



FRAMCOLOR  
2001  
INTENSE  
PERMANENT HAIRCOLOR

***PROCESSES IN HALF THE TIME!***

**TECHNICAL MANUAL**



## TABLE OF CONTENTS

INTRODUCTION	2
FEATURES & BENEFITS	3
THE CLIENT CONSULTATION	4
BASIC COLOR THEORY	7
STEPS TO SUCCESSFUL COLOR FORMULATION	9
SERIES & BASES	11
FRAMESI PROFESSIONAL ACTIVATORS	12
PERFORMING A PATCH TEST / STRAND TEST	13
MIXING, MEASURING & APPLICATION	14
GRAY COVERAGE	16
REFRESHING FADED ENDS	19
NEW BLUE QUARTZ COLLECTION	21
TONING	22
MIXING FRAMCOLOR 2001 WITH FRAMCOLOR 2001 <b>INTENSE</b>	24
BLONDING	31
LIGHTENING WITH STRIKE4	37
FRAMESI COLOR METHOD	38
DECOLOR B PRO-FORCE	39
NOTES	41

If you have any questions about the framesi system, call our toll-free technical hotline:

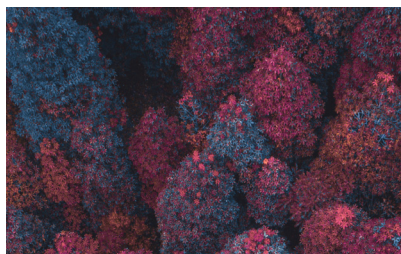
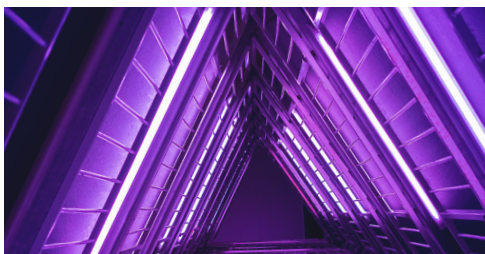
[framesiprofessional.com](http://framesiprofessional.com)

Technical Assistance 1.800.245.6323



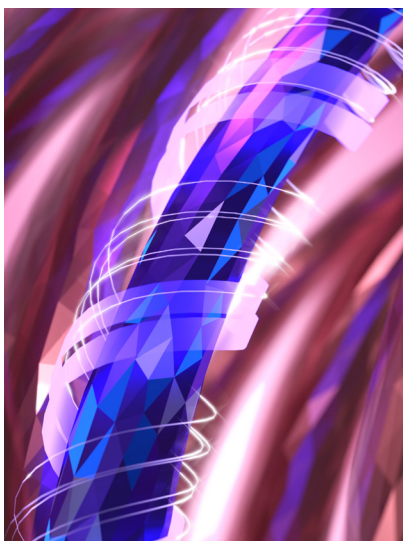
## PERMANENT COLOR

- **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



## 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

FEATURE	BENEFIT
<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 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>• 40 FRAMCOLOR 2001 <b>INTENSE</b> shades plus 90+ FRAMCOLOR 2001 shades = 120+ 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**

## THE CLIENT CONSULTATION

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**The Client Consultation** is the strongest marketing and merchandising tool a stylist has within the realms of the salon. **The Client Consultation** can be the most important service performed on a client.

**The 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

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**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 Take 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. 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.

## 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!





## 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 **The 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	Secondary Colors
Red	Orange
Yellow	Green
Blue	Violet

Tertiary Colors	
Red-Orange	Yellow-Green
Red-Violet	Blue-Violet
Yellow-Orange	Blue-Green

## NOTES

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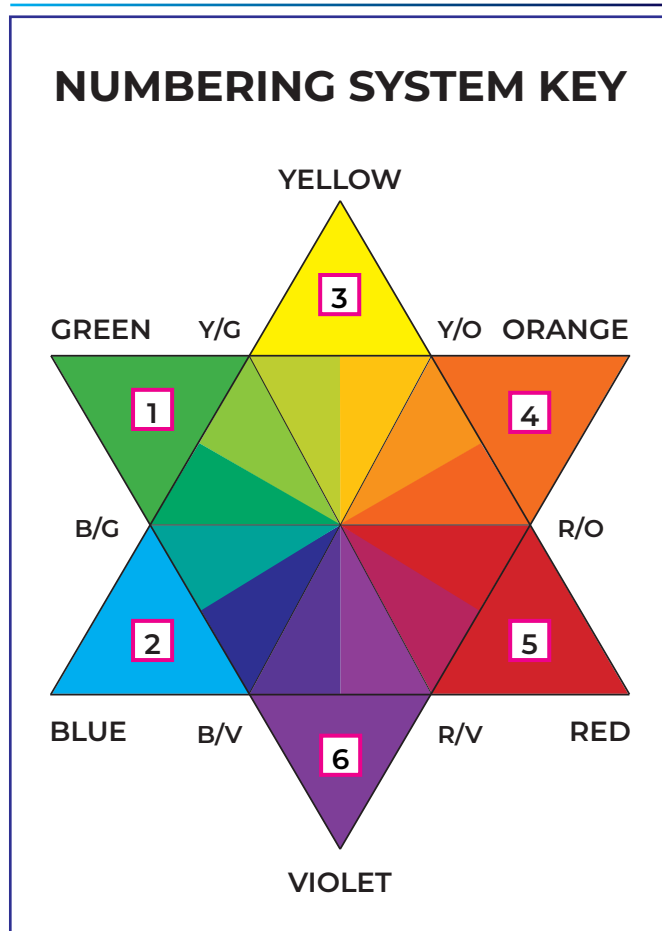


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## EUROPEAN + INTERNATIONAL NUMBERING SYSTEM



NUMBERING SYSTEM KEY			
Level is denoted by the left most number.			
.	a separation mark between level and description		
00	denotes <b>INTENSE</b> Naturals		
0	denotes <b>INTENSE</b>		
1	= Green	4	= Orange
2	= Blue	5	= Red
3	= Yellow	6	= Violet

NUMBERING SYSTEM	
.0	<b>INTENSE</b>
.00	<b>INTENSE</b> NATURAL
.1	Green
.2	Blue
.3	Yellow
.4	Orange
.5	Red
.6	Violet

The coding of **FRAMCOLOR 2001 INTENSE** consists of the following:

The number preceding the “.” designates the level of the color.

EXAMPLE	
6.024	Level 6
8.00	Level 8

The number following the “.” designates the intensity of the color.

Most of the **FRAMCOLOR 2001 INTENSE** include a “.0” to designate the intensity of the shades.

EXAMPLE	
6.00	<b>INTENSE</b> Natural
4.066	Extreme Violet

The numbers following the “.0” designate the primary and secondary tones of the color.

EXAMPLE	
5.055	<b>INTENSE</b> Red Red
6.021	<b>INTENSE</b> Blue Green



## 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
5. Compensate for lack of pigment in gray hair.

### STEP 1: DETERMINE THE NATURAL LEVEL

The Natural Series on the **FRAMCOLOR 2001 INTENSE** 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.

### 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 remaining color is always the same (refer to Remaining Color Chart below.) 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

# FRAMCOLOR 2001 INTENSE

## GUIDING PRINCIPLES OF HAIRCOLOR

**Remaining color at lift level + the framesi base color = 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 (refer to **Remaining Color Chart** on page 9.) 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.

### STEP 4: DETERMINE THE CORRECT ACTIVATOR:

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

### STEP 5: COMPENSATE FOR LACK OF PIGMENT IN GRAY HAIR.

To achieve the most natural results, framesi recommends Intense Natural, Moka, Amber, Cool Gold, Red Naturals and Sandy Beige. These series can be used alone, or, depending on the desired tone and intensity, another series can be added.

#### EXAMPLE:

Natural level: 6 with 75% gray  
 Desired level: 6  
 Levels of lift: 0  
 Desired tone: Warm Brown  
 Activator: 20 volume  
 Formula : **FRAMCOLOR 2001 INTENSE 6.024**

# FRAMCOLOR 2001 INTENSE

## FRAMESI FRAMCOLOR 2001 INTENSE SERIES AND BASES

Reflex  
(Tone)

Base

Suggested Uses

★ Denotes Gray Coverage

INTENSE NATURAL		
★ .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>◇ Creates <b>INTENSE</b>. browns and blondes</li> </ul>
MOKA		
★ .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 bronzes</li> </ul>
AMBER		
★ .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>
COOL GOLD		
★ .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> <li>◇ Creates beautiful platinum blondes with cool gold undertones when used as a toner</li> </ul>
SANDY BEIGE		
★ .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>
RED NATURAL		
★ .054	<b>INTENSE</b> Red-Orange	<ul style="list-style-type: none"> <li>◇ Creates rich, warm red tones with natural results.</li> <li>◇ Can be used alone for a softer red result or intermixed with other reds for a more vibrant result.</li> <li>◇ Provides 100% gray coverage</li> </ul>
HAZELNUT		
.035	<b>INTENSE</b> Yellow-Red	<ul style="list-style-type: none"> <li>◇ Creates warm brown or blonde shades with a rich, natural hazelnut tone</li> <li>◇ Provides 100% gray coverage when mixed with the <b>INTENSE</b> NATURALS on resistant hair.</li> </ul>
FROZEN BROWN		
.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 blondest</li> </ul>
BLUE QUARTZ		
.022	<b>INTENSE</b> Blue-Blue	<ul style="list-style-type: none"> <li>◇ Creates denim and navy toners when used on pre-lightened hair.</li> <li>◇ Maximum refinement and control of warmth during lift</li> <li>◇ Refines brassy ends on levels 7 and below.</li> <li>◇ Can be used as a concentrate for a smoky ash result.</li> </ul>
COPPER		
.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>
DEEP RED		
.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>
INTENSE EXTREME VIOLET		
.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>
PLATINUM TONERS		
.21	Blue-Green	◇ Creates beautiful frozen platinum silver ice blondes when used as a toner.
.26	Blue-Violet	◇ Creates beautiful pearl platinum silver ice blondes when used as a toner.
.31	Yellow-Green	◇ Creates beautiful platinum blondes with cool gold undertones when used as a toner
.62	Violet-Blue	◇ Creates beautiful platinum blondes when used as a toner
.66	Violet-Violet	◇ Creates beautiful violet platinum blondes that refine strong yellow tones in the hair when used as a toner
INTENSE GOLD		
.33	<b>INTENSE</b> Yellow-Yellow	<ul style="list-style-type: none"> <li>◇ To enhance warmth or add gold to any formula.</li> <li>◇ Can be added to resistant gray coverage formulas for a richer result.</li> <li>◇ Creates beautiful warm golden blondes when used as a toner.</li> </ul>



## FRAMESI PROFESSIONAL ACTIVATORS



### Liquid Cream Base

- Reduced scalp sensitivity
- 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

## PERFORMING A PATCH TEST

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### Patch test procedures:

1. The hair color contained in the package must never be used for coloring the hair unless a preliminary skin test has been made. The skin test must be performed each time before the hair is to be colored, regardless of whether a skin test has been performed previously.
  2. The color used for the preliminary skin 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 skin 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 (clean camel hair brush, 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 skin 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.

### Mixing a Patch Test

Follow the 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 bottom of a framesi bowl.

Mixing Instructions:

- 5cc **FRAMCOLOR 2001 INTENSE**
- 10cc Activator

**DO NOT USE FRAMCOLOR 2001 INTENSE ON EYE LASHES, EYEBROWS, BEARDS OR FACIAL HAIR.**

# FRAMCOLOR 2001 INTENSE

## MIXING, MEASURING & APPLICATION

**FRAMCOLOR 2001 INTENSE** is measured using the universal metric system, based on units of 10 called “cc’s.”

Each tube of **FRAMCOLOR 2001 INTENSE** is clearly marked in six 10cc increments, for ultimate ease in measuring.



1 tube = 60cc      tube = 2 Color Applications  
60cc = 2 ounces      1 Color Application = 30cc (1 oz.)

### For Bowl and Brush:

1. Squeeze 30cc (1 oz.) of **FRAMCOLOR 2001 INTENSE** cream into bowl. Use the lines on the tube for accurate measuring.
2. Using a beaker, measure 60cc (2 oz.) of the appropriate **Framesi Professional Activator**.
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.

# 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 - 20 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!**



# FRAMCOLOR 2001 INTENSE

## APPLICATION INSTRUCTIONS FOR GRAY COVERAGE

Gray hair is the absence of pigment and requires some type of Natural or Gold to obtain the most natural, intense gray coverage. With **FRAMCOLOR 2001 INTENSE**, the following Series can be used alone to achieve the most natural, intense gray coverage:

**INTENSE** Natural (.00)  
 Moka (.024)  
 Cool Gold (.031)  
 Sandy Beige (.036)  
 Amber (.046)

Example 1	
Natural Level	5
Desired Level	5
Desired Tone	Natural Brown
% of Gray:	75%
Formula	<b>FRAMCOLOR 2001 INTENSE 5.00</b> + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

Example 2	
Natural Level	100% Gray
Desired Level	9
Desired Tone	Cool Sandy Blonde
% of Gray:	100%
Formula	<b>FRAMCOLOR 2001 INTENSE 9.036</b> + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

In cases when a client has very little gray or is just beginning to gray (25% or less), **ANY** of the **FRAMCOLOR 2001 INTENSE** shades can be used to achieve the client's desired result.

Example 3	
Natural Level	6
Desired Level	6
Desired Tone	Vibrant Red
% of Gray	10%
Formula	<b>FRAMCOLOR 2001 INTENSE 6.055</b> + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

# FRAMCOLOR 2001 INTENSE

## APPLICATION INSTRUCTIONS FOR GRAY COVERAGE

The following **FRAMCOLOR 2001 INTENSE** series should **NOT** be used **ALONE** on high percentages of gray hair due to their strong intensity of the base color.

Hazelnut (.035)  
 Frozen Brown (.021)  
 Deep Red (.055)  
**INTENSE** Extreme Violets (.066)  
 Copper (.044)

For a more natural result on gray hair, the **Frozen Browns, Deep Reds, Coppers,** and **Extreme Violets** should be mixed with any of the Series from page 16.

Example 1	
Natural Level	5
Desired Level	5
Desired Tone	Cool Chestnut Brown
% of Gray:	75%
Formula	FRAMCOLOR 2001 INTENSE 5.021 + FRAMCOLOR 2001 INTENSE 5.00 + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

Example 2	
Natural Level	4
Desired Level	5
Desired Tone	Brightest red with gray coverage
% of Gray:	50%
Formula	FRAMCOLOR 2001 INTENSE 5.055 + FRAMCOLOR 2001 INTENSE 6.031* + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

Example 3	
Natural Level	6
Desired Level	6
Desired Tone	Rich Chestnut Dark Blonde
% of Gray:	80%
Formula	FRAMCOLOR 2001 INTENSE 6.00 + FRAMCOLOR 2001 INTENSE 6.035 + Framesi Professional Activator 20
Timing	<i>Half the traditional processing time!</i>

\*Note: The **Intense Natural** Series are very intense in blue-violet. When added to the **Deep Reds**, the final tonality is changed from a bright red to a cooler, more violet red. Therefore, adding the **Cool Golds** (.031) or **Sandy Beige** (.036) will maintain the warmer tonality of the red with gray coverage.

## APPLICATION INSTRUCTIONS FOR RESISTANT GRAY COVERAGE

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**At times, gray hair may become very resistant and require an advanced formulation. If traditional application methods are not giving the final result desired, we recommend trying the following:**

1. Add 1-3" of **INTENSE** Gold (10.33) to the formula for a richer coverage on very resistant gray.

**2. Increase processing time 5 minutes.**

If traditional processing time is 40 minutes, **FRAMCOLOR 2001 INTENSE** processing in half would be 20 minutes. For resistant gray, increase processing time to 25 minutes. For extremely resistant gray hair, increase processing time to 30 minutes.

**3. Process with heat for 5 minutes.**

After the color application is complete, apply a plastic cap and process 5 minutes under heat. Remove cap and process for the remaining processing time, which would be half the traditional processing time.

4. If trying the above recommendations still does not result in complete, superior gray coverage, then add **Framesi Color Method Gray Color Booster**, specifically formulated to boost gray coverage and color deposit on the most resistant, coarse hair types.

# FRAMCOLOR 2001 INTENSE

## APPLICATION INSTRUCTIONS FOR REFRESHING FADED ENDS

At times, we may have to balance or refresh the midshaft and ends due to fadage.

When refreshing faded ends with **FRAMCOLOR 2001 INTENSE**, keep the following in mind:

- a. The **FRAMCOLOR 2001 INTENSE** colors are cooler and more dense, and only require 10 minutes processing for refreshing faded ends.
- b. The formula chosen for the ends depends on the existing condition of the shaft and ends.
- c. Adding **COOL GOLD** or **SANDY BEIGE** to the midshaft and end formula will result in a brighter color.

Example	
Natural Level	7
Desired Level	8
Desired Tone	Natural Blonde
% of Gray	50%
Regrowth	<b>FRAMCOLOR 2001 INTENSE 8.00</b>
Ends Formula	<b>FRAMCOLOR 2001 INTENSE 8.031 or 8.036</b>

- d. Adding **MOKA**, **AMBER**, or **HAZELNUT** to the ends will result in a warmer, rich brown.

Example	
Natural Level	6
Desired Level	6
Desired Tone	Rich Natural Brown
% of Gray	75%
Regrowth	<b>FRAMCOLOR 2001 INTENSE 6.00</b>
Ends Formula	<b>FRAMCOLOR 2001 INTENSE 7.024, 7.046, or 7.035</b>



# FRAMCOLOR 2001 INTENSE

## APPLICATION INSTRUCTIONS FOR REFRESHING FADED ENDS CONT'D

e. When working with the **Deep Reds** or **Extreme Violets** it is recommended to choose a shade 1 level lighter than the regrowth for best results on damaged or porous ends.

Example	
Natural Level	5
Desired Level	5
Desired Tone	Bright Vibrant Red
% of Gray	0%
Regrowth	FRAMCOLOR 2001 INTENSE 5.055
Ends Formula	FRAMCOLOR 2001 INTENSE 6.055

The chart below shows the different options for refreshing faded ends with a regrowth formula of **FRAMCOLOR 2001 INTENSE 6.00**:

FORMULA FOR REGROWTH		
FRAMCOLOR 2001 INTENSE 6.00 with ACTIVATOR 20		
Challenge	Solution	Formula for midshaft and ends
Ends are over 1 level lighter and require depth to match regrowth formula	Same formula can be applied from root to end	<b>FRAMCOLOR 2001 INTENSE</b> 6.00
Ends do not need darkened but need refreshed in the same tone	Using a lighter level will add the same tonality without darkening the ends	<b>FRAMCOLOR 2001 INTENSE</b> 7.00
Ends do not need darkened but need warmed up for a brighter tonality	Using a lighter level with a warmer tonality will slightly warm up to final tone	<b>FRAMCOLOR 2001 INTENSE</b> 7.024, 7.046, or 7.035
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 shine	<b>FRAMCOLOR 2001 INTENSE</b> 7.031 or 7.036

## NEW BLUE QUARTZ COLOR COLLECTION

### SUGGESTED USES

- Create denim and navy toners when used on pre-lightened hair
- Maximum refinement and control of warmth during lift
- Refines brassy ends.
- Mix equal parts of the BLUE QUARTZ shade with FRAMCOLOR 2001 US Series for maximum refinement and lift when used with the high lift series.  
FRAMCOLOR 2001 US PLUS (15g/cc) + 9.022 (15g/cc) + Framesi Professional Activator 40 volume (60g/cc)
- For maximum refinement when lifting previously tinted hair, mix equal parts BLUE QUARTZ shade with FRAMCOLOR 2001 Color Exalt.  
FRAMCOLOR 2001 COLOR EXALT(15g/cc) + 9.022(15g/cc) + Framesi Professional Activator 40 volume (60g/cc)
- Use as a concentrate for a smokey ash result.
  - BLUE QUARTZ concentrate is added to Natural colors to create “Smokey” blondes and “Smokey” brunettes using 1-3g/cc per 30g/cc of color:  
7.00 (30g/cc) + 1g/cc 7.022 + Framesi Professional Activator (60g/cc)
- Mix with the INTENSE NATURALS to create cool, neutral results on white hair.

Remaining Color at Lift	After Refining with Blue Quartz	Create these Trendy Formulas with the <b>New Blue Quartz Shades!</b>					<b>Formula Key</b> (Equal Parts) ● Existing FRAMCOLOR 2001 <b>INTENSE</b> Shade ● Existing FRAMCOLOR 2001 Shade																
<table border="1"> <tr><td>9</td><td>9.022</td></tr> <tr><td>8</td><td>8.022</td></tr> <tr><td>7</td><td>7.022</td></tr> <tr><td>6</td><td>6.022</td></tr> </table>	9	9.022	8	8.022	7	7.022		6	6.022		<table border="1"> <tr> <td>GREY WASH ●10.26 + 9.022</td> <td>VIOLET DENIM ●10.66 + 9.022</td> <td>SILVER QUARTZ ●10.21 + 9.022</td> <td>KHALEESI PLATINUM ●US PLUS + 9.022</td> <td>ICE BLUE ●10.21 + 9.022</td> </tr> <tr> <td>PLATINUM QUARTZ ●10.00 + 9.022</td> <td>JEAN JACKET ●10.66 + 8.022</td> <td>ICED MOCHA ●7.024 + 7.022</td> <td>ASH BLUE QUARTZ ●7.021 + 7.022</td> <td>COOL NEUTRAL ●7.00 + 7.022</td> </tr> </table>	GREY WASH ●10.26 + 9.022	VIOLET DENIM ●10.66 + 9.022	SILVER QUARTZ ●10.21 + 9.022	KHALEESI PLATINUM ●US PLUS + 9.022	ICE BLUE ●10.21 + 9.022	PLATINUM QUARTZ ●10.00 + 9.022	JEAN JACKET ●10.66 + 8.022	ICED MOCHA ●7.024 + 7.022	ASH BLUE QUARTZ ●7.021 + 7.022	COOL NEUTRAL ●7.00 + 7.022		
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## TONING

Toning - the beauty of depositing color on pre-lightened hair to cancel or alter the tone of the underlying pigment.

**FRAMCOLOR 2001 INTENSE** offers 7 beautiful blonde shades that can be used as a permanent lift color or as beautiful light toners on pre-lightened hair:

- Extreme Violet (10.66)
- Mother of Pearl (10.62)
- Soft Beige Blonde (9.036)
- Very Light Blonde (10.00)
- Platinum Ice Pearl Blonde (10.26)
- Platinum Cool Gold Blonde (10.31)
- Platinum Frozen Ice Blonde (10.21)

Depending on the final color results, any of the other **FRAMCOLOR 2001 INTENSE** shades can also be used for toning pre-lightened hair.

### Steps to Toning:

Example 1	
<b>Pre-Lightened Tone</b>	11 White
<b>Desired Tone</b>	Subtle white/soft blonde finish
<b>Formula</b>	<b>FRAMCOLOR 2001 INTENSE</b> 10.62 <b>Framesi Professional Activator</b> 10
<b>Timing</b>	<i>Half the traditional processing time!</i>

Example 2	
<b>Pre-Lightened Tone</b>	10 Yellow White
<b>Desired Tone</b>	Soft beige tone
<b>Formula</b>	<b>FRAMCOLOR 2001 INTENSE</b> 9.036 <b>Framesi Professional Activator</b> 10
<b>Timing</b>	<i>Half the traditional processing time!</i>

Note: **Framesi Professional Activator** 15 is recommended when toning extremely porous or over-lightened hair.

# FRAMCOLOR 2001 INTENSE

## TONING

1. When toning pre-lightened hair always consider the condition of the hair as this will determine 3 key factors in formulating:
  - a. Formula
  - b. Developer Choice (**Framesi Professional Activator 10** or 15)
  - c. Timing
2. Apply regrowth first - process 5 - 10 minutes
3. Pull formula through ends - process 5 more minutes
4. Rinse fully and follow with framesi **COLOR METHOD POST COLOR MASK**

## SUGGESTED FORMULATIONS FOR PASTEL & PLATINUM RESULTS

PROCESS FROM 5-10 MINUTES. STRAND TEST FOR BEST RESULTS.	
Desired Tone	Formula
<b>PLATINUM</b>	
Milian Blonde	Equal Parts <b>FRAMCOLOR 2001 INTENSE</b> 10.31 (15cc/.5oz.) + <b>FRAMCOLOR 2001 INTENSE</b> 10.00 (15cc/.5oz.)
Fumo Blonde	Equal Parts <b>FRAMCOLOR 2001 INTENSE</b> 10.21 (15cc/.5oz.) + <b>FRAMCOLOR 2001 INTENSE</b> 10.66 (15cc/.5oz.)
Caro Blonde	Equal Parts <b>FRAMCOLOR 2001 INTENSE</b> 10.26 (15cc/.5oz.) + <b>FRAMCOLOR 2001 INTENSE</b> 10.62 (15cc/.5oz.)
Silver	<b>FRAMCOLOR 2001 INTENSE</b> 10.21 (30cc/1oz.)
<b>PASTEL</b>	
Lavender	<b>FRAMCOLOR 2001 INTENSE</b> 5.066 (1" /2.5cm ribbon) + <b>FRAMCOLOR 2001 INTENSE</b> 10.62 (30cc/1oz.)
Coral	<b>FRAMCOLOR 2001 INTENSE</b> 6.055 (1" /2.5cm ribbon) + <b>FRAMCOLOR 2001 INTENSE</b> 10.62 (30cc/1oz.)



# FRAMCOLOR 2001 INTENSE

## MIXING FRAMCOLOR 2001 WITH FRAMCOLOR 2001 INTENSE



### When to mix?

- For processing **FRAMCOLOR 2001** shades in **HALF THE PROCESSING TIME!**
- When desired tone is cooler and denser than current FRAMCOLOR 2001 formula
- When a more intense or solid deposit is desired than the current FRAMCOLOR 2001 formula
- For unlimited tonal choices

**INSTRUCTIONS:** Mix  $\frac{1}{2}$  the formula of **FRAMCOLOR 2001 INTENSE** with  $\frac{1}{2}$  of any **FRAMCOLOR 2001** shade and process for **HALF THE PROCESSING TIME!**\*



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

1. Mix 15cc ( $\frac{1}{2}$  oz.) of **FRAMCOLOR 2001 INTENSE** with 15cc ( $\frac{1}{2}$  oz.) **FRAMCOLOR 2001** and add 60cc (2 oz.) of the appropriate **Framesi Professional Activator**.
2. Apply color mixture to the hair and **PROCESS IN HALF THE TIME!**

## MIXING FRAMCOLOR 2001 INTENSE WITH ANY FRAMCOLOR 2001 SHADE

TURN ANY FRAMCOLOR 2001 SHADE INTO A DEEPER, COOLER, AND DENSER SHADE, WITH A MORE SOLID FINISH.

### EXAMPLE:



### EXAMPLE:

Natural Level	7	FRAMCOLOR 2001 INTENSE 7.031	15cc (½ oz.)
Desired Level	7	FRAMCOLOR 2001 7TRP	15cc (½ oz.) + 20 Vol. Developer
Desired Tone	Copper	Traditional Processing Time	40 minutes
Percentage of Gray	50%	New Processing Time	20 minutes!

# FRAMCOLOR 2001 INTENSE



## MIXING FRAMCOLOR 2001 WITH FRAMCOLOR 2001 INTENSE

### MIXING FRAMCOLOR 2001 + FRAMCOLOR 2001 INTENSE FOR 130+ SHADES THAT *PROCESS IN HALF THE TIME!*

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



Example	
Natural Level	4
Desired Level	5
Desired Tone	Warm Brown
% of Gray	75% - Very Resistant
Current FRAMCOLOR 2001 formula & timing	<b>FRAMCOLOR 2001 5EXN + 5W</b>
	5 minutes under heat 45 Minutes at room temperature
New FRAMCOLOR 2001 <b>INTENSE</b> / 2001 formula and timing	<b>FRAMCOLOR 2001 INTENSE 6.00*</b> <b>+ FRAMCOLOR 2001 5W</b>
	5 minutes under heat 20 Minutes at room temperature

**\*Note** - Due to the stronger violet tonality of the **INTENSE Naturals**, final results may appear slightly darker if 5.00 is used

**\*Note** - If the hair is 100% white, 6.00 + 5W may be slightly cooler in tonality. The **Sandy Beiges** can be substituted for the **FRAMCOLOR 2001 EXN** Series for a warmer final results (6.036 + 5W).

# FRAMCOLOR 2001 INTENSE



Example	
Natural Level	5
Desired Level	5-6
Desired Tone	Cool Blonde
% of Gray	50%
Current FRAMCOLOR 2001 formula & timing	FRAMCOLOR 2001 5CB +6NC
	40 Minutes
New FRAMCOLOR 2001 INTENSE/ 2001 formula and timing	FRAMCOLOR 2001 INTENSE 5.00 + FRAMCOLOR 2001 6NC
	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 2001 formula & timing	FRAMCOLOR 2001 USA + USPLUS
	50 Minutes
New FRAMCOLOR 2001 INTENSE/ 2001 formula and timing	FRAMCOLOR 2001 US PLUS + FRAMCOLOR 2001 INTENSE 10.62
	25 Minutes

## MIXING FRAMCOLOR 2001 INTENSE FOR A NEW SHADE

If the desired tone is not a current FRAMCOLOR 2001 INTENSE shade, mix FRAMCOLOR 2001 INTENSE with FRAMCOLOR 2001 as follows:

Current FRAMCOLOR 2001 Formula/Shade	New FRAMCOLOR 2001 INTENSE Formula/Shade	Process
FRAMCOLOR 2001 7TRP	FRAMCOLOR 2001 INTENSE 8.031 + FRAMCOLOR 2001 7TRP	<b>HALF THE TRADITIONAL PROCESSING TIME!</b>
FRAMCOLOR 2001 8G + FRAMCOLOR 2001 8EXN	FRAMCOLOR 2001 INTENSE 9.00 + FRAMCOLOR 2001 8G	

## MIXING FRAMCOLOR 2001 INTENSE FOR HALF THE PROCESSING TIME!

If a current FRAMCOLOR 2001 'Natural Perfect' (NP) result is desired, but you want to reduce processing time, simply mix FRAMCOLOR 2001 INTENSE Cool Golds (.031) with any FRAMCOLOR 2001 NP shade:

Current FRAMCOLOR 2001 Formula/Shade	New FRAMCOLOR 2001 INTENSE Formula/Shade	Process
FRAMCOLOR 2001 5NP	FRAMCOLOR 2001 INTENSE 6.031 + FRAMCOLOR 2001 5NP	<b>HALF THE TRADITIONAL PROCESSING TIME!</b>
FRAMCOLOR 2001 7NP	FRAMCOLOR 2001 INTENSE 8.031 + FRAMCOLOR 2001 7NP	



## EXAMPLE FORMULAS



### FRAMCOLOR 2001 + FRAMCOLOR 2001 INTENSE

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

Example	
FRAMCOLOR 2001 4EXN + 4VB	FRAMCOLOR 2001 4EXN + FRAMCOLOR 2001 INTENSE 4.066 -or- FRAMCOLOR 2001 4VB + FRAMCOLOR 2001 INTENSE 5.00
FRAMCOLOR 2001 5EXN + 5HR	FRAMCOLOR 2001 INTENSE 5.055 + FRAMCOLOR 2001 5EXN -or- FRAMCOLOR 2001 5HR + FRAMCOLOR 2001 INTENSE 6.00
FRAMCOLOR 2001 8NP + 8TRP	FRAMCOLOR 2001 8TRP + FRAMCOLOR 2001 INTENSE 8.031 -or- FRAMCOLOR 2001 INTENSE 8.044 + FRAMCOLOR 2001 8NP
FRAMCOLOR 2001 7EXN + 7NC	FRAMCOLOR 2001 7EXN + FRAMCOLOR 2001 INTENSE 8.021 -or- FRAMCOLOR 2001 INTENSE 7.036 + FRAMCOLOR 2001 7NC

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


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

# FRAMCOLOR 2001 INTENSE

## MIXING INSTRUCTIONS & PROCESSING TIME

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR 2001 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.

## 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

1. Perform a patch test (see page 13.)
2. Section the hair into four quarters.
3. Using ¼" partings, apply the product ½" 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 ¼" partings) immediately to scalp area.
5. Process for **half the traditional processing 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**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

### Virgin Application Going Darker

1. Perform a patch test (see page 13.)
2. Section the hair into four quadrants.
3. Apply the color to the section parts for control.
4. Using ¼" partings, apply the color to the scalp area, then immediately work through entire hair.
5. Process for half the traditional processing 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**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

### Retouch Application

1. Perform a patch test (see page 13.)
2. Section the hair into four quadrants.
3. Apply color to section parts for control.
4. Using ¼" partings, apply the color to regrowth.
5. Process for **half the traditional processing time**. Framesi does not recommend the use of heat during processing. Refer to **Refreshing Faded Ends** (page 20.)
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**. Retain 2-3 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.

## 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 INFINITY+

An off-the-scalp, super-lightening formula with care. It contains Hyaluronic acid to condition and moisturizes during lift while reaching brighter, more refined tonal results in minimal time. **(10+ Levels)**

#### 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 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 <b>Decolor B Diamond</b>	Volume of Developer
5 levels of lift	2 scoops (50g/1.76 oz.)	100mL 20 volume
6 levels of lift	2 scoops (50g/1.76 oz.)	100mL 30 volume
7 levels of lift	2 scoops (50g/1.76 oz.)	100mL 40 volume
8 - 9+ levels of lift	3 scoops (75g/2.65 oz.)	100mL 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 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.



#### Mixing Decolor B No Dust

Desired Result	Amount of Decolor B No Dust	Volume of Developer
5 levels of lift	2 scoops (50g/1.76 oz.)	100mL 20 volume
6 levels of lift	2 scoops (50g/1.76 oz.)	100mL 30 volume
7 levels of lift	2 scoops (50g/1.76 oz.)	100mL 40 volume
7+ levels of lift	3 scoops (75g/2.65 oz.)	100mL 40 volume

#### Processing

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 **framesi COLOR METHOD 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

### 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 (.68oz.)	40cc (1.35oz.) <b>Framesi Professional Activator</b> 20 volume 50cc (1.69oz.) <b>Ossidorr®</b> 20 volume
6 levels	20cc (.68oz.)	40cc (1.35oz.) <b>Framesi Professional Activator</b> 30 volume 50cc (1.69oz.) <b>Ossidorr</b> 30 volume
7 levels	20cc (.68oz.)	40cc (1.35oz.) <b>Framesi Professional Activator</b> 40 volume 50cc (1.69oz.) <b>Ossidorr</b> 40 volume
8 - 9+ levels*	20cc (.68oz.)	20cc (.68oz.) <b>Framesi Professional Activator</b> 40 volume 30cc (1oz.) <b>Ossidorr</b> 40 volume

\*This mixing ratio is not recommended for use on damaged or previously treated hair (tinted, permed, highlighted or relaxed)

## 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 (50g/1.76 oz.)	100mL 20 volume
6 levels of lift	2 scoops (50g/1.76 oz.)	100mL 30 volume
7 levels of lift	2 scoops (50g/1.76 oz.)	100mL 40 volume
8 - 9+ levels of lift	3 scoops (75g/2.65 oz.)	100mL 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 METHOD SHAMPOO GO**.

#### Tone

Prepare the hair for toning if so desired.

Process at room temperature.  
Heat sources are not recommended.

# FRAMCOLOR 2001 INTENSE

## LIGHTENING IN 20 SECONDS WITH STRIKE4



### Using Decolor B Powder Lighteners 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	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

# FRAMCOLOR 2001 INTENSE

## 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.



## 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**





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



## HOW TO USE IT?

Instructions for standard bleach or hair color services:

- Mix lightener or hair color as before, then add **PRO-FORCE Bonder 101**.
- Add the following amount of **Framesi PRO-FORCE Bonder 101** depending on the lightener or color being used. Mix thoroughly:
  - Lightener:** add 8 ml (¼ oz or 4 pumps) for every 30g (1 oz) of lightener.
  - Color:** add 4 ml (⅛ oz or 2 pumps) for all color applications.
- Apply the lightener or color mixture to hair and process as normal.
- When processing is complete, rinse hair:
  - Lightener:** Shampoo with **Framesi Color Method Shampoo Go**, and proceed to step 5.
  - Color:** proceed to steps 6-8.
- If Lightener application requires a toner:
  - 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.
  - 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.

- Process 5 minutes and gently rinse.
- Proceed with **Framesi Color Method Shampoo Go**, and **Post Color Mask**,

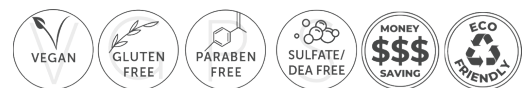
*For Porous or Severely Damaged hair:* Apply **PRO-FORCE BONDER 101** directly on the shaft and apply the bleach or color formula containing PRO FORCE 101 as directed above.

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

- 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.

- Carefully comb through the hair to spread product uniformly and allow ingredients to penetrate extremely damaged hair, process under heat (Do not cover hair with a plastic cap.)
- Rinse well and towel dry hair.
- Apply 15-20 ml or 8-10 pumps of **PRO-FORCE SEALER 102** to hair and distribute evenly.
- 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. <b>No measuring required!</b> Calibrated pump distributes the perfect amount each time! |
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NOTES

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updated 8.30.24