



Framcolor Glamour

PROTECTIVE COVERAGE TECHNOLOGY

Technical
Manual

All you need to know . . .

- ✓ **AFFORDABLE LUXURY - SUPERIOR QUALITY, TWO APPLICATIONS PER 100ml TUBE**
- ✓ **EASY - SAME FORMULA ROOT TO ENDS WITH 100% GRAY COVERAGE**
- ✓ **INNOVATIVE - PURE TONE, TRUE TO SWATCH RESULTS THAT DO NOT BROWN OUT**

The Technical

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

In its simplicity, we offer you the most predictable, permanent color system.

To see an educational video on Framcolor Glamour, visit framesiprofessional.com!

TABLE OF CONTENTS

| | |
|---|-----------|
| Introduction | 5 |
| Protective Coverage Technology | 6 |
| Features & Benefits | 7 |
| Client Consultation | 8 |
| Basic Color Theory / The Color Wheel | 11 |
| European + International Number System | 13 |
| Steps to Successful Color Formulation | 15 |
| Table of Series / Bases | 18 |
| Shades and Where They Fall in the Color Wheel | 19 |
| Reflexes (tone) | 20 |
| Activators | 21 |
| Pure Colors | 22 |
| Performing a Patch Test | 25 |
| Mixing, Measuring & Application of a Strand Test | 26 |
| Mixing, Measuring & Application | 27 |
| Processing Time - Resistant Gray Processing Time | 28 |
| Refreshing Faded Ends | 29 |
| Blonding - Ultra Lift Shades | 31 |
| Toning | 39 |
| Low-Lighting | 41 |
| Color Correction | 42 |
| 2001 Intense | 48 |
| Service Stabilizers | 56 |

INTRODUCTION

The professional haircolor that gives the hairstylist the ability to create hair fashion with **great simplicity** and with the best possible attention in terms of healthy hair. The system that protects both hair and color.

Protective Coverage Technology

Framcolor Glamour ensures a uniform result on roots, lengths and ends.

- ♦ 100% gray coverage achieved with each of the 60+ shades
- ♦ Easy to use - no need for intermixing
- ♦ One formula, root to ends... never browns out
- ♦ Pure tone results from pre-blended formulas
- ♦ 50% longer lasting color
- ♦ Up to 5 levels of lift

The Science

Framcolor Glamour guarantees a defensive and restorative treatment for the scalp and hair thanks to a special combination of:

♦ 18-MEA lipid - protects the hair shaft

18-MEA lipid is a fatty substance naturally present in hair. During normal daily flat iron use, brushing, blow drying and chemical services, it tends to decrease, causing keratin scales to open.

Framcolor Glamour replaces depleted 18-MEA lipid guaranteeing:

- ♦ Stronger color adhesion
- ♦ Deeper color penetration
- ♦ Restructuring of the hair fiber
- ♦ Hair is returned to a healthy, shiny, natural state
- ♦ **Boswellia Serrata extract** - protects and conditions the hair and scalp

Boswellia Serrata is a plant that grows in Africa and Asia. Its extract is used to condition and protect the hair and scalp during the coloring process, while inhibiting any client discomfort.



FEATURES & BENEFITS

| FEATURES | BENEFITS |
|---|---|
| 100% coverage with all shades - with no intermixing needed | <ul style="list-style-type: none"> ♦ ready to use haircolor that ensures perfect coverage for gray hair in a full range of shades ♦ easy, quick |
| Innovative Protective Coverage technology in a gluten-free formula | <ul style="list-style-type: none"> ♦ ensures a uniform result from roots to ends, with no build-up ♦ protects hair during color process, reducing fadage |
| <ul style="list-style-type: none"> ♦ 18-MEA lipid | <ul style="list-style-type: none"> ♦ replaces fatty substance naturally present in hair ♦ reduces damage and prevents color loss |
| <ul style="list-style-type: none"> ♦ Boswellia Serrata extract | <ul style="list-style-type: none"> ♦ protects and conditions the hair and scalp during color processing reducing any discomfort |
| soft cream consistency | <ul style="list-style-type: none"> ♦ easy and quick to mix ♦ easy spreadability during application |
| true conditioning cream base with low ammonia | <ul style="list-style-type: none"> ♦ outperforms all competition in gray coverage, conditioning, shine, fadage and beautiful true to base tones ♦ integrity of hair protected for future successful chemical services |
| perfectly calibrated level system with pre-blended bases that offer vivid results | <ul style="list-style-type: none"> ♦ natural, vibrant results even on white hair |
| Fragrance-free | Ultimate Client Comfort |
| 60+ shades | <ul style="list-style-type: none"> ♦ ease of formulation ♦ unlimited creativity ♦ predictable results |

THE CLIENT CONSULTATION

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

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

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

NEW CLIENTS

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

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

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

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

EXISTING CLIENTS

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

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

FIVE STEPS TO A CLIENT CONSULTATION

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

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

STEP 1 – LISTEN

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

STEP 2 – SHARE

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

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

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



BE HONEST WITH YOUR CLIENT

This is the time to discuss the following:

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

STEP 3 – CLARIFY

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

STEP 4 – ASK PERMISSION

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

STEP 5 – TAKE ACTION

The service begins!

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

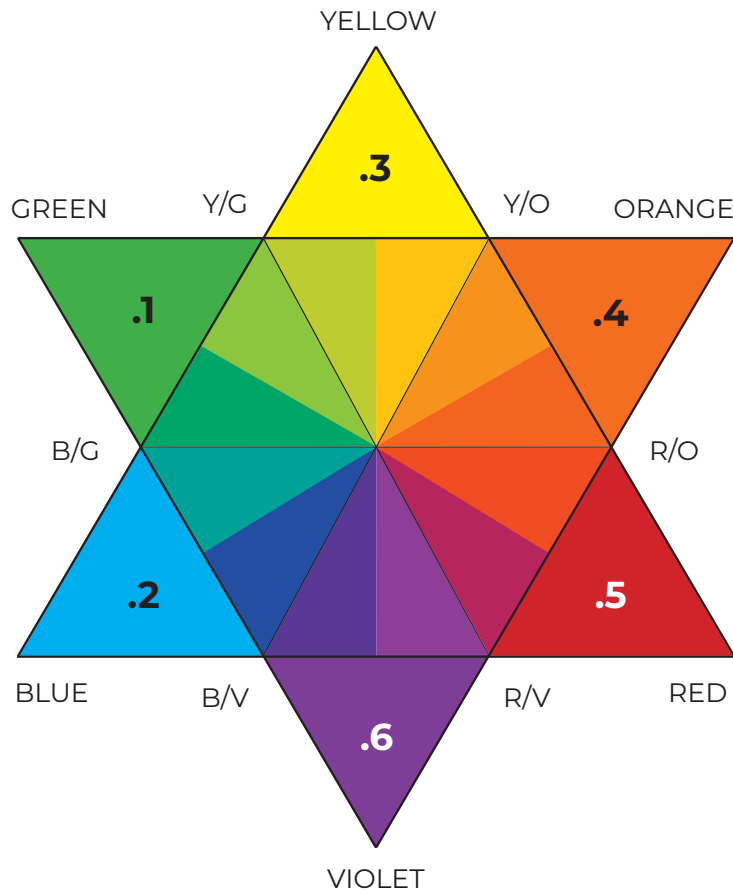
Red-Orange
 Red-Violet
 Yellow-Orange
 Yellow-Green
 Blue-Violet
 Blue-Green

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 refining the color. 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.



EUROPEAN + INTERNATIONAL NUMBER SYSTEM

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

The coding of **Framcolor Glamour** consists of 1, 2 or 3 numbers.

Example: 7.34

Numbering System

- .. = Natural
- .1 = Green
- .2 = Blue
- .3 = Yellow
- .4 = Orange
- .5 = Red
- .6 = Violet

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

Example: 7.34 = Level 7

The numbers following the “.” designates the tones of the color.

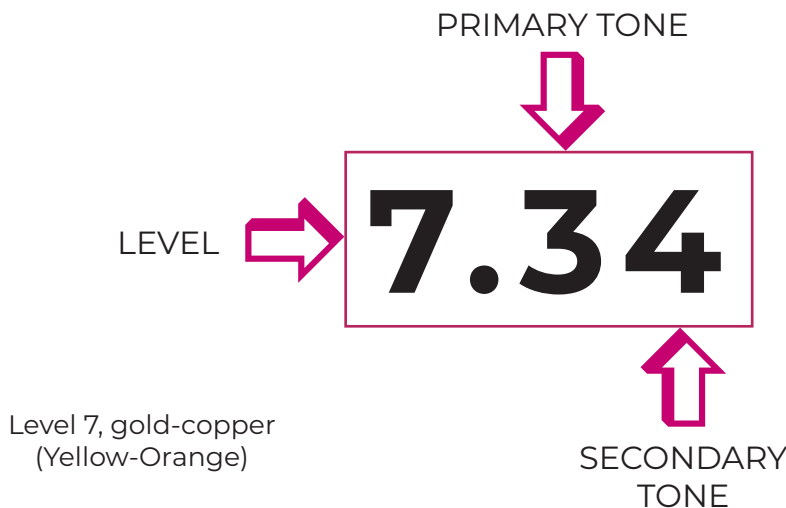
Example: 7.34 = Level 7, gold-copper (Yellow-Orange)

The first number following the “.” designates the primary tone of the color.

Example: 7.34 = gold (Yellow)

The second number following the “.” designates the secondary tone of the color.

Example: 7.34 = copper (Orange)



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

12

Step 1: Determine the Natural Level

The *Natural Series* on the **Framcolor Glamour** 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 determines how light or how dark the natural hair is.

It does not determine the tone. Tone is how warm or cool the color is.

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 will choose the following:

- ♦ The level of the desired color.

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

Remaining Color and Lifting:

Level System

1. Platinum Blonde
2. Very Light Blonde
3. Light Blonde
4. Medium Blonde
5. Dark Blonde
6. Light Brown
7. Medium Brown
8. Dark Brown
9. Black/Brown
10. Black

STEPS TO SUCCESSFUL COLOR FORMULATION

Remaining Color Chart

Most haircoloring involves lightening or lifting from a darker 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. *(See the remaining color chart right.)*

Because there is always some color remaining in the hair after lifting when you apply the new color, you're actually combining two colors.

GUIDING PRINCIPLE OF HAIR-

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

Refer to the color wheel to determine the base to choose for the best tone results.

STEPS TO SUCCESSFUL COLOR FORMULATION

COLOR:

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: Remember, 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

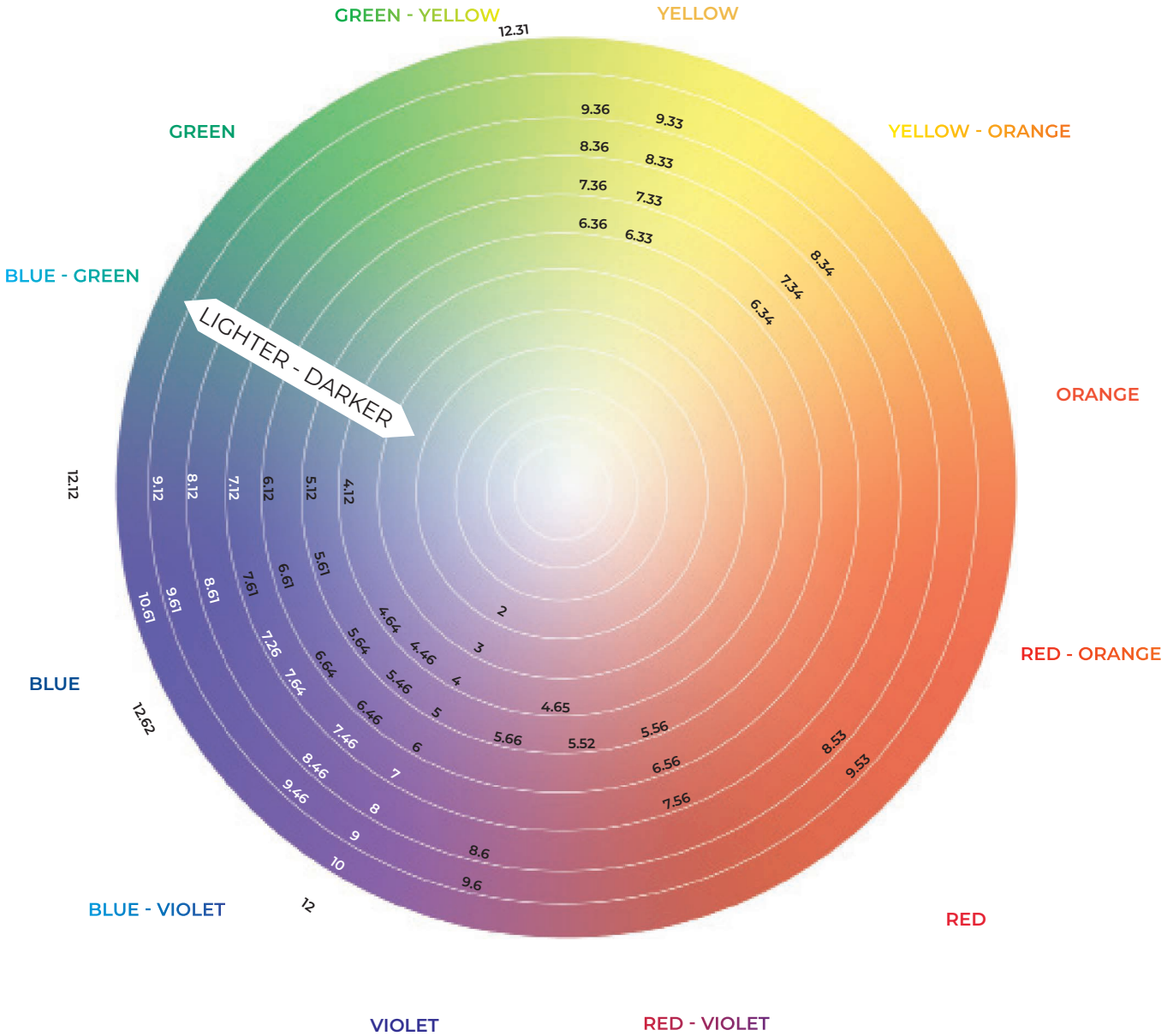
- ._ = Natural
- .1 = Ash (green)
- .2 = Ash (blue)
- .3 = Gold (yellow)
- .4 = Copper (orange)
- .5 = Red
- .6 = Violet

| Series | Reflex (Tones) | Base | Suggested Uses |
|--------------------|---|---|--|
| The Naturals | 1 - 10 | Blue-Violet | 1. Create neutral, full-bodied browns and blondes 2. Can be used alone for 100% gray coverage |
| The Natural Ashes | .12 | Green-Blue | 1. Create cool, natural ashes while controlling unwanted warmth 2. Can be used alone for 100% gray coverage |
| The Pearls | .26 .6 | Blue-Violet Violet | 1. Create sophisticated, refined pearl blondes 2. Excellent for toning highlights 3. Can be used alone for 100% gray coverage |
| The Ambers | .46 | Orange-Violet | 1. Warm brown and blonde shades with a soft, natural copper tone 2. Excellent warm champagne tones on pre-lightened hair 3. Can be used alone for 100% gray coverage |
| The Chocolates | .64 | Violet-Orange | 1. Create cool, rich, cocoa & chocolate browns & blondes 2. Can be used alone for 100% gray coverage |
| The Golds | .33 | Yellow | 1. Natural, soft golden tones 2. Excellent tones on pre-lightened hair 3. Can be used alone for 100% gray coverage |
| The Sands | .36 | Yellow-Violet | 1. Cool, sandy browns and blondes that create reflective gold tones, without the brassiness 2. Perfect for toning highlights 3. Can be used alone for 100% gray coverage |
| The Copper Golds | .34 | Yellow-Orange | 1. Warm, golden-orange tones 2. Excellent for low-lighting and toning 3. Can be used alone for 100% gray coverage |
| The Auburns | .4 | Orange | 1. Bright orange tones 2. Can be mixed with other series to reduce intensity 3. Can be used alone for 100% gray coverage |
| The Reds | .52 .56 | Red-Blue Red-Violet | 1. Intense red tones 2. Can be mixed with other series to reduce intensity 3. Can be used alone for 100% gray coverage |
| The Violets | .65 .66 | Violet-Red Violet | 1. Intense violet (plum) tones 2. Can be mixed with other series to reduce intensity 3. Can be used alone for 100% gray coverage |
| Corals | .53 | Red-Yellow | 1. Create soft coral blonde tones 2. Perfect for toning pre-lightened hair. 3. Can be used alone for 100% gray coverage. |
| The Silver Violets | .61 | Violet-Green | 1. Produces beautiful Silver Violet tones when applied to pre-lightened hair 2. Can be intermixed with all shades for customized trendy and muted nuances for a vintage effect. |
| The Ultra Lifts | (12) | 12 - Neutral 12.12 - Green-Blue 12.31 - Yellow-Green 12.62 - Violet-Blue | 1. Intended for use on virgin hair, levels 6 and higher 2. Can be used as toners on pre-lightened hair |
| Pure Colors | 7.11 - Pure Green 6.22 - Pure Blue 9.56 - Pure Pink | 7.55 - Pure Red 9.333 - Pure Yellow 6.66 - Pure Violet | 1. Use on pre-lightened hair for the most vivid, intense results 2. Mix with Framcolor Glamour 12 for the brightest, most vivid pastel results 3. Enhance or refine any existing color formulation |

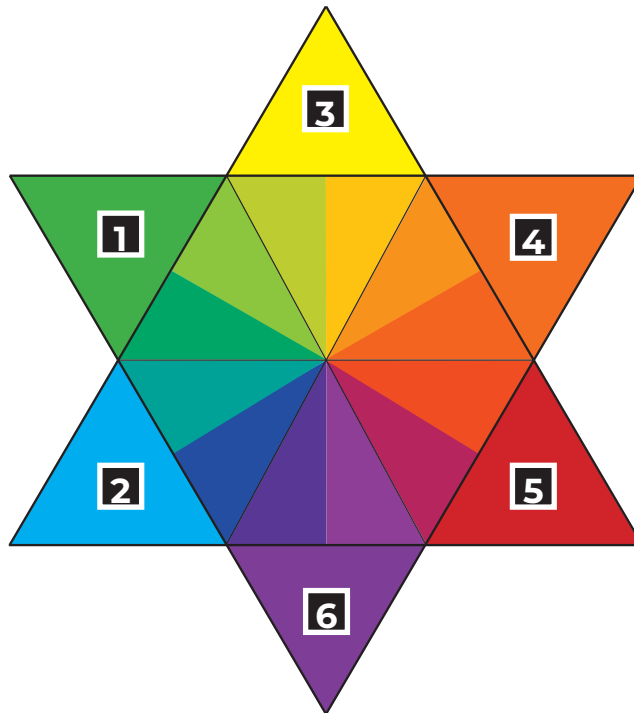
SHADES AND WHERE THEY FALL IN THE COLOR WHEEL

Cool Tones

Warm Tones



REFLEXES (TONES)



REFLEXES (Tones)

| NATURAL | FROM 1 TO 10 |
|----------------|--|
| NATURAL ASH | .12 |
| PEARL | .26 // 6 |
| GOLDEN | .33 |
| GOLDEN COPPER | .34 |
| SANDS | .36 |
| COPPER | .4 |
| AMBERS | .46 |
| RED | .52 // .56 |
| SILVER VIOLETS | .61 |
| CORALS | .53 |
| CHOCOLATES | .64 |
| VIOLET | .65 // .66 |
| ULTRA LIFTS | 12. |
| PURE COLORS | .11 // .22 // .333 // .55 // .56 // .66 |

ACTIVATORS

Step 4: *Determine the Correct Activator*

Framesi Professional Activator (available in 10, 15, 20, 25, 30 & 40 volume) are formulated with coconut oil derivatives designed to work seamlessly with Framcolor Glamour color. It is the combination of the coloring cream and the activator that grants a perfect result, both in coverage and vibrancy.



| DESIRED END RESULT | FRAMESI PROFESSIONAL ACTIVATOR | TRADITIONAL PROCESSING TIME |
|--|--------------------------------|-----------------------------|
| Level on level, darker, or 1 level of lift | 20 Volume | 30-45 minutes |
| 2 levels of lift | 30 Volume | 30-45 minutes |
| 3-4 levels of lift | 40 Volume | 30-45 minutes |
| Gray coverage | 20, 30, or 40 Volume | 30-45 minutes |
| Refreshing faded ends | 20 Volume | 20 minutes |
| Toning | 10 or 15 Volume | 10-20 minutes |

Example:

Client's natural level: 5 with 50% gray
 Client's desired level: 7 (remaining color at level 7 = orange)
 Client's desired tone: cool, very little warmth
 Determine activator: 30 volume for 2 levels of lift
 Client's formula: 7.12 with 30 volume

Processing time for any Framcolor Glamour shade from level 1-10 is 35 minutes.
 Resistant gray is 45 minutes.
 Processing time for any Framcolor Glamour Ultra Lift shade is 45 minutes.

Framcolor Glamour PURE COLORS are

PURE

Non-blended
 Oxidative dyes



Women love to take their look and **bold** haircolor to **extremes!**

From subtle pieces, blocking sections or all over long lasting color.

Achieve the most bold, long lasting shades using Framcolor Glamour PURE COLORS!

PURE
EASY
FUN

The most **bold**, long lasting shades in the industry.



Let your creative imagination run **wild!**

Framcolor Glamour PURE COLORS are as EASY as 1, 2, 3!



1 Choose your shade



2 Mix equal parts, PURE COLOR & 20V Activator



3 Apply to hair, processing for 10-20 minutes

Mixing Instructions:

For the brightest, most vivid intense results

1. Apply to pre-lightened hair
 2. Mix 1:1 with developer (50cc/g/1 ⅔ oz Framcolor Glamour Pure Color + 50cc/mL/1 ⅔ oz Activator 20 volume)
 3. Process 10-20 minutes
 4. Shampoo with **framesi COLOR METHOD SHAMPOO GO**, then rinse.
 5. Apply **framesi COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
 6. Rinse hair and style with your favorite framesi styling product.
- *Processing an additional 10 minutes will result in deeper, longer lasting color.

USING THE PURE COLORS ON PRE-LIGHTENED HAIR

All colorists know that pre-lightening hair will create porosity. This is necessary in order to achieve vivid, vibrant tones. However, it is essential to follow the guiding principle of remaining color to achieve the best, longest lasting results.

| Shade | For Best Results |
|-------------------|---|
| 7.55 Pure Red | Pre-Lighten to remaining color ORANGE (level 7) or lighter |
| 6.66 Pure Violet | Pre-Lighten to remaining color RED-ORANGE (level 6) or lighter |
| 7.11 Pure Green | Pre-Lighten to remaining color ORANGE (level 7) or lighter |
| 6.22 Pure Blue | Pre-Lighten to remaining color YELLOW (level 9) or lighter |
| 9.333 Pure Yellow | Pre-Lighten to remaining color YELLOW (level 9) or PALE YELLOW (level 10) |
| 9.56 Pure Pink | Pre-Lighten to remaining color YELLOW (level 9) or PALE YELLOW (level 10) |

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

PURE COLORS

DOUBLE THE FUN WITH PURE PASTELS!



PURE Pastel Red
 PURE Pastel Violet
 PURE Pastel Green
 PURE Pastel Blue
 PURE Pastel Yellow
 PURE Pastel Pink

EASY!

Framcolor Glamour 12
30cc/1oz



Mixing Instructions:

For the brightest, most vivid pastel results

1. Apply to pre-lightened hair
2. Squeeze 30cc/1 oz Framcolor Glamour 12 + 2 ribbon inches (5cm) Framcolor Pure Colors in bowl.
3. Mix 1:1 with developer (30cc/1 oz Activator 20 volume).



4. Process 10-20 minutes.
5. Shampoo with **framesi Color Method Shampoo Go**, then rinse.
6. Apply **framesi Color Method Post Color Mask**. Retain 2-3 minutes.
7. Rinse hair and style with your favorite framesi styling product.

PERFORMING A PATCH TEST

Performing a Patch Test

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

Patch test procedures:

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

DO NOT USE FRAMCOLOR GLAMOUR ON EYE LASHES, EYEBROWS, BEARDS OR FACIAL HAIR.

Mixing a Patch Test

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

Note: 5cc (.17oz.) of cream color equals 4 ribbon inches across the framesi Bowl.

Framcolor Glamour:

5cc (.17oz.) Framcolor Glamour color

5cc (.17oz.) Developer

Performing a Strand Test

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

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

Mix

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

Application

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

Stylist Tip: Process your strand test in 20 seconds with **STRIKE4!**

MIXING, MEASURING & APPLICATION

Framcolor Glamour is measured with the metric system. Measurements are made in units called cubic centimeters or “ccs” (Cee-Cee’s), separated in units of 12.5.

Each 3.4oz, 100g/cc tube of **Framcolor Glamour** contains 8 lines equivalent to 12.5cc/g each:



| | |
|-------------------|--------------------|
| 1.25 lines | 1/2 oz. or 15cc/g |
| 2.5 lines | 1 oz. or 30cc/g |
| 4 lines | 1/2 tube or 50cc/g |
| 5 lines | 2 oz. or 60cc/g |
| 8 lines | 3.4 oz. or 100cc/g |

Mixing (1:1 mix ratio with **Framesi Professional Activator**, 1:2 mix ratio with **Framcolor Glamour 12 Series**)

1. Squeeze 50cc/g (1 2/3 oz.) of **Framcolor Glamour** cream into bowl. When intermixing colors, use _____ lines on the side of the tube for accurate measuring.
2. Measure 50cc/g (1 2/3 oz.) of **Framesi Professional Activator** into a beaker.
3. Pour activator into the bowl.
4. Mix thoroughly with a brush.

The special texture of the coloring cream base allows for immediate blending. It only takes a few seconds to obtain an ‘easy’ cream that perfectly adheres to the hair when applied.

Color 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. Resulting in even color, superior gray coverage and even lift. The result is professional color achieved through professional application.

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

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.

Standard Method: *Virgin Application Going Lighter*

1. Perform a patch test (see pg. 25).
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** COLOR METHOD **POST COLOR MASK**. Retain 2-3 minutes.
10. Rinse hair and style with your favorite framesi styling product.

Alternate Method: *Virgin Application Going Lighter*

1. Perform a patch test (see pg. 25).
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.
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 pg. 25).
2. Section the hair into four quadrants.
3. Apply the color to the section parts for control.
4. Using $\frac{1}{4}$ " (.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**. Retain 2-3 minutes.
9. Rinse hair and style with your favorite framesi styling product.

Retouch Application

1. Perform a patch test (see pg. 25).
2. Section the hair into four quadrants.
3. Apply color to section parts for control.
4. Using $\frac{1}{4}$ " (.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 31).
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.

PROCESSING TIME

Processing time for any **Framcolor Glamour** shade from level 1-10 is 35 minutes.

Processing time for any **Framcolor Glamour** Ultra Lift shade is 45 minutes.

Resistant Gray Processing Time

At times, clients with resistant gray hair will require additional processing time.

We recommend the following:

1. Increase processing time from 35 to 45 minutes or 45 to 50 minutes for **Ultra Lifts**
- OR -
2. Apply a plastic cap and process under heat for 5 minutes. Remove cap and process for the full 35 minutes.
3. For extremely resistant hair, **Framesi Color Method Gray Color Booster** was specifically formulated to boost gray coverage and color deposit. See page 56.

REFRESHING FADED ENDS

In most cases, **Framcolor Glamour** allows you to use the exact formula used on the regrowth to refresh faded ends.

Please take into account:

1. Ends that are darker than your target shade must be decolorized to 1 level lighter than your target shade.
2. Ends that are "ashy" may need to be purified prior to a color service.
3. Ends more than 2 shades lighter than the desired color may need to be repigmented.

More than 1 level of color loss:

- ♦ Apply the regrowth formula and process 10 minutes
- ♦ Pull 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
- ♦ Pull the same formula through the ends of the hair and process the remaining 15 minutes

Minimal to no color loss:

- ♦ Due to your clients receiving repeated applications of **Framcolor Glamour**, their ends will have minimal to no color loss.
- ♦ Pull color through the ends for the last 2-3 minutes to refresh.

BLONDING



BLONDING/ ULTRA LIFT SHADES

Framcolor Glamour offers a superior, single-process blanding system - **ULTRA LIFTS**.

The **Framcolor Glamour** "12 series" is our **Ultra Lift Series**. This series has been specially formulated to achieve the following:

- The highest lift possible with a single process color. This series will achieve 4 - 5 levels of lift when mixed 1:2 with 40 volume activator.
- This series is recommended for use on a natural level 6 and above for best results, as it has less deposition or toning of remaining color than other **Framcolor Glamour** shades.

| | |
|-------|-------------------|
| 12 | Neutral - No Tone |
| 12.12 | Green-Blue |
| 12.31 | Yellow-Green |
| 12.62 | Violet-Blue |

Balancing faded ends when blanding

When working with Ultra Lift shades, porosity and tonality must be taken into consideration before pulling the formula through the ends.

Mixing ratio for Ultra Lifts:

1:2

Timing for the Ultra Lifts:

45 minutes

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

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 Diamond | 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 (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 **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 Clay | 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 **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

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

Remove

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

Tone

Prepare the hair for toning if so desired.

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

| For Highlighting / Bleaching | | |
|------------------------------|--------------------------------|---|
| Desired Lift | Amount of Decolor B Cream Plus | Amount of Developer |
| 5 levels | 20cc (.68oz.) | 40cc (1.35oz.) Framesi Professional Activator 20 volume 50cc (1.69oz.) Ossidorr® 20 volume |
| 6 levels | 20cc (.68oz.) | 40cc (1.35oz.) Framesi Professional Activator 30 volume 50cc (1.69oz.) Ossidorr 30 volume |
| 7 levels | 20cc (.68oz.) | 40cc (1.35oz.) Framesi Professional Activator 40 volume 50cc (1.69oz.) Ossidorr 40 volume |
| 8 - 9+ levels* | 20cc (.68oz.) | 20cc (.68oz.) Framesi Professional Activator 40 volume 30cc (1oz.) Ossidorr 40 volume |

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

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 | 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 |

BLONDING/ 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 Glamour** Toning

1. Review **Framcolor Glamour** Series/Bases and the Remaining Color Chart. **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

Virgin Application

1. Perform a patch test.
2. Section clean, dry hair into four quadrants in preparation for application.
3. Apply color to section parts for control.
4. Using ¼" (.64cm) 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 LOVER SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with **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.
2. Section hair into four quadrants.
3. Apply color to section parts for control.
4. Using ¼" (.64cm) partings, apply the color mixture to regrowth area only.
5. Processing time will be determined by the activator chosen, porosity of the hair and the desired end result. Check frequently.
6. When processing is complete and before rinsing the color, massage **framesi COLOR LOVER SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
7. Shampoo with **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.

BLONDING/ 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 | 1. Uneven pre-lightening of regrowth. 2. Regrowth over ½" (1.27 cm), 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 previous 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:

- ♦ 50cc/g (1½ oz.) color
- ♦ 25cc (¾ oz.) 5 volume activator
- ♦ 25cc (¾ 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.

SUGGESTED FORMULATIONS FOR TONING WITH FRAMCOLOR GLAMOUR

| Highlighted Tone | Desired Result | Framcolor Glamour Formula |
|---------------------|----------------------|---------------------------|
| Pale Yellow / White | Soft Pearl Blonde | 9.6 |
| Pale Yellow / White | Light Caramel Blonde | 9.46 |
| Pale Yellow/White | Light Silver Violet | 10.61 |
| Pale Yellow | Cool Sandy Blonde | 9.36 |
| Yellow | Cool Blonde | 8.12 |
| Yellow | Summer Sand | 7.26 + 9.6 |
| Yellow / Orange | Bright Red Copper | 7.4 |
| Yellow / Orange | Rich Warm Brown | 6.34 |
| Orange | Cool Light Brown | 6.12 |

LOW-LIGHTING

LOW-LIGHTING WITH FRAMCOLOR GLAMOUR

Low-lighting can be created by using **Framcolor Glamour**, even on the most damaged, porous hair. The special formulation of 18-MEA lipid and vegetable extract (Boswellia Serrata), assures long lasting, rich, even tones. The hair will feel silky smooth and will shine from root to end!

38

INSTRUCTIONS

1. Choose a **Framcolor Glamour** shade based on the tonal results desired.
2. (a) When desiring a color darker than 2 levels on hair that has been pre-lightened, framesi recommends repigmentizing the hair for optimum results.
(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 35 minutes.
4. When processing is complete and before rinsing the color, massage **framesi COLOR LOVER SHAMPOO GO** around the hairline to eliminate staining, then rinse thoroughly with tepid water.
5. Shampoo with **SHAMPOO GO**, then rinse.
6. Apply **framesi COLOR METHOD POST COLOR MASK**. Retain 2-3 minutes.
7. Rinse hair and style with your favorite framesi styling product.

SUGGESTED FORMULATIONS FOR LOW-LIGHTING

| Level Desired | Desired Result | Framcolor Glamour Formula |
|---------------|-----------------------|---------------------------|
| 8 | Champagne Blonde | 8.46 |
| 8 | Natural Golden Blonde | 8.33 |
| 7 | Red Head | 7.4 |
| 6 | Sandy Brown | 6.36 |
| 6 | Reddish Warm Brown | 6.34 |
| 5 | Chocolate Brown | 5.64 |

COLOR CORRECTION

SPECIAL PRECAUTIONS FOR DECOLOR B INFINITY+, DECOLOR B DIAMOND AND DECOLOR B CREAM PLUS

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

Application for Decolorization

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

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

Application

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

1. Starting at the nape work one section at a time.
2. Apply decolorizing formula and work towards the crown (if there are any darker spots, apply to those first).
3. Repeat with the other quarter section in the back.
4. Do not always apply to the scalp area right away. This ½" will lighten faster due to body heat.
5. Start at the nape (or the darker areas). If the decolorizing formula has been applied there first, theoretically, it will be removed from there first. It is much easier to lay the client in the sink and remove the back while the front is still on versus the other way around.
6. Due to different porosities that may exist in the hair, some areas may lighten faster than others. When any section reaches your desired remaining color, rinse and shampoo that section. This is a normal occurrence. Spot bleach darker areas. What you want to aim for is the most even remaining color possible.

COLOR CORRECTION

FORMULAS FOR DECOLORIZING TINTED HAIR

DECOLOR B INFINITY+ Decolorizing Formulas

| Desired Lift | Amount of Decolor B Diamond | Amount of Activator |
|------------------|-----------------------------|---|
| 1-2 levels | 1 Scoop 20cc/g | 40cc/ml (1.35 oz.) 5 volume 40cc/ml (1.35 oz.) water |
| 3 levels | 1 Scoop 20cc/g | 80cc/ml (2.7 oz.) 5 volume |
| 4 or more levels | 1 Scoop 20cc/g | 80cc/ml (2.7 oz.) 10 volume |

DECOLOR B DIAMOND Decolorizing Formulas

| Desired Lift | Amount of Decolor B Diamond | Amount of Activator |
|------------------|-----------------------------|----------------------------------|
| 1-2 levels | 1 Scoop 25cc/g | 100cc/ml (3.38 oz.) 5 volume |
| 3 levels | 1 Scoop 25cc/g | 100cc/ml (3.38 oz.) 10 volume |
| 4 or more levels | 1 Scoop 25cc/g | 100cc/ml (3.38 oz.) 15 volume |

DECOLOR B CREAM PLUS Decolorizing Formulas

| Desired Lift | Amount of Decolor B Cream Plus | Amount of Activator |
|------------------|--------------------------------|------------------------------|
| 1 level | 20cc/g | 60cc/ml (2 oz.) 5 volume |
| 2 - 4 levels | 20cc/g | 60cc/ml (2 oz.) 10 volume |
| 4 levels or more | 20cc/g | 60cc/ml (2 oz.) 15 volume |

DECOLOR B NO DUST Decolorizing Formulas

| Desired Lift | Amount of Decolor B No Dust | Amount of Activator |
|------------------|-----------------------------|----------------------------------|
| 1 level | 1 Scoop 25cc/g | 100cc/ml (3.38 oz.) 5 volume |
| 2 levels | 1 Scoop 25cc/g | 100cc/ml (3.38 oz.) 10 volume |
| 3 levels | 1 Scoop 25cc/g | 100cc/ml (3.38 oz.) 15 volume |
| 4 levels or more | 1 Scoop 25cc/g | 100cc/ml (3.38 oz.) 20 volume |

Color Correction with Framcolor Glamour

Open up a world of profitable color possibilities

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

Types of Color Correction

The two major types of color corrections are:

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

Decolorizing - When to Decolorize

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

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

Example: Client is tinted level 4. Desires a level 7 color. (Decolorize to a level 8 remaining color.)

Formula: add 1 scoop **Decolor B Infinity+** to 100cc (2.54 oz.) 15 volume activator + 25mL (.85 oz.) water,

or 20mL (.68 oz.) **Decolor B Cream Plus** to 60cc (3.38 oz.) 10 volume activator,

or 1 scoop of **Decolor B No Dust**, to 100mL (3.38 oz.) 20 volume activator.

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

To purify, use the following decolorizing formula:

1 scoop **DECOLOR B DIAMOND** or **DECOLOR B NO DUST**
+
100mL (3 ½ oz.) 5 volume activator

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

Example: Client is tinted level 6 brown. Desires a level 6 red.

Formula:

1 scoop **DECOLOR B DIAMOND** or **DECOLOR B NO DUST**
+
100mL (3 ½ oz.) 5 volume activator

COLOR CORRECTION

REPIGMENTIZING WITH FRAMCOLOR GLAMOUR

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.

*** Filling 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 Formulas

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 (left) as a guideline for color selections, for most natural results.

See mixing guidelines for repigmentizing on the next page.

Example:

Client lightened to a level 8.
 Client desires level back to natural 6.
 Repigmentizing formula used: 8.4

Final formula: 6 with 20 volume activator.
 Strand test for accurate results.

* *Special Note:*

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

| Natural Level Desired | Repigmentizing Formula | |
|-----------------------|--|---|
| Level 8 | 40cc/g (1 ½ oz.) 9.33 10mL (½ oz.) 9.4 | 50mL (1 ⅔ oz.) 10 Vol Activator 50mL (1 ⅔ oz.) Water |
| Level 7 | 50cc/g (1 ⅔ oz.) 9.4 | 50mL (1 ⅔ oz.) 10 Vol Activator 50mL (1 ⅔ oz.) Water |
| Level 6 | 50cc/g (1 ⅔ oz.) 8.4 | 50mL (1 ⅔ oz.) 10 Vol Activator 50mL (1 ⅔ oz.) Water |
| Level 5 | 50cc/g (1 ⅔ oz.) 7.4 | 50mL (1 ⅔ oz.) 10 Vol Activator 50mL (1 ⅔ oz.) Water |
| Level 4 | 50cc/g (1 ⅔ oz.) 6.4 | 50mL (1 ⅔ oz.) 10 Vol Activator 50mL (1 ⅔ oz.) Water |
| Levels 3 or Darker | 50cc/g (1 ⅔ oz.) 5.56 | 50mL (1 ⅔ oz.) 10 Vol Activator 50mL (1 ⅔ oz.) Water |

COLOR CORRECTION

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 mixing and application instructions below.
3. Usage of the Copper Gold Series is recommended, depending on intensity of series desired.

44

Mixing and Application Instructions

1. Mix 50mL (1 $\frac{2}{3}$ oz.) **Framcolor Glamour**
 50mL (1 $\frac{2}{3}$ oz.) 10 volume Activator
 50mL (1 $\frac{2}{3}$ 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 using 20 volume activator. Check frequently while processing.

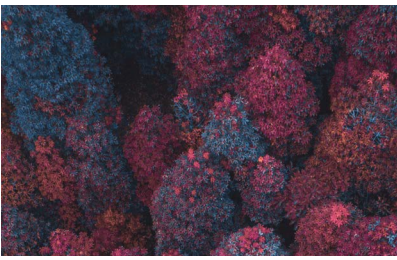
Example

| |
|---|
| Client was previously tinted to a Level 7 Golden Red |
| <p><i>Formula Used:</i> 7.4 Activator - 30 Volume</p> |
| <p><i>Problem:</i> Ends have become gold and will not hold red.</p> |
| <p><i>Repigmentizing Formula:</i> 9.4</p> |
| <p><i>Final Ends Formula:</i> 7.4 Activator - 20 volume depending upon hair's porosity</p> |

Strand test is always recommended for best color results

FRAMCOLOR 2001 INTENSE PERMANENT COLOR

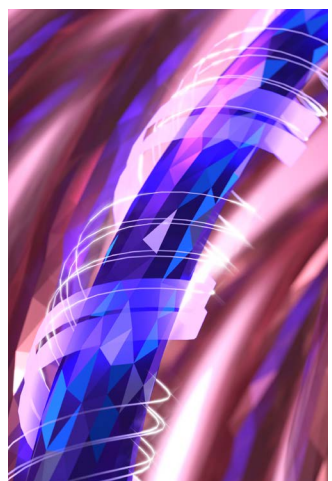
- **PROCESSES IN HALF THE TIME!**
- **INTENSE** 100% GRAY COVERAGE
- SUPERIOR CONDITION, SHINE & LONGEVITY
- FAST PIGMENTATION PROCESSING (FPP), SAVE TIME
- UP TO 4 LEVELS OF LIFT
- LUMINOUS HI-FI SHADES
- NON-PROGRESSIVE FORMULATION
- HAIR INTEGRITY...UNCOMPROMISED
- ECONOMICAL 1:2 MIX RATIO; 2 APPLICATIONS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



FRAMCOLOR
2001
INTENSE

FPP TECHNOLOGY FAST PIGMENTATION PROCESSING

INTENSE PERFORMANCE - PROCESSES IN *HALF THE TIME!*



AN INNOVATIVE SYNERGY OF

- ➔ Luminous Hi-Fi shades perfectly calibrated to guarantee coverage at the intended level (non-progressive) with no build up.
- ➔ Innovative carrier system transports haircolor dyes quickly into the cortex.
- ➔ Accelerated haircolor dyes that are stabilized to quickly expand and become permanent in **HALF THE TIME!**

FRAMCOLOR 2001 INTENSE

FRAMCOLOR 2001 INTENSE FEATURES AND BENEFITS

| FEATURE | BENEFIT |
|---|---|
| <p>INNOVATIVE TECHNOLOGY FAST PIGMENTATION PROCESSING (FPP) – the innovative synergy of 3 main factors:</p> <ul style="list-style-type: none"> • Luminous Hi-Fi shades • New carrier system • Stabilizers <p>NON-PROGRESSIVE FORMULATION</p> | <p>INTENSE PERFORMANCE – PROCESSES IN HALF THE TIME!</p> <ul style="list-style-type: none"> • Latest generation dyes are transported quickly inside the hair using new carriers with a high affinity to hair. • Permanent haircolor molecules expand in half the time. • Will not go darker if processed longer |
| <p>HI-TECH BOOSTER SYSTEM which includes the following:</p> <ul style="list-style-type: none"> • Vegetable Coconut Oil Cream Base • Amaranthus Oil • Vitamin C | <p>SUPERIOR CONDITION, SHINE & LONGEVITY</p> <ul style="list-style-type: none"> • Better placement of color for even results from root to end while protecting hair fiber for less damage • Enhances shine and intensifies light reflection • Anti-oxidant, preserves youthful vitality of hair |
| <p>USER-FRIENDLY COMFORT FORMULA</p> | <ul style="list-style-type: none"> • Easy to prepare and apply, mixes in seconds (even in a bottle), extreme spreadability • Low client sensitivity • Virtually no ammonia fragrance • Age-defying hair nourishment & conditioning action |
| <p>MOST INTENSE TONALITIES</p> | <ul style="list-style-type: none"> • Most Intense Naturals for INTENSE 100% gray coverage • Deep Reds, Coppers, and Extreme Violets • Most warmth-controlling intense ashes |
| <p>CAN BE MIXED WITH FRAMCOLOR GLAMOUR</p> | <ul style="list-style-type: none"> • 40+ Framcolor 2001 INTENSE shades plus 60+ Framcolor GLAMOUR shades = 100+ Shades that process in HALF THE TIME! |
| <p>1:2 MIX RATIO (1 PART COLOR, 2 PARTS DEVELOPER)</p> | <ul style="list-style-type: none"> • 2 applications per tube / 2 clients per tube • Superior product at an economical per application price |

VEGAN, GLUTEN FREE

FRAMCOLOR 2001 INTENSE

FRAMESI FRAMCOLOR 2001 INTENSE SERIES AND BASES

| Reflex (Tone) | Base | Suggested Uses |
|------------------------|---------------------------------|---|
| INTENSE NATURAL | | |
| ★ .00 | INTENSE Blue-Violet | <ul style="list-style-type: none"> ◇ Can be used alone for INTENSE 100% gray coverage ◇ Creates INTENSE browns and blondes |
| MOKA | | |
| ★ .024 | INTENSE Blue-Orange | <ul style="list-style-type: none"> ◇ Can be used alone for a warmer brown with INTENSE 100% gray coverage ◇ Creates full-bodied browns, blondes and brondes |
| AMBER | | |
| ★ .046 | INTENSE Orange-Violet | <ul style="list-style-type: none"> ◇ Creates warm brown or blonde shades with a soft, natural copper tone ◇ Can be used alone to provide INTENSE 100% gray coverage on even the most resistant hair |
| COOL GOLD | | |
| ★ .031 | INTENSE Yellow-Green | <ul style="list-style-type: none"> ◇ Can be used alone for cool golds with gray coverage ◇ Creates beautiful natural golds ◇ Creates beautiful platinum blondes with cool gold undertones when used as a toner |
| ★ .036 | INTENSE Yellow-Violet | <ul style="list-style-type: none"> ◇ Can be used alone to create soft and delicate sandy baby blondes with gray coverage ◇ Excellent for toning pre-lightened highlights |
| .035 | INTENSE Yellow-Red | <ul style="list-style-type: none"> ◇ Creates warm brown or blonde shades with a rich, natural hazelnut tone ◇ Provides 100% gray coverage when mixed with the INTENSE NATURALS on resistant hair |
| .021 | INTENSE Blue-Green | <ul style="list-style-type: none"> ◇ Not recommended to be used alone for gray coverage ◇ Provides the coolest gray coverage when mixed with the INTENSE NATURALS ◇ Creates the most controlled cool browns and blondes |
| .044 | INTENSE Orange-Orange | <ul style="list-style-type: none"> ◇ Creates INTENSE copper tones ◇ Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair |
| .055 | INTENSE Red-Red | <ul style="list-style-type: none"> ◇ Creates INTENSE true red tones ◇ Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair |
| .066 | INTENSE Violet-Violet | <ul style="list-style-type: none"> ◇ Creates INTENSE violet tones ◇ Can be used for INTENSE 100% gray coverage, but not recommended to be used alone for higher percentages of gray hair |
| 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 |

★ Denotes Gray Coverage

FRAMCOLOR 2001 INTENSE

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR GLAMOUR



When to mix?

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



INSTRUCTIONS:

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

| 1:1.5 mix ratio | DESIRED END RESULT | FRAMCOLOR 2001 INTENSE | FRAMCOLOR GLAMOUR | FRAMCOLOR 2001 INTENSE PROCESSING TIME |
|--------------------|---|-------------------------------------|-------------------------------------|--|
| | For deposit, lift, and gray coverage | 1 part 20cc ($\frac{2}{3}$ oz.) | 1 part 20cc ($\frac{2}{3}$ oz.) | PROCESSES IN HALF THE TIME! |

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

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

FRAMCOLOR 2001 INTENSE

MIXING FRAMCOLOR 2001 INTENSE
WITH FRAMCOLOR GLAMOUR

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

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

EXAMPLE:

1:1.5
mix ratio



EXAMPLE:

| | | | |
|--------------------|--------|-------------------------------------|---|
| Natural Level | 7 | Framcolor 2001 INTENSE 7.031 | 20cc (2/3 oz.) |
| Desired Level | 7 | Framcolor Glamour 7.4 | 20cc (2/3 oz.) + 60cc (2 oz.) 20 Vol. Developer |
| Desired Tone | Copper | Traditional Processing Time | 40 minutes |
| Percentage of Gray | 50% | New Processing Time | 20 minutes! |

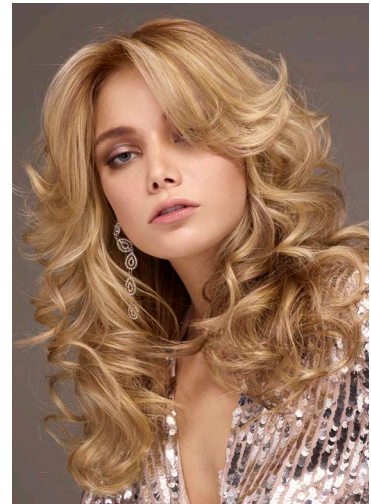
FRAMCOLOR 2001 INTENSE

MIXING FRAMCOLOR 2001 INTENSE
WITH FRAMCOLOR GLAMOUR



**MIXING FRAMCOLOR GLAMOUR + FRAMCOLOR 2001 INTENSE
FOR 90+ SHADES THAT *PROCESS IN HALF THE TIME!***

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



| Example | |
|---|---|
| Natural Level | 6 |
| Desired Level | 6 |
| Desired Tone | Chocolate Brown |
| % of Gray | 75% - Very Resistant |
| Current Framcolor Glamour formula & timing | Framcolor Glamour 6 + 6.64 |
| | 5 minutes under heat 45 Minutes at room temperature |
| New Framcolor 2001 INTENSE/ 2001 formula and timing | Framcolor 2001 INTENSE 6.00 + Framcolor Glamour 6.64 |
| | 5 minutes under heat 20 Minutes at room temperature |

FRAMCOLOR 2001 INTENSE

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR GLAMOUR



| Example | |
|--|--|
| Natural Level | 5 |
| Desired Level | 5 |
| Desired Tone | Cool Brown |
| % of Gray | 50% |
| Current Framcolor Glamour formula & timing | Framcolor Glamour 5 + 5.12 |
| | 40 Minutes |
| New Framcolor 2001 INTENSE/ Glamour formula and timing | Framcolor 2001 INTENSE 5.00 + Framcolor Glamour 5.12 |
| | 20 minutes |

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

| Current Framcolor Glamour Formula/Shade | New Framcolor 2001 INTENSE Formula/Shade |
|---|---|
| Framcolor Glamour 4 + 4.46 | Framcolor Glamour 4.46 + Framcolor 2001 INTENSE 4.00 |
| Framcolor Glamour 5.66 + 6.66 | Framcolor Glamour 6.66 + Framcolor 2001 INTENSE 5.066 |
| Framcolor Glamour 6 + 6.64 | Framcolor Glamour 6.64 + Framcolor 2001 INTENSE 6.00 |
| Framcolor Glamour 7.4 + 7.34 | Framcolor Glamour 7.34 + Framcolor 2001 INTENSE 7.044 |

MIXING FRAMCOLOR 2001 INTENSE FOR HALF THE PROCESSING TIME!

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

| Current Framcolor Glamour Formula/Shade | New Framcolor 2001 INTENSE Formula/Shade | Process |
|---|--|--|
| Framcolor Glamour 6 + 6.56 | Framcolor 2001 INTENSE 6.00 + Framcolor Glamour 6.56 | HALF THE TRADITIONAL PROCESSING TIME! |
| Framcolor Glamour 7 + 7.36 | Framcolor 2001 INTENSE 7.00 + Framcolor Glamour 7.36 | |

FRAMCOLOR 2001 INTENSE

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR GLAMOUR



| 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 Glamour formula & timing | Framcolor Glamour 12.62 50 Minutes |
| New Framcolor 2001 INTENSE/ Glamour formula and timing | Framcolor 2001 INTENSE 10.62 + Framcolor Glamour 12 25 Minutes |

MIXING INSTRUCTIONS & PROCESSING TIME

MIXING FRAMCOLOR 2001 INTENSE WITH FRAMCOLOR GLAMOUR 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 | 20 volume | 35 - 45 minutes | PROCESSES IN HALF THE TIME!* |
| 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 | |

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 AND SEALER 102

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

54

WHAT IS IT?

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

is a 2-step bond-building demineralizing additive with Hyaluronic Acid.

WHY USE IT?

- To strengthen, hydrate, and seal hair during bleaching and hair coloring services.
 - No added processing time!
 - Long-lasting hydration and repair.
 - Low cost per application
 - Compatible with all color lines and bleach products.
 - Also serves as an in-salon, deep restructuring treatment for extremely damaged hair.

WHO NEEDS IT?

- During Color or Bleach:
 - Anyone with damaged hair, uneven porosity
 - Anyone who thermally styles their hair
 - 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, flyaways, easily tangles.

HOW IT WORKS:

- This vegan, eco-friendly formula contains Hyaluronic Acid, Polyphyto-Complex with Phytokeratin to provide long lasting hydration and repair.
- This Polyphyto-Complex adheres to the hair's surface to defend it from the oxidizing action of metal ions.
- With strong hydrating power, this molecule has a unique 3D structure that adheres to the hair surface, providing the following benefits:
 - Penetrates the cortex to improve resilience, elasticity, and porosity.
 - Helps to extend the color's life while elevating the hair shaft's quality.
 - Porous hair retains the tone better and retains tensile strength during chemical processing.
 - Used as a stand-alone product for extremely damaged hair:
 - Increases hair strength and improves hair quality 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 (combing & brushing), thermal (flat irons), chemical overprocessing (relaxers, bleach, keratin treatments).
 - Easy to use, can seamlessly become a part of any hair color service to ensure hair protection from damage.
 - Offers an opportunity to increase the value of service and added revenue.



DECOLOR B PRO-FORCE BONDER 101 AND SEALER 102

HOW TO USE IT?

Instructions for bleach or hair color services:

1. Mix lightener or hair color as before, then add PRO-FORCE BONDER 101.
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 (¼ oz or 4 pumps) for every 30g (1 oz) of lightener.
 - b. Color: add 4 ml (½ oz or 2 pumps) for all color applications.
3. Apply the lightener or color mixture to the hair and process it 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 the shaft and ends. Comb carefully to distribute evenly.
7. Process for 5 minutes and gently rinse.
 - Note: if using ACIDIC toner, apply after this step, process, then rinse. No shampooing is required.
8. Proceed with Framesi Color Method Shampoo GO, Mask, 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 as a stand-alone deep restructuring treatment:

1. Apply 15-20 ml (½ - ⅔ oz or 8-10 pumps) PRO-FORCE BONDER 101 to shampooed and towel-dried hair. Distribute evenly, massaging the hair for 2 to 3 minutes.
2. Carefully comb through the hair to spread the 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 for 5 minutes and gently rinse. Proceed with styling.

What It Won't Do:

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

Framcolor Glamour

PROTECTIVE COVERAGE TECHNOLOGY



@framesiUSA

©2023 framesi North America
17 Avenue A
Leetsdale, PA 15056

framesi Technical Assistance
1.800.245.6323

edited 2.21.23 AMR

026325-000