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COLOR



FRAMESI COLOR METHOD

THE SYSTEM WITH THE INNOVATIVE FERMENTED ORGANIC EXTRACTS OF CALENDULA AND GREEN TEA TO IMPROVE PERFORMANCE AND COLOR LIFE

Complete and enhance the color result with a ritual that hydrates hair and soothes the scalp.

Thanks to a technology based on hyper-fermentation enabling natural extraction, all the main plant principles preserve their characteristics, so that the new formula is even more effective.



Turn your salon into an **EXCLUSIVE COLOR SALON** and become a real excellence in hair coloring, enabling your customers to live the color service as a comfortable, memorable experience.

Make sure the area dedicated to technical services is suitably prepared with all instruments and accessories perfectly displayed. Comment on all the various steps taken with your customer highlighting the characteristics of the products you are using and the unrivalled result to be obtained using **FRAMESI COLOR METHOD**.

Present the line and its components, especially stressing the innovative technology.

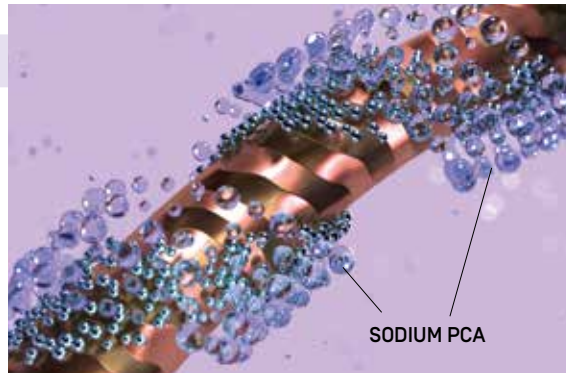
YOU WILL OBTAIN THE FOLLOWING BENEFITS:

- the customer will see you as a color specialist and will trust your advice even more
- the technical service will be perceived as a real professional treatment
- the result will be a loyal customer because his/her hair will be even lovelier and the color will last longer
- an exclusive service will mean a higher compensation

LONG LASTING COLOR TECHNOLOGY

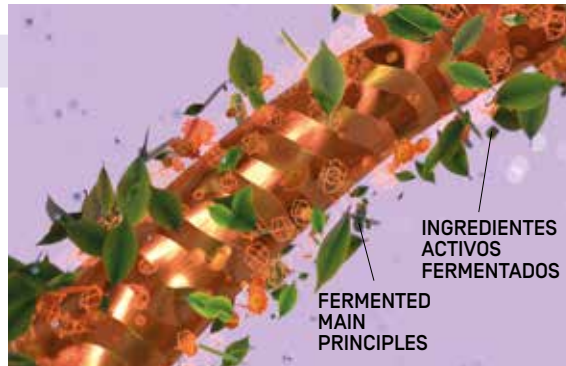
HYDRATING ACTION

- Elasticity
- Softness
- Shine



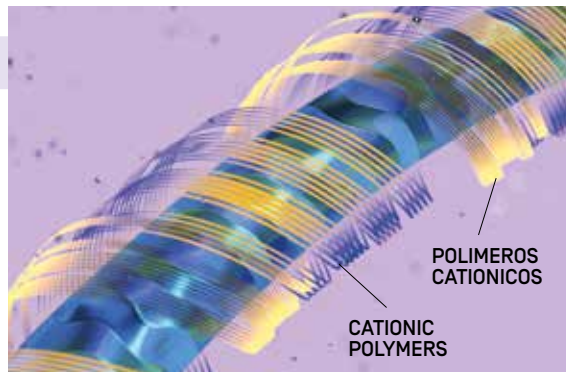
ANTI-OXIDISING ACTION

- Enhanced protection of color and scalp



PROTECTIVE ACTION

- Manageability
- Hair resistance



RESULT
MORE BRILLIANT COLOR
LONG LASTING EFFECT

MAIN PRINCIPLES

FERMENTED ORGANIC EXTRACTS OF CALENDULA AND BIO GREEN TEA

exclusive for Framesi, with soothing, hydrating, anti-oxidant properties.
The enzymatic, organic-liquefaction enables extraction of all the plants' main principles naturally, using no solvents or heat, preserving all their characteristics. The fermentation adds anti-oxidants, protein and amino acids.

THE TECHNOLOGY

Biotechnological, bio-sustainable extract, obtained through an exclusive hyper-fermentation process combining the fermentation and enzymatic organic-liquefaction, starting from organic raw materials and with no use of solvent.

Thanks to organic-liquefaction, the plant's natural phyto-complex is extracted : 00: and made biologically-available.

The subsequent fermentation enables a drastic increase in the effectiveness of the main principles, favouring development of new anti-oxidant systems : vitamins and glutathione: , protein and amino acids.

This technology strengthens the hydrating, soothing, anti-oxidant properties of Calendula and Green Tea.

SODIUM PCA

PCA = Pyrrolidone Carboxylic Acid.

This is a natural hydrating factor, formed by sugars, amino acids, urea and other substances present in the skin to maintain the right hydration level.

Sodium PCA increases skin and hair softness and elasticity improving the color yield and hold, and hair manageability and final appearance.

VITAMIN E

Vitamin with recognised anti-oxidant, soothing and hydrating activities.

A COMPLETE PATH FOR A MARVELLOUS COLOR EXPERIENCE

PRO-TECT CREAM

Fresh, softening barrier cream. Protects the skin against color stains.

It is easy to eliminate with the final coloring cream rinse.

CHARACTERISTICS:

- **fermented organic extract of Calendula and Green Tea**
- **vitamin E**, anti-oxidant, hydrating and soothing
- **SODIUM PCA**, increases skin and hair softness and elasticity improving the color yield and hold, and hair manageability and final appearance
- **apricot kernel oil**, rich in unsaturated fatty acids, anti-oxidants, vitamins A and E, for a soft, hydrated protected skin
- **essential oil of peppermint**, known for its purifying, soothing properties, creates a natural sensation of freshness and comfort on skin



TUBE 75 ML

RELIEF

Soothing spray for the scalp. Especially necessary on sensitive skin, performs an effective, instant, prolonged soothing action, reducing the scalp's feeling discomfort and irritation during the color service.

CHARACTERISTICS:

- **fermented organic extract of Calendula and Green Tea**
- **vitamin E**, anti-oxidant, hydrating and soothing
- **SODIUM PCA**, increases skin and hair softness and elasticity improving the color yield and hold, and hair manageability and final appearance
- **extract of liquorice root**, powerfully soothing, hydrating and anti-redness
- **vitamin B6**, helps prevent skin and scalp problems
- **panthenol**, provides intense nourishment for hair and performs a softening, soothing action on the scalp, helping alleviate itching and irritation
- **allantoin**, skin-regenerating, able to neutralise many irritating, sensitising agents for the scalp
- **menthol**, refreshing and anti-redness



BOTTLE 150 ML

pH 4.5

SHAMPOO GO

Conditioning acid pH shampoo, restores the natural balance of scalp and hair after the coloring service. For protected hair and a more brilliant color.

CHARACTERISTICS:

- **fermented organic extract of Calendula and Green Tea**
- **vitamin E**, anti-oxidant, hydrating and soothing
- **SODIUM PCA**, increases skin and hair softness and elasticity improving the color yield and hold, and hair manageability and final appearance
- **polyquaternium-55**, thanks to its positive load, binds to the hair trapping color and forming a protective, shiny, flexible film. Hair is softer, more hydrated and protected, the cosmetic color more brilliant
- **menthol**, with its soothing, refreshing properties for the scalp
- **delicate surfactants** for gentle, in-depth cleansing, suited for the most sensitive skins



BOTTLE 1000 ML

pH 3

POST COLOR MASK

Nourishing mask with acid pH, stabilising color. Protects hair and intensifies the duration of the color result.

CHARACTERISTICS:

- **fermented organic extract of Calendula and Green Tea**
- **vitamin E**, anti-oxidant and color stabiliser
- **SODIUM PCA**, increases skin and hair softness and elasticity improving the color yield and hold, and hair manageability and final appearance
- **cationic polymers** to seal the color in hair cuticles
- **menthol**, for a scalp well-being sensation



BOTTLE 1000 ML

SUPERSMAK

**Delicate liquid cleanser
to eliminate color residues
from the skin.**

CHARACTERISTICS:

- **fermented organic extract of Calendula and Green Tea**
- **vitamin E**, anti-oxidant, hydrating and soothing
- **SODIUM PCA**, increases skin and hair softness and elasticity improving the color yield and hold, and hair manageability and final appearance
- **delicate surfactants**
- **betaine**, amino acid extracted from beetroot, with soothing, hydrating properties



BOTTLE 250 ML

NEW FRAMESI COLOR METHOD FEATURES:



ANTIOXIDANT GREEN TEA & CALENDULA

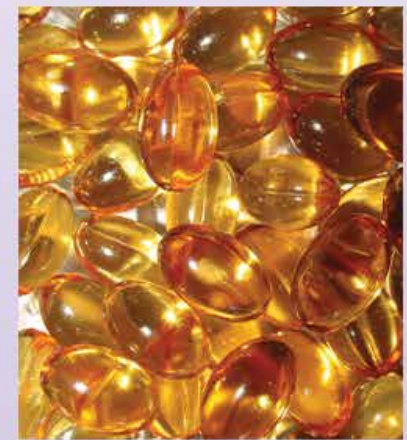
*improved
performance for
lasting haircolor!*

COOLING MENTHOL



*a soothing & refreshing
finish to a color service*

NOURISHING VITAMIN E



*supports healthy scalp
& prevents hair damage*

A PERFECT SOLUTION FOR SENSITIVE SCALPS!

STEP BY STEP

STEP 1

FRAMESI COLOR METHOD PRO-TECT CREAM

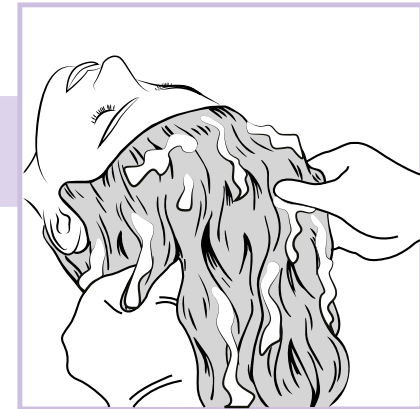
Before coloring, apply the cream to the entire hairline and on the top of ears. Rinse well with the color.



STEP 2

FRAMESI COLOR METHOD SHAMPOO GO

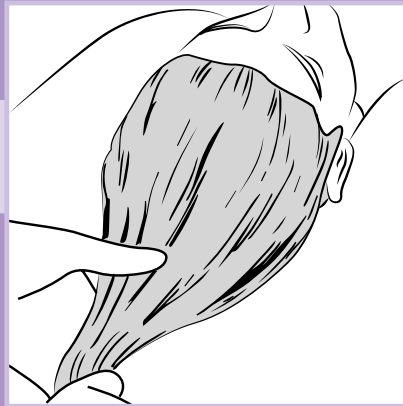
After applying color, wash with FRAMESI COLOR METHOD SHAMPOO GO, massaging scalp and hair delicately, then rinse well.



STEP 3

FRAMESI COLOR METHOD POST COLOR MASK

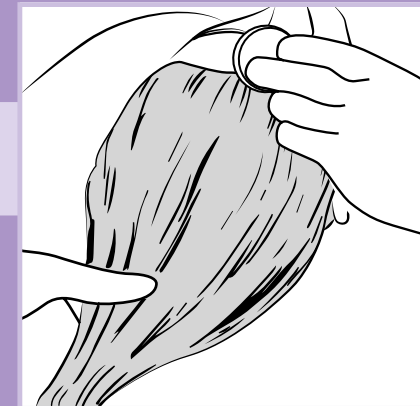
After washing hair with FRAMESI COLOR METHOD SHAMPOO GO spread FRAMESI COLOR METHOD POST COLOR MASK on carefully. Apply the product to your hands and massage the scalp, continuing along lengths and ends. If the scalp is sensitive, apply a greater product quantity to the scalp massaging delicately, then to lengths and ends. Leave on for at least 5 minutes and rinse well.



STEP 4

FRAMESI COLOR METHOD SUPERSMAK

Pour the product on a cotton ball and delicately massage the scalp area to be cleaned.



FRAMESI COLOR METHOD RELIEF

WHEN TO USE

Use on sensitive scalp.
Can be applied before,
during and after.

MORPHOSIS RE-STRUCTURE PRO-FORCE

THE PROTECTIVE, REINFORCING TREATMENT THAT SEALS LINKS INSIDE THE HAIR FIBRE.

FOR DECOLORING THAT EVEN LEAVES THE MOST FRAGILE HAIR IN THE BEST SOFTNESS AND RESISTANCE CONDITIONS.



PRO-FORCE BONDER 101

Additive to be mixed directly with decoloring and coloring products. Protects and reinforces the hair fibre reducing the hair breakage risk to a minimum.

PRO-FORCE SEALER 102

Intensive treatment that seals the hair structure, restoring hydration and links in the fibre; making hair shiny and visibly healthy.

FOR A FULL COLOR SERVICE

A PERFECTED RESULT IN ALL DETAILS AND PROTECTED HAIR DURING ALL TREATMENT STAGES.



From the first made in Italy cream color to the innovative third millennium formulas, **Framesi** continues along the road of professional color excellence for the success of hairstylists and their genius creativity.

FRAMESI PROFESSIONAL ACTIVATOR



A tailor-made solution for guaranteed results.

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