b>LIQUID CREAM BASE</b> <i>maximum spreadability</i>	<b>CREAM BASE</b> <i>total control</i>
--	---

**FRAMESI PROFESSIONAL ACTIVATOR** 946mL/32fl.oz.  
LIQUID CREAM ACTIVATOR



Reduced scalp sensitivity. For the best results, enhanced color adherence and even color deposit, saturates the hair and scalp in moisture.

**OSSIDORR®** 1000mL/33.8fl.oz.  
CREAM DEVELOPER



RICH in vegetable oil and castor oil for maximum protection of the hair and scalp. Ossidorr's thick consistency allows for smooth application with shine and condition.

**MIXCOLOR CREMA** 1000mL/33.8fl.oz.

DEPOSIT-ONLY CREAM ACTIVATOR

Mixcolor Crema is a revolutionary tone-on-tone activator that transforms framesi permanent haircolor into a stunning deposit-only color.



This tone-on-tone cream activator is designed to be mixed with **FRAMCOLOR 2001** (1:4 mix ratio) & **FRAMCOLOR FUTURA** (1:2 mix ratio).

*Ideal for toning highlights, refreshing faded ends, and shine enhancement.*

**FRAMESI COLOR METHOD**

The difference between simple coloring and PROFESSIONAL TREATMENT lies in the METHOD. Customers who choose professional coloring want superb service and excellent results, but also color longevity and expert hair care. The same added value is shared by all successful colorists.



**COLOR METHOD SHAMPOO GO** 1000mL/33.8fl.oz.

A gentle after-color shampoo for salon use only. Minimizes color fadeage 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.



**COLOR METHOD POST COLOR MASK** 1000mL/33.8fl.oz.

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.



**COLOR METHOD RELIEF** 150mL/5.1fl.oz.

Soothing scalp spray; performs an effective, instant, prolonged action reducing sensitive scalp irritation, before, during and after the color service. For all hair types and haircolor services.



**COLOR METHOD PRO-TECT CREAM** 75mL/2.5fl.oz.

An anti-stain barrier cream that forms a protective film which prevents staining of the skin when applied around hairline prior to the color service. Does not block hair color deposit and coverage.



**COLOR METHOD SUPERSMAK** 250mL/8.4fl.oz.

A mild liquid solution that removes unwanted hair-color stains from the skin.

framcolor **FUTURA®****DECOLOR B LIGHTENERS**

**DECOLOR B DIAMOND POWDER BLEACH** 500g  
an off-the-scalp, ultra-refined powder bleach with Diamond Technology (9+ Levels)



- Rapidly achieves up to 9+ levels of lift
- Diamond Technology – exfoliate, polish, add light reflection
- Ultimate conditioning and protection
- No Dust: less sensitivity, greater safety in the salon
- Ultra-refined powder mixes to creamy consistency

**DECOLOR B CLAY LIGHTENER** 500g  
For on or off-the-scalp, ammonia and fragrance free lightener with a clay consistency that will not dry out or flake with 9+ Levels of lift, and is perfect for freehand lightening.



- Rapidly achieves 9+ levels of lift
- Ammonia free, fragrance free
- Can be used on the scalp with 20 volume developer or lower
- Will not dry out or flake
- Clay texture stays in place, perfect for freehand lightening
- No Dust: less sensitivity, greater safety in the salon
- Creamy consistency makes it extremely easy to spread through hair

**DECOLOR B NO DUST** 500g  
an off-the-scalp powder bleach (Up to 7 Levels)



- Lightening power of 7+ levels of lift
- Utmost protection for the hair
- Stays moist without swelling
- Pleasantly scented
- Also suitable for over-treated hair
- No Dust: less sensitivity, greater safety in the salon
- Violet shade assists in refining yellow hair

**DECOLOR B CREAM PLUS** 150mL/7.5 oz.  
the no-dust cream bleach for on or off-the-scalp (9+ Levels)



- Rapidly achieves 9+ levels of lightening
- Innovative cream formula
- Contains protective oils to safeguard hair health and scalp
- Effective on the most difficult haircolor removal services
- Thick creamy consistency stays moist without swelling
- Leaves hair with ultimate condition and shine

## FRAMESI STRAIGHTENING SYSTEM - RELAXING SERVICE

A highly protective, formaldehyde-free straightening system that helps hair acquire new texture with a short processing time. It removes frizz, leaving hair sleek, smooth, and more manageable.

Framesi Straightening System allows you to create texture by refining natural curl through relaxing, curl reduction and redirection of natural growth patterns.

Framesi Straightening System has a lower pH than conventional relaxers, allowing you to create stunning effects while preserving the integrity of the hair.

### FRAMESI STRAIGHTENING SYSTEM STRONG 280mL/9.5 fl.oz.



FOR COARSE, RESISTANT HAIR

### FRAMESI STRAIGHTENING SYSTEM NEUTRALIZER 280mL/9.5 fl.oz.



NEUTRALIZES HAIR AFTER STRAIGHTENING SYSTEM TREATMENT

### FRAMESI PERM SYSTEM PROTECTIVE SERUM 150mL/5.1 fl.oz.



PROTECTS DURING BOTH STRAIGHTENING & WAVING SYSTEM TREATMENTS

## FRAMESI WAVING SYSTEM- PERM SERVICE

Rich in protective, conditioning ingredients to wave hair without damage. Thanks to its cationic formula and Hydro-Care Complex\*, hair stays soft and shiny.

### FRAMESI WAVING SYSTEM NEUTRALIZER

1000mL/33.8 fl.oz.

REQUIRED FOR ALL WAVING SERVICES



### FRAMESI WAVING SYSTEM PROTECTIVE SERUM

150mL/5.1 fl.oz.

REQUIRED FOR ALL WAVING SERVICES



HYDRO-CARE COMPLEX  
SPECIALLY FORMULATED  
FOR COLOR-TREATED  
OR HIGHLIGHTED HAIR



Hydrolyzed Soy Protein



Hydrolyzed Vegetable Protein



Camellia Oleifera Seed Oil

### FRAMESI WAVING SYSTEM 0

500mL/16.9 fl.oz.

NORMAL / COLOR-TREATED / RESISTANT HAIR



### FRAMESI WAVING SYSTEM 1

500mL/16.9 fl.oz.

COLOR-TREATED HAIR



### FRAMESI WAVING SYSTEM 2

500mL/16.9 fl.oz.

COLOR-TREATED / DAMAGED / HIGHLIGHTED HAIR



## FRAMESI SMOOTHING SYSTEM - KERATIN TREATMENT

The **Framesi Smoothing System** is ideal for anyone who has frizzy, highly textured, dry, or damaged hair. It is great for clients transitioning from relaxers. It is also ideal for color treated hair that needs extra care and nourishment.

With proper consultation and careful application, everyone could benefit from the Framesi Smoothing System. Results will last 12 weeks or greater with the hair gradually returning to its natural texture.

### SMOOTHING SYSTEM SHAMPOO STEP 1

400mL/13.5 fl.oz.



### SMOOTHING SYSTEM UNTWIST STEP 2

150mL/5.1 fl.oz.



### SMOOTHING SYSTEM FLUID STEP 3

400mL/13.5 fl.oz.



### SMOOTHING SYSTEM CONDITIONER STEP 4

400mL/13.5 fl.oz.



## KEY INGREDIENTS

### NORI SEAWEED

- Repairs and restores strength
- Hydrates and moisturizes
- Caesalpinia Spinosa protects against dehydration
- Forms a conditioning shield to seal ingredients inside hair fiber for long-term smoothing

### CATIONIC POLYMER

- Seals cuticle layer
- Protects the hair shaft against humidity and external agents

### HYDROLYZED KERATIN

- Strengthens hair
- Penetrates deeply into the hair to repair damage caused by repeated chemical treatments, washing, sun exposure, and polluting agents

### AMLA OIL

- Moisturizes and conditions
- Gives hair shiny, silky softness
- Eliminates frizz
- Rich in tannins, polyphenols, flavonoids, and Vitamin E

## Framesi Smoothing System

## KeraSea complex

The Framesi Smoothing System uses the protective and reparative properties of **KERASEA Complex**, an innovative pool of powerful ingredients that protect all hair types.

- Fights frizz
- Nourishes and repairs
- Keeps hair hydrated, shiny, and conditioned
- Protects hair from humidity and external agents

**FRAMESI COLOR LOVER >95% LONGER LASTING COLOR\***

**FRAMESI COLOR LOVER** products extend the life of your color >95% longer than leading competitors\*. Packed with the finest vegan-friendly ingredients to provide anti-aging, anti-pollutant, and thermal protection, this line is packed with must-have essential care and styling products!

**FRAMESI  
COLOR  
LOVER**



\*based on lab testing



**DYNAMIC BLONDE**

Banish the brass! Keep your blonde/gray/white hair brighter and more refined.

**NEW! DYNAMIC RED**

**& DYNAMIC BRUNETTE**

Keep your red & brunette hair fresh and on-tone.

**DYNAMIC BLONDE SHAMPOO**  
VIOLET SHAMPOO FOR BLONDE/  
GRAY HAIR

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Intensely dark, rich violet color offers powerful toning
- Quinoa, conditioning agents, proteins and protectants leave hair moisturized and nourished
- Amount of refinement can be controlled by mixing with any other **FRAMESI COLOR LOVER** shampoos
- Designed to be alternated with your regular **FRAMESI COLOR LOVER** shampoo, every third shampoo

**DYNAMIC BLONDE**  
**CONDITIONER**

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Intense daily conditioner used in conjunction with **DYNAMIC BLONDE SHAMPOO**
- Quinoa, conditioning agents, proteins and protectants drench hair in rich moisture
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer
- Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**

**DYNAMIC RED SHAMPOO**  
RED SHAMPOO FOR RED HAIR

16.9fl.oz./500mL



- Enhance your red without changing original tonality
- Pomegranate extract provides natural age-defying & conditioning results for smoothness & shine
- >95% longer-lasting color with no build up or dryness\*

**DYNAMIC BRUNETTE SHAMPOO**  
COOL BROWN SHAMPOO FOR BRUNETTE  
HAIR

16.9fl.oz./500mL



- Keep it cool! Eliminate brass & warmth without changing original tonality
- Packed with Algae Proteins to add moisture & remove pollutants
- >95% longer-lasting color with no build up or dryness\*

**DYNAMIC BLONDE SERUM**

4.75 fl.oz./140mL



- A revolutionary fluid cream
- Provides blonde/gray hair with immediate reconstruction, manageability, and moisture
- Rich Hyaluronic Acid and proteins nourish and strengthen hair
- Keeps **DYNAMIC BLONDE SHAMPOO** results >95% longer

If you have any questions about the framesi system, call our toll-free Technical Assistance at 1.800.245.6323.

**FRAMESI COLOR LOVER SHAMPOOS & CONDITIONERS****DIAMOND STRONG****Lasting strength from the inside out!**

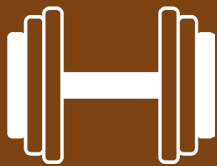
Framesi Color Lover Diamond Strong strengthens, repairs &amp; restores your hair to withstand the daily grind.

**DIAMOND STRONG SHAMPOO**16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

- Thermal & UV protectants shield hair from heat and the environment
- Capuacu butter and hyaluronic acid restores elasticity and locks in moisture for maximum hydration
- Restores hair while you cleanse with a weightless, shine-enhancing formula

**DIAMOND STRONG CONDITIONER**16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

- Weightless, shine-enhancing conditioner
- Camellia Seed and Manketti oils hydrate, while compounds rich in quinoa strengthens and fortifies hair
- Strengthens and repairs while moisturizing to prevent hair breakage and damage

**WORK ON YOUR #framesiHAIRGAINS**

by pairing Diamond Strong with Progressively Strong treatment, and style with Hair Repair Foam

**MOISTURE RICH**

Dive into the deep end of moisture for your thirsty hair and indulge. Replenish the moisture your hair craves & infuse it with softness & shine while keeping your color 95% longer. Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

**MOISTURE RICH SHAMPOO**16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

- Sulfate free, ultra-hydrating shampoo
- Advanced blend of Quinoa, Aloe Vera & vitamins combined with nourishing Shea Butter drench hair in rich moisture
- Weightless formula restore vitality, radiance & instantly revives dry hair

**MOISTURE RICH CONDITIONER**16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

- Rich, ultra-hydrating conditioner
- Advanced blend of Quinoa, natural coconut oil conditioning agents & vitamins lock in moisture
- Weightless formula leaves hair with body, condition & fabulous shine

**MOISTURE RICH MASQUE**16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

- This intense moisturizing conditioner instantly provides an ultra-deep revitalizing treatment
- Advanced blend of Quinoa, natural oils & vitamins, deeply immerse hair in moisture & nutrients
- Weightless formula repairs dry, damaged hair from within without buildup



## FRAMESI COLOR LOVER SHAMPOOS & CONDITIONERS

### VOLUME BOOST

Lusciously lift & strengthen your hair, leaving it with high volume & softness while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

#### VOLUME BOOST SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Sulfate free volumizing shampoo
- Advanced blend of Quinoa, Aloe Vera Leaf Juice, Meadowfoam Seed Oil & vitamins, combined with powerful rice protein, work in synergy to boost volume
- Strengthens hair & supports style

#### VOLUME BOOST CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Ultra-light, ultra-rich volumizing conditioner
- Quinoa, combined with natural coconut derived conditioning agents & rich oils work to strengthen hair & boost volume
- Weightless formula boosts volume

#### VOLUME BOOST 2 PHASE CONDITIONER

8.5fl.oz./250mL



- Ultra-light, volumizing leave-in spray conditioner. Shake it... spray it for one dynamic result
- Quinoa, vitamins & emollients detangle, eliminate static & aid styling
- **Dynamic 2 phase formulation**
  - White Phase - protects color, nourishes hair & smooths the cuticle
  - Violet Phase - protects color, detangles, boosts body & shine

### CURL DEFINE

Define, detangle & delight your curls with an infusion of moisture while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

#### CURL DEFINE SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Sulfate free, moisturizing shampoo
- Contains an advanced blend of Quinoa, Aloe Vera Leaf Juice & vitamins, combined with a unique **Rice Curl Complex** to enhance curls
- Combats dull, dry, frizzy hair for soft, defined, radiant curls

#### CURL DEFINE CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Ultra-rich daily smoothing conditioner
- Quinoa, combined with coconut oil conditioning agents, Flax Protein, natural oils & vitamins nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

### SMOOTH SHINE

Hello smooth & sleek, farewell fly-aways & frizz. Unlock your smoothest, shiniest hair ever while keeping your color 95% longer! Before styling, experience the 11 benefits of **PRIMER 11** or **PRIMER 11 INTENSE**.

#### SMOOTH SHINE SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Sulfate free shampoo cleanses & calms unmanageable hair
- Quinoa, Meadowfoam Seed Oil, Aloe Vera Leaf Juice & vitamins work in synergy to nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

#### SMOOTH SHINE CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**



- Ultra-rich daily smoothing conditioner
- Quinoa, combined with coconut oil conditioning agents, Flax Protein, natural oils & vitamins nourish & calm unmanageable, frizzy hair
- Protects hair from humidity & leaves it with a silky, shiny, smooth finish

**PLANT-BASED  
HAIRCARE**

- VEGAN
- GLUTEN FREE
- PARABEN FREE
- SODIUM CHLORIDE FREE
- SULFATE FREE
- DEA FREE

**FRAMESI COLOR LOVER COLOR-SAFE STYLING**

**FRAMESI COLOR LOVER** styling products extend the life of your color >95% longer than leading competitors,\* with quinoa. Plant-based ingredients will not coat, dull, or mask haircolor. Weightless formulas do not build up & work for all hair types.

**PRIMER 11** 8.5fl.oz./250mL / 3.4fl.oz./100mL

Give your hair the care & protection it deserves: a daily dose of Quinoa in the ultimate leave-in color boost spray. Quinoa Protein, vitamins & emollients detangle and penetrate hair with moisture & shine, enhancing it with body & strength. Excellent when used as a porosity equalizer or cutting lotion.



- RETAIN COLOR 95%
- DAMAGE REPAIR
- SILKY & SHINY
- FIX FRIZZ
- BODY
- MENDS ENDS
- DETANGLE
- STYLE SUPPORT
- NO STATIC
- THERMAL GUARD
- WEIGHTLESS

*Anytime - damp or dry hair - spray it, comb it, leave it, feel the love.*

**NEW! PROGRESSIVELY STRONG**  
**LEAVE-IN STRENGTHENING SPRAY** 6fl.oz./177mL

- Penetrates deep into hair to reinforce & strengthen hair from the inside, unlike all other strengthening/bonding products
- Has a progressive effect. The more the product is used, hair becomes stronger and less prone to breakage
- Offers powerful hair protection & repair
- Protects against humidity & the environment

**NEW! HAIR REPAIR FOAM**  
**FOAMING HAIR STRENGTHENER** 6.8fl.oz./200mL

- Packs a punch in just a pump - without the crunch! Strengthen and style every day without stiffness.
- Reinforces & strengthens hair bonds from the inside-out. Added protection before styling hair.
- Lightweight & plant-based
- Offers powerful hair protection & repair
- Protects against humidity & the environment

**PRIMER 11 INTENSE** 8.5fl.oz./250mL

Experience penetrating hydration and maximum moisture plus all the original benefits of **PRIMER 11**. Formulated with a compound rich in Quinoa, **PRIMER 11 INTENSE** loves your hair more — Fix frizz. Cut drying time. Prevent breakage. Porosity equalizer.

- **Baobab Seed Protein for instant repair**

**PROGRESSIVELY SMOOTH**  
**TAKE HOME SMOOTHING** 6fl.oz./177mL

- Penetrates deep into hair to smooth & transform hair from the inside, unlike all other smoothing/anti-frizz products
- Has a progressive effect. The more the product is used, the smoother & less frizzy the hair becomes
- Can use with a flat iron, but not required
- Offers powerful hair protection & repair
- Protects against humidity & the environment

**NEW! HAIR STRAIGHTENING SERUM**  
**INSTANT SMOOTHING SERUM** 6fl.oz./177mL

- Instantly smooths and nourishes hair to ensure straight results all day long. No fuss. No frizz. No fly-aways.
- Antioxidant rich ingredients defend against aging & damage from the environment.
- Use with heat for accelerated smoothing results
- Offers powerful hair protection against humidity & the environment

**STOP FRIZZ**  
**ANTI-HUMIDITY SERUM** 3.4fl.oz./100mL

- For 95% longer lasting color
- Superior anti-humidity serum for all hair types
- Locks in moisture and eliminates frizz
- For all day smoothness, protection and shine
- Thermal tool activated for day and night smoothing

**RAISE THE ROOTS**  
**ROOT LIFTER** 6fl.oz./177mL

- Spray at the root to provide fierce lift & volume
- Excellent for all hair types, even the finest textures
- Spray from root to ends for all over texture and body

**BLOW IT BIG**  
**BLOW DRY CREAM** 6fl.oz./177mL

- Moisturizes, adds volume and body
- Offers strong thermal protection
- Speeds up drying time

**FLASH DRY**  
**SUPER DRY ACCELERATOR** 8.5fl.oz./250mL

- For 95% longer lasting color
- Up to 47% faster drying\*
- Up to 72% more thermal protection\*
- Go in a flash with this time-saving blow dry spray
- Humidity resistant formula eliminates frizz, leaving hair smooth and silky

\* Test results compared to untreated hair. Actual results may vary.

**CURL PUDDING**  
**CURL DEFINING CREAM** 6fl.oz./177mL

- Defines and separates curl, providing softness and curl definition
- Adds moisture, conditions curls
- Softens unruly hair, reduces breakage

**BOUNCE**  
**CURL REJUVENATOR** 6fl.oz./177mL

- Rejuvenate & redefine curls, day of and day after
- Moisture rich formula instantly smooths hair to eliminate frizz
- Delivers humidity protection & curl support

# BY

**BY FRAMESI™** products are an exclusive color-safe styling and finishing line that can be used with color treated hair and will not coat, dull, or mask hair color. Broken out between the Lava category for a stronger hold and the Pearl category for a lighter hold, these styling products provide powerful anti-aging properties plus thermal & UV protection.



**SULFATE-FREE • PARABEN-FREE • GLUTEN-FREE • ALCOHOL-FREE** <sup>1</sup> excludes BY hair spray

### PEARL PURE AGILITY

framesi has created pure agility, providing shine and enhancing hair's natural beauty. Amino acids and vital trace minerals stimulate the formation of keratin, the hair's structural protein. The hair is left moisturized and protected from UV rays.

### WIO STRAIT BALM™ straightening lotion 150ml/5.1oz.



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

A unique formulation that softens and moisturizes the hair while adding incredible shine.

### GLAZE thickening fluid 250ml/8.4oz.



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

An alcohol free thickening fluid that moisturizes and adds luminous shine.

### SPARKLING MOUSSE LIGHT light hold mousse 194g/6.9oz.



- adds body and volume
- alcohol free
- moisturizing
- lets your color shine through

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

### MIST HAIR SPRAY LIGHT light hold hair spray 283g/10oz.



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

An ultra fine working hairspray rich in restructuring amino acids. Will not build up.

### HYDRO-GEL LIGHT light hold gel 150ml/5.1oz.



- alcohol free
- creates natural, flexible hold
- will not build up
- lets your color shine through

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

### LAVA UNCOMPROMISED STRENGTH

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 essential minerals in volcanic ash fortify, remineralize, and restructure the hair to leave it healthier while enhancing natural shine.

### WORKING CLAY matte sculpting wax 70.8g/2.5oz.



- 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.

### MIST HAIR SPRAY Strong strong hold spray 283g/10oz.



- 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 fortifies the structure of the hair.

### HYDRO-GEL Strong strong hold gel 150ml/5.1oz.



- ultimate hold
- remineralizes 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 efficacy of volcanic ash derivatives.

### SPARKLING MOUSSE Strong strong hold mousse 194g/6.9oz.



- exceptional hold, volume and shine
- alcohol free
- preserves integrity of the hair
- lets your color shine through

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

## MORPHOSIS HAIR TREATMENT LINE

MORPHOSIS Hair Treatment Line products are divided into high-performing targeted systems that offer superior solutions to repair all scalp and hair problems. These products contain an assortment of premium Mediterranean Extracts, including Pomegranate, Sunflower Seed Oil, and Argan Oil, to quickly restore, regenerate and rebalance your hair and scalp.

## FOR DRY HAIR

MORPHOSIS

## SUBLIMIS SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

Gently cleanses the scalp while maintaining moisture balance and softening the hair. Rich in the wonderful properties of argan oil, dry hair immediately regains flexibility and hydration.

## SUBLIMIS CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

Created for all hair types, it leaves hair moisturized, soft, silky and manageable. Its lightweight formula penetrates the hair fiber, bringing all the benefits of argan oil without buildup or weight.

## PURE OIL 125mL/4.2fl.oz.



Protective and regenerating treatment, this rich formula combines the incomparable virtues of argan oil with a mix of vitamins, conditioners and protective agents. It responds to the various needs of different hair types: it moisturizes dry hair, revitalizes treated hair, and has an anti-aging effect on mature hair.

## SHINE LIGHT OIL 125mL/4.2fl.oz.



An oil formulated to protect hair, add shine to the hair and enhance the brilliance of color. It brings a touch of radiance to all hair types but its ultra lightweight formula makes it particularly suitable for finer hair textures providing an anti-aging effect.

## FOR SENSITIVE, IRRITATED SCALP

MORPHOSIS

## DESTRESS SERUM 100mL/3.4fl.oz.



Leave-in rebalancing treatment that soothes hyper-sensitive scalp. Contains a blend of moisturizing and anti-oxidant agents that stimulate cell regeneration and heals irritated or very dry scalp. Lightweight yet concentrated.

## FOR DAMAGED HAIR

MORPHOSIS

## REPAIR SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

This gentle shampoo cleanses the hair and scalp, and begins the initial phase of hydration. Infused with sunflower seed oil, the formula detangles hair leaving it soft, shiny and full of body.

## REPAIR CONDITIONER

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

Restores strength and resilience to fragile, damaged hair. For all hair types, it has the ideal consistency for frequent use without weight and leaves damaged hair silky and manageable. Perfect for reconditioning and protecting the hair after bleaching, straightening, perming or heat styling damage.

## REPAIR VELVET 100mL/3.4fl.oz.



Revolutionary fluid cream with a fill-up effect: it fills up the porosity of the hair, instantly making it even, shiny and full-bodied. It removes frizz and facilitates styling.

MORPHOSIS

## SCALP CONTROL

## EXFOLIATE 150mL/5.1fl.oz.



Delicate pearls of pure jojoba immersed in a soft emulsion, remove deposits of sebum, dandruff, dead cells and fixative products. Its application stimulates surface blood circulation and ensures the scalp quickly absorbs the active ingredients within the Morphosis treatments. Can be used by all hair types to remove product build-up and keep scalp clean and fresh.

## REFRESH SPRAY 100mL/3.4fl.oz.



Leave-in formula designed to refresh the scalp and prolong the benefits associated with the **Exfoliate, Balance, or Purifying** shampoos. With sebum regulators and ingredients that address dry and flaky scalp, it keeps the scalp moisturized and deodorized, for a lovely long-lasting clean sensation.

## FOR THINNING HAIR

MORPHOSIS

## DENSIFYING SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

Volumizing shampoo that cleanses the scalp of impurities and product residue to help oxygenate the scalp. The blueberry extract, on which the formulation is based, prepares the scalp to be more receptive to the **Extreme Drops** or **Renew**.

## EXTREME DROPS 6mL/0.2fl.oz.



An intensive, energizing, and revitalizing concentrate for thinning hair. It reactivates the micro blood circulation, nourishing the hair bulb and reinforces hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, stronger hair.

## RENEW 200mL/6.8fl.oz.



An energizing and revitalizing spray for thinning hair. It reactivates the micro blood circulation, nourishing the hair bulb and reinforces hair structure to promote an environment conducive to hair growth. Slows down hair loss and promotes thicker, stronger hair.

## FOR OILY HAIR &amp; SCALP

MORPHOSIS

## BALANCE SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

Designed specifically for cleansing oily scalp and hair without drying the scalp. It restores balance to oily hair and soothes itching & rashes. Ideal for all types of hair, leaving hair moisturized, manageable, light, and voluminous.

## FOR DRY, FLAKY SCALP

MORPHOSIS

## PURIFYING SHAMPOO

16.9fl.oz./500mL | **AVAILABLE IN LITERS!**

Specific treatment for removing and combating the reappearance of the microorganisms that cause dry scalp and/or dandruff. With a system of gentle surfactants, this shampoo cleanses while respecting the scalp's hydrolipid film, quickly relieves itching and leaves all hair types soft, manageable and well conditioned.

MORPHOSIS HAIR TREATMENT LINE

TREATMENTS FOR EXTREMELY DAMAGED HAIR

MORPHOSIS

**PRO-FORCE**

**BONDER 101** 500mL/16.9Fl.oz.

**& SEALER 102** 1000mL/33.8Fl.oz.



**Pro-Force Bonder 101/Sealer 102** is a 2-step system used during bleach and hair color services to protect and strengthen hair

- Compatible with all color lines and bleach products
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.



MORPHOSIS

**RE-STRUCTURING**

3 step In Salon Treatment for all damaged, extremely dry or compromised hair that requires deep restructuring and conditioning. Regenerates all parts of damaged hair and immediately repairs and returns hair to a healthier state with body, softness and shine.

THE RESULTS? **EXTRAORDINARY**

**INCREASED HAIR DIAMETER + 85% MORE SHINE + 62% STRONGER + 40% EASIER TO COMB**

**Revitalizing SHAMPOO 1**

1000mL/33.8Fl.oz.



- Gently but deeply cleanses hair, preparing it to receive the regenerating properties
- Hydrolyzed marine collagen and protein, combined with hydrating hyaluronic acid and vitamin E, nourish scalp and hair
- Sulfate free, paraben free, sodium chloride free, DEA free, gluten free

**EXPRESS FILLER 2**

1000mL/33.8Fl.oz.



- Restructuring gel that "fills in" and deeply repairs hair fiber
- Hydrolyzed marine collagen combined with hydrating hyaluronic acid and vitamin E thicken and re-compact hair surface, instantly transforming hair texture
- Paraben free, sodium chloride free, DEA free

**PRECIOUS FLUID 3**

1000mL/33.8Fl.oz.



- Intensive disciplining treatment restores hair's natural beauty and elasticity
- Hydrolyzed marine collagen combined with hydrating hyaluronic acid and vitamin E smooth and re-compact cuticle to "lock in" the main ingredients for long term benefits, leaving hair with extraordinary shine and softness
- Sulfate free, paraben free, sodium chloride free, DEA free, gluten free



# ULTIMATE CARE

# MORPHOSIS

## HAIR TREATMENT LINE

### 3 STEP HOME MAINTENANCE

#### ULTIMATE CARE SHAMPOO 250mL/8.4fl.oz.



Intensive revitalizing shampoo for hair. Hydrates in depth, delicate on scalp.

With Total-Care Complex\*, lotus flower extract and Color-Save technology.

#### ULTIMATE CARE CONDITIONER 250mL/8.4fl.oz.



Revitalizing and illuminating conditioner for hair. Its rich formula penetrates the hair fibre making it softer, silkier and nourished.

With Total-Care Complex\*, lotus flower extract and Color-Save technology.

#### ULTIMATE CARE WEEKLY TREATMENT 100mL/3.4fl.oz.



Weekly treatment for total hair regeneration. With its formula, it recreates the fibre's natural hydration and hair is transformed instantly.

With Total-Care Complex\*, lotus flower extract and Color-Save technology.

### 3 STEP IN-SALON EXPRESS TREATMENT

#### ULTIMATE CARE SHAMPOO 500mL/16.9Fl.oz.



Intensive revitalizing shampoo for hair. Hydrates in depth, delicate on scalp.

With Total-Care Complex\*, lotus flower extract and Color-Save technology.

#### ULTIMATE CARE MAXIMIZER 500mL/16.9Fl.oz.



Instant perfecting serum for hair, works in synergy with ULTIMATE CARE TREATMENT, revitalizing hair fibres in depth.

With Total-Care Complex\*, lotus flower extract and plant micro-proteins.

#### ULTIMATE CARE TREATMENT 500mL/16.9Fl.oz.



Treatment for total hair regeneration. With its formula, it recreates the fibre's natural hydration and hair is transformed instantly.

With Total-Care Complex\*, lotus flower extract and Color-Save technology.

**FRAMESI BARBER GEN - MEN'S LINE**

**MADE IN ITALY**

FRAMESI BARBER GEN approved by Machete, an exclusive complete men's line, provides barbers world-wide with the confidence of elite Italian Barbering performance through the support of superior products made with premium ingredients. The pride and joy of the Italian barber craft, Machete recommends FRAMESI BARBER GEN, a range inspired by time-honoured wellness rituals that takes care of the hair and beard.

**HAIR AND BEARD  
NATURAL CLEANSER**

100 ml/3.4 fl.oz./250 ml, 8.4 fl.oz.

Hair and beard shampoo. Ideal for frequent use, it contains 98% naturally-sourced ingredients. It cleanses and leaves a refreshing scent, softens and moisturizes, leaving the scalp and face feeling light and fresh.

**HOW TO USE**

Massage on wet hair and beard and lather. Thoroughly rinse and repeat as needed. Avoid contact with eyes.



**SHAVING FOAM**

400 ml/13.5 fl.oz.

Shaving cream. Light and soft, it lathers into a creamy foam that perfectly adheres to the skin, protecting it and giving you a smooth shave.

**HOW TO USE**

Wet your beard and massage the cream all over the areas you want to shave. After shaving, rinse off any residue with a damp cloth.



**ICE TONIC**

100 ml/3.4 fl.oz.

A soothing, refreshing lotion for the face and skin. Ideal after shaving, it instantly soothes any redness or irritation, leaving a persistently fresh feeling.

**HOW TO USE**

Spray on the face or skin after shaving. Avoid contact with eyes.



**HAIR AND BEARD  
NATURAL BALM**

100 ml/3.4 fl.oz./250 ml/8.4 fl.oz.

Ideal for frequent use, it contains 98% naturally-sourced ingredients. Gives softness and hydration, adding a finishing touch to your daily cleansing routine.

**HOW TO USE**

After shampooing, apply on hair and beard and massage. Wait 2-3 minutes, then rinse.



**SHAVING GEL**

250 ml/8.4 fl.oz.

A clear gel for fine shaving and touch-ups. Essential to define details, it can be used to perfectly shave the contours of your beard and get rid of any imperfection.

**HOW TO USE**

Apply the gel on the areas you want to touch up, then shave. Rinse off any residue with a damp cloth.



**VOLUMIZING LOTION**

100 ml/3.4 fl.oz./250 ml/8.4 fl.oz.

A volumizing spray, ideal for fine hair. It gives a bouncy texture and a natural volume that lasts all day. An instant result: the hair fibre looks thicker, bouncier and lighter.

**HOW TO USE**

Apply evenly on towel-dried hair, from the roots to the ends. Comb through the hair, then style as usual.



**REBALANCING SHAMPOO**

250 ml/8.4 fl.oz.

Specifically formulated for oily scalps, a common challenge for men, its organically-sourced ingredients, such as red grape extracts and ginger, have an astringent and refreshing effect. If used regularly, this shampoo helps normalize the activity of the sebaceous glands, leaving the hair soft and manageable.

**HOW TO USE**

Apply on wet hair. Gently and evenly massage the scalp to boost circulation. Rinse and repeat as needed.



**BEARD OIL**

100 ml/3.4 fl.oz.

Nourishing, softening beard oil. It moisturizes and adds shine, making the hair soft and manageable. Suitable for all beards, it is ideal for long beards that need to be kept soft and sculpted.

**HOW TO USE**

Take a little oil in your hands and evenly rub it through your beard, keeping any contact with skin to a minimum.



**LEAVE-IN SPRAY**

100 ml/3.4 fl.oz.

A no-rinse conditioning spray, specifically formulated for men's hair. Moisturizing and detangling, it keeps the hair soft and shiny, with no greasy feelings. Ideal to instantly set any hair type.

**HOW TO USE**

After shampooing, apply on towel-dried hair, comb through the hair and style as usual.



**FORTIFYING SHAMPOO**

250 ml/8.4 fl.oz.

Formulated for fine hair, it has an excellent revitalizing and strengthening effect. Organically-sourced ingredients, such as vine extracts, incense and ginger, make this shampoo the ideal solution to add body and thickness to the hair. The result is thicker feeling hair that is easy to style.

**HOW TO USE**

Apply on wet hair and massage on the scalp and lengths. Wait a few minutes before rinsing. Repeat as needed.



**AFTER SHAVE CREAM**

100 ml/3.4 fl.oz.

Aftershave cream. Moisturizing and softening, it has been specially formulated for men's skin. It is easily absorbed and leaves the skin of your face soft and firm, with no greasy feel.

**HOW TO USE**

After shaving, apply on dry skin. Massage with a light hand and remove any residue as needed.



## FRAMESI BARBER GEN - MEN'S LINE

**BEARD & SHAVE | HAIR | STYLE | BALD**

**POLISHED AND REFRESHING. A FRAGRANCE THAT CAPTIVATES.**

**POMADE**

100 ml/3.4 fl.oz.

Extra-strong glossy wax  
Ideal for sculpted styles  
and a well-defined,  
glossy finish.

**HOW TO USE**

Warm the wax in your  
hands, apply on wet or  
dry hair, then style your  
hair as you prefer.

**PASTE**

100 ml/3.4 fl.oz.

Strong-hold matte  
paste. Perfect to control  
your hairstyle, with a  
natural-looking satin  
finish.

**HOW TO USE**

Warm the wax in your  
hands, apply on dry hair,  
then style as usual.

**GLAZING WAX**

100 ml/3.4 fl.oz.

Strong-hold wet-look  
wax. For sculpted, firm  
and shiny locks, all day  
long.

**HOW TO USE**

Warm the wax in your  
hands, apply on dry hair.  
Comb through to add  
shape and volume.

**OPAQUE POMADE**

100 ml/3.4 fl.oz.

Extra-strong matte  
pomade. For firmly set  
and perfectly controlled  
locks. Ideal for a  
sculpted look.

**HOW TO USE**

Warm the wax in your  
hands and apply on dry  
hair, twirling the tips  
into shape.

**BARBER TIPS**

This tip applies to any styling product that you distribute with your fingers: since the volume or shape of the hair starts at the roots, always start applying the product from the roots to shape your locks as you prefer.

Always comb your hair after applying wax or pomade, even if you will twirl your hair into shape afterwards. This will remove any excess wax and will distribute it evenly through your hair.

**FREE FROM GLUTEN, PARABENS, SULFATES, DEA & ALCOHOL**



**framesi Texture****The Art of Relaxing and Chemical Reshaping**

In cutting, you are only dealing with one medium to create your art – the hair itself. In texture services, you have two media – the hair and the chemicals you are using. Today, texture offers one of the most visual creative approaches to hair design. Whether clients are looking to soften natural curl or redirect natural growth patterns, they are turning more and more to texture.

As a stylist, texture allows you to contract, control and reshape curl through chemical relaxing. It enables you to create temporary texture with styling products.

In Europe and other countries around the world, framesi has long been marketing texture-related products. In introducing these products here, framesi is now bringing that worldwide expertise to America with a fully integrated system of products for creating and maintaining textured styles.

***The Client Consultation*****The First Step for Any Salon Procedure / Service**

*Client Consultation* is the Strongest marketing and merchandising tool a stylist has within the realm of the salon. Client Consultation can be the crucial important service performed on a client.

A *Client Consultation* should take place with every single client that sits in your chair.

**New Clients**

Let's consider first the new client to the salon. Take a minute and think about it! How would you feel if you were walking into a new salon to get a haircut, color or texture service? You have no idea:

- Who this person is
- The level of skill the stylist possesses
- What his/her personality is like

**Existing Clients**

Have you ever heard this from a new client "I've been going to the same stylist for years. I kept asking for something different and never got it. So I thought I'd try someone new."

Developing a loyal clientele as well as maintaining existing clientele is not difficult, but it does take some effort and, most of all, focus. We have a very powerful tool at our disposal... the Client Consultation.

There are five steps to a successful Client Consultation

1. Listen
2. Share
3. Clarify
4. Ask Permission
5. Action

## framesi TEXTURE

**Step 1 – Listen**

Listening to clients requires asking the right questions to not only evaluate their needs but to create a plan of action and support the retail of professional products.

Learn how to be an attentive listener. Try the following:

1. Sit on the same level as the client and face her eye-to-eye.
2. Curb the tendency to perform Client Consultation looking at the client totally through the mirror. It is much more personal to actually look at the client.
3. When the client is expressing herself, encourage her by some sort of acknowledgement, either a verbal “uh huh” or “I see” or non-verbal cues such as a smile or nod.
4. Try to understand what is meant rather than refute or contradict.
5. Expect the client’s language to be different from your own.
6. Do not interrupt what the client is saying. Paraphrase what your client has said in your own words to ensure an accurate understanding of your client’s perception of the situation.
7. Provide feedback but avoid negative feedback.

Here are some questions to help you communicate successfully in gathering information.

- Use a client file to record all information gathered to refer back to.
- As you gather this information, it will help you properly analyze your client’s hair type to successfully proceed with the permanent wave service.

**A Listening Checklist**

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | What’s your past experience with perms or relaxers? Avoid repeating any disasters.  |
| <input type="checkbox"/> | Has the hair been color-treated? If so, has it been done professionally? It is has not been done by you, gather as much information as possible.  |
| <input type="checkbox"/> | What do you want this new texture service to do for you? Easy styling? Or a totally different look?   |
| <input type="checkbox"/> | How much straightening of curl is desired? Does client simply want to slightly soften natural curl? Does client need to relax a previous perm? Do they expect the hair to look like naturally curly hair, a roller set or smoother? |
| <input type="checkbox"/> | What is your occupation? If the client has a conservative job, there may be certain requirements.   |
| <input type="checkbox"/> | What is your lifestyle? Personality? Is style versatility a must? She needs to be comfortable with how she looks.   |
| <input type="checkbox"/> | Home maintenance and styling needs? How does the client care for her hair?<br>She needs to be advised on how to best care for her new style. framesi provides the most complete system of haircolor for all hair types.             |

## framesi TEXTURE

**Step 2 – Share**

After hearing your client's impression, it is time to share your professional expertise. This will reinforce your professional image and build your client's trust in your skill.

Take your time. This is the most important step, because this is where your client will agree on the perm service.

- Analyze your client's face. Is it Oval... Pear... Heart... Round... Square... Oblong... Diamond?
- Analyze your client's features: Eye placement... nose shape... mouth size... etc. Hair should act as arrows, pointing toward good features and away from bad ones.
- Use descriptive words or phrases that make the relaxer service more appealing to your client's senses, such as soft curl and fullness, design movement, texture design, sleek, and smooth sculpted. It helps heighten expectations, builds confidence and helps to calm your client.
- Avoid phrases that sound too technical. They can lower expectations and are easily misunderstood.

Be honest with your client. This is the time to discuss the following:

- The service and in-salon treatments – what is it going to cost and how much time is involved.
- Advanced booking – how often they need to visit the salon to maintain their new look.
- Home maintenance – recommend or prescribe any framesi products that are necessary for the client to maintain her texture and in order for you as a professional stylist to guarantee the service.

**Step 3 – Clarify**

Now you should confirm that the client understands completely what is involved in performing the service she desires. This is the time to refer back to the information gathered (i.e. client file or record).

**Step 4 – Ask Permission**

When the client's expectations match your own, and he or she fully understands the cost and procedure of the relaxer service, simply ask, "May we proceed?"

**Step 5 – Take Action**

The service can begin. By mastering the five simple consultation steps, and sharing the quality of framesi, your client will be satisfied, and your image as a salon professional will be enhanced. framesi texture products are capable of satisfying the needs of every client.

## framesi TEXTURE

### Understanding the Composition of Human Hair Structure

In order to perform a texture service at its best, it is important to have a basic understanding of the human hair structure and the physical and chemical properties it is composed of.

#### Physical Structure

The physical structure of the hair is made up of 3 separate layers:

1. Cuticle
2. Cortex
3. Medulla

#### The Cuticle

The cuticle is the outermost protective layer of the hair. It is comprised of seven or more hinged layers that slightly overlap. It resembles the scales of a fish or shingles on a roof. A healthy moisturized cuticle is translucent in nature and has the ability to expand and contract (open and close).

The main function of the cuticle is to provide a protective barrier to the cortex, shielding it against damage and the depletion of protein and moisture that is essential in maintaining healthy, shiny hair.

*The cuticle actually has several important functions:*

- Protects against the unfavorable aspects of the environment (sun, wind, pollution).
- Protects against the harsh and devitalizing effects of thermal styling.
- Reflects light, giving hair its shine and luminosity.

The cuticle is hydrophobic (water-repelling). The hydrophobic qualities and porosity can be easily seen.

#### The Float Test

Simply place a clean dry hair in a glass of water. If the cuticle is intact, the hair will float on the surface - if not, it will fall to the bottom of the glass. A very easy but informative test.

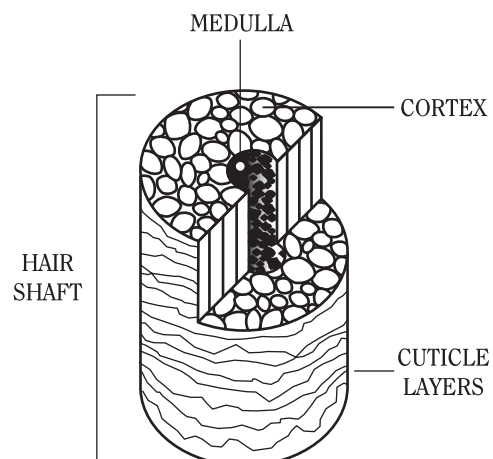
#### The Cortex

The middle section of the hair is the cortex. Within the cortex lies the infrastructure of the hair, which is extremely important to the success of the permanent wave.

In fact, 90% of the hair's molecular weight is found in the cortex. It provides the hair with its strength, elasticity and texture. Natural melanin (pigment) is also found in the cortex. It is actually composed of many parallel fibers of hard keratin called amino acids, which form what is called the polypeptide chains, or simply put, "protein chains". These parallel protein chains are held together by what are called Cross Bonds. These Cross Bonds are responsible for the strength and resiliency of the corticle protein (protein chains.)

There are three primary Cross Bonds affected during the course of a permanent wave; *sulfur, hydrogen and salt bonds*. The cortex is also hydrophilic (water-loving) and will immediately absorb water. Permanent changes in the hair take place in the cortex.

### The Cortex and Medulla



framesi TEXTURE

**The Medulla**

The medulla is the center of the hair structure. It is a hollow core that randomly appears throughout the length of the hair. Little is known about its role and it does not appear to have any bearing on the success of a permanent wave.

**Chemical Structure**

When performing a texture service on a client, you are actually altering the pattern of chemical bonds in the cortex. These chemical bonds give hair its strength and play an integral part of the process. The Cross Bonds hold the parallel protein chains in a spiral configuration. This spiral configuration is referred to as a helical. During the chemical process of a texture service, there are three kinds of Cross Bonds in the helical protein chain at which we need to take a closer look.

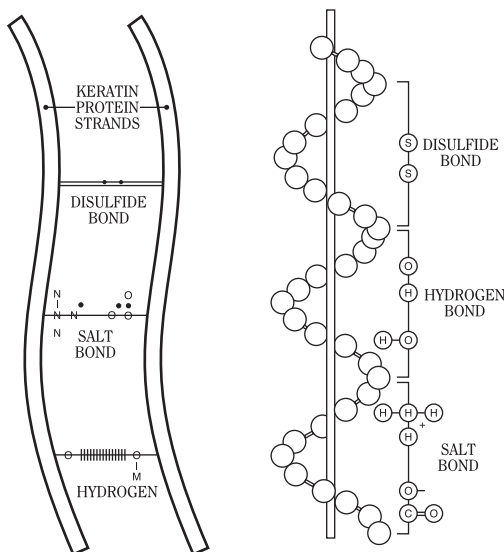
**Sulfur Bonds – Also Called Disulfide Bonds, Cystine Bonds**

The disulfide or sulfur bond is the chemical Cross Bond that is softened or separated and is most affected by the wave lotion. The sulfur bond is made up of two sulfur atoms. The connection is very Strong. The sulfur bond is found in the amino acid cystine, which is the primary amino acid in the protein chain. The sulfur bond accounts for approximately 1/3 of the hair strength. The goal is to break no more than 80% of the sulfur bond during relaxing.

**Hydrogen Bond**

The hydrogen bonds are relatively weak in nature when compared to the sulfur bond, yet they make up in number what they do not possess in strength. Hydrogen bonds are only separated with water and are easily rearranged when hair is dried and styled for a temporary set. They give the hair 1/3 of its strength when dry and do not play much of a role in permanent waving.

**The Chemical Structure of Hair**



**Salt Bond**

Salt bonds are fairly Strong but can also be broken by water. They are also referred to as “ionic” bonds because the bond between protein chains is due to the attraction of opposite electrical charges. They exist between the positive and negative charges in the amino acid chain. When a molecule takes on an electrical charge it is referred to as being “ionized”. Salt bonds are reformed through styling and drying of the hair.

---

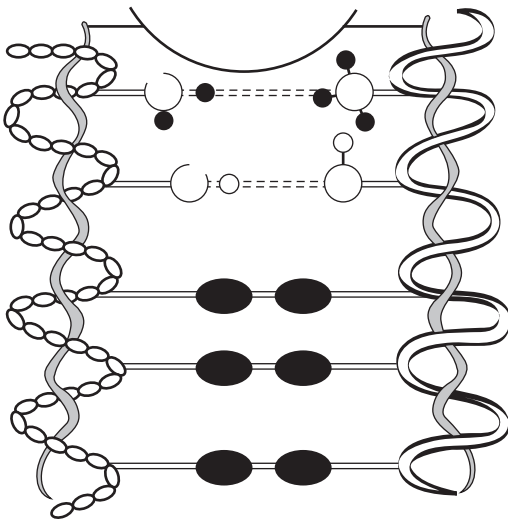
**framesi TEXTURE**

---

Electrical charges in the hair play an important part in conditioning and in how different products react in the hair. There are cationic (+) and anionic (-) charges. Damaged hair has an (-) anionic charge, while conditioning agents can have a (+) cationic charge. The negative sites attract the positive, creating an "ionic" bond or neutral state, called "isoelectric point". This is the point at which hair is considered healthiest.

After taking a closer look at the physical structure and the chemical structure, we can have a better understanding of the chemistry of texture services.

### Salt (Ionic) Bond



### A Matter of Equilibrium

Every time the hair fiber comes in contact with a chemical product, its pH is altered. Therefore, it is important to understand the pH theory. The pH scale ranges from 1-14. A pH from 0-6 is acidic. A pH of around 7 indicates a neutrality (distilled water has a pH of 7). A higher pH than 7 indicates an alkaline solution. The hair and scalp have a normal pH of 5.5. Only by maintaining hair and scalp in its proper pH can its health and beauty be ensured.

This is why framesi designs and releases only complete product systems that prepare the hair for the chemical treatment, alter its structure and recondition it, bringing it back to its natural pH. Because beauty is a matter of equilibrium.

## Framesi Straightening System

### The Art of Chemical Relaxing and Reshaping

Still another approach to creating texture goes beyond creating curl and body and involves the refining of natural curl through relaxing, curl reduction and redirection of natural growth patterns. You can do all of this with **Framesi Straightening System Strong**, the revolutionary framesi thio-based relaxer and retexturizing cream. Because **Framesi Straightening System Strong** has a lower pH than conventional relaxers, it allows you to create stunning effects, while its gentleness respects the hair's integrity. Its vegetable-derived conditioning base allows you to soften, relax and reshape the hair while protecting the hair and scalp.

Because **Framesi Straightening System Strong** leaves the hair in superior condition, you can perform additional chemical services, such as color, with complete confidence. You can use **Framesi Straightening System Strong** to relax and soften natural curl. And, because of its versatility, you can also relax an existing perm to create new design and movement.

Beyond Creating Curl and Body Texture can also mean refining natural curl through relaxing (reduction) of natural curl or redirecting natural curl pattern to create a new design form movement.

Frequently, the service of chemical relaxing is met with apprehension and uncertainty. Traditional chemical relaxers have created a fear due to the harshness of the products and the condition the hair was left in after the service. Yet chemical relaxers can be one of the most versatile re-texturizing tools used by the salon today.



### Absolute Integrity of the Hair

**Framesi Straightening System Strong** is based on thioglycolate chemistry and has a lower pH than conventional sodium or calcium-based relaxers, leaving the hair in superior condition.

It has a vegetable derived conditioning base that protects the integrity of the hair fiber and scalp. This vegetable base is also responsible for the thick creamy consistency of **Framesi Straightening System Strong**. The thick nature of the product aids in proper application, and keeps the hair in place during processing allowing for superior results. Because the integrity of the hair is left in superior condition, additional chemical services can be performed (i.e. color).

---

## Framesi Straightening System

---

### Framesi Straightening System Strong Is More Than Just a Relaxer

This versatile product, beyond taking natural curl to a straight entity, can redesign natural curl and relax an existing perm to create new design form movement as in the following:

1. Control unruly growth patterns and cowlicks.
2. Reduce and soften unruly curl and control frizz for a smoother, more manageable curl.
3. Relax a previous perm to create a new style.
4. On ethnic hair, **Framesi Straightening System Strong** can be used as a mild relaxer.

#### Versatility

**Framesi Straightening System Strong** is the most versatile reshaping and retexturizing tool. Therefore there are many ways to use **Framesi Straightening System Strong**:

1. Promote the movement of waves and root lift.
2. Create scattered movement.
3. Straighter hair takes on root lift and direction.
4. Directs hair in the nape area to lie in accordance with desired hair design.

#### Chemical Composition

There are two types of relaxers; each is designed for specific hair types to produce different results:

##### 1. Sodium Hydroxide Products

- Sodium hydroxide relaxer (lye base)
- Calcium/potassium hydroxide relaxers (no-lye base)

##### 2. Ammonium Thioglycolate Products (Thio-based)

#### Sodium Hydroxide Products

Sodium hydroxide relaxers are the most effective in straightening very curly, kinky or tightly coiled hair, but are also more caustic. Extreme caution must be taken when using them.

Also in the sodium hydroxide family are calcium hydroxide and potassium hydroxide relaxers, which are marketed as no-lye relaxers. They are less aggressive than sodium hydroxide but can leave a buildup of mineral deposits on the hair. Both require the use of a pre-basing step that is a petroleum-based product applied to the scalp as a barrier to prevent burning or irritation. Sodium hydroxide and calcium or potassium hydroxide relaxers have a very high pH, usually 11-12. Using relaxers with this high pH will relax the hair quickly, but it also has the potential to cause severe damage and possible breakage to the hair if over-processed or the application is overlapped.



## Framesi Straightening System

Sodium and calcium or potassium relaxers are permanent treatments. The product penetrates the cuticle, enters the cortex, breaks the disulfide bonds and straightens the hair. When the hydroxide is neutralized with a neutralizing shampoo, the hair's internal structure (sulfur bonds) does not reform. In fact, some of the cysteine (protein) chain is destroyed altogether, leaving the hair fiber in an extremely vulnerable state.

These permanent treatments are not reversible. They can only be grown out. Caution needs to be taken and it is often recommended not to perform additional chemical services.

**Ammonium Thioglycolate Products**  
Thio relaxers are based on the same chemistry on which permanent waves are based. This type of relaxer has a milder relaxing action on curly ethnic hair but works well on naturally textured Caucasian hair or when you want to remove less curl.

A thioglycolate system has a lower pH of 9.0 that is milder to the hair and scalp. A pre-basing step is not necessary. The product penetrates the cuticle, enters the cortex and breaks the sulfur bonds, thus straightening the hair. When the hair is neutralized, the sulfur bonds within the internal structure are reformed. The cysteine (protein) chain is left intact, leaving the hair in a new "relaxed" state. These treatments are reversible if desired and can accept additional chemical services.

**SPECIAL CAUTION:**

When relaxing a client's hair that has previously been relaxed with sodium or calcium hydroxide, extreme caution should be taken not to overlap.

**SODIUM OR CALCIUM HYDROXIDE PRODUCTS AND THIO-BASED PRODUCTS ARE NOT COMPATIBLE.**

To mix any hydroxide product with thioglycolate is absolutely not recommended.

The thio-based relaxer will process too fast on the previously weakened hair causing this area to become damaged before the regrowth is relaxed.

**Application and Processing Instructions**

Framesi Straightening System Strong	PERFECTLY STRAIGHT SILK	NATURALLY STRAIGHT SILK	SILK RELAX
Treatment Time	90 minutes	60 minutes	30 minutes
Application	Requires use of flat iron	Does not require use of flat iron	Quick treatment applied at the shampoo bowl
Treatment Duration	Permanent	Permanent	Temporary
Procedure	Hot	Cold	Cold

## Framesi Straightening System

### Perfectly Straight Silk Treatment Permanent Hot Straightening

First treatment is a complete application  
This treatment takes about 90 minutes  
(may take up to 2 hours depending on  
length/texture of hair).

#### A. Pre-treatment

- Avoid washing the hair before applying **Framesi Straightening System Strong**.
- If the hair has a lot of fixative product, or if the texture and condition of the hair is hard to determine, gently shampoo without excessively scrubbing the scalp.
- Before proceeding with straightening, dry the hair completely.
- If the hair is bleached or contains bleached highlights, do not use **Framesi Straightening System Strong**. The **Framesi Smoothing System** is recommended. See page 44.

#### B. Treatment

It is best to begin service on hair that is shampooed and dried naturally in order to properly assess the existing hair texture. If the hair is very wavy or frizzy, before starting the treatment, flat iron the midshaft of the hair using a few drops of the **Framesi Straightening System Protective Serum**.

1. Divide the hair into 5 quadrants, (nape to occipital, occipital to crown, 2 side flats, & top).
2. Wear disposable gloves and dispense **Framesi Straightening System Strong** cream into a plastic bowl and mix.
3. Begin application from the nape (usually the curliest and toughest area) staying  $\frac{1}{4}$  inch from the scalp.
4. If the hair is long or very thick, work with another stylist to ensure the same processing time all over the head and the best end results.
5. Apply **Framesi Straightening System Strong** with a brush. Let the product penetrate from root to ends without tangling.

6. Pull each section straight before moving to the next section. Proceed towards the top of the sections working with partings no more than  $\frac{1}{3}$  inch (1cm) in thickness.
7. **Processing time begins when you apply the cream to the first parting.**
8. You may have to shampoo the first sections applied (nape to occipital, and occipital to crown) before completing the **Framesi Straightening System Strong** cream application all over.
9. Processing time varies but should not exceed 20 minutes.
10. To check that the procedure has been completed, remove the cream from a small area or strand section. Gently push the hair towards the scalp. If the hair remains in a smooth state, processing is complete. If the hair tends to curl, prolong the processing time.

### Naturally Straight Silk Treatment Permanent Cold Straightening

Recommended Processing Times	
Hair Type	Framesi Straightening System Strong
Natural, no color (tone on tone)	15 - 20 minutes
MIXCOLOR, Eclectic	10 - 15 minutes
Tinted (15 - 20 volume)	7 - 10 minutes
Tinted (20 - 30 volume)	5 - 7 minutes
Highlift & Double-Processed (40 volume)	Not recommended

## Framesi Straightening System

11. Rinse with warm water and shampoo carefully with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO** removing all residue of cream.
12. Blot hair dry with a towel without tangling the hair. Apply a small amount of **Framesi Straightening System Protective Serum** to the hair before drying with a dryer.
13. When dry, flat iron hair section by section. Use a high quality flat iron at a temperature setting of 380° to 400°. Flat iron the hair in the direction it grows out of the head, taking 3 passes over each ¼ inch section until the hair is smooth and silky.
14. Apply **Framesi Straightening System Neutralizer** directly on the hair, starting from the base of each section and working from scalp to ends. Comb the hair carefully.
15. **Neutralize for 10 minutes.**
16. Rinse the neutralizer out for 5 minutes with lukewarm water.
17. Apply **FRAMESI COLOR LOVER MOISTURE RICH MASQUE**, leave in 3-5 minutes and proceed with a final rinse.
18. Towel blot the hair and apply the remainder of the **Framesi Straightening System Protective Serum** to the hair.
19. For the first styling after this service, it is advisable to style the hair straight using a blow dryer and applying **FRAMESI COLOR LOVER PRIMER 11 Intense** and **STOP FRIZZ** and **BY WIO STRAIT BALM** evenly through the hair.
20. Recommend **FRAMESI COLOR LOVER Smooth Shine Shampoo, Smooth Shine Conditioner** and **STOP FRIZZ** to keep hair silky, smooth and conditioned.

### AFTERCARE:

- In the first 48 hours after straightening:
1. No bobby pins, slides, pony tails or braids.
  2. No swimming in the sea or pool
  3. No bleaching or coloring with permanent haircolor (**FRAMCOLOR Eclectic Demi-Permanent Haircolor** or framesi **MIXCOLOR** can be used immediately after a **Framesi Straightening System Strong Treatment**.)

First treatment is a complete application This treatment takes approximately 60 minutes to complete (may take longer depending on length/texture of hair).

### A. Pre-Treatment

- Avoid washing the hair immediately prior to applying **Framesi Straightening System Strong**
- Shampoo hair prior to the treatment if the client has used a lot of fixatives.
- Avoid scalp manipulation if shampooing prior to the treatment.
- Dry completely prior to applying **Framesi Straightening System Strong** to the hair.

### B. Treatment

It is best to begin service on hair that is shampooed and dried naturally in order to properly assess the existing hair texture. If the hair is very wavy and frizzy before starting the treatment, flat iron the mid-shaft with a few drops of **Framesi Straightening System Strong Protective Serum**.

1. Divide the hair into 5 quadrants, (nape to occipital, occipital to crown, 2 side flats & top.)
2. Wear disposable gloves and dispense **Framesi Straightening System Strong** cream into a plastic bowl and mix.
3. Begin application from the nape (usually the curliest and toughest area) staying ¼ inch from the scalp.
4. Use a brush to make sure the product adheres to the strands. Let the product penetrate from root to ends without tangling. Proceed to the front making sure all of the hair is covered. Use sections no larger than 1/3 inch (1cm) in thickness. You may need to shampoo the first sections the **Framesi Straightening System Strong** cream was applied to before completing the application on all 5 sections.

---

## Framesi Straightening System

---

5. **Processing time begins when you apply the cream to the first parting.**
6. Processing times vary but should never exceed 20 minutes. Check the hair during the processing time. Recommended processing time is the same as the chart on page 64.
7. To check to processing time, remove cream from a subsection and push the hair towards the scalp. If it curls, process further; otherwise it is ready to be removed.
8. Rinse with lukewarm water and wash with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO**.
9. Towel blot and apply **Framesi Straightening System Neutralizer** to the hair. A small amount of **Protective Serum** can be applied to the hair and left on prior to the neutralizer.
10. **Process 10 minutes.**
11. Rinse carefully for 5 minutes with warm water.
12. Apply **FRAMESI COLOR LOVER MOISTURE RICH MASQUE** leave in 3-5 minutes and proceed with a final rinse.
13. For the first styling after this service, it is advisable to style the hair straight using a blow dryer and applying **FRAMESI COLOR LOVER PRIMER 11** and **STOP FRIZZ**, with **BY WIO STRAIT BALM**.
14. Recommend **FRAMESI COLOR LOVER Smooth Shine Shampoo, Smooth Shine Conditioner** and **STOP FRIZZ** to keep hair silky, smooth and conditioned.

**AFTERCARE:**

In the first 48 hours after straightening:

1. No bobby pins, slides, pony tails or braids.
2. No swimming in the sea or pool
3. No bleaching or coloring with permanent haircolor (**FRAMCOLOR Eclectic** Demi-Permanent Haircolor or **MIXCOLOR Crema** can be used immediately after a **Framesi Straightening System Strong** treatment).

### Silk Relax Treatment Temporary Cold Straightening

---

This treatment takes 30 minutes to complete.

1. Wash the hair with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO**.
2. Rinse well and remove the excess water by towel blotting the hair.
3. If the hair contains pre-lighted sections, pre-treat those sections with **FRAMESI COLOR LOVER PRIMER 11** and **FRAMESI COLOR LOVER MOISTURE RICH MASQUE**.
4. Wearing disposable gloves, pour 150g (whole tube) of **Framesi Straightening System Strong** straightening cream into a plastic bowl. Add 1 oz of **Framesi Straightening System Protective Serum** and mix well. Less product can be prepared for shorter hair.
5. Apply the mixture to the hair with your hands and a wide toothed comb at the shampoo bowl.
6. Comb very gently during the application and the processing time to avoid damaging the hair and removing the product. Keep the hair nice and straight and process for 3 to 5 minutes.
7. Remove the mixture, washing carefully with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO**. Towel blot the hair carefully not to tangle it.
8. Distribute **Framesi Straightening System Neutralizer** directly over the hair from roots to ends starting from the base of each section. Comb the hair carefully through this process to prevent the formation of unwanted waves.
9. Process neutralizer 5 minutes and rinse well for another 5 minutes.
10. Apply **FRAMESI COLOR LOVER MOISTURE RICH MASQUE** along with a couple drops of **Morphosis Sublimis Argan Oil** leave in 3-5 minutes and proceed with a final rinse.

## Framesi Straightening System

11. For the first styling after this service, it is advisable to style the hair straight using a blow dryer and applying **FRAMESI COLOR LOVER PRIMER 11 INTENSE, STOP FRIZZ** and **BY WIO STRAIT BALM** evenly through the hair.
12. Recommend **FRAMESI COLOR LOVER Smooth Shine Shampoo, Smooth Shine Conditioner** and **STOP FRIZZ** to keep hair silky, smooth and conditioned.

### AFTERCARE:

In the first 48 hours after straightening:

1. No bobby pins, slides, pony tails or braids.
2. No swimming in the sea or pool
3. No bleaching or coloring with permanent haircolor (**FRAMCOLOR Eclectic** Demi-Permanent Haircolor or **MIXCOLOR Crema** can be used immediately after a **Framesi Straightening System Strong** treatment).

### Regrowth and Partial Sections

1. If the hair is very wavy or frizzy before starting the service, flat iron the midshaft with a few drops of **Framesi Straightening System Protective Serum** on dry hair.

\*\*\* *In the case of re-growth in Naturally Straight Silk treatment, avoid using the flat iron with **Framesi Straightening System Protective Serum**.* \*\*\*

2. Divide the head into 5 quadrants, (nape to occipital, occipital to crown, 2 side flats, & top) and begin applying the cream from the base of each section, starting at the nape, staying at approximately ¼ inch from the scalp. Avoid touching the scalp.
3. If the condition allows it, pull the straightening cream through the mid-shaft and ends for the last 2-3 minutes of the processing time.
4. When the processing time is complete, rinse with warm water and shampoo with **FRAMESI COLOR LOVER MOISTURE RICH SHAMPOO**.

5. Apply a few drops of **Framesi Straightening System Protective Serum** and dry the hair.
6. For the *Naturally Straight Treatment*, towel blot and proceed to the neutralizer for 10 minutes.
7. For a touchup on *Permanent Hot Straightening*, dry the hair after applying **Framesi Straightening System Protective Serum** and flat iron.
8. Apply the **Framesi Straightening System Strong Cream Neutralizer** and process 10 minutes.
9. Rinse thoroughly for at least 5 minutes and apply **FRAMESI COLOR LOVER MOISTURE RICH MASQUE** along with a couple drops of **Morphosis Sublimis Argan Oil**, leave in 3-5 minutes and rinse.

### AFTERCARE:

In the first 48 hours after straightening:

1. No bobby pins, slides, pony tails or braids.
2. No swimming in the sea or pool
3. No bleaching or coloring with permanent haircolor (**FRAMCOLOR Eclectic** Demi-Permanent Haircolor or **MIXCOLOR Crema** can be used immediately after a **Framesi Straightening System Strong** treatment.)

## Framesi Straightening System

### Same-Day Relaxing and Color

**Framesi Straightening System Strong** is specially formulated to be compatible with all color services. For those clients needing a color refresher or wanting to enhance their natural color on the same day as the relaxer, framesi recommends **MIXCOLOR Crema**.

**MIXCOLOR Crema** is a unique tone-on-tone activator that transforms **Framcolor 2001** and **Framcolor FUTURA**<sup>®</sup> permanent haircolor into a brilliant, shiny tone-on-tone, deposit-only color. **MIXCOLOR Crema** contains five perfectly balanced, naturally derived plant proteins, combined with **Framcolor 2001** and **Framcolor FUTURA** vegetable coconut oil cream base allowing for superior shine and condition for superior tone-on-tone results. The low alkalinity of **MIXCOLOR Crema** is gentle enough for same day relaxer/color service.

**MIXCOLOR Crema** offers a complete color palette. Over 80 shades with **Framcolor 2001** and over 40 shades with **Framcolor FUTURA**, allow for unlimited creativity.

**MIXCOLOR Crema** is a 1:2 mix ratio with **Framcolor FUTURA**:  
30cc **Framcolor FUTURA** + 60cc **MIXCOLOR Crema**, but with same-day relaxing and coloring, the following formula is recommended.

30cc **Framcolor FUTURA**  
30cc **MIXCOLOR Crema**  
30cc of any framesi conditioner of your choice

### Formulation Steps

- 1. Determine Natural Level.**  
Choose same level of **Framcolor FUTURA** for optimum deposit or 1 level lighter than natural level for lighter results.
- 2. Determine Tonal Value.**  
Choose base of **Framcolor FUTURA** depending on tonal value clients desire (i.e. gold, red, or brown tones).

Natural (N), Intense Natural (NN) or Xtra Natural (XN) Series are recommended when formulating on gray hair. Client's natural color will not contribute warmth. If warmth is desired in the final result, it must be added to the formula.

**Example: Desired color is a golden level 6 brown with gray coverage.**

15cc 6DS + 15cc 6N **Framcolor FUTURA** or  
30cc 6XN  
30cc **MIXCOLOR Crema**  
30cc of any framesi conditioner of your choice

Mix thoroughly. Apply formula from root to end. Process at room temperature for 15-20 minutes.

### Application and Processing Times

When working with deposit-only colors, porosity becomes a factor. Strand test during processing! To help control the deposit on highly porous ends, spray **FRAMESI COLOR LOVER PRIMER II** before pulling color through ends. framesi does not recommend the use of heat during processing.

► framesi's **Framcolor Eclectic** is also an excellent color service immediately following a chemical relaxer. The *Capsulate Complex* forms a protective and nourishing layer on the hair while coloring, leaving the hair with incredible shine and condition (see page 60.)

## Framesi Smoothing System

### framesi Smoothing System

The **Framesi Smoothing System** is ideal for anyone who has frizzy, highly textured, dry, or damaged hair. The **Framesi Smoothing System** is great for clients transitioning from relaxers. It is also ideal for color treated hair that needs extra care and nourishment. With proper consultation and careful application, everyone could benefit from the **Framesi Smoothing System**.

Use **Framesi Smoothing System** for a treatment that uses the protective and reparative properties of **KERASEA COMPLEX**, an innovative pool of powerful ingredients that fights frizz, nourishes and conditioned, and protects hair from humidity and other external agents with no formaldehyde added.\*

### PROGRESSIVELY SMOOTH TAKE HOME SMOOTHING



- Penetrates deep into hair to smooth & transform hair from the inside, unlike all other smoothing/anti-frizz products
- Has a progressive effect. The more the product is used, the smoother & less frizzy the hair becomes
- Can use with a flat iron, but not required
- Offers powerful hair protection & repair
- Protects against humidity & the environment
- Works on all hair types



Featuring reparative and sealing ingredients including:

**NORI SEAWEED** - repairs, restores strength and moisture, eliminates frizz.

**HYDROLYZED KERATIN** - the protein that makes up the majority of the hair is consumed by repeated chemical treatments, washing, exposure to sun, and polluting agents.

**CATIONIC POLYMER** - the protein that makes up the majority of the hair is consumed by repeated chemical treatments, washing, exposure to sun, and polluting agents.

**AMLA OIL** - Obtained from an Indian plant with multiple cosmetic properties, AmLa oil is a powerful conditioner for the hair and scalp. Rich in low molecular weight tannins, flavonoids, polyphenols, and vitamin E, AmLa oil gives hair shiny, silky softness, and eliminates frizz.

## Framesi Smoothing System

Using Framesi Smoothing System  
on Caucasian/ Asian hair

### Step 1 - Shampoo and spread product on wet hair

- Shampoo hair using **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO**.
- Spread 10/15 mL ( $\frac{1}{3}$  -  $\frac{1}{2}$  oz.) of the product on wet hair.
- Rinse well and repeat application if needed. Proceed to Step 2.

### Step 2 - Massage and comb product into hair, rinse, and blow dry

- Spray hair with **Framesi Smoothing System UNTWIST** or **FRAMESI COLOR LOVER PRIMER 11 INTENSE** on towel blotted hair at the shampoo bowl.
- Massage and comb product into hair for at least 2 minutes until hair is soft and hydrated.
- Rinse and towel-dry hair
- Blow dry hair up to 50% and proceed to Step 3.

### Step 3 - Apply Smoothing System Fluid and process at room temperature. Blow dry and flat iron hair, then rinse

- Divide the hair into 5 sections, (nape to occipital, occipital to crown, 2 side flats, & top.)
- Starting from the nape, lightly apply **Framesi Smoothing System Fluid** with brush, applying directly to the root and not the scalp, while being sure not to oversaturate. Comb the hair carefully to spread the product evenly. Spread the correct product quantity based on hair type.

MEASURING CHART

Hair Length	Approximate Amount for Entire Head
Short (chin or above)	20 mL (2/3 oz.)
Medium (at shoulders)	30 mL (1 oz.)
Long (below shoulders)	45 mL (1.5 oz.)

**Note:** This is a guideline only. Amount of product needed can vary based on density of hair. A little product goes a long way!

- **DO NOT OVERSATURATE HAIR -** If too much product is applied, pull down the next section of hair and comb through. Repeat until fluid residue is no longer visible.
- Comb carefully to spread the product uniformly and help the active ingredients penetrate the hair.
- Process 20 minutes at room temperature.
- Without rinsing, proceed to drying and flat ironing the hair.
- Blow dry the hair as straight and smooth as possible using a round, vent, or paddle brush until the hair is completely dry. Use tension to ensure that the hair is as straight as possible. When blow drying, it is recommended to keep the blow dryer at least 2 inches away from the hair.
- Flat iron the entire head to seal the smoothing solution into the hair. Starting from the nape, divide hair into thin partings  $\frac{1}{4}$  -  $\frac{1}{2}$ " thick, and pass the flat iron over each section from root to end, using the same tension down the hair shaft.

**See recommended guideline chart on the next page for flat iron temperature setting and number of passes.**

**Note:** Some steam is normal during flat ironing. If there is excess steam, the hair has been oversaturated with the Smoothing FLUID, or is not 100% dry.



## Framesi Smoothing System

**Note:** This is a guideline only. More or less passes can be made based on condition of hair. **The Framesi Smoothing Treatment** can be customized to fit your client's desires. For more curl reduction, part hair in thinner partings.

CAUCASIAN/ ASIAN HAIR NUMBER OF FLAT IRON PASSES (RECOMMENDED GUIDELINE)					
	Subsection Thickness (partings)	Virgin Hair	Temperature	Color Treated/High Lift/ Bleached/Previously Relaxed Hair	Temperature
Frizz Reduction All Hair Types	½"	4-5 passes	380°F	3-4 passes	350°F
Type 2A-2C	¼ - ½"	8-10 passes	390-450°F	6-8 passes	350-375°F
Type 3A-3B	¼"	10-12 passes	450°F	8-10 passes	375-400°F

**Note:** Each pass should be slow and controlled, with Strong tension on the hair. The proper number of passes will leave the hair feeling smooth and not sticky.

- After desired flat iron passes are completed, rinse hair carefully with lukewarm water for 2 minutes - *do not shampoo*.

**Proceed to Step 4 unless color needs to be refreshed.**

- If color needs to be refreshed, towel dry the hair and choose the appropriate **Framcolor Eclectic** Demi-Permanent shade with developer and process 10-20 minutes. When finished, shampoo hair with **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO**.

### Step 4 - Towel dry hair, and apply conditioner. Rinse well and style.

- Apply 15-20 mL (½ - ½ oz.) **Framesi Smoothing System Conditioner** or **FRAMESI COLOR LOVER SMOOTH SHINE CONDITIONER** to towel-dried hair.
- Massage and comb product into hair and process for 5 minutes.
- Rinse well and proceed with styling using **FRAMESI COLOR LOVER STOP FRIZZ** and **BY WIO Strait Balm**.

### Step 5 - Maintain results with Progressively Smooth Take Home Smoothing

After performing each **Framesi Smoothing System Professional Smoothing Treatment**, a client should receive a customized Maintenance and Styling Product Prescription. This prescription will help your clients achieve the longest lasting smoothing results possible. It is important for you to explain the benefits of using each product and to instruct your clients on how to use each product properly.

## Framesi Smoothing System

Using Framesi Smoothing System on Latino/ African American hair

### Step 1 - Shampoo and spread product on wet hair

- Shampoo hair using **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO**.
- Spread 10/15 mL ( $\frac{1}{3}$  -  $\frac{1}{2}$  oz.) of the product on wet hair.
- Rinse well and repeat application if needed. Proceed to Step 2

### Step 2 - Massage and comb product into hair, rinse, and blow dry

- Spray hair with **Framesi Smoothing System UNTWIST** or **FRAMESI COLOR LOVER PRIMER 11 INTENSE** on towel blotted hair at the shampoo bowl.
- Massage and comb product into hair for at least 2 minutes until hair is soft and hydrated.
- Rinse and towel-dry hair and proceed to Step 3.

### Step 3 - Apply Smoothing System Fluid and process at room temperature. Blow dry and flat iron hair, then rinse

- Divide the hair into 5 sections, (nape to occipital, occipital to crown, 2 side flats, & top.)
- Starting from the nape, lightly apply **Framesi Smoothing System Fluid** with brush, applying directly to the root and not the scalp, while being sure not to oversaturate. Comb the hair carefully to spread the product evenly. Spread the correct product quantity based on hair type.

MEASURING CHART

Hair Length	Approximate Amount for Entire Head
Short (chin or above)	20 mL (2/3 oz.)
Medium (at shoulders)	30 mL (1 oz.)
Long (below shoulders)	45 mL (1.5 oz.)

**Note:** This is a guideline only. Amount of product needed can vary based on density of hair. A little product goes a long way!

#### • DO NOT OVERSATURATE HAIR -

- If too much product is applied, pull down the next section of hair and comb through. Repeat until fluid residue is no longer visible.
- Comb carefully to spread the product uniformly and help the active ingredients penetrate the hair.
- Process 30-50 minutes at room temperature, covering with a plastic cap.
- Without rinsing, proceed to drying and flat ironing the hair.
- Blow dry the hair as straight and smooth as possible using a round, vent, or paddle brush until the hair is completely dry. Use tension to ensure that the hair is as straight as possible. When blow drying, it is recommended to keep the blow dryer at least 2 inches away from the hair.
- Flat iron the entire head to seal the smoothing solution into the hair. Starting from the nape, divide hair into thin partings  $\frac{1}{4}$  -  $\frac{1}{2}$ " thick, and pass the flat iron over each section from root to end, using the same tension down the hair shaft.

**See recommended guideline chart on the next page for flat iron temperature setting and number of passes.**

**Note:** Some steam is normal during flat ironing. If there is excess steam, the hair has been oversaturated with the Smoothing FLUID, or is not 100% dry.

# Framesi Smoothing System

**Note:** This is a guideline only. More or less passes can be made based on condition of hair. **The Framesi Smoothing Treatment** can be customized to fit your client's desires. For more curl reduction, part hair in thinner partings.

LATINO/ AFRICAN AMERICAN HAIR NUMBER OF FLAT IRON PASSES (RECOMMENDED GUIDELINE)					
	Subsection Thickness (partings)	Virgin Hair	Temperature	Color Treated/High Lift Blondes/Bleached/ Previously Relaxed Hair	Temperature
Type 2A-2C	½"	8-10 passes	390-450°F	6-8 passes	350-375°F
Type 3A-3B	¼"	10-12 passes	450°F	8-10 passes	375-400°F
Type 3C-4C	¼"	12-15 passes	450°F	10-12 passes	375-400°F

**Note:** Some steam is normal during flat ironing. If there is excess steam, the hair has been oversaturated with the Smoothing FLUID, or is not 100% dry.

**Note:** Each pass should be slow and controlled, with Strong tension on the hair. The proper number of passes will leave the hair feeling smooth and not sticky.

- After desired flat iron passes are completed, rinse hair carefully with lukewarm water for 2 minutes - do not shampoo.

**Proceed to Step 4 unless color needs to be refreshed.**

- If color needs to be refreshed, towel dry the hair and choose the appropriate **Framcolor Eclectic** Demi-Permanent shade with developer and process 10-20 minutes. When finished, shampoo hair with **Framesi Smoothing System Shampoo** or **FRAMESI COLOR LOVER SMOOTH SHINE SHAMPOO.**

**Step 4 - Towel dry hair, and apply conditioner. Rinse well and style.**

- Apply 15-20 mL (½ - ½ oz.) **Framesi Smoothing System Conditioner** or **FRAMESI COLOR LOVER SMOOTH SHINE CONDITIONER** to towel-dried hair.
- Massage and comb product into hair and process for 5 minutes.
- Rinse well and proceed with styling using **FRAMESI COLOR LOVER STOP FRIZZ** and **BY WIO Strait Balm.**

**Step 5 - Maintain results with Progressively Smooth Take Home Smoothing**

After performing each **Framesi Smoothing System Professional Smoothing Treatment**, a client should receive a customized Maintenance and Styling Product Prescription. This prescription will help your clients achieve the longest lasting smoothing results possible. It is important for you to explain the benefits of using each product and to instruct your clients on how to use each product properly.



©2020 framesi North America  
17 Avenue A  
Leetsdale, PA 15056

**framesi Technical Assistance**  
**1.800.245.6323**  
framesiprofessional.com

019269-000 · Rev. 09.28.2020