



FRAMCOLOR  
Eclectic

LUXURY CASUAL COLOR



 framesi



THE MOST ECLECTIC  
COLORING  
IS FLEXIBLE, PERSONAL  
AND EASY



When styles keep changing and hairdressers are looking for creative, high-impact solutions, it's time for **Framcolor Eclectic**

- Ammonia free
- PPD free

With a 1:2 mix ratio (1 part color to 2 parts Activator), **Framcolor Eclectic** is one of the most economical color lines in the market

**Vegan, Gluten free**







48% of women  
who color their hair ask their  
hairdresser for a dynamic,  
versatile and particularly  
gentle solution.

## FRAMCOLOR Eclectic

Offers a demi-permanent ammonia free, PPD free color that won't alter the structure of the hair and ensures an intense and lasting shade.

Provides up to 100% gray coverage!

### FRAMCOLOR ECLECTIC

A sophisticated, intense and amazingly vivid color, achieved by state-of-the-art criteria of cosmetic science:

- **CAPSULATE COMPLEX** technology
- **ammonia free**
- with **BLACK DIAMOND** extract

YES IT IS	YES YOU CAN	NO IT WON'T
<ul style="list-style-type: none"><li>• Ammonia free</li><li>• PPD free</li><li>• 2 applications per tube</li><li>• More economical than other demi-permanents (or deposit-only color systems)</li></ul>	<ul style="list-style-type: none"><li>• Shake it in a bottle</li><li>• Intermix the shades</li><li>• Cover gray up to 100% - far superior to other demi-permanents!</li><li>• Use on previously tinted or chemically relaxed hair</li></ul>	<ul style="list-style-type: none"><li>• Build up on the hair</li><li>• Lift natural haircolor</li><li>• Fade quickly or off-tone</li></ul>





TECHNOLOGY

# CAPSULATE COMPLEX

## THE MOST INNOVATIVE SYSTEM FOR ENVELOPING THE HAIR IN INTENSE COLOR

### Advantages:

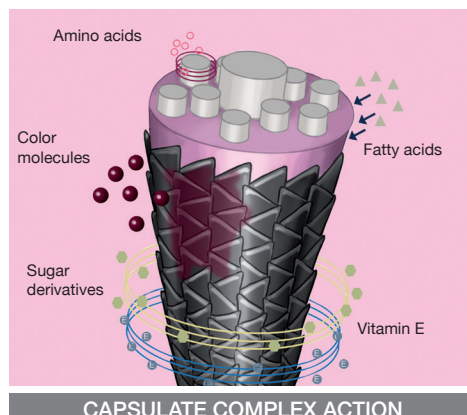
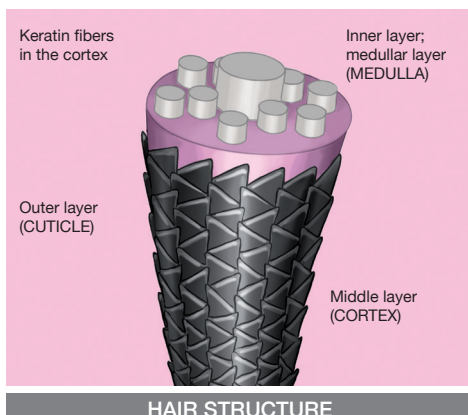
- Effectively delivered pigments and active ingredients
- Properly protected hair
- Longer lasting and exceptionally glossy color

### How it works:

- 1 The innovative Capsulate Complex system penetrates the hair fiber
- 2 At the same time it creates a heat- and water-resistant shield around the hair
- 3 The same shield that encapsulates the hair has a glossing effect that leaves color bright and shiny

### Contents:

- **Sugar derivatives**  
- for deep-down moisturization
- **Vitamin E**  
- to defend the hair against pollution, atmospheric agents and free radicals
- **Fatty acids**  
- to soften the hair and boost vitamin E absorption
- **Amino acids**  
- to restructure, boost keratinization and ensure uniform coloring even on damaged parts of the hair shaft
- **Black diamond extract**  
- to give color stunning shine and three-dimensional intensity



# Eclectic <sup>FRAMCOLOR</sup>



## NUMEROUS NUANCES FOR INFINITE SOLUTIONS

SERIES	BASE	SUGGESTED USE
<b>Intense Natural</b>		
IN	Blue-Violet	◆ 80-100% gray coverage (with Framesi Professional Activator 15).
<b>Natural Glam</b>		
NE	Blue-Violet	◆ Excellent for gray blending (with Framesi Professional Activator 10).
NDE	Blue-Yellow-Red	◆ Creates natural golden results.
<b>Smokey Gray</b>		
SE	5SE, 6SE Blue-Green	◆ Mix with any shade to control warmth. ◆ Mix with IN series for coolest gray coverage. ◆ Perfect toners for creating silver/gray hair.
	7SE, 8SE, 9SE Violet-Yellow	
<b>Hot Chocolate</b>		
HCE	Violet-Orange-Brown	◆ Can be used alone to create beautiful rich browns and blondes.
<b>Gold Immersion</b>		
DE	Yellow	◆ Creates golden results.
<b>Fancy Orange</b>		
RDE	Orange-Yellow	◆ Creates beautiful soft orange-yellow reds.
<b>Red Fire</b>		
RFE	Red	◆ Adds rich red tones.
<b>Purple Rain</b>		
ME	Red-Violet	◆ Creates mahogany, woody tones. ◆ Recommended to use alone or mix with 0E.
CVE	Violet-Red	◆ Adds deeper, cool, violet-red tones.
<b>Pearl</b>		
PE	Violet-Blue	◆ Excellent for refining yellow when toning highlights.
<b>Absolute Colors</b>		
6VE	Pure Violet	◆ Vibrant pure color additives to create unlimited color choices. ◆ Use alone to accentuate pre-lightened/highlighted sections of hair. For the brightest results, the Absolute Colors can be used alone without the activator, and applied directly to the hair.
7AE	Pure Orange	
7RE	Pure Red	
9GE	Pure Yellow	
<b>Clear</b>		
0E	Neutral (Clear)	◆ Use alone to create fabulous shine and condition. ◆ Can be mixed with any Framcolor Eclectic shade to reduce the intensity of color deposit without changing the actual tone.
<b>Cool Toners      Express Toners</b>		
CT	8CT Blue-Violet	◆ Only 5-10 minute processing to remove gold and refine color.
	9CT Violet	
<b>Warm Toners</b>		
9AT	Orange-Yellow	◆ Only 5-10 minute processing to add warmth and optimize desired color.
9HT	Yellow-Yellow-Orange	

To explore all the possibilities of effective and long-lasting ammonia free coloring and to find new inspiration for an increasingly customized service, consult the Framcolor Eclectic tutorial on [www.framesiprofessional.com](http://www.framesiprofessional.com) or the **Technical Assistance Hotline (1.800.245.6323)**.





# STYLIST TIPS FOR USING **FRAMCOLOR Eclectic**

## TO TONE HIGHLIGHTS:

INITIAL SITUATION	DESIRED RESULT	FRAMCOLOR ECLECTIC
pale yellow / white	crystalline ice	8PE + 0E
pale yellow / white	scintillating platinum	9PE
pale yellow	golden strawberry	9RDE + 9DE
pale yellow	silver shimmer	8SE + 9CT
yellow / orange	spicy apple	8NE + 8RDE
yellow / orange	almond tea	7NE + 6DE

## REFRESHING FADED ENDS / COLOR BALANCING:

REGROWTH FORMULA	DESIRED RESULT FOR ENDS	FRAMCOLOR ECLECTIC FORMULA FOR ENDS
Framcolor 2001 USB	Adds tone and shine	9NDE
Framcolor 2001 7NP	Warms up faded ends	7DE
Framcolor Glamour 6.56	Adds additional red to ends	6RFE
Framcolor Glamour 9.12	Cools off golden ends	9PE
Framcolor Futura® 5M	Refreshes red-violet	5ME
Framcolor Futura® 7N + 7D + 7R	Adds beautiful golden red	7RDE

## SHINE ENHANCING GLOSS\*:

HAIR TYPE	DESIRED RESULT	FRAMCOLOR ECLECTIC
Natural Hair	Protective Shield, Conditioning, Shine and Gloss	0E
Color Treated Hair		
Chemically Treated Hair		
Damaged Hair		

\* Excellent add-on service for clients that don't color their hair, but have a smoothing treatment, flat iron daily, want to reduce frizz or just need a protective shield against the sun and the environment.





FROM THOSE WHO HAVE  
PROVIDED YOU WITH  
THE ABSOLUTE BEST  
IN PROFESSIONAL  
HAIR PRODUCTS  
FOR OVER 75 YEARS COMES  
**FRAMCOLOR ECLECTIC**,  
THE NEXT GENERATION OF NO-LIFT,  
DEPOSIT-ONLY, DEMI-PERMANENT  
CREAM HAIRCOLOR

## The ideal customers for Framcolor Eclectic

### Clients who:

- Are sensitive to ammonia or PPD dyes
- Have just begun getting gray hair
- Want no commitment to permanent haircolor
- Change their color often
- Want fabulous shine
- Have damaged, porous, bleached hair
- Are in the sun, pool or sea often
- Are men with gray hair (results in 5 minutes)
- Flat iron their hair daily
- Use chemical relaxers or smoothing system
- Need a toner or low lights
- Need to balance their color after a touch up

## TO PROLONG COLOR DURATION

Apply **Framesi Color Method - Color Lock System** (includes: Shampoo GO, Post Color Mask), which balances the hair's pH and locks the color into the shaft, making it more stable and longer lasting.

## 360° TREATMENT

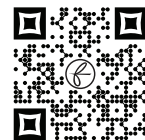
Thanks to its gentle formula, with Framcolor Eclectic you can complete your coloring or permanent straightening / waving treatments in the same day. We recommend reducing the processing time to 10 - 15 minutes.



# FRAMCOLOR Eclectic

## DIRECTIONS FOR USE

- Prepare the color mixture immediately before use.
- The ratio between Framcolor Eclectic and the Framesi Professional Activator must always be 1:2 (1 part color to 2 parts activator).
- The choice of developer volumes depends on the desired result.
  - Framesi Professional Activator 10 for standard services, men, gray blending and toning
  - Framesi Professional Activator 15 for brighter, vivid results and gray coverage with the IN series
- Processing times are 35 minutes for all of the shades.
- 5-10 minute processing for express toners



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**SCAN FOR FRAMESI  
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1.800.245.6323

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