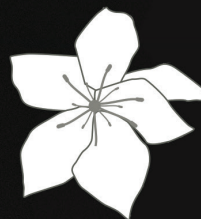


TECHNICAL MANUAL



FRAMCOLOR
Eclectic
CARE

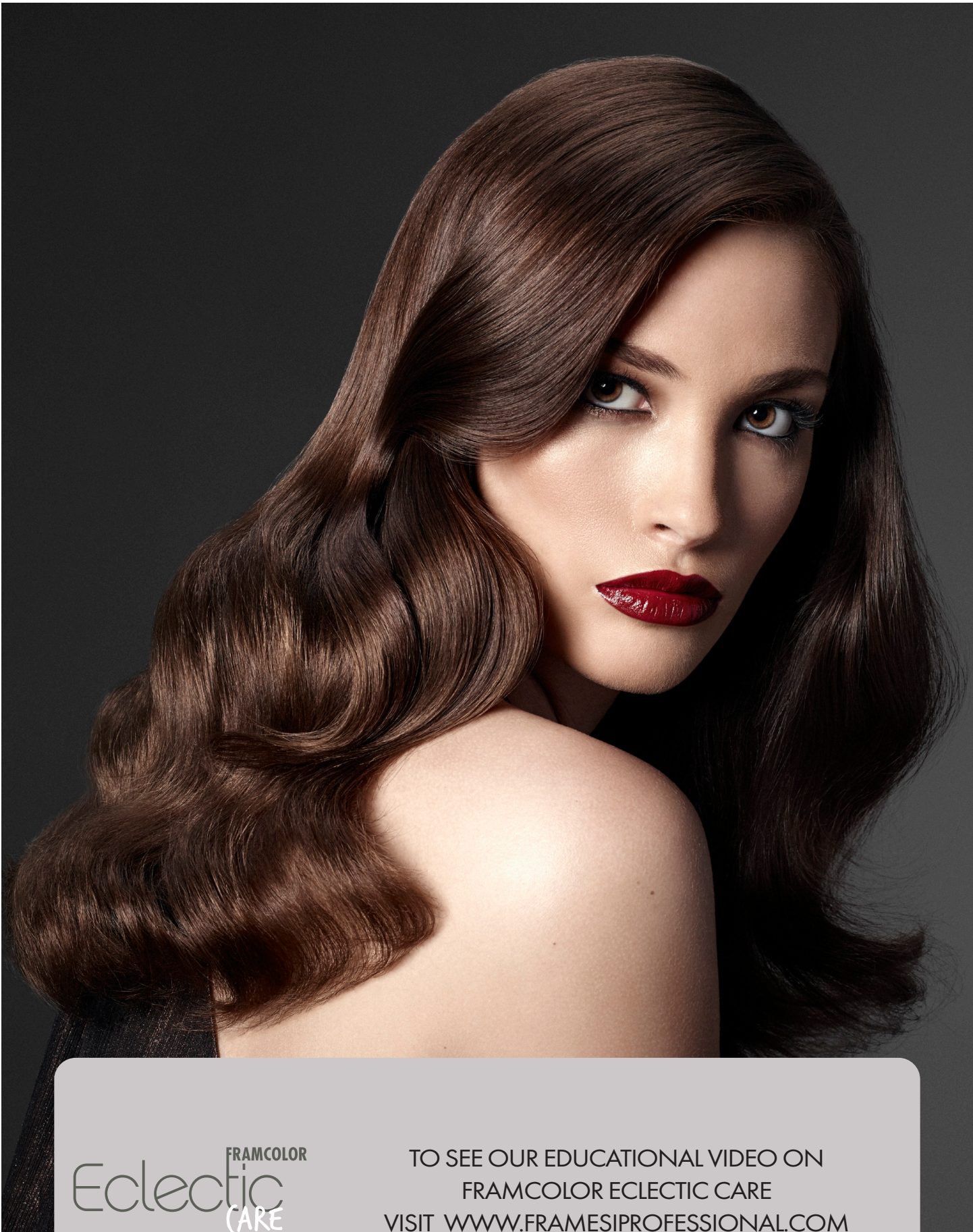
AMMONIA-FREE
Permanent Haircolor



FRAMCOLOR
Eclectic

AMMONIA-FREE
Demi-permanent Haircolor





FRAMCOLOR
Eclectic
CARE

TO SEE OUR EDUCATIONAL VIDEO ON
FRAMCOLOR ECLECTIC CARE
VISIT WWW.FRAMESIPROFESSIONAL.COM

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FRAMCOLOR
Eclectic
CARE



Questions? Call our toll-free Technical Assistance at 1.800.245.6323 or visit www.framesiprofessional.com.

RETHINK.
RE-IMAGINE.

THE EVOLUTION OF AMMONIA-FREE PERMANENT HAIRCOLOR

UNPARALLELED
COVERAGE



UNPARALLELED
SHINE



UNPARALLELED
PERFORMANCE



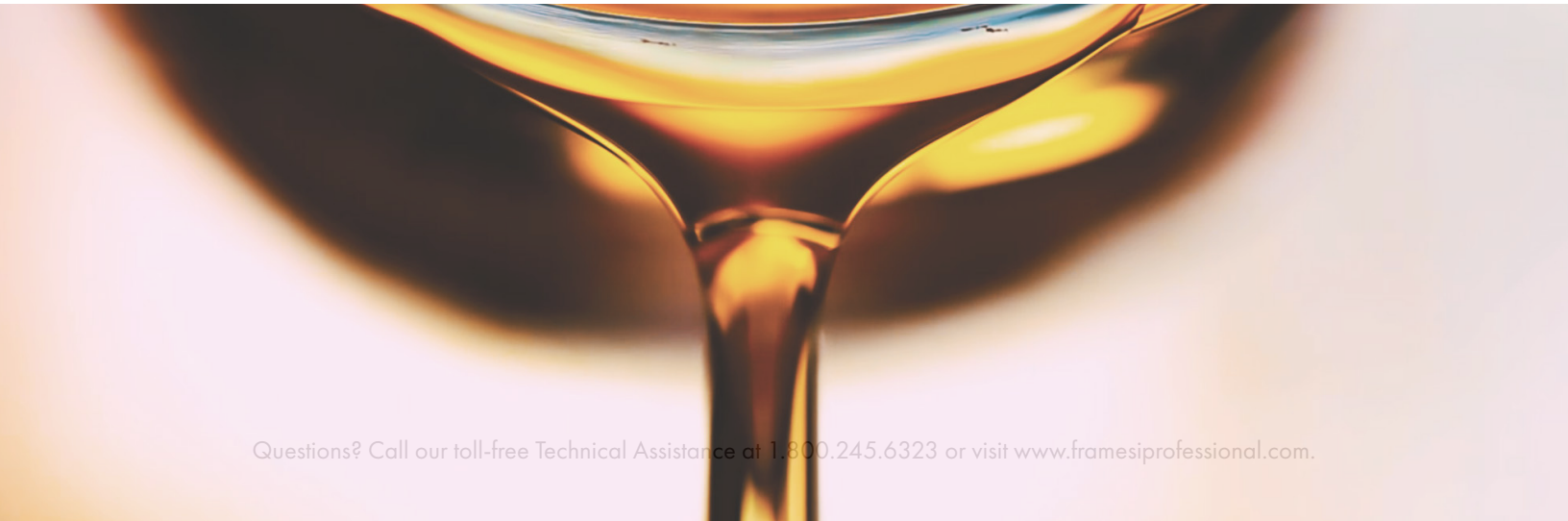
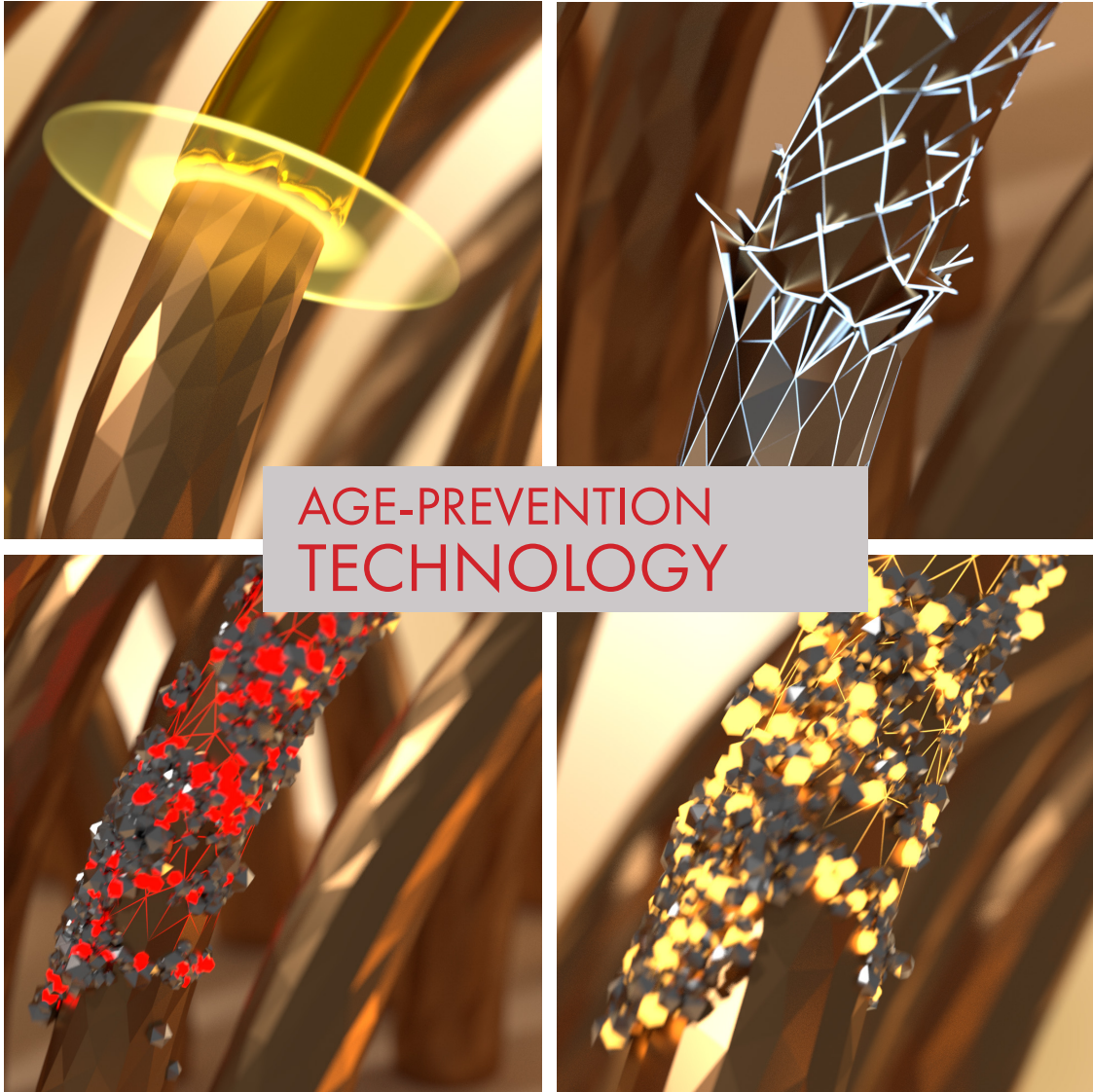
WHY USE FRAMCOLOR ECLECTIC CARE?

- 100% GRAY COVERAGE FROM EVERY
SHADE

- LONGEST LASTING AMMONIA-FREE
PERMANENT HAIR COLOR IN THE
INDUSTRY

- UP TO 3 LEVELS OF LIFT WITH NO
BUILD UP

- VEGAN, GLUTEN FREE, SULFATE FREE



AGE-PREVENTION TECHNOLOGY

INTENSE COLOR WITH INTENSE PROTECTION

RESEARCH

Genetic susceptibility, lifestyle, and environmental factors cause hair to age early. The exclusive AGE-PREVENTION TECHNOLOGY is an integrated system of rich ingredients that penetrate the hair fiber to repair and form a protective, anti-aging shield around the hair.

THE SOLUTION

Oil of Nigella Sativa (Black Seed Oil), an ancient tradition in the Mediterranean basin and in Arab countries, is associated with a mixture of anti-aging vitamins (E-H-B5-Inositol) specifically for hair. Hydrolyzed keratin, rich in amino acids present in hair, completes the formula with a repairing effect on the shaft. The result: a marvelous color and hair that is shiny and healthy.



Features & Benefits

Features	Benefits
Age-Prevention Technology Exclusive integrated system of encapsulated active substances that have a visible anti-age effect on the hair	<ul style="list-style-type: none"> ◇ Prevent and fight the action of free radicals and damage to the hair ◇ Protects hair during color process and prevents anti-aging and color fadeage from the environment ◇ Result in healthier hair with condition and shine
Age Prevention Capsulate Complex	<ul style="list-style-type: none"> ◇ Captures active ingredients for a more efficient and effective delivery
<i>Age-Prevention Capsulate Complex Ingredients:</i>	
◇ Oil of Nigella Sativa	◇ Natural oil rich in potent nutrients, essential fatty acids, vitamins, minerals and amino acids
◇ Vitamin E & C	◇ Powerful antioxidants
◇ Vitamin H (Biotin)	◇ Conditioning nutrient for healthy hair
◇ Inositol	◇ Promotes healthy hair growth
100% gray coverage with all shades	<ul style="list-style-type: none"> ◇ Ready to use haircolor that ensures perfect coverage ◇ No intermixing required
NO Ammonia	<ul style="list-style-type: none"> ◇ No odor ◇ Ultimate client comfort
True to level, natural tones with reflective finish	<ul style="list-style-type: none"> ◇ Uniform results from roots to ends, with no build-up ◇ Superior shine and condition
Soft, cream conditioning base	<ul style="list-style-type: none"> ◇ Quick and easy to mix ◇ Easy spreadability during application ◇ Soft, silky hair immediately after color application
1:2 mix ratio (1 part color: 2 parts activator)	<ul style="list-style-type: none"> ◇ Economical ◇ 2 applications per tube

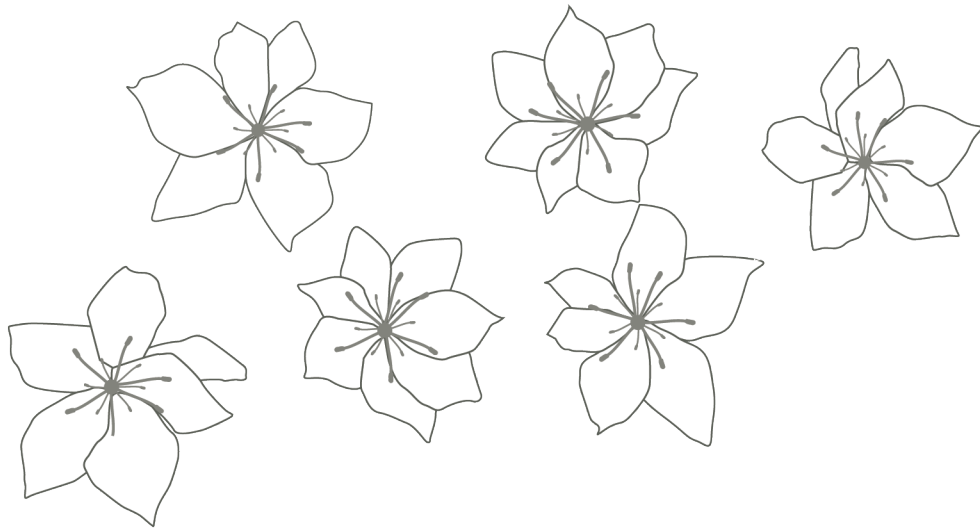
Vegan, Gluten Free, Sulfate Free

Questions? Call our toll-free Technical Assistance at 1.800.245.6323 or visit www.framesiprofessional.com.

FRAMCOLOR Eclectic CARE

The simple formulating system you will learn in the manual will inspire you to reach new levels of artistry and creativity.

In its simplicity we offer you the most predictable, ammonia-free permanent color system that offers unparalleled coverage, unparalleled shine and unparalleled performance.



The Client Consultation

The Importance of a Client Consultation

In today's market, professional stylists deal with some major competition – not from neighboring salons, but rather from neighboring drugstores and supermarkets. With a barrage of user-friendly hair color products and simple, foolproof instructions, it is now easier than ever for your clients to walk into these stores and find everything they need to color their own hair.

Thanks to this accessibility and the billion dollar marketing budgets behind these products, the perception among many is that they can do just as good a job at home. **That is why it is now more important than ever to highlight the personalized service that only you can provide.** Through a client consultation, you use your professional training and skill to recommend the right color tone and level – something the friendly clerk at the supermarket simply cannot do.

The client consultation is an important first step with every service, whether you're working with a first-time client or with a faithful client who has been with you for years. As a trained professional, you probably have mastered your own techniques for conducting a consultation. The following are just a few suggestions from framesi.

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.*

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. Listening is one of the toughest steps for us, because we are so eager to share our knowledge, but it is so important.

The Client Consultation

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!

The 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**

Basic Color Theory

All color is based on the Universal Law of Color.

The Universal Law of Color states that every color you can imagine can be created by mixing any of the three primary colors: Red, Yellow & Blue. Mixing color and achieving desired results requires a basic understanding of the Universal Law of Color.

Haircolor may be warm or cool, based on the amount of Red, Yellow or Blue contained in each color.

When you combine primary colors (Red, Yellow & Blue), you create secondary colors (Orange, Green & Violet).

When you combine a primary color with a secondary color, you create tertiary colors (Red-Orange, Red-Violet, Yellow-Orange, Yellow-Green, Blue-Violet & Blue-Green).

Primary Colors

Red
Yellow
Blue

Secondary Colors

Orange
Green
Violet

Tertiary Colors

Red-Orange
Red-Violet
Yellow-Orange
Yellow-Green
Blue-Violet
Blue-Green

European + International Number System

The number before the "." refers to the level of the color.

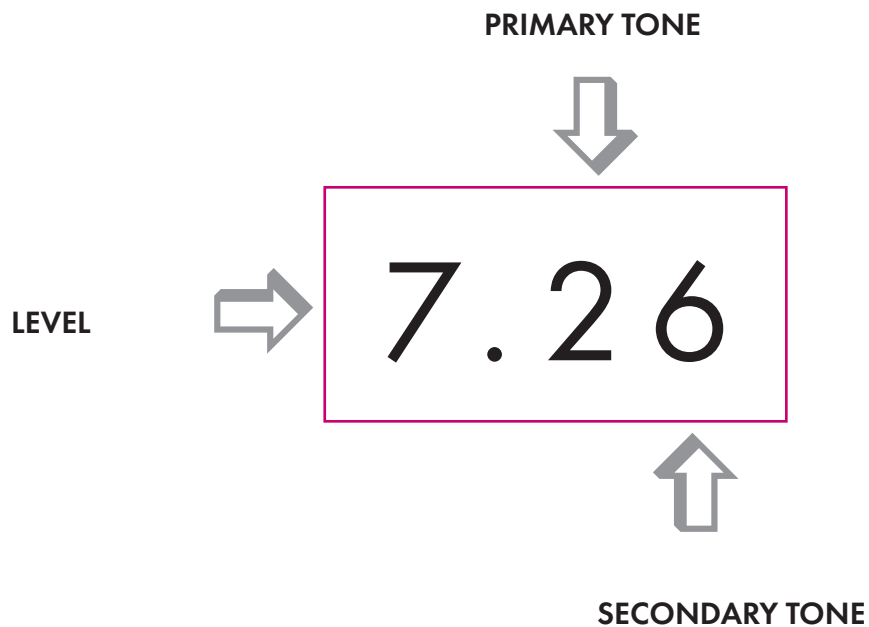
Example: **7**.26 = Level **7**. Blue-Violet

The first number following the "." designates the primary tone of the color.

Example: 7.**2**6 = **Blue**-Violet (see pg.19)

The second number following the "." designates the secondary tone of the color.

Example: 7.2**6** = Blue-**Violet** (see pg.19)



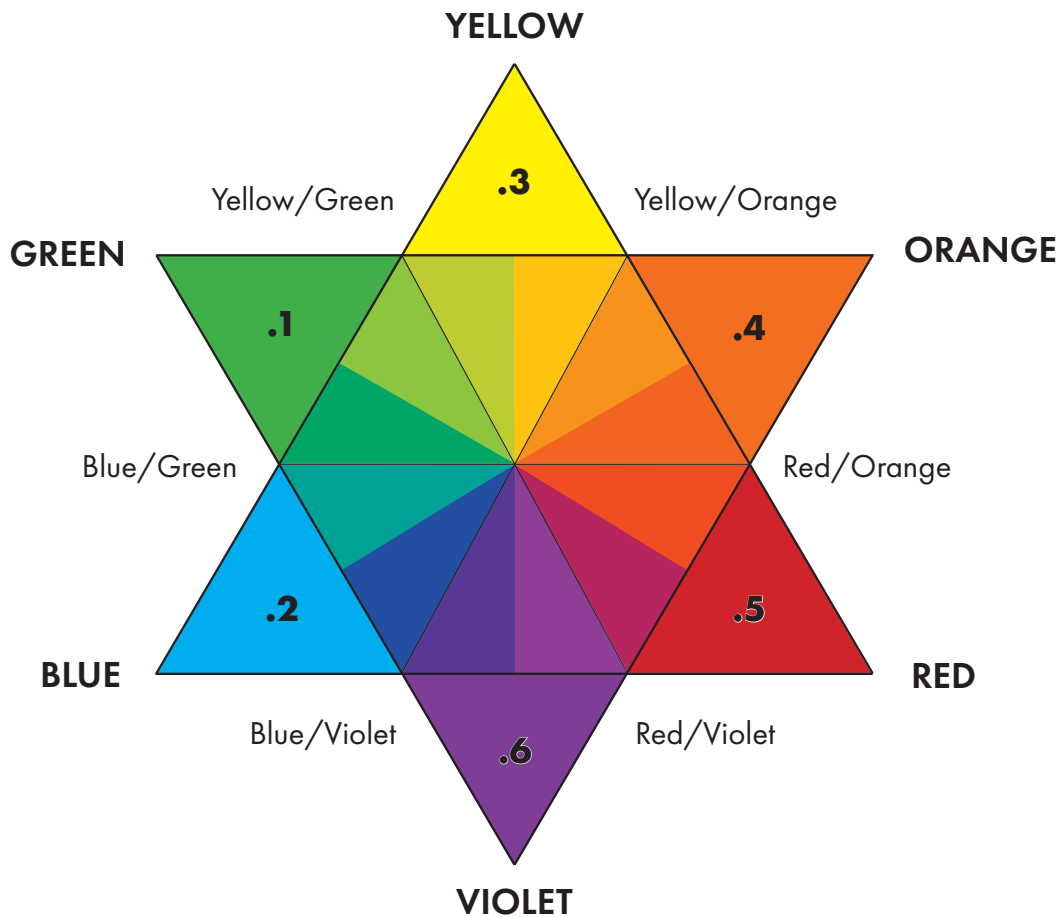
Level 7, Blue-Violet

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 secondary and tertiary colors between them.

Colors directly across the wheel from each other are complimentary colors (opposites). Notice that the complimentary color of a primary color is always a secondary color. Mixing a color with its opposite always results in "browning out." By mixing a primary with a complimentary secondary color, you are really mixing all three primary colors.

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 remaining color, choose a color from across the color wheel.



Steps to Successful Color Formulation

- 1) Determine the Natural Level**
- 2) Determine the Level of the Desired Haircolor**
- 3) Determine the Tonal Value of the Desired Level**
- 4) Determine the Correct Developer / Activator**

Step 1: *Determine the Natural Level*

The Natural Series on the Framcolor Eclectic CARE swatch chart will assist you in determining the client's natural level. Simply match the correct color swatch with the 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 level is the determination of how light or how dark the natural hair is.
It does not determine the tone.

Tone reflects the warmth or coolness of the end result.

Step 2: *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.

During this phase you choose the level of your client's desired hair color.

Before you can proceed to step 3, you need to understand remaining color, color theory, and the lifting process.

Steps to Successful Color Formulation

Remaining Color and Lifting:

Most haircoloring involves lightening or lifting from a darker level to a lighter level. The degree of lift is determined by the strength of the framesi activator 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. For each level of lift that color is always the same. Because there is always some color remaining in the hair after lifting when you apply the new color, you're actually combining two colors.

Remaining Color Chart

Levels	framesi Levels	Remaining Color
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

Steps to Successful Color Formulation

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 framesi color bases with the remaining color at the desired level.

Note: when lifting color, there will always be warm tones remaining, never cool tones.

Step 3: *Determine the Tonal Value of the Desired Level* (warm or cool)

True success in 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) contains all three primary colors – red, blue and yellow. When hair is lightened, the warmer red and yellow tones are exposed. This occurs because the 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.**

Numbering System

- . = Natural
- .1 = Green (Ash)
- .2 = Blue (Ash)
- .3 = Yellow (Gold)
- .4 = Orange (Copper)
- .5 = Red
- .6 = Violet

Series / Bases

Series	Reflex (Tone)	Base	Suggested Uses
Naturals	—	Blue-Red-Yellow	<ul style="list-style-type: none"> ◇ Can be used alone for 100% gray coverage ◇ Create neutral, full-bodied browns and blondes
Coffee	.25	Blue-Red	<ul style="list-style-type: none"> ◇ Can be used alone for 100% gray coverage ◇ Create cool, rich coffee browns
Cool Browns	.12 .26	Green-Blue Blue-Violet	<ul style="list-style-type: none"> ◇ Can be used alone for 100% gray coverage ◇ Create cool, natural ashes while controlling unwanted warmth
Ash	.1	Green	<ul style="list-style-type: none"> ◇ Create most controlled cool blonde shades ◇ Must be mixed with Naturals for gray coverage
Cool Beige	.262	Blue Violet Blue	<ul style="list-style-type: none"> ◇ Can be used alone for 100% gray coverage ◇ Create cool beige blondes ◇ Excellent for low-lighting and toning highlights
Warm Beige	.363	Yellow Violet Yellow	<ul style="list-style-type: none"> ◇ Can be used alone for 100% gray coverage ◇ Create beautiful, warm beige blondes ◇ Excellent for low-lighting and toning highlights
Gold	.3	Yellow	<ul style="list-style-type: none"> ◇ Can be used alone for 100% gray coverage ◇ Natural, soft, golden tones
Orange	.4	Orange	<ul style="list-style-type: none"> ◇ Can be used alone for 100% gray coverage ◇ Bright orange tones ◇ Can be mixed with other series to reduce intensity
Red	.5	Red	<ul style="list-style-type: none"> ◇ Can be used alone for 100% gray coverage ◇ Intense red tones ◇ Can be mixed with other series to reduce intensity
Violet	.26 .6	Blue-Violet Violet	<ul style="list-style-type: none"> ◇ Can be used alone for 100% gray coverage ◇ Intense violet tones ◇ Can be mixed with other series to reduce intensity
Pearl Toner	.16 .61	Green-Violet Violet-Green	<ul style="list-style-type: none"> ◇ Perfect for toning highlights and creating beautiful pearl-blondes ◇ Controls unwanted warmth when lifting

Steps to Successful Color Formulation

Step 4: Determine the Correct Activator/Developer

Desired End Result	Volume of Developer	Processing Time
Tone on Tone or 1 level of lift	20 Volume	35 minutes
2 levels of lift	30 Volume	35 minutes
3 levels of lift	40 Volume	35 - 45 minutes
Refreshing Faded Ends / Going Darker	20 Volume or 15 Volume	20 minutes
Toning Pre-Lightened hair	15 Volume	5 - 10 minutes

Example 1:

Natural level: 5 with 50% gray
 Desired level: 7 (remaining color is Orange see page 18)
 Levels of lift: 2 levels
 Desired tone: Cool, very little warmth
 Activator: 30 volume
 Formula: Framcolor Eclectic CARE 7.26

Example 2:

Natural level: 6 with 75% gray
 Desired level: 5
 Levels of lift: 1 level darker
 Desired tone: Rich Coffee Brown
 Activator: 15 volume
 Formula : Framcolor Eclectic CARE 5.25

FRAMESI PROFESSIONAL ACTIVATORS



Cream/Liquid Cream Gel

- Enhanced color adherence for long-lasting, even color deposit
- Rich consistency for a smooth application
- Leaves hair with superior condition

Vegetable Coconut Oil Cream Base -

Coconut oil is superior to all vegetable oils in penetrating the hair fiber to minimize protein loss during a chemical service

- Saturates the hair and scalp in moisture and reduces scalp sensitivity
- Superior condition
- Resilience/shine
- Less damage (even after repeated chemical services)

Peroxide stabilizer

- Longer lasting shelf life and less waste

1 : 1 mix ratio; 1 : 2 mix ratio for 12 Series

10 volume (3%)	<ul style="list-style-type: none"> • Toning pre-lightened hair
20 volume (6%)	<ul style="list-style-type: none"> • 100% gray coverage • darkening • level on level • 1 level of lift
30 volume (9%)	<ul style="list-style-type: none"> • 100% gray coverage • 2 levels of lift
40 volume (12%)	<ul style="list-style-type: none"> • 100% gray coverage • 3 - 4 levels of lift • up to 5 levels of lift with 12 series

Performing a Patch Test

Patch test procedures:

1. The hair color contained in the package must never be used for coloring the hair unless a preliminary patch test has been made. The patch test must be performed each time before the hair is to be colored, regardless of whether a patch test has been performed previously.
2. The color used for the preliminary patch test must be a portion of the article intended to be used for coloring the hair.
3. The sample of color to be used for the preliminary patch test should be mixed and prepared in exactly the same manner and according to the directions applicable to the use of the hair color itself.
4. By means of a suitable applicator (cotton-tipped applicator or other applicator) a streak of color 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 color 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, eyeglasses 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 patch test during the first 24-48 hours, the individual is sensitive to the color, and under no circumstances should it be used for coloring the hair. Hair colors should not be used when there is any disease or eruption present anywhere on the skin or scalp.

DO NOT USE Framcolor Eclectic and Framcolor Eclectic CARE ON EYELASHES, EYEBROWS, BEARDS OR FACIAL HAIR.

Mixing a Patch Test

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

Note: 5cc (1/6 oz.) of cream color equals 4 ribbon inches (10.16 ribbon cm) across the bottom of a **framesi** bowl.

Mixing Instructions:

- 5cc (1/6 oz.) Framcolor Eclectic or Eclectic CARE Color
- 10cc (1/3 oz.) 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 (see pg.23)

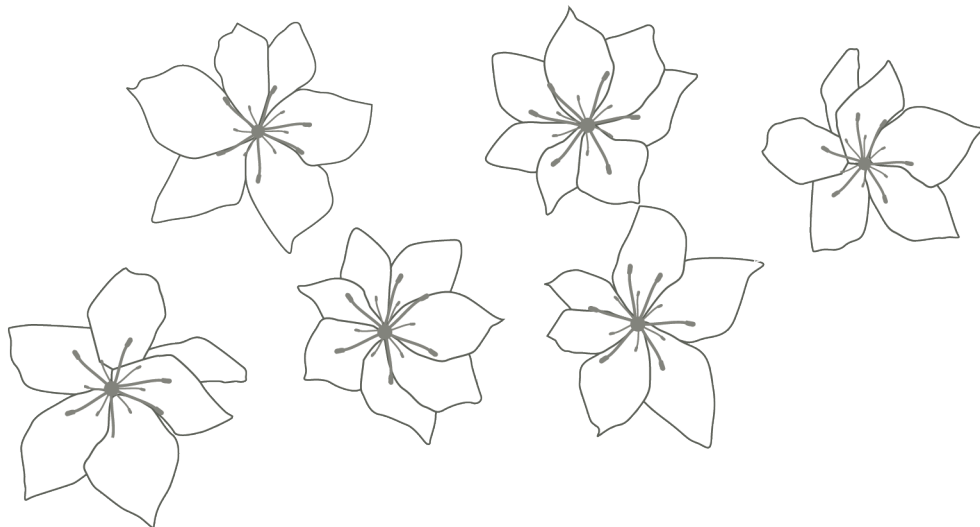
Application Instructions

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.



Mixing, Measuring, & Application

Framcolor Eclectic CARE is measured using the universal metric system, based on units of 10 called "cc's."

Each tube of Framcolor Eclectic CARE is clearly marked in six 10cc increments, for ultimate ease in measuring.



for Bowl and Brush:

1. Squeeze 30cc (1 oz.) of Framcolor Eclectic CARE cream into bowl.
Use the lines on the tube for accurate measuring.
2. Using a beaker, measure 60cc (2 oz.) of one of the following framesi activators:
 - Framesi Professional Activator
 - Ossidorr
3. Pour activator into bowl.
4. Mix with brush.

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. The color should be gently applied to the hair, taking very thin partings. 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.

Mixing, Measuring & 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.

Virgin Application Going Lighter (Standard Method)

1. Perform a patch test (see pg. 23)
2. Section hair into four quadrants.
3. Using $\frac{1}{4}$ " (.64 cm) partings, apply the color $\frac{1}{2}$ " (1.27 cm) 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.
4. Process half the amount of the total processing time. Framesi does not recommend the use of heat for processing.
5. Using $\frac{1}{4}$ " (.64 cm) partings, apply color to scalp area.
6. Process for the full amount of time.
7. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
8. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
9. Apply framesi framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.
10. Rinse hair and style with your favorite framesi styling product.

Virgin Application Going Lighter (Alternate Method)

1. Perform a patch test (see pg. 23)
2. Section the hair into four quarters.
3. Using $\frac{1}{4}$ " (.64 cm) partings, apply the product $\frac{1}{2}$ " (1.27 cm) 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 activator 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 activator and apply (using $\frac{1}{4}$ " (.64 cm partings) immediately to scalp area.
5. Process for the full amount of time. framesi does not recommend the use of heat for processing.

Mixing, Measuring & Application

6. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
8. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Virgin Application Going Darker

1. Perform a patch test (see pg. 23)
2. Section the hair into four quadrants.
3. Apply the color to the section parts for control.
4. Using ¼" (.64 cm) partings, apply the color to the scalp area, then immediately work through entire hair.
5. Process for the required amount of time. Framesi does not recommend the use of heat for processing.
6. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
8. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Retouch Application

1. Perform a patch test (see pg. 23)
2. Section the hair into four quadrants.
3. Apply color to section parts for control.
4. Using ¼" (.64 cm) partings, apply the color to regrowth.
5. Process for the required amount of time. framesi does not recommend the use of heat during processing. Refer to *Refreshing Faded Ends* (page 30).
6. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
8. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.
9. Rinse hair and style with your favorite framesi styling product.

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. This test is performed 24-48 hours prior to each application.

Application Instructions for Gray Coverage

With Framcolor Eclectic CARE, every single shade will cover gray 100% with no intermixing required at the end, with the exception of the Ash Series.

At times, clients with resistant gray will call for a more advanced formulation. We recommend trying the following:

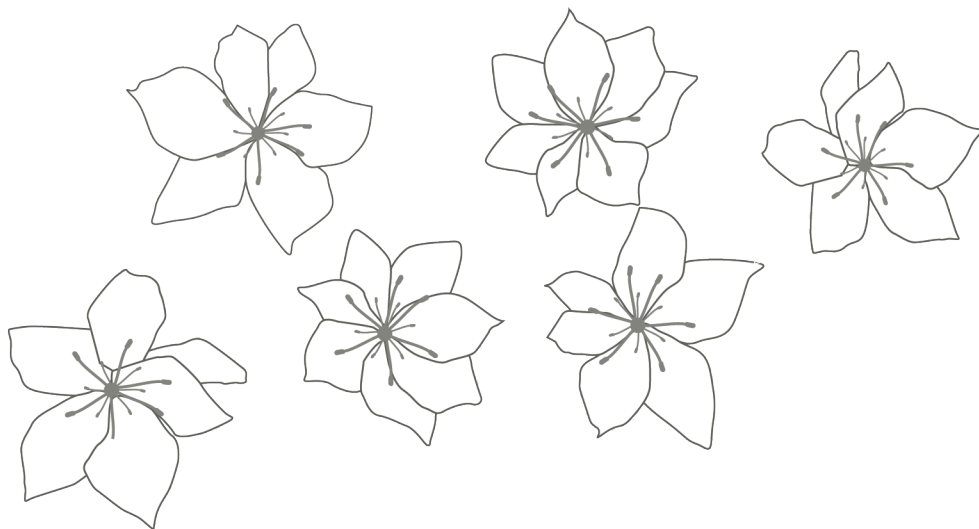
1. Increase processing time to 45 minutes

2. Increase developer 10 volume (example: if using 20 volume, increase to 30 volume for extremely resistant hair)

3. Process with heat: apply a plastic cap and process 5-10 minutes under heat. Remove cap and process for the remaining 35 minutes at room temperature.

4. Choose a color 1 level darker (example: if desiring level 6. use level 5).

5. Add framesi **COLOR METHOD GRAY COLOR BOOSTER**, specifically formulated to boost gray coverage and color deposit on the most resistant, coarse hair types.



Application Instructions for Gray Coverage

Example 1:

Natural Level: 6
Desired Level: 7
Desired Tone: Bright Copper Red
% Gray: 25%
Formula: Framcolor Eclectic Care 7.4 + 20 volume
Timing: 35 Minutes at room temperature

Example 2:

Natural level: 5
Desired level: 4
Desired tone: Deep Violet
% Gray: 25% - extremely resistant
Formula: Framcolor Eclectic CARE 4.26 + 15 volume
Timing: 45 minutes at room temperature

Example 3:

Natural Level: 100% gray
Desired Level: 6
Desired Tone: Cool
% Gray: 100%
Formula: Framcolor Eclectic Care 6 + 6.12 + 20 volume
Timing: 45 minutes total; process 5-10 minutes
with heat

Example 4:

Natural Level: 5
Desired Level: 6
Desired Tone: Red
% Gray: 50% - extremely resistant
Formul: Framcolor Eclectic Care 6.5 + 30 volume
Timing: 45 minutes at room temperature

Application Instructions for Refreshing Faded Ends

At times, we may have to balance or refresh the midshaft and ends due to fadeage. In most cases, Framcolor Eclectic CARE allows you to use the exact formula used on the regrowth to refresh faded ends. It is important to evaluate the ends to determine the exact formula for refreshing the ends.

More than 1 level of color loss:

Apply the regrowth formula and process 10 minutes

Apply the same formula through the ends of the hair and process the remaining 25 minutes

1 level of color loss:

Apply the regrowth formula and process 20 minutes

Apply the same formula through the ends of the hair and process the remaining 15 minutes

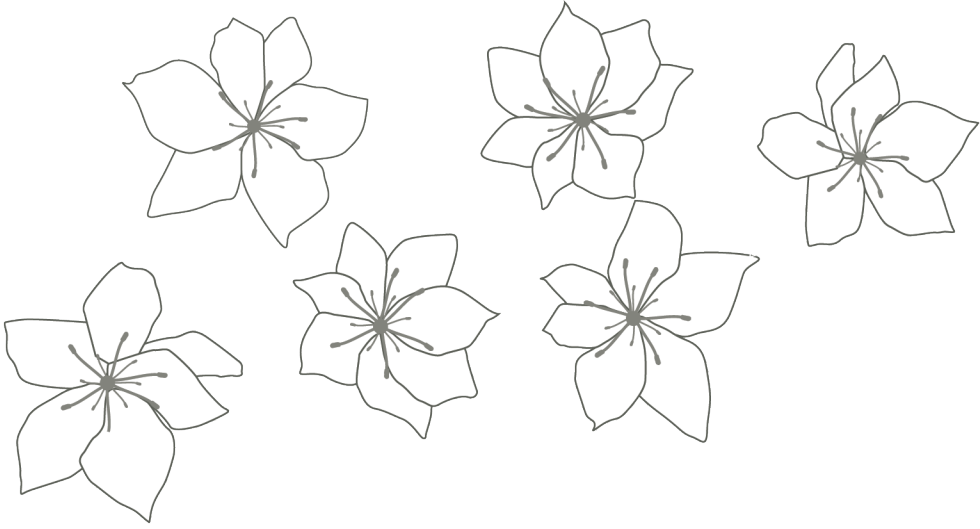
Minimal to no color loss:

Apply color through the ends for the last 2-3 minutes to refresh

Restore shine to dull ends

Choose a warmer shade (gold if the hair is a brown), 1-2 levels light than the regrowth formula and process 10-15 minutes with a 15/20 volume developer

Formula for Regrowth		
Eclectic CARE 6.3 with 20 Volume		
Challenge	Solution	Formula for Ends
Ends are over 1 level lighter and require depth to match regrowth formula	Same formula can be applied from root to end without browning out	Framcolor Eclectic CARE 6.3 with 15 Volume
Ends do not need darkened, but need refreshed tone	Using the lighter level will add the same tonality without darkening the ends	Framcolor Eclectic CARE 7.3 with 20 Volume
Ends are browned out and flat from too much color pulled through; desiring shine	Adding a lighter color with gold will shift the brown tone to brighten the current color while adding amazing shine	Framcolor Eclectic CARE 8.363 with 20 Volume



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**.

They are:

- 1. Red
- 2. Red-Orange
- 3. Orange
- 4. Orange-Yellow
- 5. Yellow-Gold
- 6. Yellow
- 7. Pale Yellow

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. We offer five excellent bleaches:

- 1. **DECOLOR B INFINITY+**, a sophisticated off-the-scalp fast-lightening powder bleach that **BLASTS PAST BRASS** with Care. Formulated by hairstylists, containing Hyaluronic acid to moisturize and protect from the inside out for lighter, brighter results faster (10+ levels).
- 2. **DECOLOR B DIAMOND**, an off-the-scalp, ultra-refined powder bleach with Diamond Technology (9+ levels).
- 3. **DECOLOR B CLAY LIGHTENER** 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.
- 4. **DECOLOR B NO DUST**, an off-the-scalp powder bleach (up to 7 levels).
- 5. **DECOLOR B CREAM PLUS**, the no-dust cream bleach for on or off-the-scalp (9+ levels).

Blonding

DECOLOR B INFINITY+

off-the-scalp use only

DECOLOR B INFINITY+ is an innovative dust-free and fragrance-free formula that leaves hair with a superior, reflective shine & refined finish. Rich & smooth consistency for an even lift and easy application. Conditioning & Moisturizing Lift - NO BONDER NEEDED.

This bleach offers several advantages:

INFINITY+ TECHNOLOGY

- Exfoliate, Hydrate & Protect with Hyaluronic acid & white Kaolin powder

Additional Protective oils to . . .

- Moisturize the hair through a complete lightening process for an even and controlled lift.
- Dense, creamy formula that lifts faster without drying or flaking,

This extremely versatile bleach is perfect for . . .

- Perfect for all free-hand lightening techniques
- Ideal for all off-the-scalp bleaching and highlighting techniques

DECOLOR B INFINITY+ can be mixed with any framesi developer, depending on:

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

Mixing Decolor B Infinity+

Desired Result	Amount of Decolor B Infinity+	Volume of Developer
5 levels of lift	2 scoops (40g/1.41 oz.)	80mL (2.7 oz.) 10-20 volume
6 levels of lift	2 scoops (40g/1.41 oz.)	80mL (2.7 oz.) 30 volume
7 levels of lift	2 scoops (40g/1.41 oz.)	80mL (2.7 oz.) 40 volume
8 - 10+ levels of lift	3 scoops (60g/2.12 oz.)	100mL (3.38 oz.) 40 volume

Processing

- For off-the-scalp use only.
- After DECOLOR B INFINITY+ 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 framesi COLOR METHOD SHAMPOO GO.

Tone

If desired, prepare the hair for toning. The beauty of DECOLOR B INFINITY+ is that this superior formula refines and conditions hair during lift, therefore eliminating the necessity for pre-toning the hair.

**Process at room temperature.
Heat sources are not recommended.**



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	100mL (3.38 oz.) 20 volume
6 levels of lift	2 scoops	100mL (3.38 oz.) 30 volume
7 levels of lift	2 scoops	100mL (3.38 oz.) 40 volume
8 - 9+ levels of lift	3 scoops	100mL (3.38 oz.) 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 framesi COLOR METHOD 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 Decolor B Diamond	Volume of Developer
5 levels of lift	2 scoops	100mL (3.38 oz.) 20 volume
6 levels of lift	2 scoops	100mL (3.38 oz.) 30 volume
7 levels of lift	2 scoops	100mL (3.38 oz.) 40 volume
8 - 9+ levels of lift	2 scoops	100mL (3.38 oz.) 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 framesi **COLOR LOVER 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.

Remove

When the desired lift is achieved, rinse and shampoo with **framesi COLOR LOVER 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

**Process at room temperature.
Heat sources are not recommended.**



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

<i>For Highlighting / Bleaching</i>		
Desired Lift	Amount of Decolor B Cream Plus	Amount of Developer
5 levels	20cc (.68 oz.)	40cc (1.35 oz.) Framesi Professional Activator 20 volume 50cc (1.69 oz.) Ossidorr® 20 volume
6 levels	20cc (.68 oz.)	40cc (1.35 oz.) Framesi Professional Activator 30 volume 50cc (1.69 oz.) Ossidorr 30 volume
7 levels	20cc (.68 oz.)	40cc (1.35 oz.) Framesi Professional Activator 40 volume 50cc (1.69 oz.) Ossidorr 40 volume
8 - 9+ levels*	20cc (.68 oz.)	20cc (.68 oz.) Framesi Professional Activator 40 volume 30cc (1 oz.) Ossidorr 40 volume <i>*This mixing ratio is not recommended for use on damaged or previously treated hair (tinted, permed, highlighted or relaxed)</i>

Blonding

LIGHTENING IN 20 SECONDS WITH STRIKE4



SET FLAT IRON TEMPERATURE TO 340°F/170°C				
Framesi Powder Lightener	Decolor B Infinity+	Decolor B Diamond	Decolor B No Dust	Decolor B Clay
Developer Strength	20 Volume or lower	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)	1 : 1.5 (lightener: developer)
Number of Flat Iron Passes	5 maximum	5 maximum	5 maximum	5 maximum
Levels achieved in 20 seconds	Up to 7	Up to 6	Up to 5	Up to 4

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 Eclectic CARE Toning

1. Review Framcolor Eclectic CARE Series/Bases (pg. 20) and the Remaining Color Chart (pg.18). framesi recommends using levels 8, 9, 10, or 12 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.

Permanent Toning Formulation

1. Perform a patch test (see pg. 23)
2. Section clean, dry hair into four quadrants in preparation for application.
3. Apply color to section parts for control.
4. Using ¼" (.64 cm) partings, apply color mixture to entire strand.
5. Processing time will be determined by the activator chosen. Check frequently.
6. When processing is complete and before rinsing the color, massage framesi **COLOR METHOD SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
8. Apply framesi **framesi COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Toning

Suggested Formulations for Toning with Framcolor Eclectic CARE

Highlighted Tone	Desired Result	Framcolor Eclectic CARE Formula
Pale Yellow/White	Honey Blonde	9.3
Pale Yellow	Cream Soda Blonde	9.16 + 8.363
Pale Yellow	Buttermilk Blonde	8.363
Yellow	Rhinestone Blonde	9.16
Yellow	Sand Dollar Blonde	8.262
Yellow	Macaroon	7.26 + 9.16
Yellow/Orange	Autumn Copper	7.4
Yellow/Orange	Chocolate Cherry Brown	6.5 + 6
Orange	Latte Brown	6.12

other toning options
 Framcolor Eclectic, a no lift, deposit-only, ammonia-free, demi-permanent cream haircolor is also an excellent choice for toning highlights. See page 59 for toning with Framcolor Eclectic.

Toning

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	(a) Uneven pre-lightening of regrowth. (b) Regrowth over ½", application should have been treated as virgin.	Apply bleach mixture to gold band when regrowth is ¾ 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 any framesi conditioner to previously pre-lightened hair for protection.

Toning Highlights where Natural Hair is Present

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

- ♦ 30cc (1 oz.) FRAMCOLOR Eclectic CARE
- ♦ 60cc (2 oz.) FRAMESI PROFESSIONAL ACTIVATOR 5 volume
- ♦ 60cc (2 oz.) Water

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

Adding water to the activator will decrease the activator 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.

Low-lighting

Low-lighting with Framcolor Eclectic CARE

Low-lighting can be created by using Framcolor Eclectic CARE, even on the most damaged, porous hair. The exclusive Age-Prevention Technology featuring Black Seed Oil (Nigella Sativa Extract), combined with rich ingredients that penetrate the hair fiber to repair and equalize the porosity, resulting in healthy, conditioned hair with superior shine and color longevity.

Instructions

1. Choose a Framcolor Eclectic CARE shade based on the tonal results desired.

(a) When desiring a color darker than 2 levels on hair that has been pre-lightened or is damaged/fragile, framesi recommends repigmentizing the hair for optimum results. (For more information on repigmentizing refer to page 47)

(b) If warmth is already present in the hair, low-lighting can be achieved in one step by adding red or gold to the final color formula.

2. Process for 35 minutes.

Suggested Formulations for Low-lighting

Level Desired	Desired Result	Framcolor Eclectic CARE Formula
8	Beige Blonde	8.262
8	Dandelion Blonde	8.363
7	Ginger	7.4
6	Spice Brown	6.3 + 6
6	Rich Eggplant	5.6
5	Coffee Brown	5.25

Color Correction

Color Correction with Framcolor Eclectic CARE

Open up a world of profitable color possibilities

This fast growing category encompasses everyone from the client 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 (pg. 18) in The Art of Color section and find the remaining color at the desired level.

Example

Client is tinted level 4. Desires a level 6.		
Preferred Bleach	Amount	Developer
Decolor B Infinity+	1 scoop	40cc (1.35 oz.) 5 volume 40cc (1.35 oz.) water
Decolor B Diamond	1 Scoop	100cc (3.38 oz.) 5 volume 4 or more levels: 15 volume
Decolor B Cream Plus	20cc (.68 oz.)	60cc (2 oz.) 10 volume 4 or more levels: 15 volume
Decolor B No Dust	1 Scoop	100cc (3.38 oz.) 10 volume 4 or more levels: 20 volume

NOTE: If the hair has been previously colored with direct dyes, henna, metallic dyes or any other coating haircolor, DO NOT attempt to decolorize the hair.

Color Correction

When to Purify

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

What is Purifying?

Purifying is designed to “exfoliate” the existing tone 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 purifying product formula:

1 scoop **Decolor B Diamond** or **Decolor B No Dust**
 +
 100cc (3.38 oz.) 5 volume developer

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

Example

<i>Client is tinted level 6 brown. level 6 red.</i>	<i>Desires a level 6 red.</i>
<i>Formula Used:</i>	
1 scoop Decolor B Diamond or Decolor B No Dust + 100cc (3.38 oz.) 5 volume developer	

Color Correction

Decolor B Infinity+
Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B Infinity+	Amount of Activator
1-2 levels	1 Scoop	40cc (1.35 oz.) 5 volume 40cc (1.35 oz.) water
3 levels	1 Scoop	80cc (2.7 oz.) 5 volume
4+ levels	1 Scoop	80cc (2.7 oz.) 10 volume

Decolor B No Dust
Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B No Dust	Amount of Activator
1 level	1 Scoop	100cc (3.38 oz.) 5 volume
2 levels	1 Scoop	100cc (3.38 oz.) 10 volume
3 levels	1 Scoop	100cc (3.38 oz.) 15 volume
4+ levels	1 Scoop	100cc (3.38 oz.) 20 volume

Decolor B Diamond
Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B Diamond	Amount of Activator
1-2 levels	1 Scoop	100cc (3.38 oz.) 5 volume
3 levels	1 Scoop	100cc (3.38 oz.) 10 volume
4+ levels	1 Scoop	100cc (3.38 oz.) 15 volume

Decolor B Cream Plus
Decolorizing Formulas

For Decolorizing Tinted Hair		
Desired Lift	Amount of Decolor B Cream Plus	Amount of Activator
1 level	20cc (.68 oz.)	60cc (2 oz.) 5 volume
2 - 4 levels	20cc (.68 oz.)	60cc (2 oz.) 10 volume
4+ levels	20cc (.68 oz.)	60cc (2 oz.) 15 volume

Special Precautions for Decolor B Diamond and Decolor B Cream Plus

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.

Steps 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 (see pg. 18)
1 level lighter than desired level

Application

1. Section in four quadrants. This gives you more control over the hair. Work quickly but neatly.
2. Starting at the nape work one section at a time.
3. Apply decolorizing formula and work towards the crown (if there are any darker spots, apply to those first).
4. Repeat with the other quarter section in the back.
5. Do not always apply to the scalp area right away. This ½" will lighten faster due to body heat.
6. 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.
7. 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

Repigmentizing with Framcolor Eclectic CARE

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.

*Repigmentizing is an essential step in producing a natural-looking color with minimal fading.**

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

Repigmentizing Mixing and Application Instructions:

1. Mix 30cc (1 oz.) FRAMCOLOR ECLECTIC CARE
60cc (2 oz.) framesi PROFESSIONAL ACTIVATOR 10 volume
60cc (2 oz.) Water
2. Apply mixture to required area.
3. Process 7-10 minutes. Strand test for best results.
4. When processing is complete, shampoo with framesi COLOR METHOD SHAMPOO GO.
Rinse and dry hair.
5. Proceed with color formula, check frequently while processing.

Repigmentizing Formulas

Natural Level Desired	Repigmentizing Formula
Level 8	9.3 9.4
Level 7	9.4
Level 6	8.4
Level 5	7.4
Level 4	6.4
Levels 3 or Darker	5.5

*** 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.

Color Correction

Repigmentizing Steps for Tint Backs

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

Example

<i>Client lightened to a level 8. Client desires level back to natural 6.</i>
<i>Repigmentizing formula used: Framcolor Eclectic CARE 8.4</i>
<i>Final formula: Framcolor Eclectic CARE 6 with 20 volume activator</i>

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 2 levels lighter to repigmentize. Refer to repigmentizing chart on page 46.
3. Usage of the Copper Gold Series is recommended, depending on intensity of series desired.

Example

<i>Client was previously tinted to a Level 6 Copper Red.</i>
<i>Formula Used: Framcolor Eclectic CARE 6.4 Activator - 20 Volume</i>
<i>Challenge: Ends have become gold and will not hold red.</i>
<i>Repigmentizing Formula: Framcolor Eclectic CARE 8.4</i>
<i>Final Ends Formula: Framcolor Eclectic CARE 6.4 Activator - 20 volume depending upon hair's porosity</i>

*Strand test is always recommended
for best color results.*



FRAMCOLOR
Eclectic



Introduction

There have always been a **million** reasons to use **framesi**.

Here's one more.

From the company that has provided you with the **absolute best** in professional hair products for over 60 years comes **Framcolor Eclectic**, the next generation of no lift, deposit-only demi-permanent cream haircolor.



With Encapsulation Technology

&

Black Diamond Extract

Who needs Framcolor Eclectic?



Suggest to your client if they:

- are sensitive to ammonia or PPDs
- have just begun getting gray hair
- want no commitment to permanent haircolor
- change their color often
- want fabulous shine
- have damaged, porous, bleached hair
- are in the sun, pool or sea often
- are men with gray hair (results in 5 minutes)
- flat iron their hair daily
- use chemical relaxers or smoothing system
- need a toner or low lights
- need to balance their color after a touch up
- desire 80-100% gray coverage

◇ AMMONIA-FREE

◇ PPD FREE

Features & Benefits

Feature	Benefit
Encapsulation Technology A revolutionized haircolor delivery system for active ingredients, which are: <ul style="list-style-type: none"> ◇ Color pigments ◇ Conditioners ◇ Protectants 	<ul style="list-style-type: none"> ◇ Penetrates the hair fiber deep and effectively delivers active ingredient during the haircolor process ◇ Creates a water and heat-resistant shield on the hair, encapsulating the hair in a finishing gloss ◇ Superior deep coverage and long lasting results with amazing shine
Capsulate Complex	<ul style="list-style-type: none"> ◇ Captures active ingredients for a more efficient and effective delivery
Capsulate Complex Ingredients:	
◇ Sugar Derivatives	◇ For deep down moisturization
◇ Vitamin E	◇ To defend the hair against pollution, atmospheric agents and free radicals to reduce fadage
◇ Fatty Acids	◇ To soften hair and boost Vitamin E absorption
◇ Amino Acids	<ul style="list-style-type: none"> ◇ Restructure ◇ Assist in keratinization ◇ Protect damaged areas of the hair for even color results
Black Diamond Extract	◇ Gives color stunning shine and three-dimensional intensity
NO Ammonia	<ul style="list-style-type: none"> ◇ Will not lift natural haircolor ◇ No odor
NO PPD Dyes	◇ Perfect for clients allergic to oxidative dyes (paraphenylenediamine or PPD Dyes)
Alternate dye with Encapsulation Technology in an ammonia-free base	◇ Will not build up after repeated applications
Soft cream conditioning base	<ul style="list-style-type: none"> ◇ Very quick and easy to mix ◇ Can be mixed using the Framcolor Eclectic shaker, a bowl and brush, or even a bottle
49 intermixable colors, true to tone	<ul style="list-style-type: none"> ◇ Ease of formulation with unlimited creativity ◇ Predictable results
1:2 mix ratio (1 part color: 2 parts activator)	◇ Most economical demi-permanent cream color

Vegan, Gluten Free, Sulfate Free

Questions? Call our toll-free Technical Assistance at 1.800.245.6323 or visit www.framesiprofessional.com.

Encapsulation Technology

An advanced haircolor delivery system

with Encapsulation Technology & Black Diamond Extract

The Capsulate Complex consists of the following ingredients:

Sugar Derivatives -

◇ Moisturize

Vitamin E -

◇ Defends against environmental factors to reduce fadeage

Fatty Acids -

◇ Assist in Vitamin E absorption

Amino Acids -

◇ Restructure

◇ Assist in keratinization

◇ Protect damaged areas of the hair for even color results

An advanced haircolor delivery system with Encapsulation Technology & Black Diamond Extract

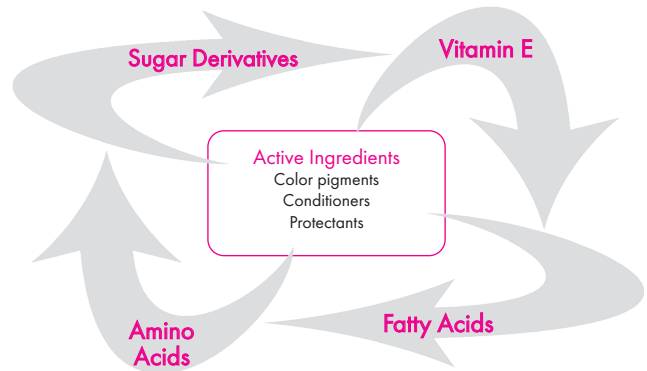
Encapsulation technology is an advanced haircolor delivery system that revolutionizes the performance of active haircolor ingredients, which are color pigments, conditioners and protectants. An innovative Capsulate Complex captures these active ingredients during the haircolor process and delivers them more efficiently and effectively, while Black Diamond Extract gives the color stunning shine and three-dimensional intensity **resulting in the most beautiful and long-lasting color results.**

At the conclusion of the haircolor process, the Capsulate Complex forms a shield on the hair that protects the color and illuminates the hair with amazing shine! The color, shine and condition last and last, longer than with any other demi-permanent color system.

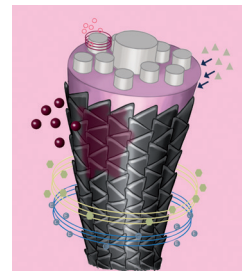
Encapsulation Technology

How it delivers

1. Active ingredients are captured in an innovative Capsulate Complex.



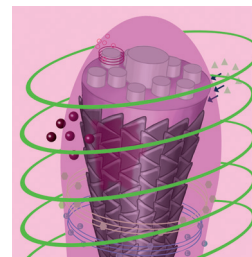
2. The Capsulate Complex penetrates deep, effectively delivering active ingredients during the haircolor process.



Creates a more beautiful coloring effect
Keeps color from building up on the outside of the hair

How it encapsulates

1. The Capsulate Complex forms a water and heat-resistant shield on the hair.



2. The Capsulate Complex encapsulates the hair in a finishing gloss.



Longer lasting color
Hair is illuminated with amazing shine

Series / Bases

SERIES	BASE	SUGGESTED USE
IN	Blue-Violet	<ul style="list-style-type: none"> ◇ For intense gray coverage ◇ For 80-100% gray coverage ◇ Mix with Activator Extra
NE	Blue-Violet	<ul style="list-style-type: none"> ◇ Excellent for gray blending ◇ Create cooler, soft ash browns/blondes ◇ Cooler tones control warmth
NDE	Blue-Yellow-Red	<ul style="list-style-type: none"> ◇ Excellent for gray blending ◇ Creates natural golden results
SE	5SE, 6SE Blue-Green 7SE, 8SE, 9SE Violet-Yellow	<ul style="list-style-type: none"> ◇ Mix with any shade to control warmth ◇ Mix with IN series for coolest gray coverage ◇ Perfect toners for creating silver/gray hair
HCE	Violet-Orange-Brown	<ul style="list-style-type: none"> ◇ Can be used alone to create beautiful rich browns and blondes ◇ Creates optimum results on gray hair ◇ Excellent for low-lighting
DE	Yellow	<ul style="list-style-type: none"> ◇ Creates golden results ◇ Adds shine and luster to darker levels
RDE	Orange-Yellow	<ul style="list-style-type: none"> ◇ Creates beautiful soft orange-yellow reds ◇ Not recommended to be used alone on gray hair
RFE	Red	<ul style="list-style-type: none"> ◇ Adds rich red tones ◇ Not recommended to be used alone on gray hair
ME	Red-Violet	<ul style="list-style-type: none"> ◇ Creates mahogany, woody tones, imparting red-violet highlights
CVE	Violet-Red	<ul style="list-style-type: none"> ◇ Adds deeper, cool, violet tones
PE	Violet-Blue	<ul style="list-style-type: none"> ◇ Can be used to create cool pearly iridescent blondes ◇ Excellent for refining yellow when toning highlights
6VE	Pure Violet	<ul style="list-style-type: none"> ◇ Vibrant, pure color additives to increase coloring options ◇ Can be mixed with any other Framcolor Eclectic shade ◇ Use alone to accentuate pre-lightened/highlighted sections of hair ◇ For the brightest tones, the Absolute colors can be used without the activator and applied directly to pre-lightened hair
7AE	Pure Orange	
7RE	Pure Red	
9GE	Pure Yellow	
OE	Neutral (Clear)	<ul style="list-style-type: none"> ◇ Use alone to create fabulous shine and condition ◇ Can be mixed with any Framcolor Eclectic shade to reduce the intensity of color deposit without changing the actual tone
CT	8CT Blue-Violet 9CT Violet	<ul style="list-style-type: none"> ◇ Only 5-10 minute processing to remove gold and refine color.
AT HT	9AT Orange-Yellow 9HT Yellow-Yellow-Orange	<ul style="list-style-type: none"> ◇ Only 5-10 minute processing to add warmth and optimize desired color.

Mixing, Measuring & Application

for the Shaker:

1. Using the guide on the shaker, pour in 60cc (2 oz.) of one of the following framesi Professional Activators: 10 or 15
2. Squeeze 30cc (1 oz.) of Framcolor Eclectic cream into shaker. Use the lines on the tube for accurate measuring.
3. Screw cap onto base of shaker, making sure it seals securely.
4. Shake until well mixed.

for a Bottle:

1. Using a beaker, measure 60cc (2 oz.) of one of the following framesi PROFESSIONAL ACTIVATORS: 10 or 15
2. Pour activator into bottle.
3. Squeeze 30cc (1 oz.) of Framcolor Eclectic cream into bottle. Use the lines on the tube for accurate measuring.
4. Place cap on bottle and shake until well mixed.

for Bowl and Brush:

1. Squeeze 30cc (1 oz.) of Framcolor Eclectic cream into bowl. Use the lines on the tube for accurate measuring.
2. Using a beaker, measure 60cc (2 oz.) of one of the following framesi PROFESSIONAL ACTIVATORS: 10 or 15
3. Pour activator into bowl.
4. Mix with brush.

Desired End Result	FRAMESI PROFESSIONAL ACTIVATOR	Processing Time
Gray Coverage (IN Series)	ACTIVATOR 15	35 minutes *
Gray Blending (NE Series)	ACTIVATOR 10	35 minutes
Refreshing/Balancing faded ends	ACTIVATOR 10 or 15	20-35 minutes
Toning Highlights with Toners	ACTIVATOR 10	5-10 minutes
Toning Highlights with other shades	ACTIVATOR 10 or 15	20 minutes
Shine Enhancing with OE	ACTIVATOR 10	20-35 minutes

* For very resistant gray hair, cover with plastic bag and process under heat for 20 minutes.

** When processing under heat, cool down for 10 minutes

Preliminary Test Strand / Patch Test

A predisposition test (patch-test) is required with framcolor Eclectic and Eclectic Care.

Perform test 24 - 48 hours prior to color service behind the ear or in bend of the elbow.

Patch test formulation must be the exact same formula to be used on the client.

For mixing instructions and procedures, see page 25.

Application Instructions for Gray Coverage

Framcolor Eclectic can be used for 80-100% gray coverage with the most beautiful, deep intense natural results.

Instructions

1. Choose a Framcolor Eclectic shade from the **IN series** for most intense gray coverage. Mix with FRAMESI PROFESSIONAL ACTIVATOR 15 at a 1:2 mix ratio (1 part color, 2 parts Activator).

2. Apply Framcolor Eclectic from root to end and process 35 minutes at room temperature.

3. For more deposit and coverage on very resistant gray hair, processing with heat is recommended.

4. If using heat, cover hair with plastic cap and process 20 minutes under a pre-heated dryer at medium heat. Remove cap and cool down for 5-10 minutes before shampooing.

5. When processing is complete, massage scalp lightly before rinsing to prevent staining.

6. Rinse thoroughly with tepid water.

7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.

8. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.

9. Rinse hair and style with your favorite framesi products.

Application Instructions for Refreshing Faded Ends/Color Balancing

- ◇ Unique formulation of Framcolor Eclectic with Capsulate Complex Technology makes it the best choice for refreshing faded ends with an ammonia-free color while using permanent haircolor on the regrowth.
- ◇ The innovative Capsulate Complex actually encapsulates your haircolor and results in color that is longer lasting than any other demi-permanent system. In addition, Framcolor Eclectic does not fade off-tone which makes it the ideal choice for refreshing faded ends.
- ◇ Framcolor Eclectic will not become dark or flat on damaged ends.

Instructions

1. Apply permanent color to regrowth and process according to developer used.

2. With 15-20 minutes remaining, apply Framcolor Eclectic to shaft and ends. When formulating Framcolor Eclectic for the ends, remember that the formula should be adjusted to replace the warmth achieved at the scalp. Adding warm tones will result in more even results from root to end. Test strand for best results.

3. When processing is complete, massage scalp lightly before rinsing, to prevent staining.

4. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.

5. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.

6. Rinse hair and style with your favorite framesi products.

Suggested Formulations for Refreshing Faded Ends / Color Balancing

Regrowth Formula	Desired Results for Ends	Framcolor Eclectic Formula for Ends
Framcolor 2001 USB	Adds tone and shine	9NDE
Framcolor 2001 9W	Warms up faded ends	25cc 9NDE + 5cc 9DE
Framcolor 2001 7NP + 7SD	Warms up faded ends	7DE
Framcolor 2001 6NP + 6W	Refreshes rich brunettes	6HCE
Framcolor 2001 4NP + 4W	Adds tone and shine without being too dark	4HCE + 0E
Framcolor Futura® 5M	Refreshes red-violet	5ME
Framcolor Futura® 9XN	Cools off gold ends	9PE

The Beauty of Color for Toning Highlights

Eclectic is excellent for toning highlighted hair. The ammonia-free formulation will not cause lift to the natural color and the hair is left with the highest level of condition and shine. The beautiful shades of Framcolor Eclectic can either enhance or counteract the final stage of lift to refine the final desired color.

Instructions

1. Mix Framcolor Eclectic color to a creamy consistency.
2. For best penetration and long-lasting results, apply Framcolor Eclectic from root to end and process 10-20 minutes. Test strand for best results.
3. When processing is complete, massage scalp lightly before rinsing to prevent staining.
4. Rinse thoroughly with tepid water.
5. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
6. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.
7. Rinse hair and style with your favorite framesi products.

Suggested Formulations for Toning Highlights

Highlighted Tone	Desired Result	Framcolor Eclectic Formula
Pale Yellow/White	Silver Shimmer	8SE + 9CT
Pale Yellow/White	Sparkling Platinum	9PE
Pale Yellow	Ice Coffee	8DE + 9PE
Pale Yellow	Wheat Oat	9DE + 9HCE
Yellow	Soft Wheat Blonde	8CT + 9NDE
Yellow	Auburn	8DE + 7RDE
Yellow/Orange	Almond Tea	7NE + 6DE
Orange	Apricot	9AT
Orange	Caramel	7SE

Application Instructions for Shine Enhancing Gloss

- ◇ Framcolor Eclectic Neutral OE (Clear) is a clear, non-pigmented, versatile shade.
- ◇ It can be used alone to add incredible shine and glossing without a color change to the hair.
- ◇ It can be added to any other Framcolor Eclectic shade to reduce the intensity of the color without changing the tone.
- ◇ It can be used to create a protective conditioning shield for those who flat iron their hair daily, are in the sun and pool often or use chemical relaxers and smoothing systems.
- ◇ It can be applied root to end to achieve and enhance overall shine of color-treated or natural hair.
- ◇ It can also be applied only to ends to refresh and enhance shine.

Instructions

1. **Mix:**

30cc (1 oz.) Framcolor Eclectic Neutral OE (Clear)
60cc (2 oz.) FRAMESI PROFESSIONAL ACTIVATOR

2. Apply root to end.

3. Process for 20-30 minutes, depending on desired results.

4. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.

5. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.

6. Rinse hair and style with your favorite framesi products.

Reducing Intensity of Framcolor Eclectic Colors

The level of deposit or intensity in any Framcolor Eclectic shade can be adjusted by adding Neutral OE (Clear) to any Framcolor Eclectic formula. Adding Neutral OE (Clear) will not dilute the level of color. Instead, adding Neutral OE (Clear) to any Framcolor Eclectic formula will reduce the intensity or deposit, without changing the color itself. This is especially important when working with very porous, damaged hair or hair that requires minimal color on the ends and shaft.

Instructions

1. **Mix:**

15cc (.5 oz.) Framcolor Eclectic Shade
15cc (.5 oz.) Framcolor Eclectic Neutral OE (Clear)
60cc (2 oz.) Framesi Professional Activator

2. Follow steps 2 - 6 above.

Application Instructions for Toning Highlights with Absolute Colors

Instructions

- 1. Squeeze color into bowl and mix with brush.
Do NOT add activator.
- 2. Apply directly to pre-lightened hair.
- 3. Process 20-30 minutes. Test strand for best results.
- 4. When processing is complete, massage scalp lightly before rinsing to prevent staining.
- 5. Rinse thoroughly with tepid water.
- 6. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
- 7. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.
- 8. Rinse hair and style with your favorite framesi products.

Suggested Formulations for Toning with Absolute Colors

Prelightened to:	Desired Results	Framcolor Eclectic Formula
Pale Yellow	Bright Vivid Violet	6VE
Yellow	Coppery Gold	7AE + 9GE +0E
Yellow/Orange	Bright Copper	7AE
Orange/Red	Fire Engine Red	7RE

Gray Blending

Framcolor Eclectic can be used for gray blending with the most beautiful, natural results.

Instructions

1. Choose a Framcolor Eclectic shade from the **Natural** or **Hot Chocolate** series for most natural results on gray hair.

2. Apply Framcolor Eclectic from root to end and process 20-30 minutes at room temperature.

3. For more deposit and coverage on resistant gray hair, the **IN (Intense Natural)** series is recommended. For very resistant gray coverage, color can be processed with heat.

4. If using heat, cover hair with plastic cap and process 20 minutes under a pre-heated dryer at medium heat. Remove cap and cool down for 5-10 minutes before shampooing.

5. When processing is complete, massage scalp lightly before rinsing to prevent staining.

6. Rinse thoroughly with tepid water.

7. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.

8. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.

9. Rinse hair and style with your favorite framesi products.

Suggested Formulations for Gray Blending

Natural Level	Percent of Gray	Desired Results	Framcolor Eclectic Formula
8	75%	Café Latte	8NE + 8DE
7	50%	Soft Mink Blonde	7NE
6	30%	Indian Earth	6NE + 6RDE
5	50%	Smokey Taupe	5NE + 5SE
4	30%	Profound Plum	4CVE + 4NE

Color Correction

Repigmentizing – also called “filling”, is a technique designed to replace warmth in the hair that is going to be tinted two or more levels darker. Doing so will create a more natural, longer lasting result.

Guidelines for Repigmentizing (Filling) with Framcolor Eclectic:

1. Determine desired level of end result.
2. Repigmentizing formula should be one level lighter than the desired level.
3. Refer to repigmentizing formulas chart below as a guideline for color selections with the most natural results.

Repigmentizing Formulas

Natural Level Desired	Repigmentizing Formula
Level 8	9DE + 0E
Level 7	8RDE + 8DE
Level 6	7RDE + 7DE
Level 5	6RDE + 6DE
Level 4	6RDE + 6DE
Level 3 or darker	6RDE + 6RFE

Repigmentizing Mixing and Application Instructions:

1. Mix 30cc (1 oz.) Framcolor Eclectic
60cc (2 oz.) Framesi Professional Activator 10
60cc (2 oz.) Water
2. Apply mixture to required area.
3. Process 7-10 minutes. Strand test for best results.
4. When processing is complete, shampoo with framesi **COLOR METHOD SHAMPOO GO**. Rinse and dry hair.
5. Proceed with color formula, check frequently while processing.
6. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
7. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes;
8. Rinse hair and style with your favorite framesi products.

Low-lighting

Low-lighting can be created by using Framcolor Eclectic, even on the most damaged, porous hair. The innovative Capsulate Complex Technology assures long lasting, rich, even tones.

Instructions

1. Choose a Framcolor Eclectic shade based on the tonal results desired.
 - (a) When desiring a color darker than 2 levels on hair that has been pre-lightened, recommends repigmentizing the hair for optimum results. Refer to page 63.
 - (b) If warmth is already present in the hair, low-lighting can be achieved in one step by adding red or gold to the final formulation.
3. Process for 15-20 minutes.
4. When processing is complete, massage scalp lightly before rinsing to prevent staining.
5. Rinse thoroughly with tepid water.
6. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
7. Apply framesi **COLOR METHOD POST COLOR MASK** and retain for 3-5 minutes.
8. Rinse hair and style with your favorite framesi products.

Suggested Formulations for Low-lighting

Level Desired	Desired Result	Framcolor Eclectic Formula
9	Butter	9DE + 0E
8	Natural Blonde	8DE + 9PE
7	Red Head	7RDE + 7RFE
7	Dark Natural Golden Blonde	7DE + 7NE
6	Reddish Warm Brown	6NE + 6RDE
5	Red Brown	5NE + 6RFE
4	Dark Warm Brown	4HCE + 6RDE

After Chemical Relaxer / Permanent Wave

Framcolor Eclectic is a great choice to use after a chemical relaxer or a permanent wave. The unique Capsulate Complex Technology assures even results on even the most porous hair.

Neutral OE (Clear) can be used alone for added shine, or a Framcolor Eclectic color can be chosen to enhance the haircolor.

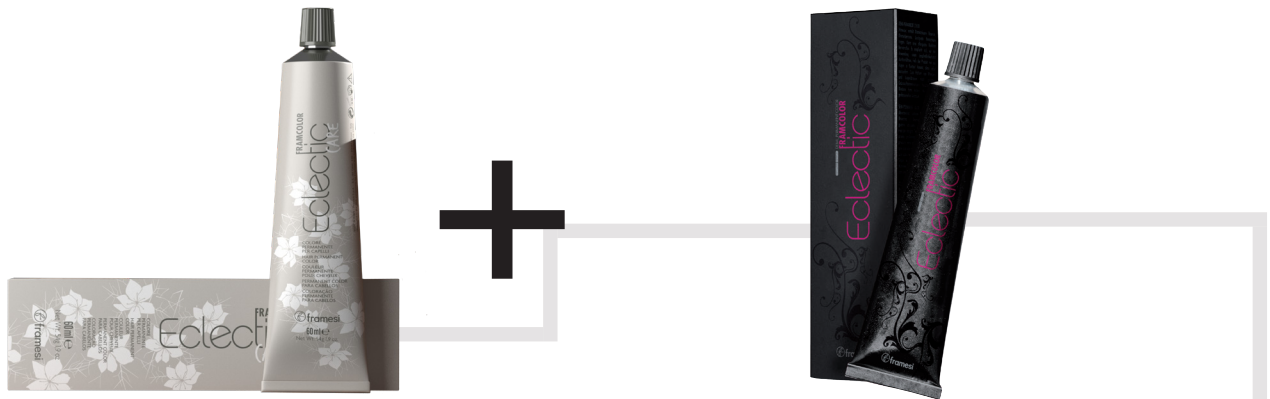
After Chemical Relaxer Coloring

1. After chemical relaxing is complete, towel dry excess moisture from the hair.
2. Gently apply Framcolor Eclectic color from root to end. Be careful not to over manipulate the hair.
3. Process for 10-15 minutes. Test strand for best results.
4. When processing is complete, massage scalp lightly before rinsing to prevent staining.
5. Rinse thoroughly with tepid water.
6. Gently shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
7. Apply framesi **COLOR METHOD MASK**. Retain 2-3 minutes.
8. Rinse hair and style with your favorite framesi products.

After Perm Coloring

1. Rinse neutralizer from hair and remove rods.
2. Towel dry excess moisture from hair, and gently apply Framcolor Eclectic from scalp to ends. Be careful not to stretch the fresh curl.
3. Process for 10-15 minutes. Test strand for best results.
4. When processing is complete, massage scalp lightly before rinsing to prevent staining.
5. Rinse thoroughly with tepid water.
6. Shampoo with framesi **COLOR METHOD SHAMPOO GO**, then rinse.
7. Apply framesi **COLOR METHOD POST COLOR MASK** and retain 3-5 minutes.
8. Rinse hair and style with your favorite framesi products.

Mixing Framcolor Eclectic CARE and Framcolor Eclectic



CAPSULATE COMPLEX MEETS AGE-PREVENTION TECHNOLOGY TO DELIVER A PROTECTIVE HAIR COLOR SYSTEM WITH SUPERIOR COVERAGE

- 70 + SHADES
- REDUCED INVENTORY
- INCREASED PERFORMANCE

For unlimited creativity, FRAMCOLOR Eclectic CARE Permanent color can be mixed with FRAMCOLOR Eclectic Demi-Permanent color, transforming FRAMCOLOR Eclectic into a Permanent color system as follows:

Desired End Result	FRAMCOLOR Eclectic CARE	FRAMCOLOR Eclectic
For permanent deposit and toning	2 parts	2 parts
For permanent lift and gray coverage	3 parts	1 part

Mixing Framcolor Eclectic CARE and Framcolor Eclectic

When to Mix?

- Turning demi-permanent haircolor into a permanent haircolor with Framcolor Eclectic CARE
- Creating desired shades not provided by Framcolor Eclectic CARE (SE, HCE)
- Yielding denser coverage from Framcolor Eclectic CARE (using IN Series of Eclectic)

Developer usage and processing times remain unchanged from Framcolor Eclectic CARE

Desired End Result	Volume of Developer	Processing Time
Tone on Tone or 1 level of lift	20 Volume	35 minutes
2 levels of lift	30 Volume	35 minutes
3 levels of lift	40 Volume	35 - 45 minutes
Refreshing Faded Ends/ Going Darker	20 Volume or 15 Volume	20 minutes
Toning Pre-Lightened hair	15 Volume	5 - 10 minutes

Example 1:

Natural Level: 6
 Desired Level: 6
 Desired Tone: Warm Brown without being Red
 % Gray: 50%
 Formula: 3 parts Framcolor Eclectic CARE 6 +
 1 part Framcolor Eclectic 6HCE
 Timing: 35 Minutes

Example 2:

Natural Level: 6 with brassy orange ends
 Desired Level: 6
 Desired Tone: Smokey Brown
 % Gray: 0%
 Formula: 2 parts Framcolor Eclectic CARE 6 +
 2 parts Framcolor Eclectic 6SE
 Timing: 35 Minutes

Mixing Framcolor Eclectic CARE and Framcolor Eclectic

Example 3:

Natural Level: 8
 Desired Level: 7
 Desired Tone: Cool Blonde with Vibrant Violet Tones
 % of Gray: 0%
 Formula: 2 parts Framcolor Eclectic Care 8.262
 1 parts Framcolor Eclectic 6VE
 Timing: 35 Minutes

Example 4:

Natural Level: 4
 Desired Level: 4
 Desired Tone: Cool Dense Brown
 % of Gray: 50%
 Formula: 2 parts Framcolor Eclectic Care 4
 2 parts Framcolor Eclectic 4IN
 Timing: 35 Minutes

Example 5:

Natural Level: 4
 Desired Level: 4
 Desired Tone: Vibrant Deep Red
 % of Gray: 0%
 Formula: 3 parts Framcolor Eclectic Care 4
 1 part Framcolor Eclectic 7RE
 Timing: 35 Minutes

Example 6:

Natural Level: 6
 Desired Level: 8
 Desired Tone: Beige blonde with no warmth
 % of Gray: 0%
 Formula: 3 parts Framcolor Eclectic Care 8.262
 1 part Framcolor Eclectic 8CT
 Timing: 45 Minutes

Example 7:

Natural Level: 9
 Desired Level: 9
 Desired Tone: Rose Gold
 % of Gray: 50%
 Formula: 3 parts Framcolor Eclectic Care 9.3
 1 parts Framcolor Eclectic 8RDE
 Timing: 35 Minutes

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 hair-color services.

DECOLOR **B** PRO-FORCE BONDER 101 PRO-FORCE SEALER 102

A NEW GENERATION FOR HAIR PROTECTION



WHY USE IT?

- Used during bleach or color services:
 - To strengthen, hydrate, and seal hair during bleaching and hair coloring services.
 - 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

WHAT IS IT?

- **Pro-Force Bonder 101/Sealer 102** is a 2-step bond-building demineralizing additive with Hyaluronic Acid.
- No added processing time!
- Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.

VEGAN, GLUTEN FREE, SULFATE FREE, PARABEN FREE



VEGAN • GLUTEN FREE

DECOLOR **B**

PRO-FORCE BONDER 101 PRO-FORCE SEALER 102

HOW TO USE IT?

Instructions for standard bleach or hair color services:

1. Measure and mix hair color or lightener with developer according to manufacturer instructions.
2. Add the following amount of **Framesi Pro-Force Bonder 101** depending on the lightener or color being used. Mix thoroughly:
 - a. **Lightener:** add 8 ml ($\frac{1}{4}$ oz or 4 pumps) for every 30g (1 oz) of lightener.
 - b. **Color:** add 4 ml ($\frac{1}{8}$ oz or 2 pumps) for all color applications.
3. Apply the lightener or color mixture to hair and process as normal.
4. When processing is complete, rinse hair:
 - a. **Lightener:** Shampoo with **Framesi Color Method Shampoo Go**, and proceed to step 5.
 - b. **Color:** proceed to steps 6-8.
5. If Lightener application requires a toner:
 - a. **ALKALINE** (Any toner that requires an activator), apply toner to the hair at this time and process. After processing the toner, rinse hair and proceed to step 6.
 - b. **ACIDIC** (Framcolor Pure Pigment Plus - no activator) immediately proceed to step 6; Acidic toner is applied **after Pro-Force SEALER 102**.



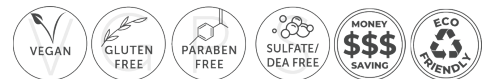
6. Apply 10-20 ml or 5-10 pumps of **Pro-Force SEALER 102** to shaft and ends. Comb carefully to distribute evenly.
7. Process 5 minutes and gently rinse.
8. Proceed with **Framesi Color Method Shampoo Go**, and **Post Color Mask**,
For Porous or Severely Damaged hair: Apply Pro-Force Bonder 101 directly on the shaft and apply the bleach or color formula containing PRO FORCE 101 as directed above.

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

1. Apply 15-20 ml ($\frac{1}{2}$ - $\frac{2}{3}$ 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 ingredients 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.
- Test strand for best results. Do not bleach severely damaged, over-processed hair.



NOT JUST ANOTHER BONDER

- | | | | |
|--|---|--|--|
| 1. No added processing time to normal bleach or color services | 2. No change of developer or formula required | 3. Will not affect color deposit or change color/lightener consistency | 4. No measuring required! Calibrated pump distributes the perfect amount each time! |
|--|---|--|--|



 framesi®
MILAN

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