

framesi<sup>®</sup>  
MILAN



>95% LONGER  
**LASTING  
COLOR**

# FRAMESI **COLOR<sup>®</sup> LOVER**



HAIRCARE&STYLING



VEGAN



GLUTEN  
FREE



PARABEN  
FREE



PLANT  
BASED



SODIUM  
CHLORIDE  
FREE



SULFATE/  
DEA FREE

FRAMESI  
**COLOR<sup>®</sup>**  
**LOVER**

HAIRCARE & STYLING

## Your Guarantee For Happily Ever After!

In that moment, when the chair spins around & you suddenly see the haircolor of your dreams, it's love at first sight.

*You know it's special & you want it to last.*

Meet **FRAMESI COLOR LOVER** shampoos, conditioners, leave-in treatments, and styling products. Each filled with a promise to keep your haircolor shiny & vibrant, infusing color protection, anti-aging oils & nourishing vitamins *day after day*.

**LOVE THAT WON'T FADE**

NEW!



>95% longer lasting color\*

ALL FRAMESI COLOR LOVER PRODUCTS ARE:  
VEGAN, GLUTEN FREE, PARABEN FREE, DEA FREE,  
SODIUM CHLORIDE FREE, SULFATE FREE



technical assistance 1.800.245.6323

# FRAMESI COLOR<sup>®</sup> LOVER



## The Perfect Match For Your Favorite Haircolor...

**FRAMESI COLOR LOVER** shampoos, conditioners, leave-in treatments & styling products nourish your hair with a rich blend of advanced color-retention ingredients.

Starring **QUINOA** (keen-wah), the ultimate source of all-natural plant proteins. **QUINOA**, when combined with **COLOR LOVER**'s unique compound of color retention ingredients, is proven in lab testing to retain your haircolor *>95% longer*.

**FRAMESI COLOR LOVER** will love your haircolor as long as you do.





FRAMESI  
COLOR  
LOVER



framesi  
MILAN

LOVE THAT WON'T FADE

first love

salon fresh color:



lasting love

after using FRAMESI  
COLOR LOVER



after  
**30** x wash  
x blow dry  
x flat iron

lost love

after using  
a competitor



after  
**30** x wash  
x blow dry  
x flat iron

\* based on lab testing  
† leading professional color mfg

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QUINOA (keen wah)

- 🍃 The "Mother Grain"
- 🍃 Commanding food source
- 🍃 Powerful protection
- 🍃 Healing & nourishing
- 🍃 Complete protein source
- 🍃 Essential amino acids
- 🍃 Gluten free

ALL FRAMESI COLOR LOVER PRODUCTS ARE:  
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# FRAMESI COLOR<sup>®</sup> LOVER



## DIAMOND STRONG

Lasting strength from the inside out!  
FRAMESI COLOR LOVER DIAMOND STRONG  
strengthens, repairs & restores your hair to  
withstand the daily grind.



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



# NEW STRONG CATEGORY

## STRONG SHAMPOO, CONDITIONER & LEAVE-IN



### DIAMOND STRONG SHAMPOO

16.9 fl.oz./500mL

**Strengthen, repair & restore shampoo**

Restore hair while you cleanse with a weightless, shine-enhancing formula with high performing ingredients such as hydrating Hyaluronic Acid and nourishing Capuacu Butter & Camellia Seed & Manketti Oils.

Prevents breakage and leaves hair more resilient and manageable.



### DIAMOND STRONG CONDITIONER

16.9 fl.oz./500mL

**Strengthen, repair & restore conditioner**

Restore hair while you moisturize with a weightless, shine-enhancing formula with high performing ingredients such as hydrating Hyaluronic Acid and nourishing Capuacu Butter & Camellia Seed & Manketti Oils.

Prevents breakage and leaves hair more resilient and manageable.



### PROGRESSIVELY STRONG 6 fl.oz. / 177mL

- ♥ Strengthens with every application
- ♥ Advanced strengthening game changer
- ♥ Seal & repair damage from the inside out, leaving hair more resilient, shiny & frizz free
- ♥ Fortify follicles & prevent breakage.
- ♥ Weightless, does not coat or dull hair



### HAIR REPAIR FOAM 6 fl.oz. / 177mL

- ♥ Protects, reinforces and strengthens bonds from the inside-out
- ♥ Specifically formulated for weak, damaged & fragile hair
- ♥ Lightweight formula bonds and texturizes without stiffness or dryness
- ♥ Added volume, texture & shine
- ♥ Weightless, does not coat or dull hair

## KEY PLANT-BASED STRENGTHENING INGREDIENTS:



QUINOA



CUPUACU BUTTER



HYALURONIC ACID



MANKETTI KERNEL OIL



CAMELLIA SEED OIL

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# FRAMESI COLOR<sup>®</sup> LOVER



## DYNAMIC

### DYNAMIC TONING

**Banish the brass!** Keep your color results rich & dynamic, all while maintaining the tonality of your dreams. The **FRAMESI COLOR LOVER DYNAMIC** series refreshes hair tonality while revitalizing hair condition.





# DYNAMIC BLONDE



## DYNAMIC BLONDE VIOLET SHAMPOO

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

**Banish the brass!**  
Keep your blonde/gray/white hair brighter & more refined, while keeping your color >95% longer!\*



## DYNAMIC BLONDE CONDITIONER

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

Perfect daily companion for DYNAMIC BLONDE VIOLET SHAMPOO to keep blonde & gray hair cool-toned, soft & healthy



## DYNAMIC BLONDE SERUM

4.75 fl.oz./140mL

Daily leave-in fluid cream for strength & shine  
**NOT JUST FOR BLONDES!**  
Immediate reconstruction, manageability & moisture for ALL hair colors and types.

# DYNAMIC RED & BRUNETTE



## DYNAMIC RED RED SHAMPOO FOR RED HAIR

16.9 fl.oz./500mL

**Rekindle your red, root to end!**  
Enhance your red without changing original tonality. Pomegranate extract provides natural age-defying & conditioning results for smoothness and shine!



## DYNAMIC BRUNETTE COOL BROWN SHAMPOO FOR BRUNETTE HAIR

16.9 fl.oz./500mL

**Keep it cool!**  
Eliminate brass & warmth without changing original tonality. Packed with algae proteins to add moisture & remove pollutants.

## KEY PLANT-BASED DYNAMIC INGREDIENTS:



QUINOA



AVOCADO



SUNFLOWER



POMEGRANATE



BLUE GREEN SPIRULINA

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# FRAMESI COLOR<sup>®</sup> LOVER



## PRIMER 11

### LEAVE-INS

The ultimate leave-in color boost spray & porosity equalizer.

Give your hair the care & protection it deserves with framesi primers. Fix frizz, and cut drying time while maintaining color >95% longer





# PRIMER 11 & PRIMER 11 INTENSE

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



## PRIMER 11 LEAVE IN CONDITIONER

8.5 fl.oz. / 250mL

Your hair's hero, *you won't know how you ever lived without it!*

Give your hair the care & protection it deserves: a daily dose of quinoa in the ultimate leave in color boost spray.

Quinoa protein, vitamins & emollients detangle & penetrate hair with moisture & shine, enhancing it with body & strength.

Excellent when used as a porosity equalizer & cutting lotion.

- ♥ Cream Leave In Conditioner
- ♥ For Dry, Damaged, Unruly hair
- ♥ Maximum moisture for all hair types
- ♥ Baobab Seed Protein for instant repair
- ♥ Less breakage
- ♥ Spray less, love more
- ♥ Speeds up drying time

**PLUS ALL BENEFITS OF PRIMER 11 !**



## PRIMER 11 INTENSE CREAM LEAVE IN CONDITIONER

8.5 fl.oz. / 250mL

Superheroes do exist. Meet **PRIMER 11 INTENSE** Cream Leave In Conditioner for dry, curly, damaged, or unruly hair.

Experience penetrating hydration & maximum moisture plus all the original benefits of **PRIMER 11**.

Formulated with a compound rich in Quinoa, **PRIMER 11 INTENSE** loves your hair more.

Fix frizz. Cut drying time. Prevent breakage. Porosity equalizer.

## KEY PLANT-BASED PRIMING & MOISTURIZING INGREDIENTS:



QUINOA



ALOE VERA



SHEA BUTTER



COCONUT OIL



NATURAL OILS & VITAMINS

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# FRAMESI COLOR<sup>®</sup> LOVER



## MOISTURE RICH

Dive into the deep end of moisture for your thirsty hair & indulge.

Replenish the moisture your hair craves & infuse it with softness & shine while keeping your color >95% longer.



# MOISTURE

## MOISTURE RICH SHAMPOO, CONDITIONER & MASQUE



### MOISTURE RICH SHAMPOO

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

*Sulfate free, ultra-hydrating shampoo.*

Advanced blend of Quinoa, Aloe Vera & vitamins combined with nourishing shea butter drench hair in rich moisture.

Weightless formula restores vitality, radiance & instantly revives dry hair.



### MOISTURE RICH CONDITIONER

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

*Rich, ultra-hydrating conditioner.*

Advanced blend of Quinoa, natural oils & vitamins deeply immerse hair in moisture & nutrients.

Weightless formula leaves hair with body, condition & fabulous shine.



### MOISTURE RICH MASQUE

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

*Ultra-deep revitalizing treatment*

Advanced blend of Quinoa, natural oils & vitamins deeply immerse hair in moisture & nutrients.

Weightless formula repairs dry, damaged hair from within without buildup.

## KEY PLANT-BASED MOISTURIZING INGREDIENTS:



QUINOA



ALOE VERA



SHEA BUTTER



COCONUT OIL



NATURAL OILS & VITAMINS

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# FRAMESI COLOR<sup>®</sup> LOVER



## VOLUME BOOST

Lusciously lift & strengthen your hair, leaving it with high volume & softness while keeping your color >95% longer.





# VOLUME

## VOLUME BOOST SHAMPOO, CONDITIONER & STYLING



### VOLUME BOOST SHAMPOO

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

#### *Sulfate free volumizing shampoo*

Advanced blend of Quinoa, Aloe Vera Leaf Juice, Meadowfoam Seed Oil & vitamins, combined with powerful rice protein, work in synergy to boost volume.

Strengthens hair & supports style



### VOLUME BOOST CONDITIONER

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

#### *Ultra-light, ultra-rich volumizing conditioner*

Quinoa, combined with natural coconut derived conditioning agents & rich oils work to strengthen hair & boost volume.

Strengthens hair & supports style



### RAISE THE ROOTS

6 fl.oz. / 177mL

- ♥ Spray at the root to provide lift & volume
- ♥ Excellent for all hair types, even the finest textures
- ♥ Spray from root to ends for all over texture & body
- ♥ Weightless, does not coat or dull hair



### BLOW IT BIG

6 fl.oz. / 177mL

- ♥ Moisturizes, adds volume & body, and leaves hair tossable
- ♥ Offers strong thermal protection
- ♥ Speeds up drying time
- ♥ Weightless, does not coat or dull hair

## KEY PLANT-BASED VOLUMIZING INGREDIENTS:



QUINOA



ALOE VERA



MEADOWFOAM SEED OIL



COCONUT OIL



RICE PROTEIN

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# FRAMESI COLOR<sup>®</sup> LOVER



## SMOOTH SHINE

Hello smooth & sleek, farewell fly-aways & frizz. Unlock your smoothest, shiniest hair ever, while keeping your color >95% longer.





# SMOOTH

## SMOOTH SHINE SHAMPOO & CONDITIONER



### SMOOTH SHINE SHAMPOO

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

**Sulfate free shampoo cleanses & calms unmanageable hair**

Quinoa, meadowfoam seed oil, aloe vera leaf juice & vitamins, combined with a conditioning silk moisturizer, work in synergy to nourish & calm unmanageable, frizzy hair.

Protects hair from humidity & leaves it silky, shiny & smooth.



### SMOOTH SHINE CONDITIONER

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

**Ultra rich daily smoothing conditioner**

Quinoa, combined with coconut oil conditioning agents, flax protein, natural oils & vitamins nourish & calm unmanageable, frizzy hair.

Protects hair from humidity & leaves it silky, shiny & smooth.

## KEY PLANT-BASED SMOOTHING INGREDIENTS:



QUINOA



ALOE VERA



MEADOWFOAM SEED OIL



COCONUT OIL



FLAX PROTEIN

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# FRAMESI COLOR<sup>®</sup> LOVER



## CURL DEFINE

Define, detangle & delight your curls with an infusion of moisture while keeping your color >95% longer.





# CURL

## CURL DEFINE SHAMPOO, CONDITIONER & STYLING

# STYLE



### CURL DEFINE SHAMPOO

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

**Sulfate free, moisturizing shampoo**

Contains an advanced blend of Quinoa, Aloe Vera Leaf Juice & vitamins, combined with a unique Rice Curl Complex to enhance curls.

Combats dull, dry, frizzy hair for soft, defined, radiant curls.



### CURL DEFINE CONDITIONER

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

**Ultra defining daily conditioner inspires curls**

Quinoa, natural oils & vitamins combined with a unique Rice Curl Complex works in synergy to enhance curls.

Protects hair from humidity & leaves it silky, shiny & smooth.



### BOUNCE CURL REJUVENATOR

6 fl.oz. / 177mL

- ♥ Rejuvenate & redefine curls, day of and day after
- ♥ Moisture rich formula instantly smooths hair & eliminates frizz
- ♥ Delivers humidity protection & curl support
- ♥ Weightless, does not coat or dull hair



### CURL PUDDING

6 fl.oz. / 177mL

- ♥ Defines & separates curl, providing softness and curl definition
- ♥ Adds moisture, conditions curls, smooths & tames frizz
- ♥ Softens unruly hair, reduces breakage
- ♥ Weightless, does not coat or dull hair

## KEY PLANT-BASED CURLING INGREDIENTS:



QUINOA



ALOE VERA



RICE PROTEIN



COCONUT OIL



SWEET ALMOND OIL

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# FRAMESI COLOR<sup>®</sup> LOVER



## NEW DESIGN FIX & FLEX

Will not build-up, dull or mask haircolor, but allows it to shine through! Our **FRAMESI COLOR LOVER DESIGN FIX & FLEX SPRAY** provides a flexible yet long-lasting hold that keeps your hair in place without feeling stiff or crunchy.



# DESIGN FIX & FLEX

## INTRODUCING THE ULTIMATE **HAIRSPRAY**

*For Color Treated Hair*



### DESIGN FIX & FLEX

Net Wt. 10oz./283g

*Workable, brushable, strong hairspray*

- ♥ Retains color >95% longer.
- ♥ Re-shapeable styling and finishing spray
- ♥ Long-lasting hold
- ♥ EPA Compliant\* \*Environmental Protection Agency (50% VOC)
- ♥ Humidity-resistant barrier
- ♥ Thermal and UV protectants

### >95% LONGER LASTING COLOR

Hold without limits! Touch it, toss it, even brush it.  
No flakes, no frizz, no fly-aways.

Lycium Chinese, Prickly Pear, and Olive Fruit extracts provide antioxidants to protect hair from damage while providing moisture and shine for long-lasting vibrant color and shine.

\*Based on lab testing

## KEY PLANT-BASED STYLING INGREDIENTS:



QUINOA



PRICKLY PEAR FRUIT



LYCIUM CHINESE FRUIT



OLIVE FRUIT

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# FRAMESI COLOR<sup>®</sup> LOVER



## STYLE PROGRESSIVELY SMOOTH

### PROGRESSIVELY SMOOTH

*Take home smoothing*

6 fl.oz. / 177mL

A one of a kind product leading the way in smoothing technology. Continuous control continually transforms hair from the inside.

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



## PROGRESSIVELY TAME LOCKS WITH EVERY APPLICATION

### NOTICEABLE RESULTS IN AS LITTLE AS 3 APPLICATIONS



## PROGRESSIVELY TAME LOCKS WITH EVERY APPLICATION

## KEY PLANT-BASED STYLING INGREDIENTS:



QUINOA



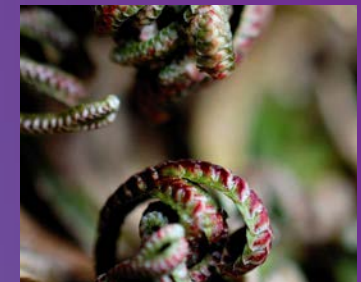
ALOE VERA



BLUE LOTUS



GRAPE SEED



ROSE OF JERICHO

# STYLE

## HUMIDITY DEFENSE



### HAIR STRAIGHTENING SERUM 6 fl.oz. / 177mL

- ♥ Straighten up! Resist humidity while moisturizing & nourishing hair
- ♥ Antioxidant rich ingredients defend against aging & environmental damage
- ♥ Use with heat for accelerated smoothing results
- ♥ The perfect pair for **Progressively Smooth** (see previous page)
- ♥ Weightless, does not coat or dull hair



### STOP FRIZZ

**Anti-Humidity Serum** 3.4 fl.oz. / 100mL

Frizz & fly-aways end here for all hair types. **STOP FRIZZ** infuses hair with balanced moisture. Repairs split ends, softens & defines curls, conquers humidity. Use with or without heat for all day protection & shine. Thermal tool activated for 24-hour smoothing.

## THERMAL DEFENSE



### FLASH DRY

**Super Dry Accelerator** 8.5 fl.oz. / 250mL

Go in a flash with this time-saving blow dry spray. With intense heat protection (450° F), this lightweight formula detangles & smoothes while dramatically reducing drying time & eliminating frizz. Humidity resistant formula protects hair from damage & breakage.

**72% more thermal protection • Cut blow dry time by 47%**

NO WORRIES, FREE OF HARMFUL INGREDIENTS!

**VEGAN, FREE OF GLUTEN, PARABENS,  
SODIUM CHLORIDE, SULFATES & DEA**

*visit [framesiprofessional.com](http://framesiprofessional.com) for more info!*

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# FRAMESI COLOR<sup>®</sup> LOVER



>95% longer lasting color\*

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\*Lab testing conducted in conjunction with a reputable independent entity. Testing was performed on Framesi Color Lover & in comparison to a leading competitive brand's performance & claims.

Performance results were measured by a colorimeter. Representative results illustrated on page 3 of this brochure.

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