FRAMCOLOR
Eclectic
CARE

framesi®
MILAN

FRAMCOLOR
Eclectic CARE

RETHINK
RE-IMAGINE

THE EVOLUTION OF
AMMONIA-FREE PERMANENT HAIRCOLOR

UNPARALLELED
COVERAGE

UNPARALLELED
SHINE

UNPARALLELED
PERFORMANCE

WHY USE FRAMCOLOR ECLECTIC CARE?

- **100% GRAY COVERAGE** FROM EVERY SHADE

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

- UP TO **3 LEVELS OF LIFT** WITH NO BUILD-UP

- **FRAGRANCE FREE**

- **CRUELTY FREE, 100% VEGAN,** GLUTEN FREE, SULFATE FREE

FRAMCOLOR
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AGE-PREVENTION
TECHNOLOGY

INTENSE **COLOR** WITH INTENSE **PROTECTION**
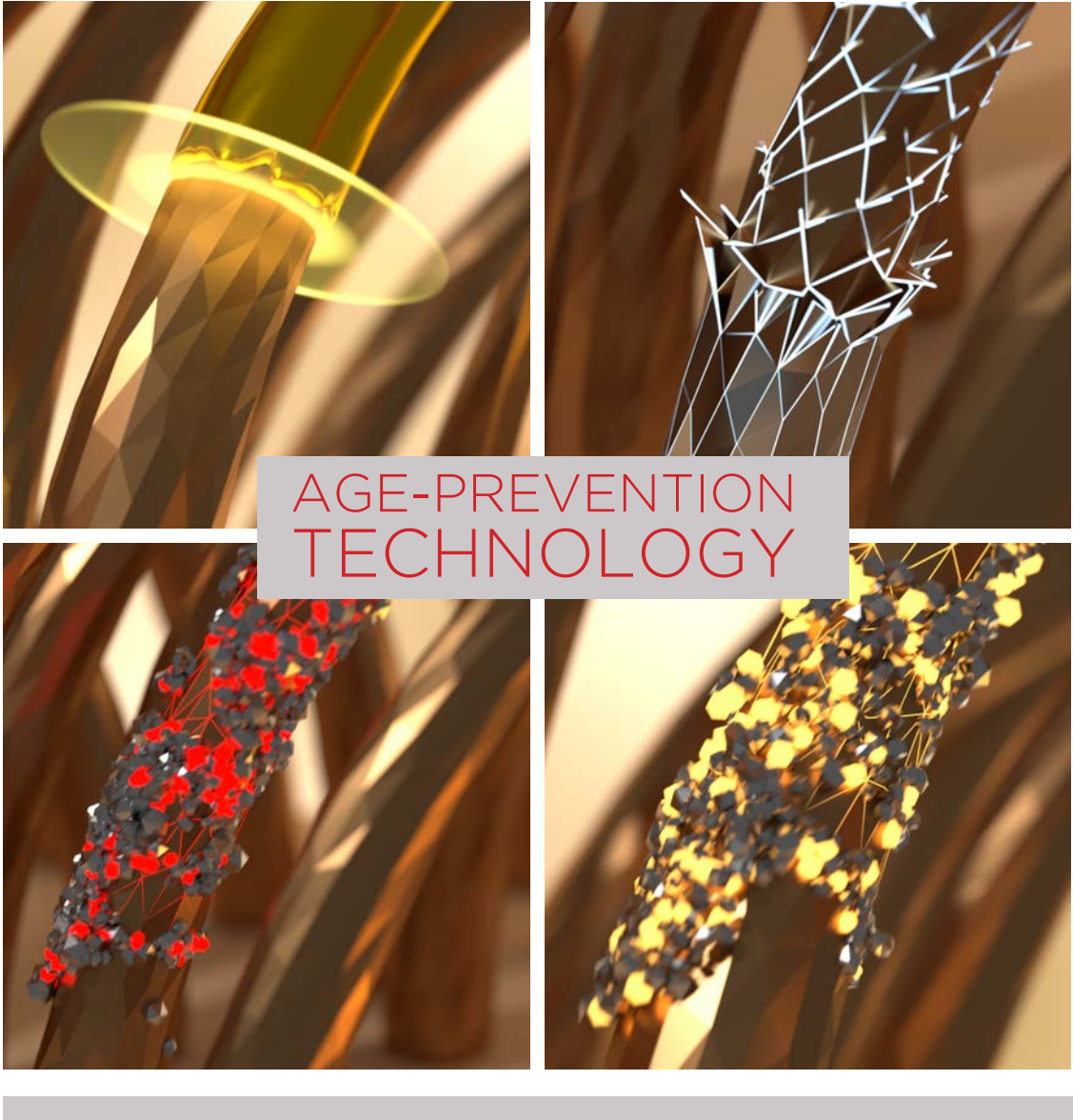
RESEARCH

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

THE SOLUTION

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

AGE-PREVENTION
TECHNOLOGY

Series	Reflex (Tone)	Base	Suggested Uses
Naturals		Blue-Violet	• Can be used alone for 100% gray coverage • Create neutral, full-bodied browns and blondes
Coffee	.25	Blue-Red	• Can be used alone for 100% gray coverage • Create cool, rich-coffee browns
Cool Browns	.12 .26	Green-Blue Blue-Violet	• Can be used alone for 100% gray coverage • Create cool, natural ashes while controlling unwanted warmth
Cool Beige	.262	Blue Violet Blue	• Can be used alone for 100% gray coverage • Create cool beige blondes • Excellent for low-lighting and toning highlights
Warm Beige	.363	Yellow Violet Yellow	• Can be used alone for 100% gray coverage • Create beautiful, warm beige blondes • Excellent for low-lighting and toning highlights
Gold	.3	Yellow	• Can be used alone for 100% gray coverage • Natural, soft, golden tones
Orange	.4	Orange	• Can be used alone for 100% gray coverage • Bright orange tones • Can be mixed with other series to reduce intensity
Red	.5	Red	• Can be used alone for 100% gray coverage • Intense red tones • Can be mixed with other series to reduce intensity
Violet	.26 .6	Blue-Violet Violet	• Can be used alone for 100% gray coverage • Intense violet tones • Can be mixed with other series to reduce intensity
Pearl Toner	.16	Green-Violet	• Perfect for toning highlights and creating beautiful pearl-blondes • Controls unwanted warmth
Silver Toner	.61	Violet-Green	• Perfect for toning highlights and creating delicate, icy blonde, or platinum blonde results. • Controls unwanted warmth when lifting
Ashes	.1	Green	• Perfect for achieving the coolest and most controlled shades • Must be mixed with Natural Series for coolest gray coverage

Mixing:

• Mix 30cc (1oz.) of **FRAMCOLOR Eclectic CARE** with 60cc (2oz.) of the appropriate volume of developer.

• Be sure when performing any color service to wear suitable gloves.
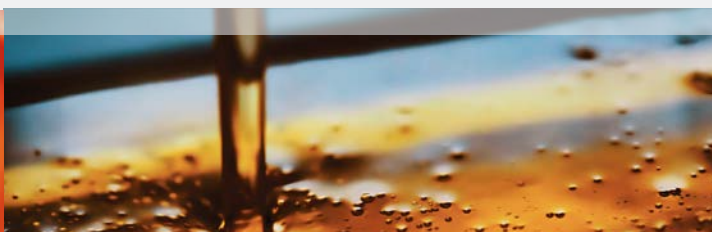
Application and Timing:

• Apply **FRAMCOLOR Eclectic CARE** starting at the scalp, working through the ends of the hair.

• Process according to the chart below:

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

[Note:]

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

1. Increase developer 10 volume

   (example: if using 20 volume, increase to 30 volume for extremely resistant hair)

2. Add framesi **Color Method Gray Color Booster,** specifically formulated to

   boost gray coverage and color deposit on the most resistant, coarse hair types.

FRAMCOLOR

Eclectic CARE

Achieve permanent or demi-permanent results from one ammonia free color line

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

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

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

- 70 + SHADES
- REDUCED INVENTORY
- INCREASED PERFORMANCE

FRAMCOLOR ECLECTIC CARE

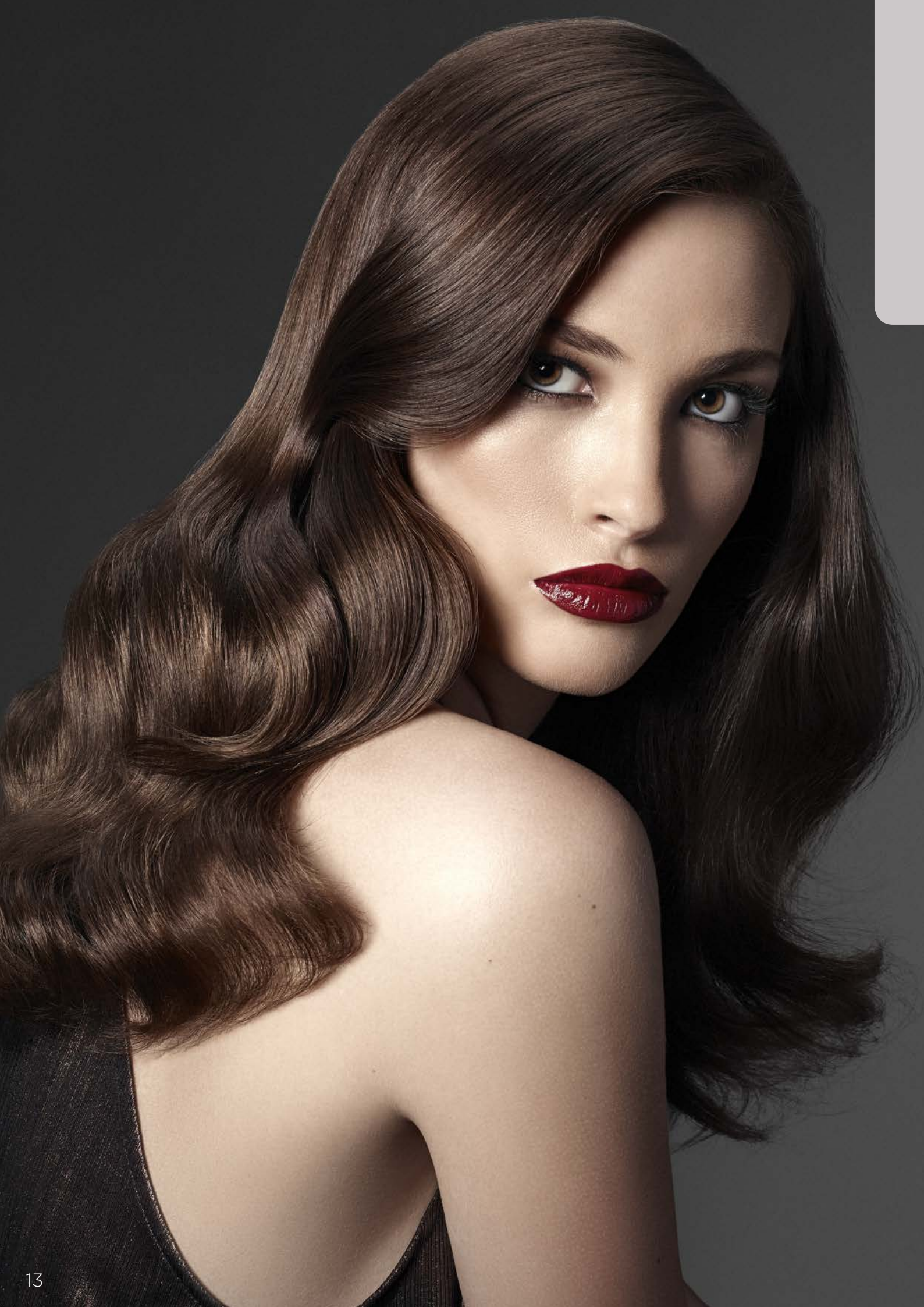Embrace the evolution of Ammonia-Free Permanent hair color.

- Superior coverage
- Rich colors with a reflective, glossy finish
- No fadage, no build-up

Performance never before achieved

EMBRACE THE DIFFERENCE

FRAMCOLOR Eclectic CARE

AT THE STYLIST'S SERVICE

An answer to any need

For custom made solutions that darken and lighten with 100% gray coverage

Innovative performance

For guests wanting a more delicate, ammonia-free, long-lasting color

Endless creativity

With infinite color combinations, especially if mixed with FRAMCOLOR Eclectic demi-permanent colors

AT THE GUEST'S SERVICE

FRAMCOLOR
Eclectic CARE

Extreme delicacy

Ammonia-Free and Fragrance Free for an even more comfortable service

Well-being

Thanks to the anti-aging formula that fights free radicals, nourishes, hydrates, and restructures the shaft

Customization

Inter-mixable shades for endless creativity for every guest's perfect hair color

VERTIGO

THE FAST, VERSATILE COLORING
HIGHLIGHT / LOWLIGHT TECHNIQUE "VERTIGO"

We start by applying the color to roots to cover regrowth or create the **BASE COLOR**.

We will start from the top, applying a **SHADOW** or **LIGHT** color on the first section separated.

Comb hair upwards, spread the color starting from the base towards the ends, and wrap it around itself.
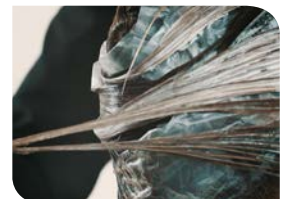
Now we will cover the section with a sheet of framesi Visible and take another section to be colored, wrapping it around the first one.

We will carry on spiralling around the first section, alternating shades based on the final result and still separating each section on a sheet of framesi Visible.

We will place the section on the framesi Visible and cover it with another sheet.

⟁ERTIGO

The more visible contrasts on the hair surface will be those created on the first colored sections and those on the last long section along the front hairlines.

BASE COLOR

FRAMCOLOR Eclectic CARE
6.3 dark golden blonde + 7.26 cool medium blonde

SHADOW

FRAMCOLOR Eclectic CARE
5.25 light coffee brown

LIGHT

DECOLOR B diamond

PERFECT FRAMCOLOR ECLECTIC CARE WITH FRAMESI COLOR METHOD

Before, during, and after color treatment it is important to protect the scalp, prepare hair, and re-establish the hair's pH balance to lock the color into the shaft, making it more stable and longer lasting.

SHAMPOO GO
Stops the oxidation process, removes color residue and neutralizes chemicals and alkalinity to stop the color process.

RELIEF
Soothing scalp spray; performs an effective, instant, prolonged action reducing sensitive scalp irritation, before, during, and after color service. For all hair types and haircolor services.

POST COLOR
Closes the cuticle to seal in color. Removes peroxide residue and reduces color fadage.

GRAY COLOR BOOSTER
Specifically formulated to boost gray coverage and color deposit on the most resistant, rebellious hair types.

MASK
Restructures the hair after coloring and keeps the cuticle compact for maximum color hold.

SUPERSMAK
Gently removes unwanted haircolor stains from the skin.

MADE IN ITALY

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